

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
The Wine Group LLC		06/15/2009	LIMITED LIABILITY COMPANY:
RECEIVING PARTY DATA			
Name:	Les Grands Chais de France		
Street Address:	1 rue de la division Leclerc		
City:	Petersbach		
State/Country:	FRANCE		
Postal Code:	67290		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3610663	HELFRICH	
CORRESPONDENCE DATA			
Fax Number:	(415)217-5910		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Email:	trademarks@howardrice.com		
Correspondent Name:	Deborah Davis Han		
Address Line 1:	Howard Rice Nemerovski Canady et al		
Address Line 2:	3 Embarcadero Center, 7th Floor		
Address Line 4:	San Francisco, CALIFORNIA 94111		
ATTORNEY DOCKET NUMBER:	04381.0041		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			

CH \$40.00 3610663

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**TRADEMARK
 REEL: 004008 FRAME: 0237**

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Deborah Davis Han

Signature:

/Deborah Davis Han_mlj/

Date:

06/19/2009

Total Attachments: 1

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Trademark Assignment

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, The Wine Group LLC ("Assignor"), does hereby sell, convey, assign and transfer to Les Grands Chais de France ("Assignee"), all right, title, and interest in and to the mark HELFRICH, United States Registration No. 3610663 (the "Mark"), together with the goodwill of the business symbolized by the Mark.

This assignment is dated and effective as of June 15, 2009.

THE WINE GROUP LLC,
a Delaware limited liability company

By: _____



Name: _____

John Sutton

Title: _____

Vice President and General Counsel