

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
Teale Creek Associates		06/30/2004	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	New West, LLC		
Street Address:	200 Taplin Road		
City:	St. Helena		
State/Country:	CALIFORNIA		
Postal Code:	94575		
Entity Type:	LTD LIAB JT ST CO: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1977315	FREESTONE	
CORRESPONDENCE DATA			
Fax Number:	(408)297-9748		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	4082979733		
Email:	swiens@patentvalley.com		
Correspondent Name:	Schneck & Schneck		
Address Line 1:	P.O. Box 2-E		
Address Line 4:	San Jose, CALIFORNIA 95109-0005		
ATTORNEY DOCKET NUMBER:	JPV-FREESTONE ASSN		
NAME OF SUBMITTER:	Thomas Schneck		
Total Attachments: 1 source=JpvFreestoneAssign#page1.tif			

OP \$40.00 1977315

Trademark Assignment

WHEREAS, TEALE CREEK ASSOCIATES, a California corporation, having a place of business at 1510 Diamond Mountain Road, Calistoga, California 94515 ("Assignor" hereafter) is the owner of the mark FREESTONE for wine (the "Mark") and Federal Trademark Registration No. 1,977,315 for FREESTONE for wine (the "Registration");

WHEREAS, NEW WEST, LLC an affiliate of Joseph Phelps Vineyards, a California corporation, doing business at 200 Taplin Road, St. Helena, California 94575 ("Assignee" hereafter) desires to acquire the Mark and the Registration;

NOW, THEREFORE, the Assignor, for good and valuable consideration, receipt of which is hereby acknowledged, hereby transfers to Assignee all rights, title and interest to the Mark and Registration, together with the goodwill of the business connected with the use of, and symbolized by, the Mark as reflected in the Registration.

Date: 6/30/04

Teale Creek Associates (Assignor")

By: John M. Stassen

Title: V. President

By: Rodney Stassen

Title: President