

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	04/30/2006

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Brown-Forman Corporation		08/18/2006	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Fetzer Vineyards
Street Address:	12901 Old River Road
City:	Hopland
State/Country:	CALIFORNIA
Postal Code:	95449
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Registration Number:	1887389	GRAVELSTONE
Registration Number:	2180703	JEKEL
Registration Number:	1535659	JEKEL VINEYARD
Registration Number:	1549426	JEKEL VINEYARD
Serial Number:	78837987	
Registration Number:	3110200	
Serial Number:	78548745	
Serial Number:	78709866	SANCTUARY
Registration Number:	1920062	SANCTUARY ESTATE

CORRESPONDENCE DATA

Fax Number: (415)446-5230

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

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Phone: 415-446-5225
Email: jdpilegal@jdpi.com
Correspondent Name: David S. Gooder
Address Line 1: 4040 Civic Center Drive
Address Line 2: Suite 528
Address Line 4: San Rafael, CALIFORNIA 94903

ATTORNEY DOCKET NUMBER:	JEKEL ASSIGN
NAME OF SUBMITTER:	David S. Gooder
Signature:	/David S. Gooder/
Date:	09/19/2006

Total Attachments: 5

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TRADEMARK ASSIGNMENT

Brown-Forman Corporation, a Delaware corporation, located at 850 Dixie Highway, Louisville, Kentucky 40210, U.S.A. ("Assignor"), has adopted and is using the registered and unregistered marks listed on the Schedule of Marks, attached hereto. The above-referenced marks, including without limitation, all trademarks, design marks, logos, trade names, trade dress and service marks incorporating all or any part of the marks, registrations, renewals and pending applications for all the foregoing, the good will of the business symbolized thereby, and all other worldwide rights contained therein are hereinafter collectively referred to as the "Marks."

Fetzer Vineyards, a California corporation, whose principal office is located at 12901 Old River Road, Hopland, California 95449, U.S.A. ("Assignee"), is desirous of acquiring all right, title and interest in and to the Marks; and

Assignor desires to assign all right, title and interest in and to the Marks to Assignee in connection with that certain Trademark Assignment Agreement by and between Assignor and Assignee, and dated April 30, 2006.

NOW, THEREFORE, in consideration of the foregoing, together with other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows:

1. Assignor hereby assigns unto Assignee all right, title, and interest in and to the Marks (the "Assignment").
2. This Assignment shall also include all claims for damages by reason of past infringement of the Marks, if any, together with the right to sue for and collect the same for the sole use and benefit of Assignee and its successors, assigns, or other legal representatives.
3. Assignor further agrees to execute and deliver, from time to time, all further instruments of conveyance, assignment and further assurances, and to perform all such other acts, as may be reasonably required to transfer and assign all of Assignor's interests in and to the Marks.

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IN THE WITNESS WHEREFORE, the ASSIGNOR, has hereunto authorized the undersigned to sign this instrument on its behalf this 18th day of August, 2006.

IN THE WITNESS WHEREFORE, the ASSIGNEE, has hereunto authorized the undersigned to sign this instrument on its behalf this 18th day of August, 2006.

ASSIGNOR:

Brown-Forman Corporation,
a Delaware corporation

By: Charles E. Scholtz

Name: Charles E. Scholtz

Its: Vice President

ASSIGNEE:

Fetzer Vineyards,
a California corporation

By: Mary E. Barzzone

Name: Mary E. Barzzone

Its: Secretary

(Please see attached notarial acknowledgments)

COMMOWNEALTH OF KENTUCKY)
: SS
COUNTY OF JEFFERSON)

The foregoing Trademark Assignment was acknowledged before me by Charles E. Scholtz as Vice President of Brown-Forman Corporation, a Delaware corporation, on behalf of the corporation, on the 18th day of August, 2006.

Francis M. Kelly
Notary Public, State at Large, KY

My commission expires: 3-12-07

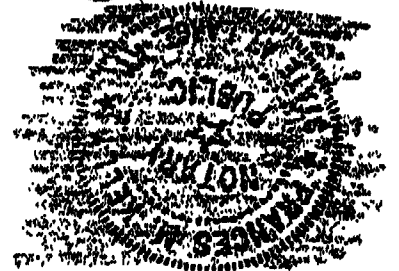


COMMOWNEALTH OF KENTUCKY)
: SS
COUNTY OF JEFFERSON)

The foregoing Trademark Assignment was acknowledged before me by Mary E. Barrazotto as Secretary of Fetzer Vineyards, a California corporation, on behalf of the corporation, on the 21st day of August, 2006.

