

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bridlewood Winery LLC, d/b/a/ Bridlewood Winery		04/20/2004	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA	
Name:	E. & J. Gallo Winery
Street Address:	600 Yosemite Boulevard
Internal Address:	P.O. Box 1130
City:	Modesto
State/Country:	CALIFORNIA
Postal Code:	95355
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Registration Number:	2512934	BRIDLEWOOD
Registration Number:	2456408	ARABESQUE

CORRESPONDENCE DATA	
Fax Number:	(209)341-6270
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(209) 341-4733
Email:	paul.reidl@ejgallo.com
Correspondent Name:	Paul W. Reidl
Address Line 1:	600 Yosemite Boulevard
Address Line 2:	P.O. Box 1130
Address Line 4:	Modesto, CALIFORNIA 95355

NAME OF SUBMITTER:	Paul W. Reidl
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Total Attachments: 1 source=BridlewoodAssignment 001#page1.tif
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OP \$65.00 2512934

ASSIGNMENT

WHEREAS, Bridlewood Winery LLC, d/b/a/ Bridlewood Winery (“Assignor”), is the owner of all right, title and interest in the trademarks BRIDLEWOOD and ARABESQUE for wines, federal registration nos. 2,512,934 and 2,456,408 respectively (“the Trademarks”), and the goodwill associated therewith and;

WHEREAS, E. & J. Gallo Winery (“Assignee”) is desirous of acquiring all of Assignor’s right, title and interest in the Trademarks, and the goodwill associated therewith; and

WHEREAS, the parties have entered into an Asset Purchase Agreement relating to the transfer of the Trademarks and the goodwill associated therewith, as well as other Assets of Assignor, from Assignor to Assignee, 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, and the goodwill associated therewith to Assignee.

**BRIDLEWOOD WINERY LLC
d/b/a/ BRIDLEWOOD WINERY**

By Cory Holbrook
Name:
Title: Manager

State of California)
) ss:
County of Santa Barbara)

On this 20th day of April 2004, before me, the undersigned, personally appeared Cory Holbrook, 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: 09/25/07
(SEAL) Diana Makowska
NOTARY PUBLIC

