

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 |
| Mesa Vineyard Management, Inc, | | 03/04/2009 | CORPORATION: CALIFORNIA |
| RECEIVING PARTY DATA | | | |
| Name: | Pomar Junction Cellars, LLC | | |
| Street Address: | 1220 Beaver Creek Lane | | |
| City: | Paso Robles | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 93446 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3554189 | POMAR JUNCTION | |
| Registration Number: | 3329842 | POMAR JUNCTION VINEYARD | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (707)526-4707 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 707.526.4200 | | |
| Email: | jmbehmke@cmprlaw.com | | |
| Correspondent Name: | Jay M. Behmke | | |
| Address Line 1: | 100 B Street Suite 400 | | |
| Address Line 4: | Santa Rosa, CALIFORNIA 95401-6376 | | |
| ATTORNEY DOCKET NUMBER: | 6533.2 POMAR ASSMTS | | |
| NAME OF SUBMITTER: | Jay M. Behmke | | |
| Signature: | /JMB-163603/ | | |
| Date: | 03/09/2009 | | |

OP \$65.00 3554189

Total Attachments: 2
source=00189100#page1.tif
source=00189100#page2.tif

TRADEMARK ASSIGNMENT

MESA VINEYARD MANAGEMENT, INC., a California corporation, having an address at P.O. Box 789, Templeton, California 93465 ("Assignor"), for valuable consideration, the receipt and adequacy whereof are acknowledged, hereby assigns and transfers to POMAR JUNCTION CELLARS, LLC, a California limited liability company, having an address at 1220 Beaver Creek Lane, Paso Robles, California 93446, ("Assignee"), and Assignee hereby accepts:

A. All rights, title and interest held by Assignor in and to the trademarks, service marks, registrations of trademarks and service marks and applications for such registration, more fully identified in Schedule A attached hereto (hereinafter collectively and individually referred to as the "Trademarks");

B. The goodwill of the business connected with the use of and symbolized by the Trademarks, and

C. All rights to damages or profits, due or to become due, accrued or to accrue, arising out of past, present, or future infringement of said Trademarks or injury to said goodwill, together with the right to sue or recover the same in the name of Assignor.

IN WITNESS WHEREOF, the parties have executed this Trademark Assignment as of
3-4, 2009.

ASSIGNOR

MESA VINEYARD MANAGEMENT, INC.

By: 

Print Name: Dana Merrill

Title: President

ASSIGNEE

POMAR JUNCTION CELLARS, LLC

By: 

Print Name: Matt Merrill

Title: Member LLC

SCHEDULE A

POMAR JUNCTION

Registration Number 3554189

Registration Date December 30, 2008

POMAR JUNCTION VINEYARD

Registration Number 3329842

Registration Date November 6, 2007