

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
BEAR FLAG WINE		06/22/2007	CORPORATION: CALIFORNIA
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:	2808802	BEAR FLAG WINE	
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		
ATTORNEY DOCKET NUMBER:	USNABZ-01/4940		
NAME OF SUBMITTER:	CHRIS KALABOKES		
Signature:	/ck/		
Date:	06/27/2007		

OP \$40.00 2808802

Total Attachments: 1
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ASSIGNMENT

WHEREAS, BEAR FLAG WINE ("Assignor"), is the owner of all right, title and interest in the trademark BEAR FLAG WINE for wines, and the federal registration thereof, namely Reg. No. 2,808,802, and the goodwill associated therewith; and

WHEREAS, GALLO ("Assignee") desires to acquire all of BEAR FLAG WINE's right, title and interest in the trademark BEAR FLAG WINE for wine and the federal registration thereof, namely Reg. No. 2,808,802, and the goodwill associated therewith; and

WHEREAS, the Parties have entered into a confidential agreement effective June 14, 2007 relating to the transfer of the trademark BEAR FLAG WINE for wine, and the federal registration thereof, namely Reg. No. 2,808,802, 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 the trademark BEAR FLAG WINE for wine, and the federal registration thereof, namely Reg. No. 2,808,802, and the goodwill associated therewith to Assignee.

BEAR FLAG WINE

By

Bryan Cooper

Name: Bryan Cooper

STATE OF CALIFORNIA)
) ss:
County of Sonoma)

On this 27th day of JUNE, 2007, before me, the undersigned, personally appeared BRYAN COOPER, 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: 12/15/2007
(SEAL) *Kathie Rutherford*
NOTARY PUBLIC
KATHIE RUTHERFORD
NOTARY PUBLIC

