

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM339028

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
J VINEYARDS & WINERY, LLC		03/27/2015	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	E. & J. GALLO WINERY		
Street Address:	600 Yosemite Blvd.		
City:	Modesto		
State/Country:	CALIFORNIA		
Postal Code:	95354		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	3942089	J	
Registration Number:	1735792	J	
Registration Number:	3640568	J VINEYARDS	
Registration Number:	2981730	J VINEYARDS & WINERY	
Registration Number:	2802402	J VINEYARDS & WINERY	
Registration Number:	2806668	J VINEYARDS & WINERY	
Serial Number:	86204734	CANFIELD VINEYARD	
Registration Number:	3515428	J	
CORRESPONDENCE DATA			
Fax Number:	2093413719		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; 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 Blvd.		
Address Line 4:	Modesto, CALIFORNIA 95354		
ATTORNEY DOCKET NUMBER:	GALLO: J WINERY ASSIGNS		
NAME OF SUBMITTER:	Kristi W. Whalen		

CH \$215.00 3942089

SIGNATURE:	/kww/
DATE SIGNED:	04/22/2015
Total Attachments: 6 source=Assignment agreement all marks#page1.tif source=Assignment agreement all marks#page2.tif source=Assignment agreement all marks#page3.tif source=Assignment agreement all marks#page4.tif source=Assignment agreement all marks#page5.tif source=Assignment agreement all marks#page6.tif	

Assignment of Trademarks

WHEREAS, J VINEYARDS & WINERY, LLC (formerly known as J Vineyards & Winery, L.P.), a California limited liability company, located at 11447 Old Redwood Hwy, Healdsburg, California 95448 ("Assignor"), is the owner of all right, title and interest in the trademarks listed in Schedule A hereto, including all registrations thereof and all common law and other rights and goodwill appurtenant thereto (collectively, the "Trademarks"); and

WHEREAS, E. & J. GALLO WINERY, a California corporation having its principal place of business at 600 Yosemite Boulevard, Modesto, California 95354 ("Assignee"), desires to acquire all of Assignor's right, title and interest in and to the Trademarks; and

WHEREAS, the parties have entered into an Asset Purchase Agreement (the "Agreement") relating to the transfer of the Trademarks from the 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 until Assignee, its successors and assigns, all of Assignor's rights, title, and interest in and to the Trademarks, together with all goodwill associated therewith including the business with which the Trademarks are associated and symbolized thereby, all common law rights related thereto, all registrations, pending applications and rights of registration, renewal and extension, and the right to recover for damages and profits for past infringements thereof.

ASSIGNOR:

J VINEYARDS & WINERY, LLC

By: Judith L. Jordan

Name: Judith L. Jordan

Title: Manager

Date: March 27, 2015

ASSIGNEE:

E. & J. GALLO WINERY

By: _____

Name: _____

Title: _____

Date: March 27, 2015

Assignment of Trademarks

WHEREAS, J VINEYARDS & WINERY, LLC (formerly known as J Vineyards & Winery, L.P.), a California limited liability company, located at 11447 Old Redwood Hwy, Healdsburg, California 95448 ("Assignor"), is the owner of all right, title and interest in the trademarks listed in Schedule A hereto, including all registrations thereof and all common law and other rights and goodwill appurtenant thereto (collectively, the "Trademarks"); and

WHEREAS, E. & J. GALLO WINERY, a California corporation having its principal place of business at 600 Yosemite Boulevard, Modesto, California 95354 ("Assignee"), desires to acquire all of Assignor's right, title and interest in and to the Trademarks; and

WHEREAS, the parties have entered into an Asset Purchase Agreement (the "Agreement") relating to the transfer of the Trademarks from the 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 until Assignee, its successors and assigns, all of Assignor's rights, title, and interest in and to the Trademarks, together with all goodwill associated therewith including the business with which the Trademarks are associated and symbolized thereby, all common law rights related thereto, all registrations, pending applications and rights of registration, renewal and extension, and the right to recover for damages and profits for past infringements thereof.

ASSIGNOR:

J VINEYARDS & WINERY, LLC

By: _____

Name: Judith L. Jordan

Title: Manager

Date: March 27, 2015

ASSIGNEE:

