TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

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

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Diageo North America, Inc.		06/30/2008	CORPORATION: CONNECTICUT

RECEIVING PARTY DATA

Name:	Diageo Chateau & Estate Wines Company
Street Address:	240 Gateway Road West
City:	Napa
State/Country:	CALIFORNIA
Postal Code:	94558
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 153

Property Type	Number	Word Mark
Registration Number:	1247281	A
Registration Number:	2340488	ACACIA
Registration Number:	3172429	ARCHETYPE
Registration Number:	2717883	ARCHSTONE
Registration Number:	1159373	BEAULIEU
Registration Number:	3178253	BEAULIEU VINEYARD
Registration Number:	3035408	BEAULIEU VINEYARD
Registration Number:	502895	BEAUMONT
Registration Number:	2319690	BEAUZEAUX
Registration Number:	3386928	
Registration Number:	2791995	BEYOND MERLOT
Registration Number:	1561265	BLOSSOM HILL
Registration Number:	3067923	BEAULIEU VINEYARD AUTHENTIC SINCE 1900 SINCE 1900 MCM SINCE 1900
		BEAULIEU VINEYARD AUTHENTIC SINCE 1900 SINCE 1900

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Registration Number:	3067924	MCM SINCE 1900
Registration Number:	847433	BV
Registration Number:	2209222	BV
Registration Number:	1675265	BV
Registration Number:	1674450	BV
Registration Number:	3265910	BV
Registration Number:	2221848	BV
Registration Number:	3353205	BV COASTAL ESTATES
Registration Number:	1859259	CANOE RIDGE
Registration Number:	2477683	CANOE RIDGE
Registration Number:	3246004	
Registration Number:	2895439	CANOE RIDGE VINEYARD
Registration Number:	3272769	CENTURY CELLARS
Registration Number:	1047826	CHALONE VINEYARD
Registration Number:	1343154	CHALONE VINEYARD
Registration Number:	2794505	CHATEAU LA PAWS
Registration Number:	2552264	SINCE 1900 BV CLONE 4 BEAULIEU VINEYARD SIGNET COLLECTION
Registration Number:	2504014	CLONE 4
Registration Number:	2182530	CLONE 6
Registration Number:	3026764	BEAULIEU VINEYARD BV COASTAL ESTATES
Registration Number:	3149440	COASTAL ESTATES
Registration Number:	2851493	COPA DE LUNA
Registration Number:	3051711	DRIVING RANGE
Registration Number:	3250335	DRIVING RANGE VINEYARD
Registration Number:	3004963	DULCET
Registration Number:	2542348	DYNAMITE
Registration Number:	3156109	ECHELON
Registration Number:	3112764	
Registration Number:	3218116	
Registration Number:	2610136	ELLIPSE
Registration Number:	2955047	ENSEMBLE
Registration Number:	3235858	GAVILAN
Registration Number:	3060320	GEORGES DE LATOUR
Registration Number:	847977	GEORGES DE LATOUR PRIVATE RESERVE

Registration Number:	2907426	HEWITT
Registration Number:	1980448	JADE MOUNTAIN
Registration Number:	2533490	JUNIPER CANYON
Registration Number:	3141523	MAGGIE'S RESERVE
Registration Number:	2921677	MERLOT IN MAY
Registration Number:	2536209	MOON MOUNTAIN
Registration Number:	3406085	
Registration Number:	3385176	{O}
Registration Number:	2916707	OROGENY
Registration Number:	3071109	P
Registration Number:	2806703	PATRON OF THE WINE ARTS
Registration Number:	3110199	PERFECTION TAKES TIME
Registration Number:	2132739	
Registration Number:	2976713	PROVENANCE VINEYARDS
Registration Number:	3124293	RED SKY RANCH
Registration Number:	3425411	ROCKPILE ROAD VINEYARD
Registration Number:	2138979	ROSENBLUM CELLARS
Registration Number:	2929546	RUTHERFORD HOUSE
Registration Number:	2485948	SAGELANDS
Registration Number:	3070773	BV SIGNET COLLECTION
Registration Number:	3290995	SIGNET COLLECTION
Registration Number:	3194170	SOLARIS
Registration Number:	2160811	SOLARIS
Registration Number:	1780495	STATON HILLS
Registration Number:	3252353	STERLING
Registration Number:	3054807	STERLING VINEYARDS
Registration Number:	1243050	STERLING VINEYARDS
Registration Number:	3054809	STERLING VINTNER'S COLLECTION
Registration Number:	2466476	STERLING VINTNER'S COLLECTION
Registration Number:	2120526	SVR
Registration Number:	3054805	SVR
Registration Number:	3363482	TASTE THE BAROSSA
Registration Number:	1027078	THE MONTEREY VINEYARD
Registration Number:	1238699	THE MONTEREY VINEYARD
Registration Number:	3054808	THERE'S A REASON IT'S CALLED STERLING

