

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Jim Beam Brands Co.		06/27/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Peak Wines International, Inc.		
Street Address:	375 Healdsburg Avenue		
City:	Healdsburg		
State/Country:	CALIFORNIA		
Postal Code:	95448		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1861116	CANYON ROAD	
CORRESPONDENCE DATA			
Fax Number:	(312)616-5700		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	3126165600		
Email:	trademark@leydig.com		
Correspondent Name:	Leydig, Voit & Mayer, Ltd.		
Address Line 1:	180 North Stetson, Two Prudential Plaza		
Address Line 2:	Suite 4900		
Address Line 4:	Chicago, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	259743		
NAME OF SUBMITTER:	Claudia W. Stangle		
Signature:	/Claudia W. Stangle/		
Date:	07/26/2007		

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Total Attachments: 6

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is entered into as of June 27, 2007 (this "Assignment") by and between JIM BEAM BRANDS CO., a Delaware corporation having an address of 510 Lake Cook Road, Deerfield, IL 60015 ("Assignor"), and PEAK WINES INTERNATIONAL, INC., a Delaware corporation having an address of 375 Healdsburg Avenue, Healdsburg, CA 95448 (together with its successors and assigns, "Assignee").

RECITALS:

WHEREAS, Assignee desires to acquire certain trademarks, domain names and related trade dress rights, if any, which are held by Assignor and which relate exclusively to the brand CANYON ROAD, namely (i) registered trademarks, (ii) trademark applications for registration which are pending, (iii) domain names, (iv) trade names, (v) common law marks and (vi) trade dress, including but not limited to those registrations shown on Schedule A hereto (collectively, the "Trademarks").

WHEREAS, Assignor desires to sell and assign to Assignee, and Assignee desires to purchase from Assignor, Assignor's right, title and interest in the Trademarks worldwide, together with the goodwill symbolized by such Trademarks.

NOW, THEREFORE, in consideration of the mutual agreements contained herein, and for other good and valuable consideration, the receipt and sufficiency of which are acknowledged, the parties hereto agree as follows:

1. Trademark Assignment. Assignor hereby sells, assigns, conveys, grants and transfers to Assignee the following:

(a) Assignor's entire right, title and worldwide interest in and to the Trademarks, whether or not such Trademarks have been registered at all or prior to, on or after the date of this Assignment, and any and all renewals and extensions (or any legal equivalent) thereof for the full term or terms for which the same may be granted, together with all goodwill associated with such Trademarks;

(b) all claims, demands and rights of action, both statutory and based upon common law, that Assignor has or might have by reason of any infringement (or any related claims including, but not limited to, dilution, unfair competition or passing off) of any Trademark which occurred prior to, on or after the date of this Assignment, together with the right to prosecute such claims, demands and rights of action in Assignee's own name; and

(c) all rights corresponding to the Trademarks, as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.

2. Further Assurance. Assignor agrees that it shall do, execute, acknowledge and deliver all agreements, instruments, or notices as may be reasonably requested by Assignee to further effect and evidence the transactions contemplated hereby. The legal and other costs and expenses

relating to this Assignment and any official fees or costs in relation to the recordal of this Assignment shall be borne by the Assignee.

3. Enforceability. If any provision of this Assignment shall be invalid or unenforceable, in whole or in part, or as applied to any circumstance, under the laws of any jurisdiction which may govern for such purpose, then such provision shall be deemed to be modified or restricted to the extent and in the manner necessary to render the same valid and enforceable, either generally or as applied to such circumstance, or shall be deemed excised from this Assignment, as the case may require, and this Assignment shall be construed and enforced to the maximum extent permitted by law as if such provision had been originally incorporated herein as so modified or restricted, or as if such provision had not been originally incorporated herein, as the case may be.

4. Amendment. This Assignment may not be amended or supplemented orally, but only by an instrument in writing signed by Assignor and Assignee.

5. GOVERNING LAW. EXCEPT TO THE EXTENT OTHERWISE EXPRESSLY PROVIDED HEREIN, THIS ASSIGNMENT SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE SUBSTANTIVE LAWS OF THE STATE OF DELAWARE, WITHOUT GIVING EFFECT TO THE PRINCIPLES OF CONFLICT OF LAWS THEREOF.

6. Counterparts. This Assignment may be executed in counterparts, each of which shall be deemed an original, but which together shall constitute one and the same agreement.

7. Successors and Assigns. This Assignment shall be binding upon and inure to the benefit of the parties hereto and their respective successors and permitted assigns.

[signature page follows]

IN WITNESS WHEREOF, each of Assignor and Assignee has caused this Trademark Assignment to be executed as of the date first written above.

JIM BEAM BRANDS CO.

("Assignor")

By: Ronald G. Kapolnek

Name: Ronald G. Kapolnek

Title: Senior Vice President & Chief Financial Officer

ATTEST:

Maria J. Martin
Maria J. Martin, Assistant Secretary

PEAK WINES INTERNATIONAL, INC.

("Assignee")

By: Ronald G. Kapolnek

Name: Ronald G. Kapolnek

Title: Senior Vice President & Chief Financial Officer

ATTEST

Maria J. Martin
Maria J. Martin, Assistant Secretary

STATE OF ILLINOIS)
)
COUNTY OF LAKE) SS:

On this 27th day of June, 2007 before me appeared Ronald G. Kapolnek, the person who signed this instrument, who acknowledged that he/she signed it on behalf of the identified corporation with authority to do so.



Rosemarie Titus
Notary Public

My commission expires:

May 2, 2010

STATE OF ILLINOIS)
)
COUNTY OF LAKE) SS:

On this 27th day of June, 2007 before me appeared Ronald G. Kopolnek, the person who signed this instrument, who acknowledged that he/she signed it on behalf of the identified corporation with authority to do so.



Rosemarie Titus
Notary Public

My commission expires:

May 2, 2010

SCHEDULE A

Trademark List

Trademark	Country	Serial/Reg. No.
CANYON ROAD	India	1000928/
CANYON ROAD	Canada	1141349 /591405
CANYON ROAD	European Community	/373316
CANYON ROAD	Switzerland	03873/2002 /499652
CANYON ROAD	United States	74/388978 /1861116

Doman Name List

CANYONROADWINERY.COM
CANYONROADWINERY.NET
CANYONROADWINERY.ORG