

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
The Wine Group LLC		01/04/2006	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Rebel Wine Company LLC		
Street Address:	100 St. Helena Highway South		
City:	St. Helena		
State/Country:	CALIFORNIA		
Postal Code:	94574		
Entity Type:	LIMITED LIABILITY COMPANY:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78628563	WINE BANDITS	
CORRESPONDENCE DATA			
Fax Number:	(415)249-1001		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	415 249 1000		
Email:	sfdocket@klgates.com		
Correspondent Name:	Kathryn M. Wheble		
Address Line 1:	Four Embarcadero Center		
Address Line 2:	10th Floor		
Address Line 4:	San Francisco, CALIFORNIA 94111		
ATTORNEY DOCKET NUMBER:	1103525.0008		
NAME OF SUBMITTER:	Kathryn M. Wheble		
Signature:	/KMW/		

CH 78628563 \$40.00

Date:

01/05/2007

Total Attachments: 1

source=Assignment WINE BANDITS#page1.tif

ASSIGNMENT OF TRADEMARK APPLICATION

WHEREAS, The Wine Group, a California limited liability company, with a business address at 4596 S. Tracy Ave., Tracy, CA 95377 ("Assignor"), owns the following trademark application:

<u>Trademark</u>	<u>Serial No.</u>	<u>App. Date</u>
WINE BANDITS	78/628,563	May 12, 2005

WHEREAS, Rebel Wine Co. LLC, a California limited liability company with a principal place of business at P.O. Box 248, 100 St. Helena Highway South, St. Helena, CA 94574 ("Assignee") is desirous of acquiring said mark and the U.S. trademark application thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark and the above identified U.S. trademark application thereof.

Dated: 1/4/06

THE WINE GROUP LLC

By: Brent D. Nielsen

Name: Brent D. Nielsen

Title: VP- IT + Govt. Relations