

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hambrecht Vineyards and Wineries L.P.		01/01/2005	LIMITED PARTNERSHIP: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Hambrecht Wine Group, L.P.		
Street Address:	4035 Westside Road		
City:	Healdsburg		
State/Country:	CALIFORNIA		
Postal Code:	95448		
Entity Type:	LIMITED PARTNERSHIP: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76186559	BRADFORD MOUNTAIN	
CORRESPONDENCE DATA			
Fax Number:	(707)524-1906		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	707-524-1900		
Email:	dranit@smlaw.com		
Correspondent Name:	Warren L. Dranit		
Address Line 1:	P.O. Box 1867		
Address Line 4:	Santa Rosa, CALIFORNIA 95402		
ATTORNEY DOCKET NUMBER:	8967 (NAME CHANGE)		
NAME OF SUBMITTER:	Warren L. Dranit		
Signature:	/wld/		
Date:	02/28/2011		

OP \$40.00 76186559

Total Attachments: 2

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FIRST AMENDMENT TO
AMENDED AND RESTATED
LIMITED PARTNERSHIP AGREEMENT

OF

HAMBREHCT VINEYARDS & WINERIES, L.P.

THIS FIRST AMENDMENT TO THE AMENDED AND RESTATED LIMITED PARTNERSHIP AGREEMENT OF HAMBRECHT VINEYARDS & WINERIES, L.P. is entered into as of January 1, 2005 by and between HAMBRECHT WINE MANAGEMENT, INC., a California corporation (the "General Partner") and THE HAMBRECHT 1980 REVOCABLE TRUST (the "Trust"). The Trust shall be referred to as the "Limited Partner." The General Partner and the Limited Partners shall be referred to collectively as the "Partners" and each individually as a "Partner." HAMBRECHT VINEYARDS & WINERIES, L.P. shall be referred to as the "Partnership."

RECITALS

The Partners entered into an AMENDED AND RESTATED LIMITED PARTNERSHIP AGREEMENT as of April 7, 2000.

The Partners wish to change the name of the Partnership to Hambrecht Wine Group, L.P.

NOW, THEREFORE, it is agreed as follows:

1. Section 1.02 of the Partnership Agreement shall be amended to read in its entirety as follows:

The name of the Partnership is: HAMBRECHT WINE GROUP, L.P. Its office and principal place of business shall be 4035 Westside Road, Healdsburg, CA 95448, and thereafter, such other place or places as the General Partner may from time to time designate.

IN WITNESS WHEREOF, the parties hereto have executed this Amendment as of the day and year first above-written.

GENERAL PARTNER:

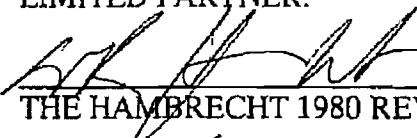
HAMBRECHT WINE MANAGEMENT, INC.

BY: 

Tom S. Christensen

ITS: Secretary, COO

LIMITED PARTNER:


THE HAMBRECHT 1980 REVOCABLE TRUST

BY: 

WILLIAM R. HAMBRECHT, TRUSTEE