Registration Number:	3054806	
Registration Number:	2775593	WINERY LAKE
Registration Number:	2931587	WINES FOR WILDLIFE
Registration Number:	2946758	ASK DON & DIANE
Registration Number:	3330989	CRUSH CAMP
Registration Number:	2912636	THE WINEMAKER'S TABLE BV AT BEAULIEU VINEYARD
Registration Number:	2895120	THE WINEMAKER'S TABLE
Registration Number:	3321764	A BY ACACIA
Registration Number:	3328302	CAVISTE
Serial Number:	77310214	A ACACIA LONE TREE VINEYARD
Serial Number:	77310221	A BY ACACIA
Serial Number:	77310223	ARCHETYPE
Serial Number:	78784529	
Serial Number:	77310226	
Serial Number:	77310230	ARCHSTONE ESTATES
Serial Number:	78611504	BEAR FLATS
Serial Number:	77310807	BEAR FLATS
Serial Number:	77447163	BEAR FLATS VINEYARD
Serial Number:	78939065	BEAUROSÉ
Serial Number:	77310237	BEAUROSÉ
Serial Number:	77310241	
Serial Number:	77310250	
Serial Number:	77310206	CENTURY CELLARS
Serial Number:	77310198	CENTURY CELLARS
Serial Number:	78348965	CENTURY VINEYARDS
Serial Number:	78348970	CENTURY VINTNERS
Serial Number:	77429500	CHALONE ESTATE VINEYARD
Serial Number:	77466120	
Serial Number:	77427322	CHALONE VINEYARD
Serial Number:	77349138	CHALONE VINEYARD
Serial Number:	77297584	COMADILLA
Serial Number:	77310270	DRIVING RANGE VINEYARD
Serial Number:	77310264	DRIVING RANGE VINEYARD
Serial Number:	77310245	E.Y.O.B. (ENJOY YOUR OWN BACKYARD)
Serial Number:	77313220	

Serial Number:	77310276	ENTWINE
Serial Number:	77184623	EXPLOSIVE FLAVOR WITH AN EXPLOSIVE PAST
Serial Number:	77350847	FIDEAUX
Serial Number:	77305724	
Serial Number:	77310281	MOON MOUNTAIN MAGIC
Serial Number:	77187248	NEWHARBOR
Serial Number:	77187238	NEWPOINT
Serial Number:	77310257	PACIFIC CROSSING
Serial Number:	78473674	PEBBLE POINT
Serial Number:	77350468	PLOW & STARS
Serial Number:	78947001	SIGNET COLLECTION BEAULIEU VINEYARD BV SINCE 1900
Serial Number:	77310254	SIGNET COLLECTION
Serial Number:	77310286	SNAPDRAGON
Serial Number:	77310289	SOLARIS
Serial Number:	77271569	SOMMELIERS WITH SOUL
Serial Number:	78481449	SONOMA JUNCTION
Serial Number:	77086518	ST. PETER'S CHURCH VINEYARD
Serial Number:	77310810	STATUETTE RESERVE
Serial Number:	77177188	STELLINA DI NOTTE
Serial Number:	77199490	
Serial Number:	77310260	TASTE THE BAROSSA
Serial Number:	77350462	TWIG
Serial Number:	78531977	VINAVERA
Serial Number:	77111362	MY WEDDING MY WINE
Serial Number:	77374263	BV GENERATIONS
Serial Number:	77389678	BV WINE SOCIETY
Serial Number:	77389669	LE CORPS DE LATOUR
Serial Number:	77098298	SWIRLWIND TOUR
Serial Number:	77366313	CANOE CREW
Serial Number:	77366311	CANOE RIDGE VINEYARD
Serial Number:	77367915	CHALONE
Serial Number:	77359232	FRIENDS OF ACACIA WINE CLUB
Serial Number:	77365817	SAGELANDS VINEYARD WINE CLUB
Serial Number:	77365283	STERLING VINEYARDS
Serial Number:	78751038	STATUETTE RESERVE

