

**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>
Franceschi Leopoldo and Livia S.S. Agricultural Partnership, a/k/a Franceschi Leopoldo e Livia s.s. Soc. Agr.		02/27/2007	PARTNERSHIP:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Paterno Wines International		
<b>Street Address:</b>	900 Armour Drive		
<b>City:</b>	Lake Bluff		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60044		
<b>Entity Type:</b>	CORPORATION: ILLINOIS		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2452610	IL POGGIONE	
Registration Number:	2452611	SAN LEOPOLDO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)984-7700		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	312.984.7689		
<b>Email:</b>	chicago_ip_docket@mwe.com		
<b>Correspondent Name:</b>	Daniel N. Christus		
<b>Address Line 1:</b>	227 W. Monroe Street		
<b>Address Line 2:</b>	McDermott Will & Emery LLP		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60606		
<b>ATTORNEY DOCKET NUMBER:</b>	77126-174 &175 CMV/DNC		
<b>NAME OF SUBMITTER:</b>	Daniel N. Christus		

CH \$65.00 2452610

Signature:

/Daniel N. Christus/

Date:

05/03/2007

Total Attachments: 1

source=Franceschi Document 4 - Assignment#page1.tif

TRADEMARK ASSIGNMENT

WHEREAS, Franceschi Leopoldo e Livia s.s. Soc.Agr., f/k/a Franceschi Clemente E Leopoldo S.S. (hereinafter "Franceschi"), having its principal place of business at 53024 Sant'Angelo in Colle, Montalcino (SI), ITALY, is the owner of the following trademarks in the United States, including the following federal registrations:

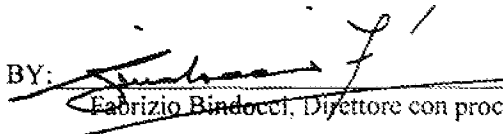
<u>Mark</u>	<u>U.S. Registration</u>	<u>Registration Date</u>
IL POGGIONE	2,452,610	May 22, 2001
SAN LEOPOLDO	2,452,611	May 22, 2001

WHEREAS, Paterno Wines International (hereinafter "Paterno"), a corporation existing under the laws of the State of Illinois, with offices located at 900 Armour Drive, Lake Bluff, IL 60044, is desirous of acquiring all right, title and interest in and to the above United States marks ("the marks"), together with the goodwill of the business with which the marks are used and which is symbolized by the marks, and the federal registrations thereof, and the right of recovery in all legal actions based on such marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and subject to the terms herein, Franceschi does hereby assign, transfer and set over to Paterno, its entire right, title and interest in and to the marks and the federal registrations therefor, together with the good will of the business in connection with which the marks are used and which is symbolized by the marks, as fully and entirely as the same would have been held and enjoyed by it if this assignment had not been made, including the right to pursue all legal actions based in such marks and to recover for past infringement or violations of law relating to said marks and the same to be held and enjoyed by Paterno and its legal representatives, successors and assigns, for its own use and enjoyment, and for the use and enjoyment of its assigns, successors, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Franceschi had this assignment not been made.

In the event Paterno, no longer functions as exclusive distributor of Franceschi products in the United States pursuant to the Distribution Agreement dated March 12, 2002, then all right, title, and interest in and to the above marks and in the Registrations set forth above shall revert to Franceschi. As a condition of this Assignment, Paterno agrees to execute whatever documents are necessary to vest title in the above marks and registrations in Franceschi.

FRANCESCHI LEOPOLDO E LIVIA s.s. Soc.Agr.

BY:  February 27, 2007  
Fabrizio Bindocci, Direttore con procura

PATERNO WINES INTERNATIONAL

BY:  February 27, 2007  
William A. Terlato, President & CEO