

# Winery wins right to use 'To Kalon' vineyard name on label

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Robert Mondavi Winery and Beckstoffer Vineyards announced Monday they have settled their differences over the use of the name "To Kalon Vineyard," referring to a historic 359-acre plot of Oakville land given that name by wine industry pioneer Hamilton W. Crabb in 1868.

The land today is divided among three owners: Mondavi, which owns about 250 acres; UC Davis, which owns about 20 acres; and Beckstoffer Vineyards, which owns about 89

acres and sells some grapes to Schrader Cellars of Napa.

The Mondavi winery filed suit in federal court in November 2002 after the trademarked "Tokalon" name appeared on the 2000 Schrader Cellars cabernet sauvignon. The Mondavi winery contended that Schrader's use of the name on his label would infringe upon Mondavi's "To-Kalon" and "To-Kalon Vineyard" trademarks, which were issued in 1987.

But on Monday, Mondavi granted Beckstoffer a royalty-free trademark license to use "To Kalon Vineyard" on the condition that Beck-

stoffer limits the number of cases it sells bearing the name. What that limit is will not be disclosed, said Mondavi spokeswoman Sandra Timpson.

"Basically, we were concerned our control over the trademark would be lost," Timpson said. "We also wanted to be certain the (To Kalon-labeled) wine sold by Beckstoffer would be top of the line. We trust (Beckstoffer) will be selling this brand to his top producers and that we are all going to strive to make the best product."

As part of the settlement, Mondavi will join Andy Beckstoffer in

his efforts to establish a Registry of Historic Napa Valley Vineyards that maps out and distinguishes the local vineyards originated by various Napa Valley pioneers. The registry, according to Beckstoffer, will pay homage to Napa's agricultural history and make certain that disputes like this won't happen in the future.

"I'm pleased with this settlement because we are going to recognize and protect the roots of the Napa Valley, and that's very important," Beckstoffer said. "Now what's left is to see which one of us can make the best (To Kalon Vineyard) wine. The competition will be good for the product."