

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
Jackson Family Wines, Inc.		01/11/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Windracer, LLC		
Street Address:	421 Aviation Boulevard		
City:	Santa Rosa		
State/Country:	CALIFORNIA		
Postal Code:	95403		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3728911	WINDRACER	
CORRESPONDENCE DATA			
Fax Number:	(312)803-2209		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-464-3100		
Email:	aprovencio@loeb.com		
Correspondent Name:	Daniel D. Frohling - LOEB & LOEB LLP		
Address Line 1:	321 N. Clark St., Suite 2300		
Address Line 4:	Chicago, ILLINOIS 60654		
ATTORNEY DOCKET NUMBER:	208739-00084		
NAME OF SUBMITTER:	Daniel D. Frohling		
Signature:	/Daniel D. Frohling/		
Date:	01/22/2010		

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REEL: 004136 FRAME: 0278

Total Attachments: 2

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TRADEMARK ASSIGNMENT AGREEMENT

WHEREAS, Jackson Family Wines, Inc., a Delaware corporation, having a principal place of business at 421 Aviation Boulevard, Santa Rosa, California 95403, has adopted, used and is using the trademark set forth in Attachment 1, together with the goodwill associated therewith and symbolized by said Trademark and the corresponding trademark applications and registrations (hereinafter, the "Trademark");

WHEREAS, Windracer, LLC, a Delaware limited liability company, having a principal place of business at 421 Aviation Boulevard, Santa Rosa, California (hereinafter "Windracer") is desirous of acquiring said Trademark;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, JFW hereby transfers and assigns to Windracer all of JFW's right, title and interest in and to said Trademark, along with the goodwill associated therewith and symbolized thereby.

IN WITNESS WHEREOF, JFW has caused this document to be executed by its authorized officer on the date indicated below.

JACKSON FAMILY WINES, INC.

Signed: _____

Name: _____

Title: _____

Date: _____

ATTACHMENT A

WINDRACER

Serial No. 77213678

Registration No. 3728911