

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
EFFECTIVE DATE:	07/12/2007		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Randall Grahm, LLC		07/12/2007	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Bonny Doon Winery, Inc.		
Street Address:	328 Ingalls Street, P. O. Box 8376		
City:	Santa Cruz		
State/Country:	CALIFORNIA		
Postal Code:	95061		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78659271	RANDALL GRAHM	
CORRESPONDENCE DATA			
Fax Number:	(415)882-3232		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	415-882-3200		
Email:	tmlegal2@owe.com		
Correspondent Name:	Melville Owen		
Address Line 1:	455 Market Street, Suite 1910		
Address Line 4:	San Francisco, CALIFORNIA 94105		
ATTORNEY DOCKET NUMBER:	BONNY 00003		
NAME OF SUBMITTER:	Melville Owen		
Signature:	/Melville Owen/		

CH \$40.00 78659271

Date:

08/06/2007

Total Attachments: 1

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ASSIGNMENT OF INTENT TO USE APPLICATION

WHEREAS, Randall Grahm, LLC, a California limited liability company, whose address is 621 Walnut Avenue, Santa Cruz, California 95060 ("Assignor"), owns and has a *bona fide* intent to use the mark **RANDALL GRAHM** ("the Mark") in connection with the following goods and/or services: WINE; and

WHEREAS, Assignor has applied to register the Mark on the Principal Register of the United States Patent and Trademark Office based on Assignor's *bona fide* intent to use the mark in commerce in connection with the above-described goods and/or services, Application Serial No. 78/659271 filed on June 27, 2005; and

WHEREAS, Bonny Doon Winery, Inc., a California corporation, with its principal place of business at 328 Ingalls Street, P.O. Box 8376, Santa Cruz, California 95061 ("Assignee"), desires to acquire certain assets of Assignor in connection with which Assignor has a *bona fide* intent to use the Mark and the pending Application;

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 Mark and the pending Application therefor, together with that portion of Assignor's assets in connection with which it has a *bona fide* intent to use the Mark.

RANDALL GRAHM, LLC

Date: _____

7/12/07

By _____

[Signature]
Randall Grahm