

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	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>
AWIN BARRATT SIEGEL WINE AGENCIES		12/29/2009	Limited Liability Partnership: UNITED KINGDOM
<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>	
Registration Number:	3457988	THE NAKED GRAPE	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(209)341-3719		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	209-341-6349		
Email:	kristi.whalen@ejgallo.com		
Correspondent Name:	KRISTI WHALEN		
Address Line 1:	600 YOSEMITE BOULEVARD		
Address Line 4:	MODESTO, CALIFORNIA 95354		
ATTORNEY DOCKET NUMBER:	USNAVR01/4950		
NAME OF SUBMITTER:	KRISTI WHALEN		
Signature:	/kw/		
Date:	12/29/2009		

OP \$40.00 3457988

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, Awin Barratt Siegel Wine Agencies, The White House, Rectory Lane, Ashtead, Surrey KT21 2BA United Kingdom ("Assignor"), is the owner of all right, title and interest in and to the United States Trademark Registration No. 3457988 for the trademark THE NAKED GRAPE for wines, and all common law and other rights and all goodwill appurtenant thereto; and

WHEREAS, E. & J. Gallo Winery, a California corporation having its principal place of business at 600 Yosemite Boulevard, Modesto, CA 95354 ("Assignee"), desires to acquire all of Assignor's right, title and interest in and to the trademark THE NAKED GRAPE for wines and the federal registration thereof, namely Reg. No. 3457988, and the goodwill attaching thereto; and

WHEREAS, the parties have entered into a confidential agreement (the "Agreement") relating to the transfer of the trademark THE NAKED GRAPE for wines, and the federal registration thereof, namely Reg. No. 3457988, and the goodwill attaching thereto from Assignor to Assignee, and this Assignment is subject to and directed by that Agreement.

NOW THEREFORE, pursuant to the Agreement, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby irrevocably sells, transfers, assigns and sets over unto the Assignee, its successors and assigns, all of Assignor's right, title and interest in and to the trademark THE NAKED GRAPE for wines, and the federal registration thereof, namely Reg. No. 3457988, together with the goodwill attaching thereto and symbolized thereby, all common law rights related thereto, all rights of registration, renewal and extension, and the right to recover for damages and profits for past infringements thereof to Assignee but excluding the goodwill of the business in the goods in respect of which the said trademark is registered and has been used by the Assignor outside the United States.

E. & J. GALLO WINERY

By: Richard S. Grey

Name: Richard S. Grey

Title: Vice President

Date: December 29, 2009

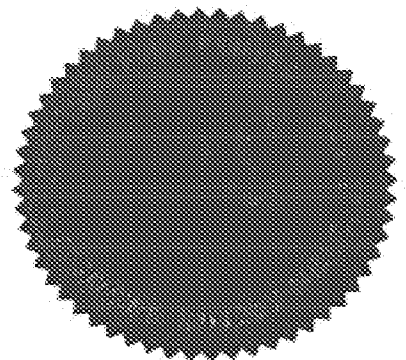
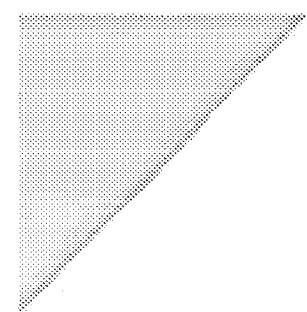
AWIN BARRATT SIEGEL WINE AGENCIES

By: [Signature]

Name: MICHAEL HUGH AWIN

Title: MANAGING PARTNER

Date: 29 DEC 2009



**RECORDED: 12/29/2009**

**TRADEMARK**  
**REEL: 004121 FRAME: 0728**