

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	07/01/2003

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Alto De Casablanca, S.A.		06/08/2006	CORPORATION: CHILE

**RECEIVING PARTY DATA**

Name:	Franciscan Vineyards, Inc.
Street Address:	1178 Galleron Road
City:	St. Helena
State/Country:	CALIFORNIA
Postal Code:	94584
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	2120531	PRIMUS

**CORRESPONDENCE DATA**

Fax Number: (908)725-7088  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 9087225640  
 Email: s.baker@br-tmlaw.com  
 Correspondent Name: Stephen L. Baker  
 Address Line 1: 626 North Thompson street  
 Address Line 4: Raritan, NEW JERSEY 08869

NAME OF SUBMITTER:	Stephen L. Baker
Signature:	/Stephen L. Baker/
Date:	06/09/2006

OP \$40.00 2120531

Total Attachments: 1  
source=primus assign#page1.tif

NUNC PRO TUNC MEMORANDUM OF ASSIGNMENT OF TRADEMARK, U.S.  
TRADEMARK REGISTRATION AND THE GOODWILL ASSOCIATED THEREWITH

WHEREAS, Alto De Casablanca, S.A., a corporation organized and existing under the laws of the State of Chile, and is located and doing business at Ruta 68 (Camino a Viña del Mar), klm 66, Casablanca, Chile, has adopted and used the mark PRIMUS which mark is registered in the U.S. Patent and Trademark Office as follows:

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
PRIMUS	2120531	December 9, 1997


WHEREAS, Alto De Casablanca, S.A, effective July 1, 2003, assigns all of its right, title and interest in and to the trademark PRIMUS in the United States, the U.S. Registration therefor and the goodwill of the business symbolized by said mark to Franciscan Vineyards, Inc., a corporation organized and existing under the laws of the State of Delaware, and is located and doing business at 1178 Galleron Road, St. Helena, California 94584;

WHEREAS, Franciscan Vineyards, Inc. is desirous of obtaining a Memorandum of Assignment suitable for recording in the United States Patent and Trademark Office acknowledging that Franciscan Vineyards, Inc., effective July 1, 2003, is the owner of the mark PRIMUS in the United States, the U.S. Registration therefor, and the goodwill of the business associated therewith.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Alto De Casablanca, S.A. does hereby assign unto Franciscan Vineyards, Inc. effective July 1, 2003, all right, title and interest in and to subject trademark in the United States, the U.S. registration therefor, and the goodwill of the business symbolized by said mark.

Dated: *June 8, 2006*

Alto De Casablanca, S.A.

By:   
Name: Robert S. Sands  
Title: Director