

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

IN RE APPLICATIONS OF: Alapay Cellars, Inc.

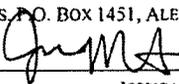
CLASS	U.S. TRADEMARK SERIAL NO.	ATTORNEY DOCKET NO.
MASIX	77/531,502	6321-00100
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JESSICA HIXSON

**POWER OF ATTORNEY**

Alapay Cellars, Inc. hereby revokes all previous powers of attorney and appoints Dwayne K. Goetzel, Eric B. Meyertons, Jeffrey C. Hood, Robert C. Kowert, Robert P. Hough, Rory D. Rankin, Ryan Beard, Chris Thompson, Dean Munyon, Alex Courtade, Chris Drymalla and Eric Min, each members of the bar of the State of Texas, and B. Noël Kivlin, member of the bar of the State of California, as its attorneys and attorney, with full power of substitution and revocation, to prosecute applications, to make alterations and amendments, to transact all related business in the Patent and Trademark Office, to receive the Certificate of Registration, and to handle all matters in the Patent and Trademark Office in connection with any registration after issuance.



05-04-2009

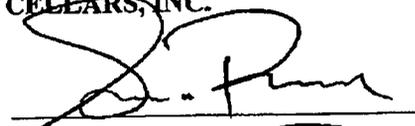
Please direct all communications concerning the registration to:

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Enclosed are the instant original and one (1) copy for distribution in the Patent and Trademark Office.

Please date-stamp and return the enclosed postcard to acknowledge receipt of this document.

ALAPAY CELLARS, INC.

Signature: 

Printed Name: SCOTT A. REMMENGA

Title: PRESIDENT, ALAPAY CELLARS, INC.

Date: MAY 1, 2009