

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

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: 1**

Property Type	Number	Word Mark
Serial Number:	78942104	N S E W

**CORRESPONDENCE DATA**

Fax Number: (415)446-5230  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 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 2
NAME OF SUBMITTER:	David S. Gooder
Signature:	/David S. Gooder/

CH \$40.00 78942104

Date:

09/19/2006

**Total Attachments: 4**

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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"), desired to acquire all right, title and interest in and to the Marks; and

Assignor assigned all right, title and interest in and to the Marks to Assignee in connection with that certain Trademark Assignment Agreement ("TAA") by and between Assignor and Assignee, and dated April 30, 2006. The Marks were inadvertently not included in the Schedule of Marks assigned under the TAA but should have been.

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. The 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 18<sup>th</sup> day of August, 2006.

IN THE WITNESS WHEREFORE, the ASSIGNEE, has hereunto authorized the undersigned to sign this instrument on its behalf this 21<sup>st</sup> 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. Barrazotte

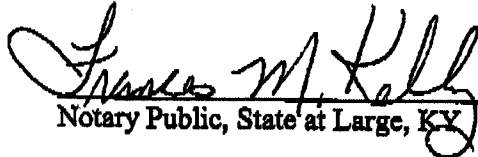
Name: Mary E. Barrazotte

Its: Secretary

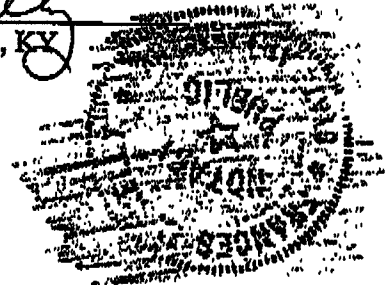
(Please see attached notarial acknowledgments)

COMMONWEALTH 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 18<sup>th</sup> day of August, 2006.

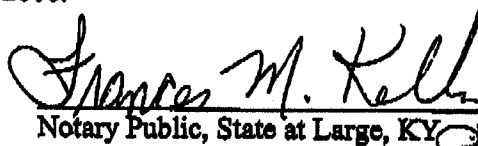
  
Notary Public, State at Large, KY

My commission expires: 3-12-07

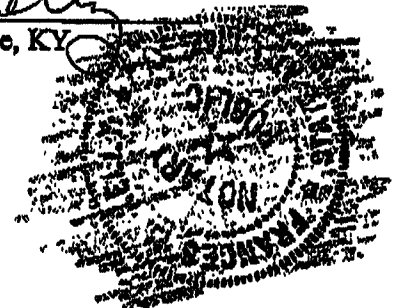


COMMONWEALTH OF KENTUCKY )  
: SS  
COUNTY OF JEFFERSON )

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 9<sup>th</sup> day of August, 2006.

  
Notary Public, State at Large, KY

My commission expires: 3-12-07



Schedule of Marks

Mark	Country	TM status	App. Date	App. No.	Classes
JEKEL	Bahamas	Instructed on 8/2/06			33
Misc. Design - Sanctuary Facade	Canada	Filed	5/15/2006	1301536	33
Misc. Design - Sanctuary Facade	United Kingdom	Filed	5/16/2006	2421973	33
Misc. Design-Jekel Rooftop with Weathervane (2)	United States of America (USA)	Filed	8/1/2006	78942104	33