

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

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		
<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 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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TRADEMARK
REEL: 003035 FRAME: 0575

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: _____

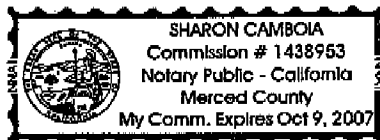
Date: _____

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 person who appeared before me.

[SEAL]



Sharon Camboia
Notary Public