

10-28-05

11-02-2005

Form PTO 1594 (Rev. 6-93) OMB No. 0651-0011 (exp. 4/94)

RECOR TR



U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE

To the Honorable Commissioner of

103112117

3 original documents or copy thereof.

OFFICE OF PTO 10-28-05
FINANCE SECTION
NOV 05 DOT 20 AM 11:20

1. Name of conveying party(ies):

Vina Caliterra S.A.

- Individual(s)
- General Partnership
- Corporation - Chile
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

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

Dated: August 11, 2005

2. Name and address of receiving party(ies):

Vina Sena S.A.
Av. Nueva Tajamar No. 481
Torre Sur, Piso 5, Oficina 503
Las Condes, Santiago
CHILE

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation - Chile
- Other

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)

Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark registration No.(s)

2245722 2749270
2641952

Additional numbers attached? Yes No

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

Perla M. Kuhn, Esq.
Hughes Hubbard & Reed LLP
One Battery Park Plaza
New York, New York 10004-1482
(212) 837-6550
kuhn@hugheshubbard.com

6. Total number of applications and registrations involved:

7. Total fee (37 CFR 3.41):.....\$90.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit Account No.: 08-3264

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Name of Person Signing

Perla M. Kuhn

10/28/2005

Date

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

Mail documents to be recorded with required cover sheet information to:

Mail Stop Assignment Recordation Services
Director of the United States Patent and Trademark Office
P.O. BOX 1450, Alexandria, VA 22313-1450

CERTIFICATE OF MAILING

Express Mail Certificate No.: EK8393590802US

I hereby certify that this correspondence is being deposited with the United States Postal Service in an Express Mail envelope addressed to Mail Stop Assignment Recordation Services, Director of the United States Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450 on 10/28/05 (Date of Deposit).

Elaine S. Parker
Name

Signature

October 28, 2005

Date of Signature

11/01/2005 ECDOPER 00000297 2245722

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02 FC:0522

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50.00 OP

TRADEMARK
REEL: 003244 FRAME: 0260

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
ASSIGNMENT

WHEREAS, Vina Caliterra S.A., a corporation of Chile, having a place of business at Av. Nueva Tajamar No. 481, Torre Sur, Piso 5, Oficina 503, Santiago, Chile, has adopted, used and is using the marks that are the subject of registration in the United States Patent and Trademark Office as follows (the "Marks"):

<u>MARK</u>	<u>REGISTRATION NO.</u>	<u>DATED</u>
SENA (Stylized)	2245722	May 18, 1999
SENA and Design	2641952	October 29, 2002
SENA, THE SIGNATURE WINE OF CHILE	2749270	August 12, 2003

AND, WHEREAS, Vina Sena S.A., a corporation organized and existing under the laws of Chile, having a place of business at Av. Nueva Tajamar No. 481, Torre Sur, Piso 5, Oficina 503, Las Condes, Santiago, Chile, is desirous of acquiring the entire right, title and interest in and to the Marks, applications and registrations and any renewals that may be granted thereon, together with the goodwill of the business symbolized by the Marks, and past common law causes of action;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Vina Caliterra S.A., hereby sells, assigns and transfers unto Vina Sena, S.A., its successors and assigns, the entire right, title and interest in and to the Marks, applications and registrations and any renewals that may be granted thereon, together with the goodwill of the business symbolized by the Marks and past common law causes of action.

VINA CALITERRA S.A.

By: 
Name: EDUAARDO WEXMAN ALBAGLY
Title: MARKETING DIRECTOR

Dated: AUGUST 11, 2005

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant : Vina Sena S.A.
Registration No. : 2,749,270
Dated : August 12, 2003
Trademark : SENA, THE SIGNATURE WINE OF CHILE

Commissioner for Trademarks
Box 1451
Alexandria, VA 22313-1451

POWER OF ATTORNEY

SIR:

In the matter of the above-identified Registration, Registrant hereby appoints PERLA M. KUHN, RONALD ABRAMSON, JULIUS RABINOWITZ, PETER A. SULLIVAN, NATASHA N. REED, KRISTIN B. WHITING and RUSSELL W. JACOBS of the law offices of HUGHES HUBBARD & REED LLP, One Battery Park Plaza, New York, NY 10004-1482, its attorneys with full power of substitution and revocation and to transact all business in the Patent Office in connection therewith.

APPOINTMENT OF DOMESTIC REPRESENTATIVE

HUGHES HUBBARD & REED LLP, whose postal address is One Battery Park Plaza, New York, New York 10004-1482, United States of America, is hereby designated Registrant's representative upon whom notices of process in proceedings affecting the mark may be served.

VINA SENA S.A.

By: 

Name: EDUARDO WEXMAN ALBAGLY

Title: MARKETING DIRECTOR

Dated: AUGUST 11, 2005

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant : Vina Sena S.A.
Registration No. : 2,245,722
Dated : May 18, 1999
Trademark : SENA (Stylized)

Commissioner for Trademarks
Box 1451
Alexandria, VA 22313-1451

POWER OF ATTORNEY

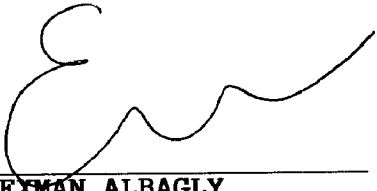
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VINA SENA S.A.

By: 
Name: EDUARDO WEXMAN ALBAGLY
Title: MARKETING DIRECTOR

Dated: AUGUST 11, 2005

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant : Vina Sena S.A.
Registration No. : 2,641,952
Dated : October 29, 2002
Trademark : SENA and Design

Commissioner for Trademarks
Box 1451
Alexandria, VA 22313-1451

POWER OF ATTORNEY

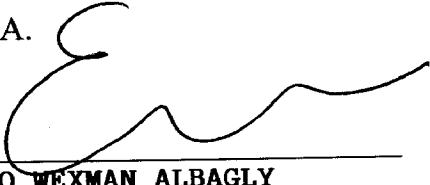
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