



RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

2006 SEP 10 PM 3:34

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

9.18.06

1. Name of conveying party(ies):

VENTANA VINEYARDS WINERY, INC.,
a.k.a. Los Coches Cellars

- Individual(s) Association
- General Partnership Limited Partnership
- Corporation- State: CALIFORNIA
- Other _____

Citizenship (see guidelines) _____

Additional names of conveying parties attached? Yes No

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: VENTANA VINTNERS, LLC

Internal Address: _____

Address: _____

Street Address: 30 RAGSDALE DRIVE, SUITE 200

City: MONTEREY

State: CALIFORNIA

Country: USA Zip: 93940

Association Citizenship _____

General Partnership Citizenship _____

Limited Partnership Citizenship _____

Corporation Citizenship _____

Other LIMITED LIABILITY COMPANY Citizenship USA

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

3. Nature of conveyance)/Execution Date(s) :

Execution Date(s) SEPTEMBER 11, 2006

- Assignment Merger
- Security Agreement Change of Name
- Other _____

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)
SERIAL NUMBER - 73254953

B. Trademark Registration No.(s)
REGISTRATION NUMBER - 1196974

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):
LOS COCHES CELLARS

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: RANDALL C. PURA

Internal Address: _____

Street Address: 30 RAGSDALE DRIVE, SUITE 200

City: MONTEREY

State: CA Zip: 93940

Phone Number: 831-655-3841

Fax Number: 831-655-3829

Email Address: machro@aol.com

6. Total number of applications and registrations involved:

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number _____

Authorized User Name _____

00000017 73254953

40.00 DP

9. Signature: Vern S. Bothwell

Signature

SEPTEMBER 14, 2006
Date

VERN S. BOTHWELL, ATTORNEY FOR VENTANA VINTNERS, LLC
Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

09/13/2006 11:09:11

01 F-10521

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made as of September 11, 2006, by VENTANA VINEYARDS WINERY, INC. ("Assignor") in favor of VENTANA VINTNERS, LLC ("Assignee").

FOR GOOD AND VALUABLE CONSIDERATION, Assignor hereby agrees as follows:

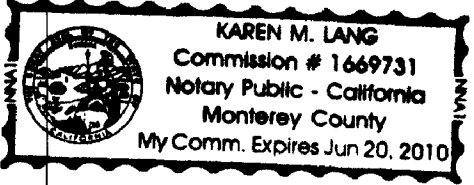
- 1) **USPTO.** As used herein, "USPTO" means the United States Patent and Trademark Office.
- 2) **Trademark.** As used herein, "Trademark" means the following trademark filed with the USPTO:
 Mark:LOS COCHES CELLARS
 Serial No.: 73254953
 Filing Date: March 21, 1980
 Registration No.: 1196974
- 3) **Sale and Assignment by Assignor.** Assignor does hereby sell, assign, transfer and convey unto Assignee the entire right, title and interest (a) in and to the Trademark; (b) in and to the application submitted to the USPTO for and with respect to the Trademark and any and all amendments thereto, (c) in and to all rights to apply for foreign trademarks with respect the Trademark; and (d) in and to any and all applications filed and any and all trademarks granted on or with respect to the mark covered by the Trademark with any foreign country.
- 4) **Further Cooperation.** Assignor hereby covenants and agrees to cooperate with Assignee to enable Assignee to enjoy to the fullest extent the right, title and interest herein conveyed in the United States and foreign countries. Such cooperation by Assignor shall include prompt production of pertinent facts and documents, giving of testimony, execution of petitions, oaths, specifications, declarations or other papers, and other assistance all to the extent deemed necessary or desirable by Assignee (a) for perfecting in Assignee the right, title and interest herein conveyed; (b) for prosecuting any of said applications; (c) for filing and prosecuting substitute, divisional, continuing or additional applications covering the Trademark; (d) for filing and prosecuting applications for reissuance of the Trademark; (e) for interference or other priority proceedings involving the Trademark; and (f) for legal proceedings involving the Trademark, including without limitation reissues and reexaminations, opposition proceedings, cancellation proceedings, priority contests, public use proceedings, infringement actions and court actions; provided, however, that the reasonable expense incurred by Assignee in providing such cooperation shall be paid for by Assignee.
- 5) **Successors and Assigns.** The terms and covenants of this Assignment shall inure to the benefit of Assignee and its successors and assigns, and shall be binding upon Assignor and its successors and assigns.
- 6) **Conflicting Agreements.** Assignor hereby warrants and represents that Assignor has not entered and will not enter into any assignment, contract, or understanding in conflict the provisions of this Assignment.

IN WITNESS WHEREOF, Assignor has executed this Assignment as of the date first above written.

VENTANA VINEYARDS WINERY, INC

By: *J. Douglas Meador*
Name: J. Douglas Meador
Title: President

STATE OF CALIFORNIA)
COUNTY OF MONTEREY)
On September 11, 2006, before me, KAREN M. LANG, Notary Public for the State of California,
personally appeared J. DOUGLAS MEADOR.



personally known to me
-OR-
 proved to me on the basis of satisfactory evidence

to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity on behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.
Karen M. Lang
Signature of Notary Public

(Place Notary Seal Above)