

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
William Hill Napa, Inc.		08/17/2007	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: 10

Property Type	Number	Word Mark
Registration Number:	2505191	AURA
Registration Number:	2544759	A U R A
Registration Number:	2198690	
Registration Number:	2205797	
Registration Number:	2198688	
Registration Number:	2209228	
Registration Number:	2198689	
Registration Number:	2548673	
Registration Number:	1360951	WILLIAM HILL
Serial Number:	78637192	WILLIAM HILL ESTATE

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

OP \$265.00 2505191

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:	4940/USNAWX01
NAME OF SUBMITTER:	PAUL W. REIDL
Signature:	/pwr/
Date:	08/27/2007

Total Attachments: 4

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TRADEMARK ASSIGNMENT

WHEREAS, William Hill Napa, 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, Peak Wines International, Inc., a Delaware 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.

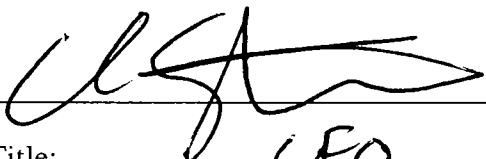
This Trademark Assignment shall be binding upon and inure to the benefit of the successors and assigns of the parties hereto.

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This Trademark Assignment is executed as of the 17th day of August 2007.

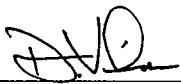
ASSIGNOR:

WILLIAM HILL NAPA, INC.

By: 
Title: CFO

Acknowledged and Accepted by:

E. & J. GALLO WINERY

By: 
Name: Doug Vilas VP-Controller

Schedule A to Trademark and Domain Name 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</u>	<u>Goods</u>
USA	AURA	Registered	75/746054	2505191	William Hill Napa, Inc.	33	Wine
USA	AURA (Design)	Registered	76/235152	2544759	William Hill Napa, Inc.	33	Wine
USA	Leaf Design Cabernet Sauvignon	Registered	75/426811	2198690	William Hill Napa, Inc.	33	Wine
USA	Leaf Design Cabernet Sauvignon w/ Bottle Outline	Registered	75/405835	2205797	William Hill Napa, Inc.	33	Wine
USA	Leaf Design Chardonnay	Registered	75/426809	2198688	William Hill Napa, Inc.	33	Wine
USA	Leaf Design Chardonnay w/ Bottle Outline	Registered	75/430854	2209228	William Hill Napa, Inc.	33	Wine
USA	Leaf Design Merlot	Registered	75/426810	2198689	William Hill Napa, Inc.	33	Wine
USA	Leaf Design Merlot w/ Bottle Outline	Registered	75/430827	2548673	William Hill Napa, Inc.	33	Wine
USA	WILLIAM HILL	Registered	73/526107	1360951	William Hill Napa, Inc.	33	Wine
USA	WILLIAM HILL ESTATE	Pending	78/637192		William Hill Napa, 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</u>	<u>Goods</u>
Brazil	WILLIAM HILL label	Pending	823588734		William Hill Napa, Inc.	33	Wine
Canada	Leaf Design Cabernet Sauvignon w/ Bottle Outline	Registered	880519	TMA522410	William Hill Napa, Inc.	0	Wine
Canada	Leaf Design Chardonnay w/ Bottle Outline	Registered	880518	TMA522409	William Hill Napa, Inc.	0	Wine
Canada	Leaf Design Merlot w/ Bottle Outline	Registered	880520	TMA522643	William Hill Napa, Inc.	0	Wine
Canada	WILLIAM HILL	Registered	1153253	TMA598570	William Hill Napa, Inc.	0	Wine
Japan	WILLIAM HILL	Registered	10-54761	4306148	William Hill Napa, Inc.	33	Wine, other fruit wines, western liquors