

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Wine Group, LLC		11/16/2006	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	New Albertson's, Inc.		
Street Address:	250 E. Parkcenter Blvd.		
City:	Boise		
State/Country:	IDAHO		
Postal Code:	83706		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2896690	GOLDEN GATE VINTNERS	
CORRESPONDENCE DATA			
Fax Number:	(503)595-5301		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(503) 595-5300		
Email:	ptotmdocket@klarquist.com		
Correspondent Name:	Lisa M. Caldwell		
Address Line 1:	121 SW Salmon Street		
Address Line 2:	One World Trade Center, Suite 1600		
Address Line 4:	Portland, OREGON 97204		
ATTORNEY DOCKET NUMBER:	7347-71969-01/LMC		
NAME OF SUBMITTER:	Lisa M. Caldwell		
Signature:	/Lisa M. Caldwell/		

CH \$40.00 2896690

Date:

11/21/2006

Total Attachments: 2

source=Assignment - Golden Gate Vintners and Design - 11-16-06#page1.tif

source=Assignment - Golden Gate Vintners and Design - 11-16-06#page2.tif

ASSIGNMENT

WHEREAS, The Wine Group LLC, a Delaware Limited Liability Company, having a principal place of business at 4596 South Tracy Blvd., Tracy, California 95377, is the owner of the mark GOLDEN GATE VINTNERS and Design and the corresponding federal registration of the same, United States Trademark Registration No. 2,896,690, registered October 26, 2004, (collectively referred to herein as The Mark).

WHEREAS, New Albertson's, Inc., a Delaware corporation, having offices at 250 E. Parkcenter Blvd., Boise, Idaho 83706, is desirous of acquiring The Mark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, The Wine Group LLC does hereby sell, assign, transfer and set over unto New Albertson's, Inc. all domestic rights, title, and interest in and to The Mark, in the United States of America, together with the goodwill of the business symbolized by The Mark. The Wine Group LLC retains ownership of all rights, title and interest in and to The Mark in all markets outside the United States of America.

The Wine Group LLC represents and warrants that it owns the entire right, title and interest, in the United States, in and to the trademark GOLDEN GATE VINTERS and Design and the corresponding federal registration for the same. In addition, The Wine Group, Inc. Represents and warrants that there are no outstanding assignments, grants, licenses, encumbrances, obligations, liens, security interests or agreements, written, oral or implied, inconsistent with this Assignment.

THIS ASSIGNMENT dated and effective as of November 16, 2006.

THE WINE GROUP, INC.

Date: November 16, 2006

By [Signature]

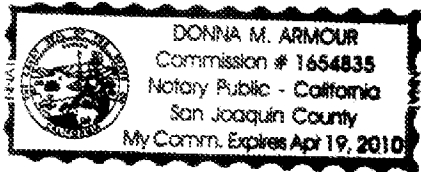
Name: Richard Mattoney

Title: Chief Financial Officer

STATE OF CALIFORNIA)
COUNTY OF San Joaquin) ss.

On this 16th day of November, 2006, before me
DONNA M. ARMOUR, NOTARY PUBLIC personally appeared
RICHARD MATTONEY, 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
upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.



[Signature]