

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>			
Name	Formerly	Execution Date	Entity Type
Snows Lake Vineyard, LLC		09/14/2012	LIMITED LIABILITY COMPANY: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
Name:	E. & J. Gallo Winery		
Street Address:	600 Yosemite Boulevard		
City:	Modesto		
State/Country:	CALIFORNIA		
Postal Code:	95354		
Entity Type:	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 4</b>			
Property Type	Number	Word Mark	
Registration Number:	2614552	SNOWS LAKE VINEYARD	
Registration Number:	2617262	SNOWS LAKE VINEYARD	
Registration Number:	3345562	SNOWS LAKE	
Registration Number:	3652676	SNOWS LAKE WINERY	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	2093413719		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2093416349		
Email:	tm.group@ejgallo.com		
Correspondent Name:	Kristi W. Whalen		
Address Line 1:	600 Yosemite Boulevard		
Address Line 4:	Modesto, CALIFORNIA 95354		
ATTORNEY DOCKET NUMBER:	SNOW LAKE_4940		

OP \$115.00 2614552

NAME OF SUBMITTER:	Kristi W. Whalen
Signature:	/kww/
Date:	05/29/2013
Total Attachments: 2 source=SNOWS LAKE #page1.tif source=SNOWS LAKE #page2.tif	

ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS is made by and between Snows Lake Vineyard, LLC, a California limited liability company, located at 1114 State Street, Suite 232, Santa Barbara, California 93101 ("Assignor") and Gallo Vineyards, Inc., a California corporation, located at 600 Yosemite Boulevard, Modesto, California 95354 ("Assignee").

WHEREAS, Assignor adopted and uses, and is the registered owner of each of the trademarks and United States registrations thereof identified below (hereinafter the "Marks" and "Registrations," respectively), along with the goodwill of the business appurtenant to said Marks:

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
SNOWS LAKE VINEYARD	2,614,552	Sept. 3, 2002
SNOWS LAKE VINEYARD	2,617,262	Sept. 10, 2002
SNOWS LAKE	3,345,562	Nov. 27, 2007
SNOWS LAKE WINERY	3,652,676	July 7, 2009

WHEREAS, Assignee desires to acquire said Marks and Registrations;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title and interest in and to the Marks and the Registrations, together with the goodwill of the business symbolized by the Marks and any and all claims, demands, and causes of action for infringement, of any of the Marks, past, present, and future, and all of the proceeds from the foregoing.

Signed as of the 14<sup>th</sup> day of September, 2012.

*[Remainder of page intentionally left blank. Signatures follow on next page.]*

IN WITNESS WHEREOF, this Assignment was executed as of the date first written above.


SNOWS LAKE VINEYARD, LLC,  
a California limited liability company

By: Ladera Management Company,  
its Manager

By: 

Name: Mary Myers Kauppila

Title: President

By: 

Name: Ralph Gould

Title: Chief Financial Officer

*[Signature Page to Assignment of Trademarks]*