Registration Number:	502894	BEAUCLAIR

CORRESPONDENCE DATA

Fax Number: (202)739-3001

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 202.739.5093

Email: kaltoff@morganlewis.com

Correspondent Name: Kristin H. Altoff, Esquire

Address Line 1: 1111 Pennsylvania Avenue, NW

Address Line 2: ATTN TMSU

Address Line 4: Washington, DISTRICT OF COLUMBIA 20004

NAME OF SUBMITTER:	Kristin H. Altoff
Signature:	/Kristin H. Altoff/
Date:	07/11/2008

Total Attachments: 8

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United States

TRADEMARK ASSIGNMENT

This Trademark Assignment is made by Diageo North America, Inc., a corporation organized and existing under the laws of Connecticut, U.S.A. and having its principal place of business at 801 Main Avenue, Norwalk, Connecticut, 06851, U.S.A. (hereinafter "Assignor"), in favor of Diageo Chateau & Estate Wines Company., a corporation existing under the laws of California, located at 240 Gateway Road West, Napa, California 94558 (hereinafter "Assignee").

WHEREAS, the Assignor was the owner of the Marks listed on the attached Schedule, the goodwill of the business associated with the marks, and the business to which the Marks pertain, and desires to confirm having assigned all of its right, title, and interest in and to the Marks along with the associated goodwill and the portion of the business to which the Marks pertain to the Assignee.

WHEREAS, Assignor did, on June 30, 2008, by separate instrument, assign certain of its assets and business to Assignee, including all of its right, title and interest in and to the Marks, their associated goodwill, and the portion of the business to which the Marks pertain.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby confirms having assigned, transferred and set over to Assignee, effective as of June 30, 2008, its entire right, title and interest in and to Marks, their associated goodwill, and the portion of the business to which the Marks pertain, including the right to sue for and receive all damages from past infringements of the Marks, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

Signed this 30th day of June 2008.

Diageo North America, Inc.

By: Steve Rosenthal

Name: Steven Rosenthal

Title: Assistant Secretary

1-WA/2989708.1

UNITED STATES
SCHEDULE

Mark	Reg/App. No.	Status
A & Design - Word and Device	1247281	Registered
A ACACIA LONE TREE VINEYARD - Word and Device (2006)	77/310214	Pending
A BY ACACIA - Word Block Letters	77/310221	Pending
ACACIA - Word Block Letters	2340488	Registered
ARCHETYPE - Word Block Letters	77/310223	Pending
ARCHETYPE - Word Block Letters	3172429	Registered
ARCHETYPE VINEYARDS - Design (2005)	78/784529	Pending
ARCHETYPE VINEYARDS - Design (2005)	77/310226	Pending
ARCHSTONE - Word Block Letters	2717883	Registered
ARCHSTONE ESTATES - Word Block Letters	77/310230	Pending
BEAR FLATS - Word Block Letters	78/611504	Pending
BEAR FLATS - Word Block Letters	77/310807	Pending
BEAR FLATS VINEYARD - Word - Block letters	77/447163	Pending
BEAUCLAIR - Word Block Letters	502894	Registered
BEAULIEU - Stylised Word	1159373	Registered
BEAULIEU VINEYARD - Stylized (2004)	3178253	Registered
BEAULIEU VINEYARD - Word Block Letters	3035408	Registered
BEAUMONT - Word Block Letters	502895	Registered
BEAUROSE - Stylised Word	78/939065	Pending
BEAUROSE - Stylised Word	77/310237	Pending
BEAUZEAUX - Word Block Letters	2319690	Registered
BEAUZEAUX JUGGLER TANGLE - Label Design	77/310241	Pending

