

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	IP SUPPLEMENT

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
THE WINE GROUP LLC		01/04/2011	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

Name:	Cooperatieve Centrale Raiffeisen - Boerenleenbank B.A., "Rabobank International", New York Branch, as Collateral Agent
Street Address:	245 Park Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10167
Entity Type:	U.S. branch of foreign bank: NEW YORK

**PROPERTY NUMBERS Total: 26**

Property Type	Number	Word Mark
Serial Number:	85182101	ASS BACKWARDS
Serial Number:	85174925	BEASTLY OLD VINES
Serial Number:	85182111	BOTTLENOSE
Serial Number:	85168040	BOURBON OF PROOF
Serial Number:	85143478	BURDEN OF PROOF
Serial Number:	85166342	BOX CAR
Serial Number:	85160296	CAKE POPS
Serial Number:	85181161	COCOLICIOUS
Serial Number:	85182123	CONCANNON
Serial Number:	85146544	CUL-DE-SAC
Serial Number:	85201790	DOUBLE RAINBOW VINEYARDS
Serial Number:	85197521	DROPPIN' IN
Serial Number:	85181168	FINESSE

CH \$665.00 85182101

Serial Number:	85142880	PIEDRA AZUL
Serial Number:	85184525	PILLOWS
Serial Number:	85192348	Q&A
Serial Number:	85193092	R.A.K.
Serial Number:	85182104	READ BETWEEN THE VINES
Serial Number:	85197526	SECRET CRUSH
Serial Number:	85185093	SHMOOZE
Serial Number:	85187164	TEACAKE
Serial Number:	85205791	TIMEPIECES
Serial Number:	85184517	TIP IT
Serial Number:	85157984	TWINE
Serial Number:	85159745	VELVET HARPOON
Serial Number:	85143040	LYRICA

**CORRESPONDENCE DATA**

Fax Number: (213)627-0705  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: (213) 683-5627  
Email: nancychow@paulhastings.com  
Correspondent Name: Nancy Chow  
Address Line 1: Paul, Hastings, Janofsky & Walker LLP  
Address Line 2: 515 S. Flower Street, 25th Floor  
Address Line 4: LOS ANGELES, CALIFORNIA 90071

ATTORNEY DOCKET NUMBER:	TWG 74033.00003
NAME OF SUBMITTER:	Nancy Chow
Signature:	/Nancy Chow/
Date:	01/05/2011

Total Attachments: 3  
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IP SUPPLEMENT

This IP SUPPLEMENT, dated January 4, 2011, is delivered pursuant to and supplements (i) the Amended and Restated Security Agreement, dated as of June 26, 2006 (as it may be from time to time amended, restated, modified or supplemented, the "Security Agreement"), among The Wine Group, Inc., a California corporation ("TWG, Inc."), The Wine Group LLC, a Delaware limited liability company (the "Company", and together with TWG, Inc., the "Co-Issuers"), the other Grantors named therein, and Cooperatieve Centrale Raiffeisen - Boerenleenbank B.A., "Rabobank International", New York Branch ("Rabobank"), as Collateral Agent, and (ii) the Amended and Restated Grant of Trademark Security Interest, dated as of July 10, 2004 (the "Grant"), executed by the Grantors named therein in favor of Secured Party named therein. Capitalized terms used herein not otherwise defined herein shall have the meanings ascribed thereto in the Grant.

The Company grants to Secured Party a security interest in all of the Company's right, title and interest in and to the Trademark Collateral listed on Schedule A attached hereto. All such Trademark Collateral shall be deemed to be part of the Trademark Collateral and shall be hereafter subject to each of the terms and conditions of the Security Agreement and the Grant.

IN WITNESS WHEREOF, the Company has caused this IP Supplement to be duly executed and delivered by its duly authorized officer as of January 4, 2011.

THE WINE GROUP LLC,  
a Delaware limited liability company

By: TWG Manager, Inc.,  
a California corporation,  
its Manager

By: [Signature]  
Richard Mahoney,  
Chief Financial Officer

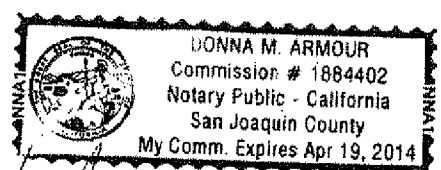
STATE OF CALIFORNIA )

CITY OF TRACY AND COUNTY OF SAN JOAQUIN ) ss.

