

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Joseph Phelps Vineyards		12/23/2010	LIMITED LIABILITY COMPANY: CALIFORNIA

RECEIVING PARTY DATA

Name:	New West, LLC
Street Address:	200 Tapin Road
City:	St. Helena
State/Country:	CALIFORNIA
Postal Code:	94574
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2933501	PASTORALE

CORRESPONDENCE DATA

Fax Number: (408)297-9748
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 408-297-9733
 Email: jdearmond@patentvalley.com
 Correspondent Name: Schneck & Schneck
 Address Line 1: P.O. Box 2-E
 Address Line 4: San Jose, CALIFORNIA 95109

NAME OF SUBMITTER:	Jennifer DeArmond
Signature:	/jennifer dearmond/
Date:	01/18/2011

Total Attachments: 1

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**TRADEMARK
 REEL: 004455 FRAME: 0774**

OP \$40.00 2933501

ASSIGNMENT

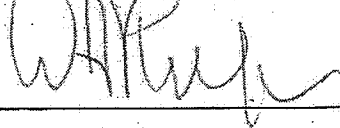
WHEREAS, Joseph Phelps Vineyards, LLC, A California limited liability company having an address of 200 Tapin Road, St. Helena, California 94574 (the "Assignor") owns US Patent and Trademark Registration No. 2933501, a standard word mark for PASTORALE for use on wine:

WHEREAS, New West, LLC, a California limited liability company having an address of 200 Tapin Road, St. Helena, California 94574 (the "assignee") desires to acquire the mark and registration thereof of Assignor described in this assignment.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the marks and registrations thereof, together with the goodwill of the business symbolized by the marks and the registrations thereof.

IN WITNESS THEREOF, the Assignor has execute and delivered this instrument this 23rd day of December, 2010.

JOSPEH PHELPS VINEYARDS, LLC



William H. Phelps, Managing Member