

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	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>
Farm Credit West, PCA		11/11/2010	PCA: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Foley Family Wines, Inc.		
<b>Street Address:</b>	4050 Calle Real		
<b>Internal Address:</b>	Suite 210		
<b>City:</b>	Santa Barbara		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	93110		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2200574	EOS	
Registration Number:	2725215	NOVELLA	
Registration Number:	3739463	LOST ANGEL	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(314)436-8400		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(314) 231-2800		
Email:	jbg@stolarlaw.com		
Correspondent Name:	John B. Greenberg		
Address Line 1:	911 Washington Avenue		
Address Line 2:	7th Floor		
Address Line 4:	St. Louis, MISSOURI 63101		
NAME OF SUBMITTER:	John B. Greenberg, attorney for Assignee		
Signature:	/John B. Greenberg/		

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**TRADEMARK**  
 REEL: 004413 FRAME: 0293

Date:

11/12/2010

Total Attachments: 2

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## TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT ("Assignment") is made and entered into as of the 11<sup>th</sup> day of November, 2010, by and between FARM CREDIT WEST, PCA, a corporation organized under the United States of America (the "Assignor"), and FOLEY FAMILY WINES, INC. a Delaware corporation (the "Assignee").

WHEREAS, the Assignor is the owner of the trademarks set forth below:

- EOS, which is subject to common law rights and a registration with the United States Patent and Trademark Office, Registration #2,200,574;
- NOVELLA, which is subject to common law rights and a registration with the United States Patent and Trademark Office, #2,725,215;
- CUPA GRANDIS, which is subject to common law rights only;
- LOST ANGEL, which is subject to common law rights and a registration with the United States Patent and Trademark Office, #3,739,643; (individually and collectively, the "Marks").

WHEREAS, Assignor desires to assign to Assignee, free and clear of all liens, claims and encumbrances, and Assignee desires to acquire from Assignor, all of the above-identified Marks, including without limitation all common law rights relating thereto, and each of the above-referenced registrations, including without limitation all renewals and extensions that may be granted in connection therewith (collectively, the "Registrations"), together with the goodwill of Assignor's business associated with the Marks and Registrations;

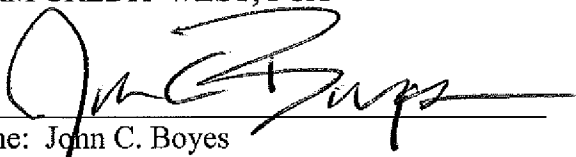
NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

1. Assignor hereby assigns, sells and sets over to Assignee, free and clear of all liens, claims, and encumbrances, all of the Marks and Registrations therefor, together with all of the goodwill of Assignor's business symbolized by the Marks and Registrations, and all other rights that Assignor has enjoyed thereunder as trademarks, service marks, trade names, domain names and otherwise, including, without limitation, all rights and remedies based upon past infringement of the Marks and Registrations (including the right to sue and collect damages and profits for such infringement).
2. Assignor covenants and agrees that it will, at any time, on request, execute and deliver any and all papers that may be necessary or desirable to perfect the title to the aforementioned assets and rights assigned by this Assignment.

[Remainder of page is intentionally blank.]

IN WITNESS WHEREOF, the Assignor has executed this Assignment as of the day and year first above written.

FARM CREDIT WEST, PCA

By:   
Name: John C. Boyes  
Title: Executive Vice President

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