

TRADEMARK ASSIGNMENT

Electronic 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
Ascentia Wine Estates, LLC		04/29/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Wheeler Winery, Inc.		
Street Address:	1791 Olivet Road		
City:	Santa Rosa		
State/Country:	CALIFORNIA		
Postal Code:	95401		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2289085	BUENA VISTA	
CORRESPONDENCE DATA			
Fax Number:	(707)526-4707		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	707.526.4200		
Email:	jmbehmke@cmpirlaw.com		
Correspondent Name:	Jay M. Behmke		
Address Line 1:	100 B Street Suite 400		
Address Line 4:	Santa Rosa, CALIFORNIA 95401-6376		
ATTORNEY DOCKET NUMBER:	BUENA VISTA 2236.12CD		
NAME OF SUBMITTER:	Jay M. Behmke		
Signature:	/jmb160603/		
Date:	06/20/2011		

OP \$40.00 2289085

Total Attachments: 4

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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made as of April 29, 2011 by and between Ascentia Wine Estates, LLC, a Delaware limited liability company ("Seller" or "Assignor"), and Wheeler Winery, Inc., a California corporation ("Purchaser" or "Assignee"), pursuant to the provisions of that certain Asset Purchase Agreement, dated as of April 29, 2011 (the "Purchase Agreement"), by and between Seller and Purchaser. Capitalized terms used but not otherwise defined herein have the respective meanings given to such terms in the Purchase Agreement.

WHEREAS, Assignor is the owner of the trademark set forth on Schedule 1 attached hereto and the goodwill of the Business symbolized thereby (the "Mark"), which constitute part of the Purchased Assets under the Purchase Agreement; and

WHEREAS, in connection with the transactions contemplated by the Purchase Agreement and for the Purchase Price set forth therein, Assignor desires to assign and transfer all of its right, title and interest in, to and under the Mark to Assignee, and Assignee desires to accept such assignment and transfer, subject to the terms and conditions set forth in the Purchase Agreement.

NOW, THEREFORE, in consideration of the foregoing Recitals and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and conveys to Assignee, Assignor's entire right, title and interest in, to and under the Mark together with: (i) all registrations thereof and applications therefor and rights corresponding thereto in the United States of America and throughout the world; (ii) the right to sue for and recover damages and profits from past, present and future infringements thereof; (iii) all of the goodwill of the Business connected with the Mark; and (iv) the right to secure renewals, reissues and extensions of the Mark or registrations thereof in the United States of America and throughout the world, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

Assignor further agrees, at the request of Assignee or its successor in interest, to do all lawful acts which may be reasonably required for obtaining or perfecting Assignee's title in and to the Mark, all at the expense of Assignee or its successor in interest (as applicable).

Section 13 of the Purchase Agreement is hereby incorporated by reference and made a part hereof.

[signature page follows]

IN WITNESS WHEREOF, the undersigned have executed this Trademark Assignment as of the date first set forth above.

Assignor:

Assignee:

ASCENTIA WINE ESTATES, LLC

WHEELER WINERY, INC.

By: Kathy DeVillers

By: _____

Name: Kathy DeVillers

Name: _____

Title: Senior Vice President of Finance

Title: _____

IN WITNESS WHEREOF, the undersigned have executed this Trademark Assignment as of the date first set forth above.

Assignor:

Assignee:

ASCENTIA WINE ESTATES, LLC

WHEELER WINERY, INC.

By: _____

By: _____

Name: Kathy DeVillers

Name: ALAIN LEONNET

Title: Senior Vice President of Finance

Title: Chief Executive Officer

SCHEDULE 1
MARK

Trademark Name	Jurisdiction	Registration Number	Registration Date
Buena Vista	US	2,289,085	10/26/1999