On January 4, 2011 before me, DONNA M. ARMOUR, Notary Public, personally appeared RICHARD MAHONEY, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

Witness my hand and official seal.



[Signature]  
Signature of Notary Public

SCHEDULE A TO IP SUPPLEMENT

GRANTOR	TRADEMARK	COUNTRY	APPLICATION DATE	APPLICATION NUMBER
The Wine Group LLC	ASS BACKWARDS	United States	11/22/2010	85182101
The Wine Group LLC	BEASTLY OLD VINES	United States	11/11/2010	85174925
The Wine Group LLC	BOTTLENOSE	United States	11/22/2010	85182111
The Wine Group LLC	BOURBON OF PROOF	United States	11/3/2010	85168040
The Wine Group LLC	BURDEN OF PROOF	United States	10/1/2010	85143478
The Wine Group LLC	BOX CAR	United States	11/1/2010	85166342
The Wine Group LLC	CAKE POPS	United States	10/25/2010	85160296
The Wine Group LLC	COCOLICIOUS	United States	11/19/2010	85181161
The Wine Group LLC	CHATEAU CONCANNON	China	11/11/2010	[not yet rec'd]
The Wine Group LLC	Chateau Concannon in Chinese characters	China	11/11/2010	[not yet rec'd]
The Wine Group LLC	CONCANNON	Argentina	10/7/2010	3036931
The Wine Group LLC	CONCANNON	Japan	10/28/2010	2010-84245
The Wine Group LLC	CONCANNON (spirits)	United States	11/22/2010	85182123
The Wine Group LLC	CONCANNON VINEYARD GLEN ELLEN and Design	Mexico	10/5/2010	1124547
The Wine Group LLC	CONCANNON VINEYARD GLEN ELLEN and Design	Singapore	10/7/2010	T1013003C
The Wine Group LLC	CONSERVANCY	Canada	10/14/2010	1499663
The Wine Group LLC	CUL-DE-SAC	United States	10/6/2010	85146544
The Wine Group LLC	DOUBLE RAINBOW VINEYARDS	United States	12/20/2010	85201790
The Wine Group LLC	DROPPIN' IN	United States	12/14/2010	85197521
The Wine Group LLC	FLIP FLOP	Mexico	11/25/2010	1137515
The Wine Group LLC	FINESSE	United States	11/19/2010	85181168
The Wine Group LLC	GLEN ELLEN	Argentina	10/7/2010	3036932

TRADEMARK

The Wine Group LLC	IT'S A HEAD SNAPPER	European Union	10/4/2010	9418881
The Wine Group LLC	LYRICA	United States	10/1/2010	85143040
The Wine Group LLC	MD 20/20	India	12/6/2010	2063727
The Wine Group LLC	MAD DOG 20/20	India	12/6/2010	2063728
The Wine Group LLC	PIEDRA AZUL	United States	10/1/2010	85142880
The Wine Group LLC	PILLOWS	United States	11/24/2010	85184525
The Wine Group LLC	Q&A	United States	12/7/2010	85192348
The Wine Group LLC	R.A.K.	United States	12/8/2010	85193092
The Wine Group LLC	READ BETWEEN THE VINES	United States	11/22/2010	85182104
The Wine Group LLC	REVEAL	Canada	12/23/2010	[not yet rec'd]
The Wine Group LLC	SECRET CRUSH	United States	12/14/2010	85197526
The Wine Group LLC	SHMOOZE	United States	11/24/2010	85185093
The Wine Group LLC	TEACAKE	United States	11/30/2010	85187164
The Wine Group LLC	The Wine Group - Chinese Characters (traditional and simplified)	Hong Kong	10/5/2010	301729288
The Wine Group LLC	The Wine Group LLC - Chinese Characters (traditional and simplified)	Hong Kong	10/5/2010	301729279
The Wine Group LLC	TIMEPIECES	United States	12/27/2010	85205791
The Wine Group LLC	TIP IT	United States	11/24/2010	85184517
The Wine Group LLC	TWINE	United States	10/21/2010	85157984
The Wine Group LLC	VELVET HARPOON	United States	10/23/2010	85159745

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