

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
E. & J. GALLO WINERY		07/15/2009	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Cavit Cantina Viticoltori Consorzio Cantine Sociali del Trentino Societa Cooperativa		
Street Address:	Via del Ponte 31		
City:	Trento		
State/Country:	ITALY		
Postal Code:	38123		
Entity Type:	Societa Cooperativa: ITALY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2502923	MASO CANALI	
CORRESPONDENCE DATA			
Fax Number:	(703)685-0573		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(703) 521-2297		
Email:	trademarks@young-thompson.com		
Correspondent Name:	Mark Lebow		
Address Line 1:	209 Madison Street		
Address Line 2:	Suite 500		
Address Line 4:	Alexandria, VIRGINIA 22314		
ATTORNEY DOCKET NUMBER:	2507-1147		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			

OP \$40.00 2502923

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**TRADEMARK
 REEL: 004115 FRAME: 0395**

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Mark Lebow

Signature:

/ML/

Date:

12/16/2009

Total Attachments: 2

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ASSIGNMENT OF MASO CANALI TRADEMARK

WHEREAS, E. & J. Gallo Winery (“Assignor”), is the owner of all right, title and interest in the following trademark registrations of MASO CANALI in Class 33 for wine and other alcohol beverages, and the goodwill associated therewith,

Country	Registration Number	Registration Date
Canada	616,965	18 August 2004
European Community	1,355,379	12 December 2000
Iceland	474/2003	03 June 2003
Japan	4,737,560	26 December 2003
Norway	223,884	16 July, 2004
United States	2,502,923	30 October 2001

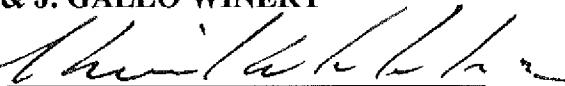
and,

WHEREAS CAVIT Cantina Viticoltori Consorzio Cantine Sociali del Trentino Società Cooperativa (“Assignee”) is desirous of acquiring all of Assignor’s right, title and interest in the trademark MASO CANALI for wine and the registrations thereof, and the goodwill associated therewith; and,

WHEREAS, the Parties have entered into a confidential agreement effective on July 15th, 2009 relating to the transfer of the trademark MASO CANALI for wine, and the registrations thereof, 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 MASO CANALI, and the registrations thereof, and the goodwill associated therewith to Assignee.

E. & J. GALLO WINERY

By 

Name: Chris Kalabokes

Title: Vice President

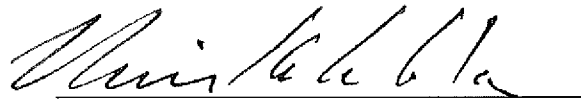
State of California)
) ss:
County of Stanislaus)

On this 19 day of September, 2009, before me, the undersigned, personally appeared Chris Kalabokes who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument, and acknowledged to me that he has executed the foregoing instrument for the purposes therein contained.

My commission expires: Feb 19, 2013



NOTARY PUBLIC



Chris Kalabokes