

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	10/31/2007

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Jackson Family Wines, Inc.		10/31/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Jackson Family Farms, LLC
Street Address:	421 Aviation Boulevard
City:	Santa Rosa
State/Country:	CALIFORNIA
Postal Code:	65403
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA

PROPERTY NUMBERS Total: 14

Property Type	Number	Word Mark
Registration Number:	2514713	FREEMARK ABBEY
Registration Number:	2514795	FREEMARK ABBEY
Registration Number:	2590658	KEY TO THE ABBEY
Registration Number:	2509425	EDELWEIN GOLD
Registration Number:	2689884	ARROWOOD
Registration Number:	2828847	ARROWOOD
Registration Number:	2608894	GRAND ARCHER
Registration Number:	1813969	BYRON
Registration Number:	2404768	IO
Registration Number:	1670451	MURPHY-GOODE
Registration Number:	1667802	GOODE-READY
Registration Number:	2536704	LIAR'S DICE
Registration Number:	3215378	ALL IN

CH \$365.00 2514713

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

ATTORNEY DOCKET NUMBER:

208739-10001/JFW-JFF

NAME OF SUBMITTER:

Daniel D. Frohling

Signature:

/daniel d frohling/

Date:

11/16/2007

Total Attachments: 2

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TRADEMARK ASSIGNMENT AGREEMENT

WHEREAS, Jackson Family Wines, Inc. (formerly known as Kendall-Jackson Wine Estates, Ltd., and hereinafter "JFW") a Delaware corporation, having a principal place of business at 421 Aviation Boulevard, Santa Rosa, California 95403, 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 Farms, LLC, a California limited liability corporation, having a principal place of business at 421 Aviation Boulevard, Santa Rosa, California (hereinafter "JFF") is desirous of acquiring said Trademark Portfolio;

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

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

JACKSON FAMILY WINES, INC.

Signed: _____

Name: _____

Title: _____

Date: October 31, 2007

ATTACHMENT A

Freemark Abbey (Word mark)
Freemark Abbey (Design mark)
Key to the Abbey
Edelwein Gold

Arrowood (Word mark)
Arrowood (Design mark)
Grand Archer

Byron

IO

Murphy-Goode
Goode-Ready
Liar's Dice
All In
Snake Eyes

Tin Roof