

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
Vina Caliterra, S.A.		09/11/2008	CORPORATION: CHILE
RECEIVING PARTY DATA			
Name:	Vina Sena, S.A.		
Street Address:	Av. Nueva Tajamar 481, Torre Sur., Of. 503		
City:	Santiago		
State/Country:	CHILE		
Entity Type:	CORPORATION: CHILE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2881657	ARBOLEDA	
Registration Number:	2507450	ARBOLEDA	
CORRESPONDENCE DATA			
Fax Number:	(877)769-7945		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-783-5070		
Email:	tmdoctc@fr.com		
Correspondent Name:	Keith Barritt		
Address Line 1:	P.O. Box 1022		
Address Line 4:	Minneapolis, MINNESOTA 55440-1022		
ATTORNEY DOCKET NUMBER:	22342-0001001		
DOMESTIC REPRESENTATIVE			
Name:	Keith Barritt		
Address Line 1:	P.O. Box 1022		
Address Line 4:	Minneapolis, MINNESOTA 55440-1022		

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NAME OF SUBMITTER:	Keith Barritt
Signature:	/Keith Barritt/
Date:	09/15/2008
Total Attachments: 1 source=arboleda#page1.tif	

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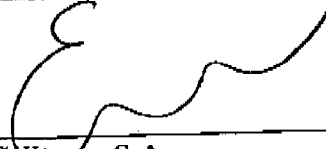
This Agreement, effective as of the latter date of execution below, is made by and between (i) Viña Caliterra, S.A., a Chilean corporation with a business address of Av. Nueva Tajamar 481, Torre Sur, Of. 503, Santiago, Chile ("Assignor") and (ii) Viña Seña, S.A., a Chilean corporation also with a business address of Av. Nueva Tajamar 481, Torre Sur, Of. 503, Santiago, Chile ("Assignee").

WHEREAS, Assignor owns two U.S. trademark registrations incorporating the mark ARBOLEDA for "wine" (Reg. Nos. 2,881,657 and 2,507,450) and desires to assign all of its rights in the mark in the United States including the '657 and '450 Registrations to Assignee;

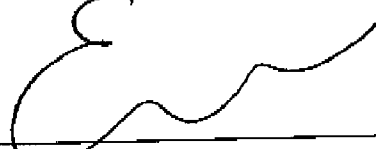
WHEREAS, Assignee desires to acquire all of Assignor's rights to the ARBOLEDA mark in the United States including the '657 and '450 Registrations;

NOW, THEREFORE, for good valuable consideration the sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign and transfer to Assignee its entire right, title and interest in and to the ARBOLEDA mark in the United States including the '657 and '450 Registrations, together with the goodwill of the business to which the mark pertains pursuant to Section 10 of the Lanham Act. Assignor shall do all acts and execute all additional documents that may be required by Assignee in order to effect or record the assignment of the ARBOLEDA mark.

IN WITNESS WHEREOF, the parties have executed this agreement as of the dates indicated below.



Viña Caliterra, S.A.



Viña Seña, S.A.

Eduardo Wexman

Printed Name

Eduardo Wexman

Printed Name

Marketing Director

Title

Marketing Director

Title

September 11, 2008

Date

September 11, 2008

Date

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