

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM421001

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Portmore Wine Production		03/02/2017	Corporation: SOUTH AFRICA
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:	3241594	THE FOUNDRY	
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:	E. & J. Gallo Winery		
Address Line 1:	600 Yosemite Boulevard		
Address Line 4:	Modesto, CALIFORNIA 95354		
NAME OF SUBMITTER:	Kristi W. Whalen		
SIGNATURE:	/kww/		
DATE SIGNED:	03/24/2017		
Total Attachments: 1			
source=FOUNDRY Short Form TM Assignment (signed)#page1.tif			

OP \$40.00 3241594

SHORT-FORM TRADEMARK ASSIGNMENT AGREEMENT

This Short-Form Trademark Assignment Agreement is entered as of March 2, 2017, by and between Portmore Wine Production, a South Africa close corporation with an address at 72 Klein Constantia Road, Cape Town, Western Cape, South Africa ("Portmore"), and E. & J. Gallo Winery, a California corporation with an address at 600 Yosemite Blvd, Modesto, CA 95354 ("Gallo").

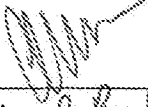
WHEREAS, Portmore is the owner of the trademark THE FOUNDRY for "alcoholic beverages, namely, wines" (the "Mark"), as shown in U.S. Reg. No. 3241594, and all goodwill associated therewith, in the United States of America (the "Territory");

WHEREAS, Gallo desires to acquire from Portmore and Portmore desires to assign to Gallo all of Portmore's right, title, and interest in and to the Mark, and all goodwill associated therewith, in the Territory;

WHEREAS, Gallo and Portmore are parties to a long-form agreement of even date herewith which shall control in the event of any conflict with this short-form agreement;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Portmore hereby assigns to Gallo and Gallo hereby accepts from Portmore all of Portmore's right, title, and interest in and to the Mark, including without limitation all statutory and common law rights therein, all goodwill appurtenant thereto, and all applications and registrations therefor, specifically including U.S. Reg. No. 3241594, throughout the Territory.

PORTMORE WINE SERVICES

By: 
Name: C.R. WILLIAMS
Title: member

E. & J. GALLO WINERY

By: 
Name: GEORGE E. NEVELING
Title: VP/EM - PREMIUM