

10-30-2002



Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002) Tab settings

102265209 RECORDATION FORM TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): SAN VICENTE VINEYARDS

- Individual(s), Association, General Partnership, Limited Partnership, Corporation-State, Other

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment, Merger, Security Agreement, Change of Name, Other

Execution Date: 09/26/2002

2. Name and address of receiving party(ies)

Name: E. & J. GALLO WINERY Internal Address:

Street Address: 600 Yosemite Boulevard City: Modest State: CA Zip: 95354

- Individual(s) citizenship, Association, General Partnership, Limited Partnership, Corporation-State California, Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 1,603,964

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Paul W. Reidl Internal Address: Legal Department-Hoover Bldg.

Street Address: 600 Yosemite Boulevard

City: Modesto State: CA Zip: 95354

6. Total number of applications and registrations involved: 8

7. Total fee (37 CFR 3.41) \$ 215.00

- Enclosed, Authorized to be charged to deposit account

8. Deposit account number:

10/29/2002 BYRME 0000042-1603964

01 FC:8521 40.00 OP 02 FC:8522 175.00 OP

DO NOT USE THIS SPACE

9. Signature. Gerry Glasgow, Vice President

Name of Person Signing

Signature

Date October 17, 2002

Total number of pages including cover sheet, attachments, and document: 4

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

Refund Ref: 10/29/2002 BYRME 0000122046

CHECK Refund Total: \$1.00

# RECORDATION FORM COVER SHEET

## TRADEMARKS ONLY

ASSIGNOR: SAN VICENTE VINEYARDS (a partnership)

ASSIGNEE: E. & J. GALLO WINERY, a California corporation

\* \* \* \* \*

CONTINUATION OF ITEM 1:

dba MIRASSOU SALES CO. (a partnership)  
dba MIRASSOU VINEYARDS

CONTINUATION OF ITEM 4:

Reg. Nos.	1,558,356
	1,068,671
	1,200,626
	2,238.160
	1,072,460
	1,072,461
	2,262,572

ASSIGNMENT

WHEREAS, San Vicente Vineyards (a partnership), d/b/a/ Mirassou Sales Co. (a partnership), d/b/a Mirassou Vineyards ("Assignor"), is the owner of all right, title and interest in the trademarks listed in Exhibit A hereto, the registrations corresponding thereto, and the goodwill associated therewith; and

WHEREAS, E. & J. Gallo Winery ("Assignee") desires to acquire all of Assignor's right, title and interest in the trademarks, the registrations thereof, and the goodwill associated therewith; and

WHEREAS, the parties have entered into a confidential agreement under which Assignor sold certain assets to Assignee, including the trademarks, the registrations thereof, and the goodwill associated therewith, and this Assignment is subject to and directed by that agreement.

NOW THEREFORE, for good and valuable consideration, receipt of which hereby is acknowledged, Assignor hereby irrevocably transfers all of its right, title and interest in and to trademarks listed in Exhibit A, and the registrations thereof, and the goodwill associated therewith to Assignee.

SAN VICENTE VINEYARDS  
d/b/a,  
MIRASSOU SALES COMPANY  
d/b/a  
MIRASSOU VINEYARDS

By *James Mirassou*  
Name: James Mirassou  
Title: Partner  
Date: September 26, 2002

State of CALIFORNIA )  
County of Stanislaw ) ss:

On this 26<sup>th</sup> day of September, 2002, before me, the undersigned, personally appeared Jim Mirassou, known to me to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the foregoing instrument for the purposes therein contained.

My commission expires: 1/14/03  
(SEAL)

*Lynda K. Silva*  
NOTARY PUBLIC



ASSIGNMENT BETWEEN  
 SAN VICENTE VINEYARDS  
 d/b/a/  
 MIRASSOU SALES COMPANY  
 d/b/a/  
 MIRASSOU VINEYARDS

and

E. & J. GALLO WINERY

EXHIBIT A

Trademark	Registration Number	Date	Country
America's Oldest Winemaking Family	1,603,964	06/26/90	United States
Cool Blue Mirassou	Unregistered	N/A	N/A
Harvest Reserve	1,558,356	09/26/89	United States
Mirassou	TMA376,677	07/28/91	Canada
Mirassou	1,137,814	07/28/80	United Kingdom
Mirassou	1,068,671	06/28/77	United States
Mirassou	1,200,626	07/06/82	United States
Monterey Riesling	2,238,160	04/13/99	United States
Monterey Riesling	1,072,460	08/30/77	United States
Petite Rosé	1,072,461	0830/77	United States
Fifth Generation Family Selection	Unregistered <i>formerly 1,637,062</i>	N/A	N/A
Sixth Generation Family Selection	2,262,572	07/20/99	United States