

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Jim Beam Brands Co.		10/24/2007	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: 7

Property Type	Number	Word Mark
Serial Number:	78727592	ASCENTIA
Registration Number:	2135080	FOX RIDGE
Registration Number:	1003822	GEYSER PEAK
Registration Number:	1019577	GEYSER PEAK WINERY
Registration Number:	1586023	RESERVE ALEXANDRE
Serial Number:	78357880	WALKING TREE
Registration Number:	3121511	XY ZIN

CORRESPONDENCE DATA

Fax Number: (312)616-5700
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 312 616 5600
 Email: trademark@leydig.com
 Correspondent Name: Leydig, Voit & Mayer, Ltd.
 Address Line 1: 180 North Stetson, Two Prudential Plaza
 Address Line 2: Suite 4900

CH \$190.00 78727592

Address Line 4: Chicago, ILLINOIS 60601

ATTORNEY DOCKET NUMBER: 260968

NAME OF SUBMITTER: Claudia W. Stangle

Signature: /Claudia W. Stangle/

Date: 10/26/2007

Total Attachments: 2
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ASSIGNMENT OF TRADEMARKS


WHEREAS, **Jim Beam Brands Co.**, a Delaware corporation, located at 510 Lake Cook Road, Deerfield, IL 60015 USA (Assignor), is using and is the owner of the trademarks on Schedule A attached hereto as applied for and registered in the United States Patent and Trademark Office;

WHEREAS, **Peak Wines International, Inc.** (Assignee), a Delaware corporation, having its principal place of business at 375 Healdsburg Avenue, Healdsburg, CA 95448 is desirous of acquiring said marks;

Now, therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title and interest in and to said trade names and marks, together with the goodwill of the business symbolized by said trade names and marks and applications/registrations thereof, and including all common-law and other rights in said trade names and marks, all claims, demands and causes for action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of said trade names and marks prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor, does hereby execute this assignment on the 24th day of October, 2007.

Jim Beam Brands Co.



By: Kenton R. Rose
Title: Senior Vice President, General Counsel
And Chief Administrative Officer

SCHEDULE A

<u>Trademark</u>	<u>App./Reg. No.</u>
ASCENTIA	App. No. 78/727,592
FOX RIDGE	Reg. No. 2,135,080
GEYSER PEAK	Reg. No. 1003822
GEYSER PEAK WINERY	Reg. No. 1,019,577
RESERVE ALEXANDRE	Reg. No. 1,586,023
WALKING TREE	App. No. 78/357,880
XY ZIN	Reg. No. 3,121,511