

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                  |  |                       |                         |
|----------------------------------|--|-----------------------|-------------------------|
| <b>SUBMISSION TYPE:</b>          | NEW ASSIGNMENT   |                       |                         |
| <b>NATURE OF CONVEYANCE:</b>     | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL   |                       |                         |
| <b>CONVEYING PARTY DATA</b>      |  |                       |                         |
| <b>Name</b>                      | <b>Formerly</b>  | <b>Execution Date</b> | <b>Entity Type</b>      |
| Matanzas Creek Winery, Inc.      |  | 06/30/2008            | CORPORATION: CALIFORNIA |
| <b>RECEIVING PARTY DATA</b>      |  |                       |                         |
| <b>Name:</b>                     | Jackson Family Farms, LLC  |                       |                         |
| <b>Street Address:</b>           | 421 Aviation Boulevard   |                       |                         |
| <b>City:</b>                     | Santa Rosa   |                       |                         |
| <b>State/Country:</b>            | CALIFORNIA   |                       |                         |
| <b>Postal Code:</b>              | 95403  |                       |                         |
| <b>Entity Type:</b>              | LIMITED LIABILITY COMPANY: CALIFORNIA  |                       |                         |
| <b>PROPERTY NUMBERS Total: 3</b> |  |                       |                         |
| <b>Property Type</b>             | <b>Number</b>  | <b>Word Mark</b>      |                         |
| Registration Number:             | 1849552  | JOURNEY               |                         |
| Registration Number:             | 1382616  |                       |                         |
| Registration Number:             | 1397071  | MATANZAS CREEK WINERY |                         |
| <b>CORRESPONDENCE DATA</b>       |  |                       |                         |
| <b>Fax Number:</b>               | (312)464-3111  |                       |                         |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                       |                         |
| <b>Phone:</b>                    | 312/464-3100   |                       |                         |
| <b>Email:</b>                    | chicagopto@loeb.com  |                       |                         |
| <b>Correspondent Name:</b>       | Daniel D. Frohling   |                       |                         |
| <b>Address Line 1:</b>           | 321 N. Clark Street, Suite 2300  |                       |                         |
| <b>Address Line 4:</b>           | Chicago, ILLINOIS 60654  |                       |                         |
| <b>ATTORNEY DOCKET NUMBER:</b>   | 208735-00040/00042/00043   |                       |                         |
| <b>NAME OF SUBMITTER:</b>        | Daniel D. Frohling   |                       |                         |
| <b>Signature:</b>                | /daniel d frohling/  |                       |                         |

CH \$90.00 1849552

Date:

11/04/2008

**Total Attachments: 2**

source=MCW-JFF\_assign#page1.tif

source=MCW-JFF\_assign#page2.tif

TRADEMARK ASSIGNMENT

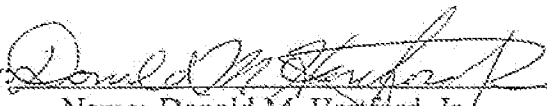
WHEREAS, Matanzas Creek Winery, Inc., a California corporation (hereinafter "MCW"), has adopted, used, is using and owns the trademarks set forth in Exhibit A together with the goodwill associated therewith and symbolized thereby, in the United States of America (including Puerto Rico), Canada, the Caribbean, all United States military bases, and cruise ships and airlines originating from the United States (the "Territory") and MCW owns the trademark applications and registrations set forth in Exhibit 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 the said Trademark Portfolio;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, MCW hereby transfers and assigns to JFF all of MCW's right, title and interest in and to said Trademark Portfolio in the Territory.

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

MATANZAS CREEK WINERY, INC.

By:   
Name: Donald M. Hartford, Jr.  
Title: Chief Executive Officer & Secretary

Date: June 30, 2008

EXHIBIT A

| <u>Trademark</u>                    | <u>Serial No.</u> | <u>Registration No.</u> |
|-------------------------------------|-------------------|-------------------------|
| JOURNEY                             | 74379334          | 1849552                 |
| MATANZAS<br>CREEK(Design)           | 73545557          | 1382616                 |
| MATANZAS CREEK<br>WINERY (Stylized) | 73545556          | 1397071                 |