

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
EAST-WEST DISTRIBUTING CO.		10/14/2008	CORPORATION: ILLINOIS
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:	2105450	MOUNTAIN COUNTRY CELLARS	
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:	USNAMQ-01/4940		
NAME OF SUBMITTER:	PAUL W. REIDL		
Signature:	/pwr/		
Date:	10/28/2008		

OP \$40.00 2105450

ASSIGNMENT

WHEREAS, EAST-WEST DISTRIBUTING CO. ("Assignor"), owns all right, title and interest in the trademark MOUNTAIN COUNTRY CELLARS for wines and the Federal registration thereof, namely Reg. No. 2,105,450, and the goodwill associated therewith; and

WHEREAS, E. & J. Gallo Winery ("Assignee") desires to acquire EAST-WEST's right, title and interest in the trademark MOUNTAIN COUNTRY CELLARS for wines and the Federal registration thereof, namely Reg. No. 2,105,450, and the goodwill associated therewith; and

WHEREAS, the parties have entered into a confidential Agreement effective Oct. 20, 2008 relating to the transfer of the trademark MOUNTAIN COUNTRY CELLARS for wines and the Federal registration thereof, namely Reg. No. 2,105,450, 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 MOUNTAIN COUNTRY CELLARS for wines and the Federal registration thereof, namely Reg. No. 2,105,450, and the goodwill associated therewith to Assignee.

EAST-WEST DISTRIBUTING CO.

By [Signature] _____
FCM/K

Name:

State of Illinois)
) ss:
County of Lake)

On this 17th day of October, 2008, before me, the undersigned, personally appeared Allan M. Boniak, 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:
(SEAL)

[Signature]
NOTARY PUBLIC

