

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	03/05/2001

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Associated Vintners, Inc.		08/15/2006	CORPORATION: WASHINGTON

RECEIVING PARTY DATA

Name:	CANANDAIGUA WINE COMPANY, INC.
Street Address:	235 N. Bloomfield Road
City:	Canandaigua
State/Country:	NEW YORK
Postal Code:	14424
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	2200594	ALICE WHITE
Registration Number:	2286098	PENINSULA

CORRESPONDENCE DATA

Fax Number: (908)725-7088
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 9087225640
 Email: s.baker@br-tmlaw.com
 Correspondent Name: Stephen L. Baker
 Address Line 1: 626 North Thompson street
 Address Line 4: Raritan, NEW JERSEY 08869

NAME OF SUBMITTER:	Stephen L. Baker
Signature:	/Stephen L. Baker/
Date:	08/16/2006

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Total Attachments: 1
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MEMORANDUM OF ASSIGNMENT OF TRADEMARKS, U.S. TRADEMARK REGISTRATIONS AND THE GOODWILL ASSOCIATED THEREWITH

WHEREAS, Associated Vintners, Inc., a corporation organized and existing under the laws of the State of Washington, located and doing business at 14030 N.E. 145th Street, Post Office Box 1248, Woodinville, Washington 98072, adopted, used and was using until March 5, 2001, trademarks which are registered in the U.S. Patent and Trademark Office as follows:

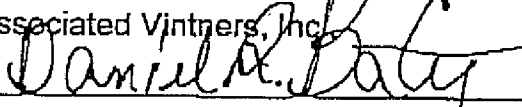
<u>MARK</u>	<u>REGISTRATION NO.</u>	<u>REG. DATE</u>
ALICE WHITE	2200594	October 27, 1998
PENINSULA	2286098	October 12, 1999

WHEREAS, on March 5, 2001, Associated Vintners, Inc., assigned all of its right, title and interest in and to said trademarks, the registrations therefor, and goodwill of the business associated therewith to Canandaigua Wine Company, Inc., a corporation of New York, located and doing business at 235 N. Bloomfield Road, Canandaigua, New York 14424;

WHEREAS, Canandaigua Wine Company, Inc., requires a Memorandum of Assignment suitable for recording in the U.S. Patent and Trademark Office confirming Canandaigua Wine Company, Inc. as the registered owner of the above identified trademarks, the registrations therefor and the goodwill of the business associated therewith.

NOW, in consideration of the payments provided for in a certain asset purchase agreement between the parties, the receipt and sufficiency thereof which is hereby acknowledged, Associated Vintners, Inc., does hereby confirm the assignment of the subject trademarks, the registrations therefor and the goodwill of the business associated therewith to Canandaigua Wine Company, Inc.

DATED: August 15, 2006

Associated Vintners, Inc.
By: 
Name: Dan Baty
Title: Chief Executive Officer