

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM401295

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
RKM Wines, LLC		09/21/2016	Limited Liability Company:
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: 3			
Property Type	Number	Word Mark	
Registration Number:	4368974	OVERLAND	
Registration Number:	4917755	OVERLAND WINES OF PROMISE EFFORT & OPTIM	
Serial Number:	86472345	AMBITION	
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>			
Email:	tm.group@ejgallo.com		
Correspondent Name:	Kristi W. Whalen		
Address Line 1:	600 Yosemite Boulevard		
Address Line 4:	Modesto, CALIFORNIA 95354		
NAME OF SUBMITTER:	Kristi W. Whalen		
SIGNATURE:	/kww/		
DATE SIGNED:	10/07/2016		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is made and entered into as of September 21, 2016, by and between RKM WINES, LLC, a California limited liability company, located at 171-15th Avenue San Francisco, CA 94118 ("Assignor"), and E. & J. GALLO WINERY, a California corporation, located at 600 Yosemite Boulevard, Modesto, CA 95354 ("Assignee").

WHEREAS, Assignor is the current owner of all right, title and interest in and to the trademarks listed in Schedule A hereto, including, without limitation, all common law rights thereto and all registrations thereof, and other rights and goodwill associated therewith (collectively, the "Trademarks"); and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks, and the goodwill associated therewith, and Assignor desires to assign all right, title and interest in and to each of its respective Trademarks, and the goodwill associated therewith, to Assignee; and

WHEREAS, the parties have entered into a Trademark and Copyright 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, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby irrevocably assigns and transfers all of its rights, title, and interest in and to the Trademarks, together with all goodwill associated therewith, to Assignee.

IN WITNESS WHEREOF, the parties hereto have executed this Trademark Assignment as of the date first written above.

ASSIGNOR:

RKM WINES, LLC

By: Richard Keenan
Name: Richard Keenan
Title: Member

ASSIGNEE:

E. & J. GALLO WINERY

By: Gary Ippolito
Name: GARY IPPOLITO
Title: EXECUTIVE VP & GM

SCHEDULE A
To Trademark Assignment

Trademark	Goods	US Reg/Ser No.
OVERLAND	Wine	4368974
AMBITION	Wine	86472345
OVERLAND WINES OF PROMISE EFFORT & OPTIMISM...(and design)	Wine	4917755