

**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>
Bronco Wine Company		04/27/2009	CORPORATION: ARKANSAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Diageo Chateau & Estate Wines Company		
<b>Street Address:</b>	240 Gateway Road West		
<b>City:</b>	Napa		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94558		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77608930	PAINTED RIDGE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(203)229-8925		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(203) 229-7152		
<b>Email:</b>	trademarks@diageo.com, jeanette.alindogan@diageo.com		
<b>Correspondent Name:</b>	Jennifer J. Millones		
<b>Address Line 1:</b>	801 Main Avenue		
<b>Address Line 4:</b>	Norwalk, CONNECTICUT 06851		
<b>NAME OF SUBMITTER:</b>	Jennifer J. Millones		
<b>Signature:</b>	/Jennifer J. Millones/		
<b>Date:</b>	04/29/2009		
<b>Total Attachments: 1</b>			
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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT ("Assignment") is between Bronco Wine Company, a corporation duly incorporated under the laws of Arkansas with its principal place of business at 6342 Bystrum Road, Ceres, California 95307 ("Assignor"), and Diageo Chateau & Estate Wines Company, a California corporation with an address at 240 Gateway Road West, Napa, California 94558 ("Assignee").

WHEREAS, Assignor has filed an application for federal registration of the mark PAINTED RIDGE (the "Mark"), which application was designated as Serial No. 77/608930 (the "Application") and desires to assign its entire right, title and interest in and to the Mark and the Application to Assignee;

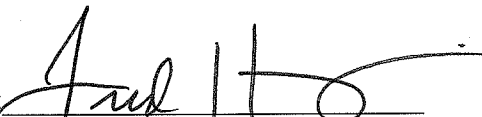
WHEREAS, Assignee wishes to acquire Assignor's entire right, title, and interest in and to the Mark and the Application;

AND WHEREAS, Assignor intended to use the Mark and filed the Application under Section 1(b) of the Trademark Act indicating that intention, but has not yet filed allegations of use under Section 1(c) or 1(d) of the Trademark Act with respect to the Mark, and Assignee is acquiring the Mark and the Application pursuant to the requirements of Section 10 of the Trademark Act.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee, effective as of the date indicated below, all its right, title and interest in and to the Mark and the Application, together with any other applications for registration of the Mark, any common law rights in the Mark, and the goodwill of the business symbolized by the Mark, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

Dated: 4-27, 2009.

BRONCO WINE COMPANY

By:   
Name: Fred Franzia  
Title: T.