E. & J. GALLO WINERY

By: DVJ








Name: Douglas B. Vilas

Title: Chief Financial Officer

Date: March 27, 2015

Schedule A

TRADEMARKS

Trademark	Country	Reg. No. / Date	App. No. /Filed	Owner	Status
J in a Circle 	Australia	IR 973260 08-Aug-2008	A001340 08-Aug-2008	J Vineyards & Winery, L.P.	Registered
J in a Circle 	China	IR 973260 08-Aug-2008	A001340 08-Aug-2008	J Vineyards & Winery, L.P.	Registered
J in a Circle 	European Union	IR 973260 08-Aug-2008	A001340 08-Aug-2008	J Vineyards & Winery, L.P.	Registered
J in a Circle 	International Registration (WIPO)	IR 973260 08-Aug-2008	A001340 08-Aug-2008	J Vineyards & Winery, L.P.	Registered
J in a Circle 	Japan	IR 973260 08-Aug-2008	A001340 08-Aug-2008	J Vineyards & Winery, L.P.	Registered
J in a Circle 	Norway	IR 973260 08-Aug-2008	A001340 08-Aug-2008	J Vineyards & Winery, L.P.	Registered
J in a Circle 	Russian Federation	IR 973260 08-Aug-2008	A001340 08-Aug-2008	J Vineyards & Winery, L.P.	Registered
J in a Circle 	Singapore	IR 973260 08-Aug-2008	A001340 08-Aug-2008	J Vineyards & Winery, L.P.	Registered
J in a Circle 	South Korea	IR 973260 08-Aug-2008	A001340 08-Aug-2008	J Vineyards & Winery, L.P.	Registered
J in a Circle 	Switzerland	IR 973260 08-Aug-2008	A001340 08-Aug-2008	J Vineyards & Winery, L.P.	Registered
J in a Circle 	United States	3,515,428 14-Oct-2008	77/395,245 12-Feb-2008	J Vineyards & Winery, LLC	Registered
J Stylized with Yellow Color Claim	China	IR 1036046 08-Apr-2010	A0019386 08-Apr-2010	J Vineyards & Winery, L.P.	Registered
J Stylized with Yellow Color Claim	European Union	IR 1036046 08-Apr-2010	A0019386 08-Apr-2010	J Vineyards & Winery, L.P.	Registered

J Stylized with Yellow Color Claim	International Registration (WIPO)	IR 1036046 08-Apr-2010	A0019386 08-Apr-2010	J Vineyards & Winery, L.P.	Registered
J Stylized with Yellow Color Claim	United States	3,942,089 05-Apr-2011	85/005,490 02-Apr-2010	J Vineyards & Winery, LLC	Registered
J Stylized <i>J</i>	Argentina	2.287.151 27-Jul-2009	2822007 06-May-2008	J Vineyards & Winery, L.P.	Registered
J Stylized <i>J</i>	Australia	553910 16-Apr-1991	553910 16-Apr-1991	J Vineyards & Winery, L.P.	Registered
J Stylized <i>J</i>	Bermuda	21434 22-Aug-1991	21434 22-Aug-1991	J Vineyards & Winery, L.P.	Registered
J Stylized <i>J</i>	Brazil	902491954 26-Feb-2013	902491954 13-Apr-2010	J Vineyards & Winery, L.P.	Registered
J Stylized <i>J</i>	Canada	425507 25-Mar-1994	680002 16-Apr-1991	J Vineyards & Winery, L.P.	Registered
J Stylized <i>J</i>	Chile	835837 09-Dec-2008	818311 05-May-2008	J Vineyards & Winery, L.P.	Registered
J Stylized <i>J</i>	China	IR 961075 01-May-2008	A0012285 01-May-2008	J Vineyards & Winery, L.P.	Registered
J Stylized <i>J</i>	Croatia	IR 961075 01-May-2008	A0012285 01-May-2008	J Vineyards & Winery, L.P.	Registered
J Stylized <i>J</i>	Dominican Republic	83153 15-Apr-1996	04-Jan-1996	J Vineyards & Winery, L.P.	Registered
J Stylized <i>J</i>	European Union	205609 24-Sep-2001	205609 01-Apr-1996	J Vineyards & Winery, L.P.	Registered
J Stylized <i>J</i>	Hong Kong	1995/00005 03-Jan-1995	1991/2435 16-Oct-1990	J Vineyards & Winery, L.P.	Registered
J Stylized <i>J</i>	International Registration (WIPO)	IR 961075 01-May-2008	A0012285 01-May-2008	J Vineyards & Winery, L.P.	Registered
J Stylized <i>J</i>	Japan	IR 961075 01-May-2008	A0012285 01-May-2008	J Vineyards & Winery, L.P.	Registered
J Stylized <i>J</i>	Japan	2655348 28-Apr-1994	03-39495 16-Apr-1991	J Vineyards & Winery, L.P.	Registered
J Stylized <i>J</i>	Mexico	421464 16-Apr-1991	421464 16-Apr-1991	J Vineyards & Winery, L.P.	Registered

