

**TRADEMARK ASSIGNMENT**

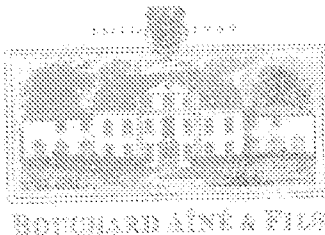
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
BOUCHARD AINE & FILS		05/12/2010	CORPORATION: FRANCE
<b>RECEIVING PARTY DATA</b>			
Name:	Wheeler Winery, Inc.		
Street Address:	1791 Olivet Road		
City:	Santa Rosa		
State/Country:	CALIFORNIA		
Postal Code:	95401		
Entity Type:	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 2</b>			
Property Type	Number	Word Mark	
Registration Number:	3714313	BOUCHARD AÎNÉ & FILS	
Registration Number:	2437995	BOUCHARD AINE & FILS	
<b>CORRESPONDENCE DATA</b>			
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 BOUCHARD TO WHEEL		
NAME OF SUBMITTER:	Jay M. Behmke		
Signature:	/JMB-163603/		
Date:	05/12/2010		

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**TRADEMARK**

Total Attachments: 2  
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TRADE MARK ASSIGNMENT

BOUCHARD AINE & FILS "B.A.F.", a corporation organized under the laws of the French Republic, having an address at 4 Boulevard Foch, 21200 Beaune, France ("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 Oliver 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

BOUCHARD AINE & FILS "B.A.F."

By: 

Print Name: Gilles SEGUIN

Title: Director

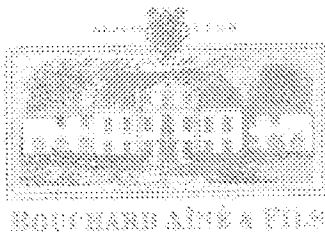
ASSIGNEE

Wheeler Winery, Inc.

By: 

Print Name: Alain KONNET

Title: Chief Executive Officer



SCHEDULE A

Mark	Serial Number	Reg. Number
BOUCHARD AÎNÉ & FILS	77624721	3714313
BOUCHARD AÎNÉ & FILS	75658902	2437995