

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:	07/01/2007

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Kendall-Jackson International, Ltd.		07/01/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Jackson Family Wines, Inc.
Street Address:	421 Aviation Boulevard
City:	Santa Rosa
State/Country:	CALIFORNIA
Postal Code:	95403
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	1670451	MURPHY-GOODE
Registration Number:	1667802	GOODE-READY
Registration Number:	2536704	LIAR'S DICE
Registration Number:	3215378	ALL IN
Registration Number:	3215379	SNAKE EYES

CORRESPONDENCE DATA

Fax Number: (312)464-3111
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 312/464-3100
 Email: chicagopto@loeb.com
 Correspondent Name: Daniel D. Frohling
 Address Line 1: 321 N. Clark Street, Suite 2300
 Address Line 4: Chicago, ILLINOIS 60610

CH \$140.00 1670451

ATTORNEY DOCKET NUMBER:	208735-10001/KJI-JFW
NAME OF SUBMITTER:	Daniel D. Frohling
Signature:	/daniel d frohling/
Date:	11/16/2007
Total Attachments: 2 source=KJI_JFW#page1.tif source=KJI_JFW#page2.tif	

TRADEMARK ASSIGNMENT AGREEMENT

WHEREAS, Kendall-Jackson International, Ltd., a Delaware corporation, or its predecessor in interest, having a principal place of business at 421 Aviation Boulevard, Santa Rosa, California 95403, (hereinafter "KJI") has adopted, used and is using the list of trademarks and the corresponding trademark applications and registrations as set forth in Attachment A (hereinafter, the "Trademark Portfolio");

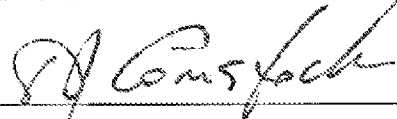
WHEREAS, Jackson Family Wines, Inc., a Delaware corporation, having a principal place of business at 421 Aviation Boulevard, Santa Rosa, California (hereinafter "JFW") is desirous of acquiring said Trademark Portfolio;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, KJI hereby transfers and assigns to JFW all of KJI's right, title and interest in and to said Trademark Portfolio, along with the goodwill associated therewith and symbolized thereby.

IN WITNESS WHEREOF, KJI has caused this document to be executed by its authorized officer on the date indicated below.

KENDALL-JACKSON INTERNATIONAL,
LTD.

Signed: _____



Name: Tyler Comstock

Title: Executive Vice President & CFO

Date: July 1, 2007

ATTACHMENT A

Murphy-Goode (Reg. No. 1670451)
Goode-Ready (Reg. No. 1667802)
Liar's Dice (Reg. No. 2536704)
All In (Reg. No. 3215378)
Snake Eyes (Reg. No. 3215379)
Tin Roof (Serial No. 78161450)

TMAssignment.KJitoJFW