

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	12/20/2006

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Brown-Forman Corporation		12/20/2006	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Fetzer Vineyards
Street Address:	12901 Old River Road
City:	Hopland
State/Country:	CALIFORNIA
Postal Code:	95449
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	3164138	LITTLE BLACK DRESS

CORRESPONDENCE DATA

Fax Number: (415)446-5230
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 4154465225
 Email: jdpilegal@jdpi.com
 Correspondent Name: David S. Gooder
 Address Line 1: 4040 Civic Center Drive, Ste. 528
 Address Line 4: San Rafael, CALIFORNIA 94903

ATTORNEY DOCKET NUMBER:	11165
NAME OF SUBMITTER:	David S. Gooder
Signature:	/David S. Gooder/

Date:

09/17/2007

Total Attachments: 3

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TRADEMARK ASSIGNMENT

Brown-Forman Corporation, a Delaware corporation, located at 850 Dixie Highway, Louisville, Kentucky 40210, U.S.A. ("Assignor"), has adopted and is using the registered and unregistered marks listed on the Schedule of Marks, attached hereto. The above-referenced marks, including without limitation, all trademarks, design marks, logos, trade names, trade dress and service marks incorporating all or any part of the marks, registrations, renewals and pending applications for all the foregoing, the good will of the business symbolized thereby, and all other worldwide rights contained therein are hereinafter collectively referred to as the "Marks."

Fetzer Vineyards, a California corporation, whose principal office is located at 12901 Old River Road, Hopland, California 95449, U.S.A. ("Assignee"), is desirous of acquiring all right, title and interest in and to the Marks; and

Assignor desires to assign all right, title and interest in and to the Marks to Assignee in connection with that certain Trademark Acquisition Agreement by and between Assignor and Assignee, dated December 20, 2006.

NOW, THEREFORE, in consideration of the foregoing, together with other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows:

1. Assignor hereby assigns unto Assignee all right, title, and interest in and to the Marks (the "Assignment").
2. This Assignment shall also include all claims for damages by reason of past infringement of the Marks, if any, together with the right to sue for and collect the same for the sole use and benefit of Assignee and its successors, assigns, or other legal representatives.
3. Assignor further agrees to execute and deliver, from time to time, all further instruments of conveyance, assignment and further assurances, and to perform all such other acts, as may be reasonably required to transfer and assign all of Assignor's interests in and to the Marks.
4. Each of the parties represents and warrants that the person executing this Agreement on its behalf has actual authority to execute this Agreement and to bind that party to the terms of this Agreement.

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This Assignment shall be effective for all purposes on the 20th day of December, 2006.

ASSIGNOR:

Brown-Forman Corporation,
a Delaware corporation

By: Charles E. Scholtz

Name: Charles E. Scholtz

Its: Vice President

ASSIGNEE:

Fetzer Vineyards,
a California corporation

By: 

Name: Mary E. Barrazotto

Its: Secretary

SCHEDULE OF MARKS

MARK	COUNTRY	OWNER	STATUS	APP #	REG #
LITTLE BLACK DRESS	BVI	Brown-Forman	Pending		
LITTLE BLACK DRESS	Canada	Brown-Forman	Pending	1282547	
LITTLE BLACK DRESS	CTM	Brown-Forman	Pending	005438877	
LITTLE BLACK DRESS	U.K.	Brown-Forman	Reg'd	2410552	2410552
LITTLE BLACK DRESS	USA	Brown-Forman	Reg'd	78678737	3164138