J Stylized <i>J</i>	New Zealand	209411 15-Apr-1991	209411 15-Apr-1991	J Vineyards & Winery, L.P.	Registered
J Stylized <i>J</i>	Norway	IR 961075 01-May-2008	A0012285 01-May-2008	J Vineyards & Winery, L.P.	Registered
J Stylized <i>J</i>	Russian Federation	IR 961075 01-May-2008	A0012285 01-May-2008	J Vineyards & Winery, L.P.	Registered
J Stylized <i>J</i>	South Africa	2008/10147 10-Aug-2010	2008/10147 06-May-2008	J Vineyards & Winery, L.P.	Registered
J Stylized <i>J</i>	South Korea	IR 961075 01-May-2008	A0012285 01-May-2008	J Vineyards & Winery, L.P.	Registered
J Stylized <i>J</i>	Switzerland	389344 16-Apr-1991	2640/1991.5 16-Apr-1991	J Vineyards & Winery, L.P.	Registered
J Stylized <i>J</i>	Taiwan	1457323 01-Apr-2011	099014471 31-Mar-2010	J Vineyards & Winery, L.P.	Registered
J Stylized <i>J</i>	United Kingdom	1461422 08-Jan-1993	1461422 16-Apr-1991	J Vineyards & Winery, L.P.	Registered
J Stylized <i>J</i>	United States	1735792 24-Nov-1992	74/106,386 16-Oct-1990	J Vineyards & Winery, LLC	Registered
J VINEYARDS	Argentina	2.416.259 26-Apr-2011	2882006 06-May-2008	J Vineyards & Winery, L.P.	Registered
J VINEYARDS	Australia	IR 962404 30-Apr-2008	A0012266 30-Apr-2008	J Vineyards & Winery, L.P.	Registered
J VINEYARDS	Chile	835835 09-Dec-2008	818312 05-May-2008	J Vineyards & Winery, L.P.	Registered
J VINEYARDS	Croatia	IR 962404 30-Apr-2008	A0012266 30-Apr-2008	J Vineyards & Winery, L.P.	Registered
J VINEYARDS	European Union	IR 962404 30-Apr-2008	A0012266 30-Apr-2008	J Vineyards & Winery, L.P.	Registered
J VINEYARDS	International Registration (WIPO)	IR 962404 30-Apr-2008	A0012266 30-Apr-2008	J Vineyards & Winery, L.P.	Registered
J VINEYARDS	Norway	IR 962404 30-Apr-2008	A0012266 30-Apr-2008	J Vineyards & Winery, L.P.	Registered
J VINEYARDS	South Africa	2008/10146 06-May-2008	2008/10146 06-May-2008	J Vineyards & Winery, L.P.	Registered
J VINEYARDS	United States	3,640,568 16-Jun-2009	77/350,015 12-Dec-2007	J Vineyards & Winery, LLC	Registered
J VINEYARDS & WINERY	United States	2,981,730 02-Aug-2005	78/194,316 13-Dec-2002	J Vineyards & Winery, LLC	Registered
J VINEYARDS & WINERY	United States	2,802,402 06-Jan-2004	78/194,314 13-Dec-2002	J Vineyards & Winery, LLC	Registered
J VINEYARDS & WINERY	United States	2,806,668 30-Jan-2004	78/194,311 13-Dec-2002	J Vineyards & Winery, LLC	Registered

JJJJ Stylized <i>J J J J J</i>	Australia	553911 16-Apr-1991	553911 16-Apr-1991	J Vineyards & Winery, L.P.	Registered
JJJJ Stylized <i>J J J J J</i>	Benelux	504909 16-Apr-1991	762473 16-Apr-1991	J Vineyards & Winery, L.P.	Registered
JJJJ Stylized <i>J J J J J</i>	Canada	444232 23-Jun-1995	679997 16-Apr-1991	J Vineyards & Winery, L.P.	Registered
JJJJ Stylized <i>J J J J J</i>	Dominican Republic	83155 15-Apr-1996		J Vineyards & Winery, L.P.	Registered
JJJJ Stylized <i>J J J J J</i>	Singapore	T9103961I 14-Jul-2001	T9103961I 18-Apr-1991	J Vineyards & Winery, L.P.	Registered
JJJJ Stylized <i>J J J J J</i>	United Kingdom	1461426 12-Mar-1993	1461426 16-Apr-1991	J Vineyards & Winery, L.P.	Registered
CANFIELD VINEYARD	United States Common Law		86/204,734 26-Feb-2014	J Vineyards & Winery, LLC	Allowed
MISTERRA	United States Common Law		Unfiled	J Vineyards & Winery LLC	Common law
STRATA	United States Common Law		Unfiled	J Vineyards & Winery LLC	Common Law
BIN 1008	United States Common Law		Unfiled	J Vineyards & Winery LLC	Common Law
CUVEE 20	United States Common Law		Unfiled	J Vineyards & Winery LLC	Common Law
BARREL 16	United States Common Law		Unfiled	J Vineyards & Winery LLC	Common Law
J RESTAURANT SELECTION	United States Common Law		Unfiled	J Vineyards & Winery LLC	Common Law
J VINEYARDS DIRECT	United States Common Law		Unfiled	J Vineyards & Winery LLC	Common Law
J VINEYARDS & WINERY DIRECT	United States Common Law		Unfiled	J Vineyards & Winery LLC	Common Law
J DIRECT	United States Common Law		Unfiled	J Vineyards & Winery LLC	Common Law