

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
MAISON LOUIS BOUILLOT		05/12/2010	CORPORATION: FRANCE
RECEIVING PARTY DATA			
Name:	Wheeler Winery, Inc.		
Street Address:	1791 Olivet Road		
City:	Santa Rosa		
State/Country:	CALIFORNIA		
Postal Code:	95401		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3293439	LOUIS BOUILLOT	
CORRESPONDENCE DATA			
Fax Number:	(707)526-4707		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	707.526.4200		
Email:	jmbehmke@cmprlaw.com		
Correspondent Name:	Jay M. Behmke		
Address Line 1:	100 B Street Suite 400		
Address Line 4:	Santa Rosa, CALIFORNIA 95401-6376		
ATTORNEY DOCKET NUMBER:	2236.4 BOUILLOT TO WHEELE		
NAME OF SUBMITTER:	Jay M. Behmke		
Signature:	/JMB-163603/		
Date:	05/12/2010		

OP \$40.00 3293439

Total Attachments: 2
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LOUIS BOUILLOT

Maison Fondée en 1877

TRADE MARK ASSIGNMENT

MAISON LOUIS BOUILLOT, a corporation organized under the laws of the French Republic, with an address at Rue des Feuilles Montgolfier, Nuits Saint Georges, France 21700 ("Assignor"), for valuable consideration, the receipt and adequacy whereof are acknowledged, hereby assigns and transfers to Wheeler Winery, Inc., a corporation formed under the laws of the State of California, with an address at 1791 Olivet Road, Santa Rosa, CA 95401, ("Assignee"), and Assignee hereby accepts:

A. All rights, title and interest held by Assignor in and to the trade marks, service marks, registrations of trade marks and service marks and applications for such registration, more fully identified in Schedule A attached hereto (hereinafter collectively and individually referred to as the "Trade Marks");

B. The goodwill of the business connected with the use of and symbolized by the Trade Marks, and

C. All rights to damages or profits, due or to become due, accrued or to accrue, arising out of past, present, or future infringement of said Trade Marks or injury to said goodwill, together with the right to sue or recover the same in the name of Assignor.

IN WITNESS WHEREOF, the parties have executed this Trade Mark Assignment as of May 12, 2010.

ASSIGNOR

MAISON LOUIS BOUILLOT

By: _____

Print Name: Gilles SEGUIN

Title: _____ Director

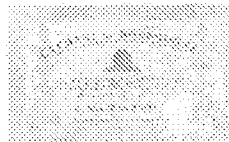
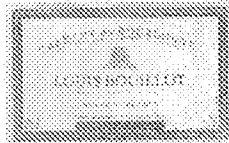
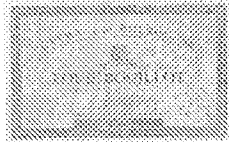
ASSIGNEE

Wheeler Winery, Inc.

By: _____

Print Name: ALAIN LEONNET

Title: Chief Executive Officer

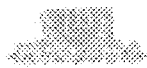


SARL MAISON LOUIS BOUILLOT

SARL au capital de 1.524.490,17 € - Rue des Feuilles Montgolfier - BP 162 - 21700 Nuits-Saint-Georges - France
RCS Bourgogne 339 540 879 - APE 1102A - 11^e TVA Intracommunautaire

TRADEMARK

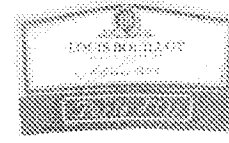
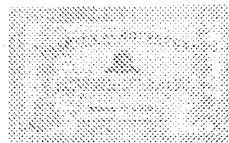
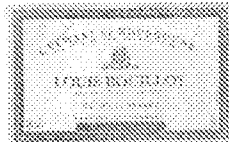
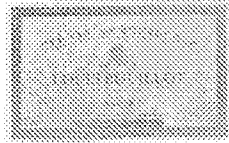
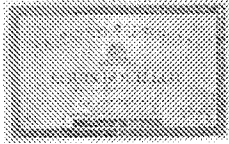
REEL: 004204 FRAME: 0956



LOUIS BOUILLOT

Maison fondee en 1877

SCHEDULE A



Mark	Serial Number	Reg. Number
LOUIS BOUILLOT	77094390	3293439

SARL MAISON LOUIS BOUILLOT

SARL au capital de 1.504.490,17 €. Rue des Forges Montgallier - BP 102 - 21703 Nuits-Saint-Georges - France
RCS Doubs 539 540 879 - APE 1102A - 2^e TVA (impôts communautaires)

TRADEMARK