

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
Gruppo Italiano Vini S.p.A.		02/27/2009	joint stock company: ITALY

RECEIVING PARTY DATA

Name:	B&G Wines USA LLC
Street Address:	1100 Cedar Swamp Road
Internal Address:	c/o Member Banfi Products Corporation
City:	Old Brookville
State/Country:	NEW YORK
Postal Code:	11545
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 31

Property Type	Number	Word Mark
Serial Number:	76123481	BOLLA
Serial Number:	76044762	CRESO
Serial Number:	76123477	BOLLA
Serial Number:	73715081	CRESO
Serial Number:	72173560	BOLLA
Serial Number:	73163508	B
Serial Number:	76123479	BOLLA
Serial Number:	75325142	LE POIANE
Serial Number:	75325134	TUFAIE
Serial Number:	75325133	COLFORTE
Serial Number:	75656726	OPEN UP. BOLLA WINES OF ITALY
Serial Number:	76123223	BOLLA
Serial Number:	76123202	BOLLA

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Serial Number:	78502097	LIVE PASSIONATELY, BUT DRINK RESPONSIBLY.
Serial Number:	78644276	ARE YOU SOAVE?
Serial Number:	77001618	LIVE PASSIONATELY, DRINK RESPONSIBLY.
Serial Number:	77470719	BOLLA
Serial Number:	77305320	THE OFFICIAL WINE OF PIZZA
Serial Number:	77468161	BOLLA
Serial Number:	77469990	BOLLA
Serial Number:	77470024	BOLLA
Serial Number:	77470134	BOLLA
Serial Number:	77470197	BOLLA
Serial Number:	77470392	BOLLA
Serial Number:	77470482	BOLLA
Serial Number:	77472057	BOLLA
Serial Number:	78933958	THE UNCOMMONLY FRESH ITALIAN WINE
Serial Number:	78933903	GET FRESH WITH AN ITALIAN
Serial Number:	78933940	KEEP IT FRESH. DRINK RESPONSIBLY.
Registration Number:	1122520	FONTANA CANDIDA
Serial Number:	77243340	HOW REFRESHING

CORRESPONDENCE DATA

Fax Number: (866)947-1121
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 585-263-1000
Email: nytm@nixonpeabody.com
Correspondent Name: Kristen M. Walsh, Nixon Peabody LLP
Address Line 1: 1100 Clinton Square
Address Line 4: Rochester, NEW YORK 14604

ATTORNEY DOCKET NUMBER:	52893/2
NAME OF SUBMITTER:	Kristen M. Walsh
Signature:	/kristenmwash/
Date:	04/21/2009

Total Attachments: 3
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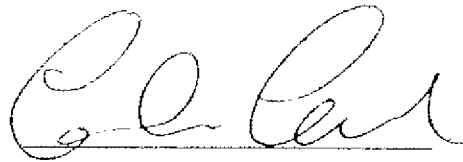
TRADEMARK ASSIGNMENT

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which is hereby acknowledged, Gruppo Italiano Vini S.p.A., an Italian joint stock company, ("Assignor"), hereby transfers and assigns to B&G Wines USA LLC, a Delaware limited liability company, the Assignor's entire right, title and interest in and to those trademarks, registrations and trademark applications set forth on the attached **Schedule A**, which forms a part of this Trademark Assignment, and any goodwill associated therewith.

IN WITNESS WHEREOF, a duly authorized officer of Assignor has executed this Trademark Assignment as of this 27th day of February, 2009.

GRUPPO ITALIANO VINI S.p.A.

