

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.		12/08/2008	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: 1			
Property Type	Number	Word Mark	
Serial Number:	77310234	ARCHSTONE VINEYARDS	
CORRESPONDENCE DATA			
Fax Number:	(202)739-3001		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-739-5093		
Email:	kaltoff@morganlewis.com		
Correspondent Name:	Kristin H. Altoff		
Address Line 1:	1111 Pennsylvania Avenue, NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
ATTORNEY DOCKET NUMBER:	FAIRBANKS - US		
NAME OF SUBMITTER:	Kristin H. Altoff		
Signature:	/Kristin H. Altoff/		
Date:	12/09/2008		

CH \$40.00 77310234

Total Attachments: 2

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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, U.S.A. (hereinafter "Assignee").

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

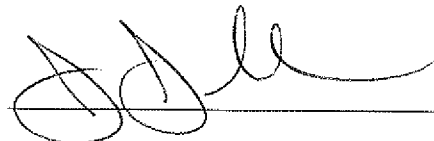
WHEREAS, Assignor did, on June 30, 2008, by separate instrument, assign certain of its assets and business to Assignee, including all of its right, title and interest in and to the Mark, its associated goodwill, and the portion of the business to which the Mark pertains.

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 Mark, its associated goodwill, and the portion of the business to which the Mark pertains, including the right to sue for and receive all damages from past infringements of the Mark, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

Signed this 8th day of December 2008.

Diageo North America, Inc.

By:



Name: Jennifer J. Millones

Title: Director and Senior Counsel,
Intellectual Property

TRADEMARK
REEL: 003899 FRAME: 0433

**UNITED STATES
SCHEDULE**

Mark	Reg/App. No.	Status
ARCHSTONE VINEYARDS – Word Block Letters	77/310,234	Pending