Mark	Reg/App. No.	Status
BEAUZEAUX JUGGLER TANGLE - Label Design	3386928	Registered
BEYOND MERLOT - Word Block Letters	2791995	Registered
BLOSSOM HILL - Word Block Letters	1561265	Registered
BV - Seal (2004 Version)	3067923	Registered
BV - Seal in Color (2004 Version)	3067924	Registered
BV - Stylised Letters	847433	Registered
BV - Stylized Letters (with Vertical Stripes)	2209222	Registered
BV - Stylized Letters and Device (flying logo)	1675265	Registered
BV - Stylized Letters and Device (with landscape background Version 2)	1674450	Registered
BV - Stylized Letters in Color (2004 Version)	3265910	Registered
BV - Word Block Letters	2221848	Registered
BV COASTAL ESTATES - Word Block Letters	3353205	Registered
CANOE RIDGE - Word Block Letters	1859259	Registered
CANOE RIDGE - Word Block Letters	2477683	Registered
CANOE RIDGE VINEYARD - Device (Two men paddling in the canoe)	77/310250	Pending
CANOE RIDGE VINEYARD - Device (Two men paddling in the canoe)	3246004	Registered
CANOE RIDGE VINEYARD - Word & Device	2895439	Registered
CENTURY CELLARS - Stylized Word	77/310206	Pending
CENTURY CELLARS - Word Block Letters	77/310198	Pending
CENTURY CELLARS - Word Block Letters	3272769	Registered
CENTURY VINEYARDS - Word Block Letters	78/348965	Pending
CENTURY VINTNERS - Word Block Letters	78/348970	Pending
CHALONE ESTATE	77/429500	Pending

Mark	Reg/App No	Status
VINEYARD		
CHALONE MOUNTAIN Design - Label	77/466120	Pending
CHALONE VINEYARD - Label (dark letters with bird and mountain)	77/427322	Pending
CHALONE VINEYARD - Label (with bird and mountain range)	77/349138	Pending
CHALONE VINEYARD - Label (with line through the mountains)	1047826	Registered
CHALONE VINEYARD - Word Block Letters	1343154	Registered
CHATEAU LA PAWS - Word Block Letters	2794505	Registered
CLONE 4 - Label	2552264	Registered
CLONE 4 - Word Block Letters	2504014	Registered
CLONE 6 - Word Block Letters	2182530	Registered
COASTAL ESTATES - Label	3026764	Registered
COASTAL ESTATES - Word Block Letters	3149440	Registered
COMADILLA - Word Block Letters	77/297584	Pending
COPA DE LUNA - Word Block Letters	2851493	Registered
DRIVING RANGE - Word Block Letters	3051711	Registered
DRIVING RANGE VINEYARD - Stylized Word	77/310270	Pending
DRIVING RANGE VINEYARD - Word Block Letters	77/310264	Pending
DRIVING RANGE VINEYARD - Word Block Letters	3250335	Registered
DULCET - Work Block Letters	3004963	Registered
DYNAMITE - Word Block Letters	2542348	Registered
E.Y.O.B. (Enjoy Your Own Backyard) - Word Block Letters	77/310245	Pending
ECHELON - Word Block	3156109	Registered

Mark	Reg/App No	Status
Letters		
ECHELON GRAPES - Device	77/313220	Pending
ECHELON GRAPES - Device	3112764	Registered
ECHELON GRAPES - Device	3218116	Registered
ELLIPSE - Word Block Letters	2610136	Registered
ENSEMBLE - Word Block Letters	2955047	Registered
ENTWINE- Word Block Letters	77/310276	Pending
EXPLOSIVE FLAVOR WITH AN EXPLOSIVE PAST - Word Block Letters	77/184623	Pending
FIDEAUX - Word Block Letters	77/350847	Pending
GAVILAN - Word Block Letters	3235858	Registered
GEORGES DE LATOUR - Word Block Letters	3060320	Registered
GEORGES DE LATOUR PRIVATE RESERVE- Stylised Word	847977	Registered
HEWITT - Word Block Letters	2907426	Registered
JADE MOUNTAIN - Word Block Letters	1980448	Registered
JUNIPER CANYON - Word Block Letters	2533490	Registered
MAGGIE'S RESERVE - Word Block Letters	3141523	Registered
MERLOT IN MAY - Word Block Letters	2921677	Registered
MONTEREY VINEYARD - Device (Tree Design)	77/305724	Pending
MOON MOUNTAIN - Word Block Letters	2536209	Registered
MOON MOUNTAIN MAGIC - Word Block Letters	77/310281	Pending
NEWHARBOR - Word Block Letters	77/187248	Pending
NEWHARBOR WAVE - Device (2006 Version)	3406085	Registered
NEWPOINT - Word Block	77/187238	Pending

