



December 27, 2002

Chief, Regulations Division  
Bureau of ATF  
Washington, DC 20091-0221

Re: Notice No. 961 and Notice No. 960 "Red Hills"

Dear Sir or Madam:

We are writing to you in protest of Notice No. 961 and Notice No. 960 - The Bureau of Alcohol, Tobacco and Firearms (ATF) proposals to establish the "Red Hill" viticultural area in Douglas County within the State of Oregon and the "Red Hills" viticultural area of Lake County, California.

Sebastiani Vineyards, Inc is the holder of the trademark "Red Hill Vineyard", Registration number 1861951 Serial Number 74/470489 registration date 11/08/1994. We are concerned that there will exist confusion with the appellation Red Hill or Red Hills and our brand Red Hill Vineyard that is located in neither of the proposed appellations. Sebastiani has established the Red Hill Vineyard trademark at significant expense and would not be willing to relinquish our right to use with out compensation for the mark. We are concerned that the confusion of a brand and a viticultural region would be similar to the confusion with the Napa appellation and the Napa Ridge Brand. To avoid such confusion we respectfully protest the appellation designations in Notice 961 and 960 so long as we own this Mark.

Please feel free to contact me at or should you wish to discuss in further detail.

Sincerely,

Emma J. Swain  
Chief Operating Officer