TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Ottie Joel Wallace		02/02/2005	INDIVIDUAL:
Elizabeth Wallace		02/02/2005	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	E. & J. Gallo Winery
Street Address:	600 Yosemite Boulevard
City:	Modesto
State/Country:	CALIFORNIA
Postal Code:	95354
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	1803895	RED ROCK WINERY

CORRESPONDENCE DATA

Fax Number: (209)341-6270
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 209-341-4733
Email: paul.reidl@ejgallo.com
Correspondent Name: Paul W. Reidl
Address Line 1: 600 Yosemite Boulevard
Address Line 4: modesto, CALIFORNIA 95354

NAME OF SUBMITTER:	CHRIS KALABOKES
Signature:	/ck/
Date:	02/25/2005

Total Attachments: 1

OP $40.00 1803895

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ASSIGNMENT

WHEREAS, Ottie Joel Wallace and Elizabeth Wallace ("Assignors"), are the owners of all right, title and interest in the trademark RED ROCK WINERY for wines, and the federal registration thereof, namely Reg. No.1,803,895, and the goodwill associated therewith; and

WHEREAS, Gallo ("Assignee") is desirous of acquiring all of Assignor's right, title and interest in the trademark RED ROCK WINERY for wine and the federal registration thereof, namely Reg. No.1,803,895, and the goodwill associated therewith; and

WHEREAS, the parties have entered into a confidential agreement effective January 31, 2005 relating to the transfer of the trademark RED ROCK WINERY for wine, and the federal registration thereof, namely Reg. No.1,803,895, and the 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, receipt of which hereby is acknowledged, Assignor hereby irrevocably transfers all of its right, title and interest in and to trademark RED ROCK WINERY for wine, and the federal registration thereof, namely Reg. No. 1,893,895, and the goodwill associated therewith to Assignee.

OTTIE JOEL WALLACE	**ELIZABETH WALLACE**
By: _____	By: _____
Name: Ottie Joel Wallace	Name: Elizabeth Wallace
Date: 2-2-05	Date: 2-2-05

State of California)
County of Merced) ss.

Subscribed and sworn to (or affirmed) before me on this 2 day of Feb., 2005, by Ottie Joel & Elizabeth Wallace personally known to me on the basis of satisfactory evidence to be the persons who appeared before me.

[SEAL]

SHARON CAMBOIA
Commission # 1438953
Notary Public - California
Merced County
My Comm. Expires Oct 9, 2007

Sharon Camboia
Notary Public