By:



Name: Corrado Casoli

Title: Managing Director

SCHEDULE A

LIST OF TRADEMARKS

Bolla

Country	Mark	Class(es)	Application #	App. Date (MM/DD/YYYY)	Registration #	Reg. Date (MM/DD/YY)
United States of America (USA)	BOLLA	25	76/123,481	9/6/2000	2,482,387	8/28/2001
United States of America (USA)	CRESO	33	76/044,762	5/9/2000	2,471,457	7/24/2001
United States of America (USA)	BOLLA	16	76/123,477	9/6/2000	2,555,299	4/2/2002
United States of America (USA)	CRESO	33	73/715,081	3/7/1988	1,546,660	7/4/1989
United States of America (USA)	BOLLA	33	72/173,560	7/23/1963	858,048	10/1/1968
United States of America (USA)	B & Design	33	73/163,508	3/24/1978	1,116,725	4/17/1979
United States of America (USA)	BOLLA	28	76/123,479	9/6/2000	2,555,300	4/2/2002
United States of America (USA)	LE POJANE	33	75/325,142	7/16/1997	2,239,661	4/13/1999
United States of America (USA)	TUFAIE	33	75/325,134	7/16/1997	2,237,669	4/6/1999
United States of America (USA)	COLFORTE	33	75/325,133	7/16/1997	2,237,668	4/6/1999
United States of America (USA)	OPEN UP. BOLLA WINES OF ITALY	33	75/656,726	3/9/1999	2,311,952	1/25/2000
United States of America (USA)	BOLLA	18	76/123,223	9/6/2000	2,549,458	3/19/2002
United States of America (USA)	BOLLA LIVE	21	76/123,202	9/6/2000	2,546,518	3/12/2002
United States of America (USA)	PASSIONATELY, BUT DRINK RESPONSIBLY	33	78/502,097	10/19/2004	3,035,195	12/27/2005
United States of America (USA)	ARE YOU SOAVE? LIVE	33	78/644,276	6/6/2005	3,166,649	10/31/2006
United States of America (USA)	PASSIONATELY, DRINK RESPONSIBLY.	33	77/001,618	9/18/2006	3,423,392	5/6/2008
United States of America (USA)	BOLLA	16	77/470,719	5/9/2008		
United States of America (USA)	THE OFFICIAL WINE OF PIZZA	33	77/305,320	10/16/2007		
United States of America (USA)	BOLLA	29	77/356,656	12/20/2007		
United States of America (USA)	BOLLA	30	77/356,717	12/20/2007		
United States of America (USA)	BOLLA	6	77/468,161	5/7/2008		
United States of America (USA)	BOLLA	8	77/469,990	5/9/2008		
United States of America (USA)	BOLLA	14	77/470,024	5/9/2008		

SCHEDULE A

United States of America (USA)	BOLLA	24	77/470,134	5/9/2008		
United States of America (USA)	BOLLA	25	77/470,197	5/9/2008		
United States of America (USA)	BOLLA	26	77/470,392	5/9/2008		
United States of America (USA)	BOLLA	28	77/470,482	5/9/2008		
United States of America (USA)	BOLLA	21	77/472,057	5/12/2008		
Bermuda	CRESO	33	34855	12/5/2002	34855	12/5/2002
Bermuda	BOLLA	33	28026	7/11/1996	28026	7/11/1996
Puerto Rico	BOLLA	33	71,647	12/8/2006	71,647	12/8/2006

Fontana Candida

Country	Mark	Class(es)	Application #	App. Date (MM/DD/YYYY)	Registration #	Reg. Date (MM/DD/YY)
United States of America (USA)	THE UNCOMMONLY FRESH ITALIAN WINE	33	78/933,958	7/20/2006	3,239,824	5/8/2007
United States of America (USA)	GET FRESH WITH AN ITALIAN KEEP IT FRESH.	33	78/933,903	7/20/2006	3,239,822	5/8/2007
United States of America (USA)	DRINK RESPONSIBLY.	33	78/933,940	7/20/2006	3,239,823	5/8/2007
United States of America (USA)	FONTANA CANDIDA	33	97,226	8/20/1976	1,122,520	7/17/1979
United States of America (USA)	HOW REFRESHING	33	77/243,340	7/31/2007		
Bermuda	FONTANA CANDIDA	33		7/17/2007		
Puerto Rico	FONTANA CANDIDA	33	71,600	12/8/2006	71,600	12/8/2006