

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	04/03/2007

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Franciscan Vineyards, Inc.		04/03/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Alto de Casablanca, S.A.
Street Address:	Casilla 122
City:	Casablanca
State/Country:	CHILE
Entity Type:	CORPORATION: CHILE

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	2255914	DUO
Registration Number:	2120531	PRIMUS

CORRESPONDENCE DATA

Fax Number: (415)693-2222
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 415-693-2000
 Email: trademarks@cooley.com, jrosenthal@cooley.com
 Correspondent Name: Kathleen E. Treiber
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ATTORNEY DOCKET NUMBER: 089378-20000

DOMESTIC REPRESENTATIVE

Name: Kathleen E. Treiber
 Address Line 1: 101 California Street, 5th Floor

CH \$65.00 2255914

Address Line 4: San Francisco, CALIFORNIA 94111-5800

NAME OF SUBMITTER:

Kathleen E. Treiber

Signature:

/KET/

Date:

03/31/2008

Total Attachments: 1

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ASSIGNMENT OF U.S. TRADEMARKS,
U.S. TRADEMARK REGISTRATIONS AND
THE GOODWILL ASSOCIATED THEREWITH

WHEREAS, FRANCISCAN VINEYARDS, INC., a corporation organized under the laws of Delaware, located and doing business at 1178 Galleron Road, St. Helena, CA 94574, has adopted, used and is using the following marks which are registered in the U.S. Patent and Trademark Office as follows:

<u>MARK</u>	<u>REG. NO.</u>	<u>ISSUE DATE</u>
DUO	2255914	June 22, 1999
PRIMUS	2120531	December 9, 1997

WHEREAS, ALTO DE CASABLANCA, S.A., a corporation organized under the laws of Chile, located and doing business at CASILLA 122, Casablanca Chile, is desirous of acquiring said marks, the registrations therefor and the goodwill association therewith and;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, FRANCISCAN VINEYARDS, INC. does hereby assign unto ALTO DE CASABLANCA, S.A, all right, title and interest in and to said marks, the registrations, and the goodwill association therewith.

Franciscan Vineyards, Inc

Ronald C. Fondiller

Name: Ronald C. Fondiller

Title: Vice President

Dated: ~~March~~ 3, 2007
April