

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Vina San Pedro Tarapaca S.A..		07/07/2010	CORPORATION: CHILE
RECEIVING PARTY DATA			
Name:	Finca la Celia S.A.		
Street Address:	Corrientes No 316, 4 Pisa		
City:	Buenos Aires		
State/Country:	ARGENTINA		
Entity Type:	CORPORATION: ARGENTINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77941646	ALTIVO	
CORRESPONDENCE DATA			
Fax Number:	(202)293-7860		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202.293.7060		
Email:	tm@sughrue.com		
Correspondent Name:	Cynthia C. Weber		
Address Line 1:	2100 Pennsylvania Avenue, N.W.		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20037		
ATTORNEY DOCKET NUMBER:	S14467		
DOMESTIC REPRESENTATIVE			
Name:	Cynthia C. Weber		
Address Line 1:	2100 Pennsylvania Avenue, N.W.		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20037		
NAME OF SUBMITTER:	Cynthia C. Weber		

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Signature:	/cynthia c. weber/
Date:	07/28/2010
Total Attachments: 1 source=S 14467 assignment dec#page1.tif	

ASSIGNMENT

WHEREAS, Viña San Pedro Tarapacá S.A., a Chilean corporation, with a business address of Vitacura 4680, PISO 6 Santiago CHILE, has adopted and intended to use the mark ALTIVO in commerce and has filed an application to register the mark, which application has been assigned Serial No. 77/941,646, indicating that intention, but has not yet filed an allegation of use; and

WHEREAS, Viña San Pedro Tarapacá S.A. is assigning the mark in the above identified application as part of the entire business or portion thereof to which the mark pertains; and

WHEREAS, Finca la Celia S.A., a corporation organized under the laws of Argentina with a business address of Corrientes N° 316, 4° Piso Buenos Aires ARGENTINA, the successor of the ongoing and existing business, or portion thereof, of Viña San Pedro Tarapacá S.A. to which the mark pertains, is desirous of acquiring said trademark and the pending intent to use application therefor.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Viña San Pedro Tarapacá S.A. does hereby assign to Finca la Celia S.A. all right, title and interest in and to the trademark ALTIVO and Application Serial No. 77/941,646, together with the goodwill of the business symbolized thereby.

VIÑA SAN PEDRO TARAPACÁ S.A.

By: _____

Name: ~~Javier Bitar~~ Hirmas

Title: (C.E.O.)

Date: July 7th 2010

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