

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM365821

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
G3 Enterprises, Inc		12/10/2015	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:	4718891	SHAKE TO SHIMMER	
CORRESPONDENCE DATA			
Fax Number:			
<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 Boulevard		
Address Line 4:	Modesto, CALIFORNIA 95354		
ATTORNEY DOCKET NUMBER:	USNAVQ-007-E_4913		
NAME OF SUBMITTER:	Kristi W. Whalen		
SIGNATURE:	/kww/		
DATE SIGNED:	12/15/2015		
Total Attachments: 1			
source=US-Shake to Shimmer (G3 to EJG)-TM assignment 121015#page1.tif			

OP \$40.00 4718891

Assignment

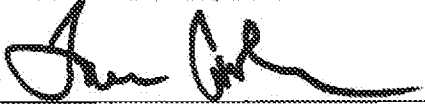
WHEREAS, G3 Enterprises, Inc. ("Assignor"), is the owner of all right, title and interest in the trademark SHAKE TO SHIMMER for alcoholic beverages except beers and the federal registration thereof, namely Reg. No. 4,718,891, and the goodwill associated therewith; and

WHEREAS, E. & J. Gallo Winery ("Assignee"), desires to acquire all of Assignor's right, title and interest in the trademark SHAKE TO SHIMMER for alcoholic beverages except beers, and the federal registration thereof, namely Reg. No. 4,718,891, and the goodwill associated therewith, and Assignor desires to assign all of its right, title and interest in the trademark SHAKE TO SHIMMER for alcoholic beverages except beers, and the federal registration, thereof, namely Reg. No. 4,718,891, and the goodwill associated therewith, to Assignee.

NOW THEREFORE, for good and valuable consideration, receipt and sufficiency of which hereby is acknowledged, Assignor hereby irrevocably transfers all of its right, title and interest in and to trademark SHAKE TO SHIMMER for alcoholic beverages except beers, and the federal registration thereof, namely Reg. No. 4,718,891, and the goodwill associated therewith, to Assignee.

ASSIGNOR:

G3 ENTERPRISES, INC.

By:  _____

Name: Tom Cook _____

Title: CEO _____

Date: 11/19/15 _____

ASSIGNEE:

E. & J. GALLO WINERY

By:  _____

Name: Anna Bell _____

Title: Director Marketing _____

Date: 12-10-15 _____