

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Peak Wines International, Inc.		08/17/2007	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	E. & J. GALLO WINERY		
<b>Street Address:</b>	600 Yosemite Boulevard		
<b>City:</b>	Modesto		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	95354		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1861116	CANYON ROAD	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(209)341-6270		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	209-341-4733		
<b>Email:</b>	paul.reidl@ejgallo.com		
<b>Correspondent Name:</b>	Paul W. Reidl		
<b>Address Line 1:</b>	600 Yosemite Boulevard		
<b>Address Line 4:</b>	Modesto, CALIFORNIA 95354		
<b>ATTORNEY DOCKET NUMBER:</b>	4940/USNAWX01		
<b>NAME OF SUBMITTER:</b>	PAUL W. REIDL		
<b>Signature:</b>	/pwr/		
<b>Date:</b>	08/27/2007		

OP \$40.00 1861116

**Total Attachments: 4**

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## TRADEMARK ASSIGNMENT

WHEREAS, Peak Wines International, Inc., having its principal place of business at 375 Healdsburg Avenue, 2nd Floor, Healdsburg, California 95448 (the "Assignor"), is the owner of the trademarks, trade names, trademark registrations and applications described in Schedule A attached hereto (the "Marks");

WHEREAS, Assignor, William Hill Napa, Inc., a California corporation, Beam Wine Estates, Inc., a Delaware corporation, and E. & J. Gallo Winery ("Assignee"), have executed that Asset Purchase Agreement dated July 30, 2007 (the "Purchase Agreement"); and

WHEREAS, pursuant to the terms of the Purchase Agreement, Assignor desires to assign and Assignee desires to receive all of the right, title and interest in and to the Marks, together with the goodwill associated therewith.

NOW, THEREFORE, for the consideration set forth in the Purchase Agreement, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby sells, transfers, assigns and sets over unto Assignee, its successors and assigns, all of Assignor's right, title and interest in and to the Marks, together with the goodwill associated therewith and symbolized by the Marks, all common law rights related thereto, all rights of registration, renewal and extension, and the right to sue for damages and profits for past infringements thereof.

Assignor agrees to execute and deliver at the request of Assignee all papers, instruments, and assignments, and to perform any other reasonable acts Assignee may request in order to vest all of the right, title, and interest in and to the Marks in Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession or control of Assignor.


This Trademark Assignment shall be binding upon and inure to the benefit of the successors and assigns of the parties hereto.

*[remainder of this page intentionally left blank – signature page follows]*

This Trademark Assignment is executed as of the 7<sup>th</sup> day of August 2007.

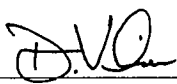
ASSIGNOR:

PEAK WINES INTERNATIONAL, INC.

By:   
Title: CFO

Acknowledged and Accepted by:

E. & J. GALLO WINERY

By:   
Name: Doug Vilas VP-Controller

Schedule A to Trademark Assignment

U.S. Trademarks

<u>Country</u>	<u>Trademark</u>	<u>Status</u>	<u>Application No.</u>	<u>Registration No.</u>	<u>Owner Name</u>	<u>Class(es)</u>	<u>Goods</u>
USA	CANYON ROAD	Registered	74/388978	1861116	Peak Wines International, Inc.	33	Wine

Trademarks Outside the U.S.

<u>Country</u>	<u>Trademark</u>	<u>Status</u>	<u>Application No.</u>	<u>Registration No.</u>	<u>Owner Name</u>	<u>Class(es)</u>	<u>Goods</u>
Canada	CANYON ROAD	Registered	1141349	591405	Peak Wines International, Inc.	0	Wine
European Community	CANYON ROAD	Registered	373316	373316	Peak Wines International, Inc.	16 & 33	16- Publications and printed matter for promotional purposes; 33-Wine
India	CANYON ROAD	Pending	1000928		Peak Wines International, Inc.	33	Alcoholic beverages (except beer)
Switzerland	CANYON ROAD	Registered	03873/2002	499652	Peak Wines International, Inc.	33	Alcoholic beverages (except beer); Wine