

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
Cherry Hill, LLC		02/04/2004	CORPORATION: OREGON

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:	95354
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	2660295	CHERRYWOOD CELLARS

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 95354

NAME OF SUBMITTER:	Paul W. Reidl
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Total Attachments: 1 source=CherrywoodCellarsAssignment 001#page1.tif

OP \$40.00 2660295

ASSIGNMENT

WHEREAS, CHERRY HILL, L.L.C. ("Assignor"), is the owner of all right, title and interest in U.S. Reg. No. 2,660,295 for the mark CHERRYWOOD CELLARS for wine; and

WHEREAS, Gallo ("Assignee") is desirous of acquiring all of Assignor's right, title and interest in the trademark CHERRYWOOD CELLARS for wine and the federal registration thereof, namely U.S. Reg. No. 2,660,295, and Assignor's goodwill associated therewith; and

WHEREAS, the parties have entered into a confidential agreement effective February 1, 2004 relating to the transfer of the trademark CHERRYWOOD CELLARS for wine, and the federal registration thereof, namely U.S. Reg. No. 2,660,295, and of Assignor's goodwill associated therewith, from Assignor to Assignee, and this Assignment is subject to and directed by that Agreement.

NOW THEREFORE, for good and valuable consideration, Assignor hereby transfers all of its right, title and interest in and to trademark CHERRYWOOD CELLARS for wine, and the federal registration thereof, namely U.S. Reg. No. 2,660,295, and all of Assignor's goodwill associated therewith to Assignee.

CHERRY HILL, L.L.C.

By: [Handwritten Signature]

Name: Munro Pitt

State of Oregon)
) ss:
County of Washington)

On this 4th day of February, 2004, before me, the undersigned, personally appeared Munro W Pitt, 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: 11-05-2006

(SEAL) [Handwritten Signature]
NOTARY PUBLIC

