

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Diageo Chateau & Estate Wines Company		08/18/2010	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Diageo North America, Inc.		
<b>Street Address:</b>	801 Main Avenue		
<b>City:</b>	Norwalk		
<b>State/Country:</b>	CONNECTICUT		
<b>Postal Code:</b>	06851		
<b>Entity Type:</b>	CORPORATION: CONNECTICUT		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3761236	MOON MOUNTAIN	
Registration Number:	3569495	MOON MOUNTAIN VINEYARD	
Registration Number:	3696412	MOON MOUNTAIN MAGIC	
Registration Number:	2536209	MOON MOUNTAIN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)739-3001		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	202.739.5987		
<b>Email:</b>	trademarks@morganlewis.com, kbutcher@morganlewis.com, mliburd@morganlewis.com, asiarkowska@morganlewis.com		
<b>Correspondent Name:</b>	Morgan, Lewis & Bockius LLP		
<b>Address Line 1:</b>	1111 Pennsylvania Avenue, N.W.		
<b>Address Line 2:</b>	TMSU		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20004		
<b>NAME OF SUBMITTER:</b>	Monique E. Liburd		

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**900172887**

~~TRADEMARK~~  
**REEL: 004288 FRAME: 0168**

Signature:	/Monique E. Liburd/
Date:	10/01/2010
Total Attachments: 2 source=Confirmatory Trademark Assignment in the US#page1.tif source=Confirmatory Trademark Assignment in the US#page2.tif	

**CONFIRMATORY TRADEMARK ASSIGNMENT**

This Confirmatory Trademark Assignment is made by and between Diageo Chateau & Estate Wines Company, a California corporation with a principal place of business at 240 Gateway Road West, Napa, California 94558 ("**Assignor**") and Diageo North America, Inc., a Connecticut corporation with a principal place of business at 801 Main Avenue, Norwalk, Connecticut 06851 ("**Assignee**").

WHEREAS, the Assignor owned the trademark registrations set forth on the attached schedule (hereinafter "the Marks") and the goodwill of the business symbolized thereby, and desires to confirm having assigned and transferred, effective as of August 18, 2010, all of its right, title, and interest in and to the said Marks to the Assignee.

WHEREAS, Assignee obtained the trademark registrations from Assignor, including all of Assignor's right, title and interest in and to the Marks, and the goodwill of the business symbolized thereby.

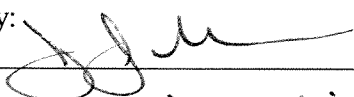
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby confirms having assigned, transferred and set over to Assignee, effective as of August 18, 2010, Assignor's entire right, title and interest in and to the Marks and the goodwill symbolized by the Marks, including the right to sue for and receive all damages from past infringements of the Marks arising prior to the effective date of the assignment, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

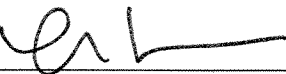
**Assignor:**

**Assignee:**

**Diageo Chateau & Estate Wines Company**

**Diageo North America, Inc.**

By: 

By: 

Name: *Jennifer Millican*

Name: *Lauren Mandelli*

Title: *Authorized Signatory*

Title: *Authorized Signatory*

**SCHEDULE**

<b><u>Country</u></b>	<b><u>Trademark</u></b>	<b><u>Registration No.</u></b>	<b><u>Registration Date</u></b>
U.S.A.	MOON MOUNTAIN	3761236	03/16/2010
U.S.A.	MOON MOUNTAIN VINEYARD	3569495	02/03/2009
U.S.A.	MOON MOUNTAIN MAGIC	3696412	10/13/2009
U.S.A.	MOON MOUNTAIN	2536209	02/05/2002