

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
Diageo Chateau & Estate Wines Company		02/02/2011	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Winery Exchange, Inc.		
Street Address:	500 Redwood Blvd., Suite 200		
City:	Novato		
State/Country:	CALIFORNIA		
Postal Code:	94947		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3156109	ECHELON	
Registration Number:	3112764		
Registration Number:	3218116		
CORRESPONDENCE DATA			
Fax Number:	(415)983-1200		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	415-983-1274		
Email:	rburlingame@pillsburylaw.com		
Correspondent Name:	Robert B. Burlingame		
Address Line 1:	P.O. Box 7880		
Address Line 2:	Calendar/Docketing Department		
Address Line 4:	San Francisco, CALIFORNIA 94120-7880		
ATTORNEY DOCKET NUMBER:	063914-0392393/RBB		
NAME OF SUBMITTER:	Robert B. Burlingame		

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**TRADEMARK
 REEL: 004475 FRAME: 0252**

Signature:	/Robert B. Burlingame/
Date:	02/10/2011
Total Attachments: 2 source=Executed US Echelon Assignment#page1.tif source=Executed US Echelon Assignment#page2.tif	

U.S. TRADEMARK ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, **Diageo Chateau & Estate Wines Company** (“Assignor”), a California corporation, hereby conveys, transfers and assigns to **Winery Exchange, Inc.** (“Assignee”), a California corporation with an address at 500 Redwood Blvd., Suite 200, Novato, California 94947, effective as of February 2, 2011, all of Assignor’s right, title and interest in the United States in and to the trademarks referenced in Exhibit A hereto, including the registrations therefor, and the goodwill of the business connected with the use of, and symbolized by, the same, together with all rights of action accrued, accruing and to accrue under and by virtue hereof, including the right to sue or otherwise recover for past infringement and receive all damages, payments, costs and fees associated therewith.

Diageo Chateau & Estate Wines Company

By: 

David Haxman, Senior Vice President,
Wine Operations

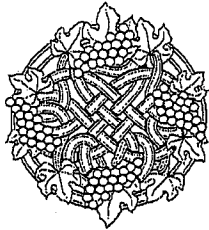
Date: February 2, 2011

EXHIBIT A
to Trademark Assignment

Trademarks:

1. ECHELON U.S. Trademark Registration No. 3156109 (granted 10/17/06)

2. Echelon Grapes Design U.S. Trademark Registration No. 3112764 (granted 7/4/06)



3. Echelon Grapes Design U.S. Trademark Registration No. 3218116 (granted 3/13/07)



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