

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
Intercontinental Packaging Company		08/14/2012	CORPORATION: MINNESOTA
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:	3783609	VINO FRESCO	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	209-341-6349		
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:	USNAV3_VINO FRESCO_4950		
NAME OF SUBMITTER:	Kristi W. Whalen		
Signature:	/kw/		
Date:	06/19/2013		
Total Attachments: 1 source=VINO FRESCO assignment#page1.tif			

OP \$40.00 3783609

Assignment

WHEREAS, Intercontinental Packaging Company located at 1999 Shepard Road, St. Paul, MN 55116 ("Assignor"), is the owner of all right, title and interest in and to the United States Trademark Registration No. 3,783,609 for the trademark VINO FRESCO for prepared wine cocktails; wine coolers, and all common law and other rights and 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 VINO FRESCO for prepared wine cocktails; wine coolers and the federal registration thereof, namely Reg. No. 3,783,609, and the goodwill associated therewith; and

WHEREAS, the parties have entered into a confidential agreement (the "Agreement") relating to the transfer of the trademark VINO FRESCO for prepared wine cocktails; wine coolers, and the federal registration thereof, namely Reg. No. 3,783,609, and the goodwill associated therewith, from Assignor to Assignee, and this Assignment is subject to and in accordance with that Agreement.

NOW THEREFORE, pursuant to the Agreement, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby irrevocably sells, transfers, assigns and sets over unto Assignee, its successors and assigns, all of Assignor's right, title and interest in and to the trademark VINO FRESCO for prepared wine cocktails; wine coolers, and the federal registration thereof, namely Reg. No. 3,783,609, together with all goodwill associated therewith 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.

ASSIGNOR:

ASSIGNEE:

INTERCONTINENTAL PACKAGING
COMPANY

E. & J. GALLO WINERY

By: 

By: 

Name: Lynn Johnson

Name: Brian Battistore

Title: Chairman of the Board

Title: VP/EM Popular Business Unit

Date: August 14, 2012

Date: 8/14/12