

**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>
Baldwin Family Trust		12/03/2010	TRUST: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	JUSTIN Vineyards & Winery LLC		
<b>Street Address:</b>	11444 W. Olympic Blvd., 10th Floor		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90064		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 7</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2201175	JUSTIN	
Registration Number:	2685055	ISOSCELES	
Registration Number:	2829699	OBTUSE	
Registration Number:	2838185	JUSTIFICATION	
Registration Number:	2838184	THE ORPHAN	
Registration Number:	3231562	SAVANT	
Registration Number:	3796303	FOCUS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(323)966-5758		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	310-966-5726		
<b>Email:</b>	lpowell@roll.com		
<b>Correspondent Name:</b>	LaTunda Powell, Trademark Administrator		
<b>Address Line 1:</b>	11444 W. Olympic Blvd., 10th Floor		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90064		

**CH \$190.00 2201175**

ATTORNEY DOCKET NUMBER:	112840
NAME OF SUBMITTER:	LaTunda Powell, Trademark Administrator
Signature:	/latunda powell/
Date:	12/03/2010
Total Attachments: 3 source=JUSTIN Trademark Assignment#page1.tif source=JUSTIN Trademark Assignment#page2.tif source=JUSTIN Trademark Assignment#page3.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Baldwin Family Trust, a trust organized under the laws of California, comprising of Justin C. Baldwin and Deborah K. Baldwin, as Trustees, both U.S. citizens, located at 11680 Chimney Rock Road, Paso Robles, California, United States, 93446, (the "Assignor") is the owner of to the trademarks listed on Exhibit A attached hereto and incorporated herein by this reference (collectively, the "Marks"), which Marks are in the name of Assignor; and

WHEREAS, JUSTIN Vineyards & Winery LLC, a Delaware limited liability company, located at 11444 W. Olympic Blvd., 10th Floor, Los Angeles, California 90064 (the "Assignee") seeks to acquire the Marks.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor does hereby assign unto the Assignee, all right, title and interest in and to the Marks, and the right to sue for any past infringement of the Marks by third parties. At its sole cost, Assignee shall record notice of this assignment with the United States Patent and Trademark Office and the California Secretary of State.

Date: December 3, 2010

Assignor:

Baldwin Family Trust, a trust organized under the laws of California, comprising of Justin C. Baldwin and Deborah K. Baldwin, as Trustees,

By: Justin C. Baldwin  
Justin C. Baldwin, Trustee  
By: Deborah K. Baldwin  
Deborah K. Baldwin, Trustee

Assignee:

JUSTIN Vineyards & Winery LLC  
a Delaware limited liability company

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

TRADEMARK ASSIGNMENT

WHEREAS, Baldwin Family Trust, a trust organized under the laws of California, comprising of Justin C. Baldwin and Deborah K. Baldwin, as Trustees, both U.S. citizens, located at 11680 Chimney Rock Road, Paso Robles, California, United States, 93446, (the "Assignor") is the owner of to the trademarks listed on Exhibit A attached hereto and incorporated herein by this reference (collectively, the "Marks"), which Marks are in the name of Assignor; and

WHEREAS, JUSTIN Vineyards & Winery LLC, a Delaware limited liability company, located at 11444 W. Olympic Blvd., 10th Floor, Los Angeles, California 90064 (the "Assignee") seeks to acquire the Marks.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor does hereby assign unto the Assignee, all right, title and interest in and to the Marks, and the right to sue for any past infringement of the Marks by third parties. At its sole cost, Assignee shall record notice of this assignment with the United States Patent and Trademark Office and the California Secretary of State.

Date: December 3, 2010

Assignor:

Baldwin Family Trust, a trust organized under the laws of California, comprising of Justin C. Baldwin and Deborah K. Baldwin, as Trustees,

By: \_\_\_\_\_  
Justin C. Baldwin, Trustee

By: \_\_\_\_\_  
Deborah K. Baldwin, Trustee

Assignee:

JUSTIN Vineyards & Winery LLC  
a Delaware limited liability company

By: Craig Cooper  
Name: Craig Cooper  
Title: Senior Vice President

**Exhibit A  
Trademarks**

Trademark	Class(es)	Application No.	Filing Date	Registration No.	Registration Date
<b>FEDERAL TRADEMARK REGISTRATIONS</b>					
JUSTIN	IC: 033, Wines	75-315,144	26-Jun-1997	2,201,175	03-Nov-1998
ISOSCELES	IC: 033, Wine	75-473,953	24-Apr-1998	2,685,055	11-Feb-2003
OBTUSE	IC: 033, Wine	76-518,085	30-May-2003	2,829,699	06-Apr-2004
JUSTIFICATION	IC: 033, Wine	76-517,914	29-May-2003	2,838,185	04-May-2004
THE ORPHAN	IC: 033, Wine	76-517,911	29-May-2003	2,838,184	04-May-2004
SAVANT	IC: 033, Wine	78-749,844	08-Nov-2005	3,231,562	17-Apr-2007
FOCUS	IC: 033, Wine	77-451,217	17-Apr-2008	3,796,303	01-Jun-2010
<b>CALIFORNIA STATE TRADEMARK REGISTRATIONS</b>					
JUSTIFICATION	IC: 033, Wine			109196	02-Jun-2003
THE ORPHAN	IC: 033, Wine			109197	02-Jun-2003
OBTUSE	IC: 033, Wine			109198	02-Jun-2003