

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
Adler Fels Winery, LLC		01/12/2007	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Halby Marketing, Inc.		
Street Address:	786 Broadway		
City:	Sonoma		
State/Country:	CALIFORNIA		
Postal Code:	95476		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77031495	HOT ROD WINES	
Serial Number:	77031497	HOT ROD WINES	
CORRESPONDENCE DATA			
Fax Number:	(415)362-1494		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	415-362-1215		
Email:	bstrike@beveragelaw.com		
Correspondent Name:	Barry Strike		
Address Line 1:	260 California Street, Suite 1001		
Address Line 4:	San Francisco, CALIFORNIA 94111		
NAME OF SUBMITTER:	Barry Strike		
Signature:	/BarryStrike/		
Date:	01/18/2007		

OP \$65.00 77031495

Total Attachments: 1
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TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made effective as of the date signed below by the Assignor, and is from Adler Fels Winery, LLC, a California limited liability company ("ASSIGNOR"), to Halby Marketing, Inc., a California corporation ("ASSIGNEE"):

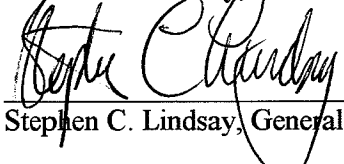
WHEREAS, the ASSIGNOR is the owner of the "Hot Rod Wines" trademarks, which include the marks submitted to the U.S. Patent and Trademark Office on October 27, 2006, as Serial Nos. 77/031,495, and 77/031,497, as well as the other "Hot Rod Wines" label designs attached hereto as Exhibit A (the "Marks") and other intellectual property ("the Property"), together with the goodwill of the business symbolized thereby in connection with the goods on which the Mark is used ("the Products").

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Marks and the Property.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Marks and the Property, together with: (1) the goodwill of the business relating to the Products in respect upon which the Marks are used and for which some of them will be registered; (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks; and (3) all rights to sue for past, present and future infringements or misappropriations of the Marks.

IN WITNESS WHEREOF, ASSIGNOR has duly executed and delivered this Assignment, as of the date below.

Adler Fels Winery, LLC:



Stephen C. Lindsay, General Manager

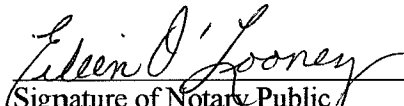
Dated: January 12, 2007

ACKNOWLEDGEMENT

State Of California)
)
County Of Sonoma)

On January 12, 2007 before me, Eileen O'Looney, Notary Public, personally appeared Stephen C. Lindsay 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 capacity as General manager of the above-referenced limited liability company.

WITNESS my hand and official seal.



Signature of Notary Public

