

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 CHATEAU & ESTATE WINES COMPANY		04/28/2009	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	BRONCO WINE COMPANY		
Street Address:	6342 Bystrum Road		
City:	Ceres		
State/Country:	CALIFORNIA		
Postal Code:	95307		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2851493	COPA DE LUNA	
CORRESPONDENCE DATA			
Fax Number:	(617)951-7050		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212)596-9385		
Email:	nicholas.vogt@ropesgray.com, erin.dugan@ropesgray.com		
Correspondent Name:	Nicholas J. Vogt, Ropes & Gray LLP		
Address Line 1:	1211 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10036-8704		
ATTORNEY DOCKET NUMBER:	BWIM-TIP		
NAME OF SUBMITTER:	Nicholas J. Vogt, Esq.		
Signature:	/nicholas vogt/		
Date:	05/18/2009		

CH \$40.00 2851493

Total Attachments: 1

source=COPA DE LUNA ASSIGN#page1.tif

TRADEMARK ASSIGNMENT

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

WHEREAS, Assignor owns United States Trademark Registration No. 2851493 (the "Registration") for the mark COPA DE LUNA (the "Mark"), and the goodwill associated therewith, and desires to assign its entire right, title and interest in and to the Mark and the Registration to Assignee;

AND WHEREAS, Assignee wishes to acquire Assignor's entire right, title, and interest in and to the Mark and the Registration.

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 Registration, 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: 4/28/, 2009.

DIAGEO CHATEAU & ESTATE
WINES COMPANY

By: 

Name: David Hayman

Title: Senior Vice President, Wines Operations

7
4

Dr