

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|--|--|----------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Constellation Wines U.S., Inc. | | 02/02/2011 | CORPORATION: NEW YORK |
| RECEIVING PARTY DATA | | | |
| Name: | Intercontinental Packaging Company | | |
| Street Address: | 1999 Shepard Road | | |
| City: | St. Paul | | |
| State/Country: | MINNESOTA | | |
| Postal Code: | 55116 | | |
| Entity Type: | CORPORATION: MINNESOTA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3386150 | SHELLBACK | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (732)632-8760 | | |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | | |
| Phone: | 732-632-6060 | | |
| Email: | prcarey@buchmanlaw.com | | |
| Correspondent Name: | Paulette R. Carey | | |
| Address Line 1: | 510 Thornall Street | | |
| Address Line 2: | suite 200 | | |
| Address Line 4: | Edison, NEW JERSEY 08837 | | |
| NAME OF SUBMITTER: | Paulette R. Carey | | |
| Signature: | /Paulette R. Carey/ | | |
| Date: | 02/07/2011 | | |
| Total Attachments: 1 | | | |

OP \$40.00 3386150

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TRADEMARK
 REEL: 004468 FRAME: 0657

ASSIGNMENT OF UNITED STATES TRADEMARKS
AND REGISTRATIONS THEREFOR

WHEREAS, Constellation Wines U.S., Inc., a corporation of New York, located and doing business at 235 North Bloomfield Road, Canandaigua, NY 14424, has adopted, used and is using the mark which is registered in the U.S. Patent and Trademark Office as follows:

| <u>MARK</u> | <u>REG. NO.</u> | <u>ISSUE DATE</u> |
|-------------|-----------------|-------------------|
| SHELLBACK | 3386150 | February 19, 2008 |

WHEREAS, Intercontinental Packaging Company, a corporation of Minnesota, located and doing business at 1999 Shepard Road, St. Paul, MN 55116, is desirous of acquiring said mark, the registration therefor and the goodwill associated therewith;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Constellation Wines U.S., Inc., does hereby assign unto Intercontinental Packaging Company, all right, title and interest in and to said mark and U.S. Registration No. 3386150 therefor, together with the goodwill of the business symbolized by the mark.

Dated: February 2, 2011

Constellation Wines U.S., Inc.

By: 

Name: Brian P. Meath

Title: Assistant Secretary