Francis M. Kelly
Notary Public, State at Large, KY

My commission expires: 3-12-07



Schedule of Marks

Mark	Country	TM status	App. Date	App. No.	Reg. Date	Reg. No.	Classes
JEKEL VINEYARDS	Austria	Registered	3/8/1995	AM134195	7/24/1995	158943	33
GRAVELSTONE	Benelux	Registered	8/23/1995	854340	8/23/1995	579430	33
JEKEL VINEYARDS	Benelux	Registered	3/6/1995	843691	3/6/1995	569712	33
SANCTUARY	Benelux	Registered	8/2/1995	853103	8/2/1995	575480	33
JEKEL	Bermuda	Registered	8/16/2002	34503	8/16/2002	34503	33
GRAVELSTONE	Canada	Registered	10/18/1995	795,207	12/16/1996	TMA 467,705	33
JEKEL VINEYARDS	Canada	Registered	4/25/1995	781,168	7/17/1997	TMA 478,679	33
SANCTUARY	Canada	Registered	10/16/1995	795,032	9/6/1996	TMA 463,062	33
JEKEL VINEYARDS	European (O.H.M.I.)	Registered	4/1/1996	235622	4/1/1996	235622	25, 32, 33, 42
Misc. Design-Jekel Rooftop with Weatherwane	European (O.H.M.I.)	Registered	1/20/2005	4249744	1/20/2005	4249744	33
GRAVELSTONE	Finland	Registered	8/1/1995	440195	3/20/1996	143420	33
SANCTUARY	Finland	Registered	8/1/1995	440295	3/20/1996	143421	33
JEKEL VINEYARDS	Germany	Registered	2/28/1995	395090148	6/18/1996	395 09 014	33
JEKEL VINEYARDS	Guernsey	Registered	2/28/1995		6/24/1997	2012745	33
GRAVELSTONE	Hong Kong	Registered	8/1/1995	95 09955	8/1/1995	A11553/1996	33
JEKEL	Hong Kong	Registered	4/26/2002	200205917	4/26/2002	83232003	33
SANCTUARY	Hong Kong	Registered	8/24/1995	95 10685	8/24/1995	3757/1997	33
JEKEL VINEYARDS	Iceland	Registered	11/7/1995	13491995	3/28/1996	3471996	33
JEKEL VINEYARDS	Ireland	Registered	3/3/1995	951491	3/3/1995	165310	33
GRAVELSTONE	Japan	Registered	8/4/1995	7986095	10/24/1997	4073902	33
JEKEL VINEYARDS	Japan	Registered	9/16/1994	94598/94	5/23/1997	3309567	33
JEKEL VINEYARDS & Design (label)	Japan	Registered	10/14/1994	103620/94	8/1/1997	4036755	33
JEKEL VINEYARDS	Jersey	Registered	5/28/1997		2/28/1995	7080	33
JEKEL	Mexico	Filed	12/2/2005	758295			33
GRAVELSTONE	Norway	Registered	7/31/1995	954788	10/17/1996	177454	33
JEKEL VINEYARDS	Norway	Registered	10/28/1996	96.6649	8/14/1997	184394	33
SANCTUARY	Norway	Registered	7/31/1995	954789	12/12/1996	178612	33
JEKEL VINEYARDS	Russian Federation	Registered	10/23/1995	95711910	11/29/1996	148154	33
JEKEL VINEYARDS	Saint Lucia	Registered	6/6/2003	TM2003000236	11/6/2003	TM2003000236	33
JEKEL VINEYARDS	Singapore	Registered	8/26/2004	T0414179G	8/26/2004	T0414179G	33

Schedule of Marks

Mark	Country	TM status	App. Date	App. No.	Reg. Date	Reg. No.	Classes
JEKEL VINEYARDS	Switzerland	Registered	3/1/1995	189219950	5/28/1996	425984	33
JEKEL VINEYARDS	Turks and Caicos Islands	Registered	9/11/2002	12924	10/31/2002	12924	33
GRAVELSTONE	United Kingdom	Registered	7/29/1995	2,028,733	7/29/1995	2028733	33
JEKEL VINEYARDS	United Kingdom	Registered	2/28/1995	2012745	2/28/1995	2012745	33
GRAVELSTONE	United States of America (USA)	Registered	4/5/1994	74509362	4/4/1995	1887389	33
JEKEL	United States of America (USA)	Registered	8/18/1997	75342791	8/11/1998	2180703	33
JEKEL VINEYARD	United States of America (USA)	Registered	12/21/1987	73701960	4/18/1989	1,535,659	33
JEKEL VINEYARD & Design (label)	United States of America (USA)	Registered	12/21/1987	73701954	7/25/1989	1549426	33
Misc. Design - Sanctuary Facade	United States of America (USA)	Filed	3/15/2006	78837987			33
Misc. Design (Weathervane)	United States of America (USA)	Registered	5/12/2004	78417750	6/27/2006	3110200	33
Misc. Design-Jekel Rooftop with Weathervane	United States of America (USA)	Allowed	1/17/2005	78548745			33
SANCTUARY	United States of America (USA)	Published	9/9/2005	78709866			33
SANCTUARY ESTATE	United States of America (USA)	Registered	4/5/1994	74509374	9/19/1995	1920062	33