

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT																							
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT																							
EFFECTIVE DATE:	07/29/2011																							
CONVEYING PARTY DATA																								
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CORRESPONDENCE DATA																								
Fax Number:	(209)341-3719																							
Phone:	209-341-6349																							
Email:	kristi.whalen@ejgallo.com																							
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>																								
Correspondent Name:	Kristi W. Whalen																							

OP \$165.00 3476400

Address Line 1: 600 Yosemite Boulevard
Address Line 2: Legal Department
Address Line 4: Modesto, CALIFORNIA 95354

ATTORNEY DOCKET NUMBER:	EDNA VALLEY ASSIGNMENT
NAME OF SUBMITTER:	Kristi W. Whalen
Signature:	/kw/
Date:	03/23/2012
Total Attachments: 2 source=Edna Valley Assignment#page1.tif source=Edna Valley Assignment#page2.tif	

NUNC PRO TUNC ASSIGNMENT OF TRADEMARKS

United States

THIS NUNC PRO TUNC ASSIGNMENT OF TRADEMARKS is made by Edna Valley Brand Name, LLC, a California limited liability company with an address at 4915 Orcutt Road, San Luis Obispo, California 93401, United States of America, in favor of E. & J. Gallo Winery, a California corporation with an address at 600 Yosemite Boulevard, Modesto, California 95354, United States of America.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Edna Valley Brand Name, LLC hereby assigns nunc pro tunc as of the closing date of July 29, 2011 to E. & J. Gallo Winery all of its right, title and interest in the Marks as identified in Schedule A, attached hereto and incorporated herein by this reference, together with the goodwill associated therewith including, without limitation, its right to sue for and collect damages for infringement or other violations of the same, including for past infringements or other violations.

IN WITNESS WHEREOF, Edna Valley Brand Name, LLC has executed this Nunc Pro Tunc Assignment of Trademarks by its duly authorized officer to be effective as of July 29, 2011.

EDNA VALLEY BRAND NAME, LLC

By: 

Name: James Niven

Title: President

Date: 3/20/12

SCHEDULE A

Mark	App. No. Filing Date	Reg. No. Reg. Date	Class(es)
CLUB EDNA	77/361,118 12/28/2007	3,476,400 07/29/2008	39
EDNA VALLEY VINEYARD	78/937,406 07/25/2006	3,335,118 11/13/2007	33
EDNA VALLEY VINEYARD	73/471,460 03/21/1984	1,399,057 06/24/1986	33
EDNA'S PASSION	77/061,884 12/11/2006	3,705,734 11/03/2009	33
FLEUR DE EDNA	77/439,558 04/03/2008	3,734,806 01/05/2010	33
ISLAY PEAK	77/912,887 01/15/2010	3,859,587 10/12/2010	33