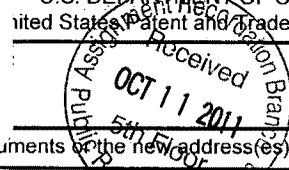


10/11/2011



103634258



10/11/11 RE

To the Director of the U. S. Patent and Trademark Office, send documents to the new address(es) below.

1. Name of conveying party(ies):

Colorado National Bank NKA US Bank National Association

- Individual(s)
- General Partnership
- Corporation- State: _____
- Other _____
- Association
- Limited Partnership

Citizenship (see guidelines) UNITED STATES OF AMERICA

Additional names of conveying parties attached? Yes No

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) 9/27/11

- Assignment
- Security Agreement
- Other RELEASE
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: JVV Corporation

Internal

Address: _____

Street Address: 1474 ALEXANDER VALLEY RD

City: HEALDSBURG

State: CALIFORNIA

Country: UNITED STATES OF AMERICA Zip: 95448

- Association Citizenship _____
- General Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship DELAWARE
- Other _____ Citizenship _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

73-235150
74-040488

B. Trademark Registration No.(s)

1,650,300
1,223,620

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

MARK: JORDAN

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS AND DESIGN

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: U.S. BANK NATIONAL ASSOCIATION

Internal Address: PD-OR-P7LD

Street Address: 555 SW OAK STREET

City: PORTLAND

State: OREGON Zip: 97204

Phone Number: 503-275-3196

Fax Number: 503-275-6200

Email Address: JOSHUA.PATILLO@USBANK.COM

6. Total number of applications and registrations involved:

2

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 65.00

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

10/11/2011 AMULLINS 00000071 1650300
Deposit Account Number 01 FC:8521
Authorized User Name 02 FC:8522

40.00 OP
25.00 OP

9. Signature:

Signature

9/29/11

Date

JOSHUA PATILLO

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

3

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

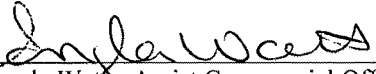
**TERMINATION OF
COLLATERAL ASSIGNMENT OF TRADEMARKS**

Reference is made to that certain Collateral Assignment dated as of June 9, 1994 given by JVW CORPORATION ("Assignor") to Colorado National Bank NKA U.S. Bank National Association ("Assignee") recorded on June 13, 1994 at Reel/Frame 1174/060 in the U.S. Patent and Trademark Office (the "Assignment").

Assignee hereby terminates the Assignment and assigns and quit claims to Assignor, without recourse and without representations or warranties of any kind, any and all interest Assignee may have in and to the trademarks, trademark applications and/or trademark registrations identified on attached Exhibit A.

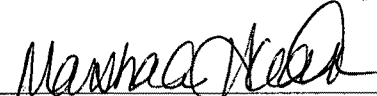
IN WITNESS WHEREOF, the Assignee has executed this instrument.

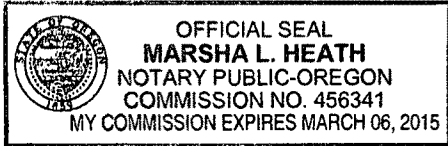
U.S. BANK NATIONAL ASSOCIATION,
a national banking association

By: 
Its: Angela Watts, Assist Commercial Officer

STATE OF OREGON)
)ss
COUNTY OF MULTNOMAH)

The foregoing instrument was acknowledged before me this 27th day of September, 2011 by Angela Watts an Assist Commercial Officer of U.S. Bank National Association, a national banking association, on behalf of the association.


Notary Public




My Commission Expires

EXHIBIT A

| <u>Mark</u> | <u>Reg. No.</u> | <u>Reg. Date</u> | <u>Goods</u> |
|--------------------|-----------------|------------------|--------------|
| JORDAN & Design | 1,650,300 | July 9, 1991 | Wines |
| JORDAN | 1,223,620 | Jan. 11, 1983 | Wines |