

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
Joseph Phelps Vineyards, LLC		09/02/2009	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	New West, LLC		
Street Address:	200 TAPLIN RD		
City:	St. Helena		
State/Country:	CALIFORNIA		
Postal Code:	94574		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2753047		
Registration Number:	2346841	OVATION	
CORRESPONDENCE DATA			
Fax Number:	(408)297-9748		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	jdearmond@patentvalley.com		
Correspondent Name:	Jennifer DeArmond		
Address Line 1:	P.O. Box 2-E		
Address Line 4:	San Jose, CALIFORNIA 95019		
NAME OF SUBMITTER:	Jennifer DeArmond		
Signature:	/jennifer dearmond/		
Date:	09/08/2009		
Total Attachments: 1			

OP \$65.00 2753047

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**TRADEMARK
 REEL: 004058 FRAME: 0095**

ASSIGNMENT

WHEREAS, Joseph Phelps Vineyards, LLC, a California limited liability company, having an address of 200 Tapin Road, St. Helena, California 94574 (the "Assignor"), owns U.S. Patent and Trademark Registration No. 2,753,047, a design mark described as "design of vine tendrils curling about a wire", and U.S. Patent and Trademark Registration No. 2,346,841 for the mark OVATION, both for use on "Wine".

WHEREAS, New West, LLC, a limited liability company, organized under the laws of the State of California, having an address of 200 Tapin Road, St. Helena, California 94574 (the "Assignee"), has acquired the marks and registrations thereof of Assignor described in this assignment.

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 marks and registrations thereof, together with goodwill of the business symbolized by the marks and the registrations thereof.

IN WITNESS THEREOF, the Assignor has executed and delivered this instrument this 2nd day of September, 2009.

JOSEPH PHELPS VINEYARDS, LLC



William H. Phelps, Managing Member