

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
New West, LLC		11/07/2011	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Joseph Phelps Vineyards LLC		
Street Address:	200 Taplin Rd.		
City:	St. Helena		
State/Country:	CALIFORNIA		
Postal Code:	94574		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	1977315	FREESTONE	
Registration Number:	2346841	OVATION	
Registration Number:	2933501	PASTORALE	
Registration Number:	3819134	QUARTER MOON VINEYARD	
Registration Number:	2753047		
Registration Number:	3117876	FOG DOG	
CORRESPONDENCE DATA			
Fax Number:	(408)297-9748		
Phone:	408-297-9733		
Email:	jdearmond@patentvalley.com		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Correspondent Name:	Jennifer DeArmond		
Address Line 1:	P.O. Box 2-E		
Address Line 4:	San Jose, CALIFORNIA 95109		

OP \$165.00 1977315

NAME OF SUBMITTER:	Jennifer DeArmond
Signature:	/jennifer dearmond/
Date:	11/10/2011
Total Attachments: 2 source=New West LLC JPV LLC TM Assignment 2011#page1.tif source=New West LLC JPV LLC TM Assignment 2011#page2.tif	

ASSIGNMENT

WHEREAS, New West, LLC, A California limited liability company having an address of 200 Taplin Road, St. Helena, California 94574 (the "Assignor") owns the US Trademark Registrations shown on Exhibit A, all for use on wine.

WHEREAS, Joseph Phelps Vineyards LLC, a California limited liability company having an address of 200 Talpin Road, St. Helena, California 94574 (the "assignee") desires to acquire the marks and registrations thereof of Assignor described in this assignment.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the marks and registrations described in Exhibit A, together with the goodwill of the business symbolized by the marks and the registrations thereof.

IN WITNESS THEREOF, the Assignor has execute and delivered this instrument this 7 day of NOV, 2011.

NEW WEST, LLC

By: 

Name: Mike McEvoy

Title: Vice president

EXHIBIT A

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|----|--|------------------|
| 1. | FREESTONE (word mark) | Reg. No. 1977315 |
| 2. | OVATION (word mark) | Reg. No. 2346841 |
| 3. | PASTORALE (word mark) | Reg. No. 2933501 |
| 4. | QUARTER MOON VINEYARD (word mark) | Reg. No. 3819134 |
| 5. | Design of vine tendrils curling
about a wire (design only mark) | Reg. No. 2753047 |
| 6. | FOG DOG (word mark) | Reg. No. 3117876 |