

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM350709

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Treasury Wine Estates Americas Company	FORMERLY Beringer Blass Wine Estates Company, Beringer Wine Estates Company, Beringer Vineyards (Europe) S.A., and Foster's Wine Esates Americas Company	07/31/2015	CORPORATION: DELAWARE
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:	2047396	CHATEAU SOUVERAIN	
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>			
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:	TREASURY_4940		
NAME OF SUBMITTER:	Kristi W. Whalen		
SIGNATURE:	/kww/		
DATE SIGNED:	08/07/2015		
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ASSIGNMENT OF TRADEMARKS AND TRADE NAMES

WHEREAS, TREASURY WINE ESTATES AMERICAS COMPANY (formerly known as Beringer Blass Wine Estates Company, Beringer Wine Estates Company, Beringer Vineyards (Europe) S.A., and Foster's Wine Estates Americas Company), a Delaware corporation located at 610 Airpark Road, Napa, California 94558 ("Assignor"), is the current owner of all right, title and interest in and to the trademarks listed in Schedule A hereto, including all registrations thereof and all common law and other rights and goodwill associated therewith, all trade names listed in Schedule B (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 rights, title and interest in and to the Trademarks, and the goodwill associated therewith, and Assignor desires to assign all of its rights, title and interest in the Trademarks, and the goodwill associated therewith, to Assignee; 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 the terms of that Agreement;

NOW THEREFORE, pursuant to the Agreement, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor agrees as follows:

1. Assignment. Assignor hereby irrevocably sells, transfers, assigns and sets over unto Assignee, its successors and assigns, all of Assignor's rights, title, and interest in and to the following, together with all goodwill associated therewith, including the business with which they are associated and which they symbolize:

- a. The Trademarks and all issuances, pending applications, extensions, and renewals thereof;
- b. All rights of any kind whatsoever of Assignor accruing under the Trademarks provided by applicable law, by international treaties, and conventions and otherwise, including common law rights; and

- c. Any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to the Trademarks, and the right to recover for damages and profits for past infringements thereof.

2. Recordation. Assignor agrees to perform any further acts and to execute and provide to Assignee all other documents that may be necessary to effect the assignment of the Trademarks to Assignee as promptly as practicable after Assignee's request therefor, and to assist Assignee in any manner reasonably requested by Assignee in connection with the assignment, prosecution and maintenance of the Trademarks.

IN WITNESS WHEREOF, Assignor has duly executed and delivered this Assignment of Trademarks and Trade Names.

ASSIGNOR:

ASSIGNEE:

TREASURY WINE ESTATES
AMERICAS COMPANY

E. & J. GALLO WINERY

By: Alicia H. Cromback

By: D. Vilas

Name: Alicia H. Cromback

Name: Douglas B. Vilas

Title: VP, General Counsel & Secretary

Title: Chief Financial Officer

Date: 7/31/2015

Date: 07-31-2015

SCHEDULE A
To the Assignment of Trademarks and Trade Names

Country	Mark	Reg/app. No.	Owner*
Australia	CHATEAU SOUVERAIN	899204	Treasury Wine Estates Americas Company
Australia	SOUVERAIN	1371758	Treasury Wine Estates Americas Company
Austria	SOUVERAIN	201436	Beringer Blass Wine Estates Company
BES/Netherland Antilles	CHATEAU SOUVERAIN	4258	Beringer Wine Estates Company
Canada	SOUVERAIN	344264	Foster's Wine Estates Americas Company
Canada	CHATEAU SOUVERAIN	345711	Foster's Wine Estates Americas Company
China	CHATEAU SOUVERAIN	1347124	Treasury Wine Estates Americas Company
China	CHATEAU SOUVERAIN	10726041	Treasury Wine Estates Americas Company
China	SOUVERAIN	14039801	Treasury Wine Estates Americas Company
Colombia	SOUVERAIN	441839	Treasury Wine Estates Americas Company
Costa Rica	CHATEAU SOUVERAIN	190130	Foster's Wine Estates Americas
Denmark	SOUVERAIN and Script Design	VR200200924	Beringer Blass Wine Estates Co.
El Salvador	CHATEAU SOUVERAIN	220-2009	Foster's Wine Estates Americas Company
Finland	SOUVERAIN CELLARS	222869	Treasury Wine Estates Americas Company
Finland	SOUVERAIN	IR-1087243	Treasury Wine Estates Americas Company
Germany	SOUVERAIN CELLARS	DE30100504.4	Beringer Blass Wine Estates Co.
Germany	SOUVERAIN	DE30119181.6	Beringer Blass Wine Estates Co.
Indonesia	CHATEAU SOUVERAIN	507114	Beringer Blass Wine Estates Co.
Italy	SOUVERAIN	984590	Foster's Wine Estates Americas Company
Japan	SOUVERAIN	IR-1087243	Treasury Wine Estates Americas Company
Korea	CHATEAU SOUVERAIN	537699	Treasury Wine Estates Americas Company
Korea	SOUVERAIN	IR-1087243	Treasury Wine Estates Americas Company
Malaysia	CHATEAU SOUVERAIN	2001/09048	Beringer Blass Wine Estates Co.
Mexico	CHATEAU SOUVERAIN	1086510	Treasury Wine Estates Americas Company
Philippines	CHATEAU SOUVERAIN	420015019	Foster's Wine Estates Americas Company
Philippines	SOUVERAIN	420095997	Foster's Wine Estates Americas Company
Sweden	CHATEAU SOUVERAIN	235165	Treasury Wine Estates Americas Company
Sweden	SOUVERAIN	IR-1087243	Treasury Wine Estates Americas Company
Switzerland	SOUVERAIN	490523	Foster's Wine Estates Americas Company
Taiwan	CHATEAU SOUVERAIN	1010327	Beringer Blass Wine Estates Co.
United Kingdom	SOUVERAIN	2257107	Beringer Blass Wine Estates Co.
United States	CHATEAU SOUVERAIN	2047396	Treasury Wine Estates Americas Company
United States	SOUVERAIN	4103901 (IR1087243)	Treasury Wine Estates Americas Company

*Seller to confirm Owner of each Trademark

SCHEDULE B

To the Assignment of Trademarks and Trade Names

Trade Names

Asti

Asti Cellars

Asti Vineyards

Asti Winery

Chateau Souverain

Souverain