Mark	Reg/App No	Status
Letters		
O - Device	3385176	Registered
OROGENY - Word Block Letters	2916707	Registered
P - Stylized Word	3071109	Registered
PACIFIC CROSSING - Word Block Letters	77/310257	Pending
PATRON OF THE WINE ARTS - Word Block Letters	2806703	Registered
PEBBLE POINT - Word Block Letters	78/473674	Pending
PERFECTION TAKES TIME - Word Block Letters	3110199	Registered
PLOW & STARS - Word Block Letters	77/350468	Pending
PLOW Device	2132739	Registered
PROVENANCE VINEYARDS - Word Block Letters	2976713	Registered
RED SKY RANCH - Word Block Letters	3124293	Registered
ROCKPILE ROAD VINEYARD - Word Block Letters	3425411	Registered
ROSENBLUM CELLARS - Word Block Letters	2138979	Registered
RUTHERFORD HOUSE - Word Block Letters	2929546	Registered
SAGELANDS - Word Block Letters	2485948	Registered
SIGNET COLLECTION - Label (2004)	3070773	Registered
SIGNET COLLECTION - Label (2006)	78/947001	Pending
SIGNET COLLECTION - Word Block Letters	77/310254	Pending
SIGNET COLLECTION - Word Block Letters	3290995	Registered
SNAPDRAGON - Word Block Letters	77/310286	Pending
SOLARIS - Stylized Showing Dimension	77/310289	Pending
SOLARIS - Stylized Showing Dimension	3194170	Registered
SOLARIS - Word Block Letters	2160811	Registered

Mark	Reg/App. No.	Status
SOMMELIERS WITH SOUL - Word Block Letters	77/271569	Pending
SONOMA JUNCTION - Word Block Letters	78/481449	Pending
ST. PETER'S CHURCH VINEYARD - Word Block Letters	77/086518	Pending
STATON HILLS - Word Block Letters	1780495	Registered
STATUETTE RESERVE - Word Block Letters	77/310810	Pending
STELLINA DI NOTTE - Word Block Letters	77/177188	Pending
STELLINA STAR - Device	77/199490	Pending
STERLING - Word Block Letters	3252353	Registered
STERLING VINEYARDS - Stylized (2004 Version)	3054807	Registered
STERLING VINEYARDS - Word Block Letters	1243050	Registered
STERLING VINTNER'S COLLECTION - Stylized (2004 Version)	3054809	Registered
STERLING VINTNER'S COLLECTION - Word Block Letters	2466476	Registered
SVR - Stylized	2120526	Registered
SVR - Word Block Letters	3054805	Registered
TASTE THE BAROSSA - Word Block Letters	77/310260	Pending
TASTE THE BAROSSA - Word Block Letters	3363482	Registered
THE MONTEREY VINEYARD - Word Block Letters	1027078	Registered
THE MONTEREY VINEYARD - Word Block Letters	1238699	Registered
THERE'S A REASON IT'S CALLED STERLING - Word Block Letters	3054808	Registered
TWIG - Word Block Letters	77/350462	Pending
VINAVERA - Word Block Letters	78/531977	Pending
WINERY - Device	3054806	Registered

Mark	Reg/App. No.	Status
WINERY LAKE - Word Block Letters	2775593	Registered
WINES FOR WILDLIFE - Word Block Letters	2931587	Registered
MY WEDDING MY WINE - Word Block Letters	77/111362	Pending
ASK DON & DIANE - Word Block Letters	2946758	Registered
BV GENERATIONS - Word Block Letters	77/374263	Pending
BV WINE SOCIETY - Word Block Letters	77/389678	Pending
CRUSH CAMP - Word Block Letters	3330989	Registered
LE CORPS DE LATOUR - Word Block Letters	77/389669	Pending
SWIRLWIND TOUR - Word Block Letters	77/098298	Pending
THE WINEMAKER'S TABLE - Word & Device (circle with "BV" in center)	2912636	Registered
THE WINEMAKER'S TABLE - Word Block Letters	2895120	Registered
A BY ACACIA - Word Block Letters	3321764	Registered
CAVISTE - Word Block Letters	3328302	Registered
CANOE CREW - Word Block Letters	77/366313	Pending
CANOE RIDGE VINEYARD - Word Block Letters	77/366311	Pending
CHALONE - Word Block Letters	77/367915	Pending
FRIENDS OF ACACIA WINE CLUB - Word Block Letters	77/359232	Pending
SAGELANDS VINEYARD WINE CLUB - Word Block Letters	77/365817	Pending
STERLING VINEYARDS - Word Block Letters	77/365283	Pending
STATUETTE RESERVE - Word Block Letters	78/751038	Pending