

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                  |  |                       |                           |
|----------------------------------|--|-----------------------|---------------------------|
| <b>SUBMISSION TYPE:</b>          | NEW ASSIGNMENT   |                       |                           |
| <b>NATURE OF CONVEYANCE:</b>     | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL   |                       |                           |
| <b>CONVEYING PARTY DATA</b>      |  |                       |                           |
| <b>Name</b>                      | <b>Formerly</b>  | <b>Execution Date</b> | <b>Entity Type</b>        |
| James Douglas Meador             |  | 03/20/2007            | INDIVIDUAL: UNITED STATES |
| <b>RECEIVING PARTY DATA</b>      |  |                       |                           |
| <b>Name:</b>                     | Ventana Vintners, LLC  |                       |                           |
| <b>Street Address:</b>           | 2999 Monterey-Salinas Highway, #10   |                       |                           |
| <b>City:</b>                     | Monterey   |                       |                           |
| <b>State/Country:</b>            | CALIFORNIA   |                       |                           |
| <b>Postal Code:</b>              | 93940  |                       |                           |
| <b>Entity Type:</b>              | LIMITED LIABILITY COMPANY: CALIFORNIA  |                       |                           |
| <b>PROPERTY NUMBERS Total: 2</b> |  |                       |                           |
| <b>Property Type</b>             | <b>Number</b>  | <b>Word Mark</b>      |                           |
| <b>Registration Number:</b>      | 1196401  | VENTANA VINEYARDS     |                           |
| <b>Registration Number:</b>      | 1196974  | LOS COCHES CELLARS    |                           |
| <b>CORRESPONDENCE DATA</b>       |  |                       |                           |
| <b>Fax Number:</b>               | (415)576-0300  |                       |                           |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                       |                           |
| <b>Phone:</b>                    | 415-576-0200   |                       |                           |
| <b>Email:</b>                    | BWS@Townsend.com   |                       |                           |
| <b>Correspondent Name:</b>       | Bruce W. Schwab  |                       |                           |
| <b>Address Line 1:</b>           | Two Embarcadero Center, 8th Floor  |                       |                           |
| <b>Address Line 4:</b>           | San Francisco, CALIFORNIA 94111  |                       |                           |
| <b>ATTORNEY DOCKET NUMBER:</b>   | 007673-000200US  |                       |                           |
| <b>NAME OF SUBMITTER:</b>        | Bruce W. Schwab  |                       |                           |
| <b>Signature:</b>                | /Bruce W. Schwab/  |                       |                           |
| <b>Date:</b>                     | 03/26/2007   |                       |                           |

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Total Attachments: 1  
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## ASSIGNMENT

WHEREAS, James Douglas Meador, an individual and a citizen of the United States of America ("Assignor"), with the mailing address of 2999 Monterey-Salinas Highway, # 10, Monterey, CA 93940, is the owner of the following trademarks which are registered with the U.S. Patent and Trademark Office:

| <u>Trademark(s)</u>   | <u>Registration No(s).</u> | <u>Registration Date(s)</u> |
|-----------------------|----------------------------|-----------------------------|
| VENTANA<br>VINEYARDS  | 1,196,401                  | May 25, 1982                |
| LOS COCHES<br>CELLARS | 1,196,974                  | June 1, 1982                |

WHEREAS, Ventana Vintners, LLC, a Limited Liability Company organized under the laws of California ("Assignee"), with the mailing address of 2999 Monterey-Salinas Highway, # 10, Monterey, CA 93940, is desirous of acquiring the above-mentioned trademarks and registrations;

NOW, THEREFORE, in consideration of and in exchange for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all rights, title and interest in and to said trademarks and registrations, together with the good will of the business symbolized by the marks and the right to sue for any past infringement.

This Assignment is effective for all purposes as of 3/26/07.

By: James Douglas Meador  
James Douglas Meador (Assignor)

VENTANA VINTNERS, LLC (Assignee)

By: RC  
Randall C. Pura  
Chairman, Managing Director