

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM464721

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Petroleum Wine Consulting LLC		03/07/2018	Limited Liability Company: CALIFORNIA
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	
Serial Number:	86766461	EIGHT YEARS IN THE DESERT	
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:	7079633030		
Email:	luisa@reidylawgroup.com		
Correspondent Name:	Daniel Reidy, Esq.		
Address Line 1:	1230 Spring St.		
Address Line 4:	St. Helena, CALIFORNIA 94574		
NAME OF SUBMITTER:	Daniel Reidy, Esq.		
SIGNATURE:	/Daniel A. Reidy/		
DATE SIGNED:	03/07/2018		
Total Attachments: 1			
source=Eight Years in the Desert_Gallo TM assignment 3.7.18#page1.tif			

OP \$40.00 86766461

ASSIGNMENT OF TRADEMARKS

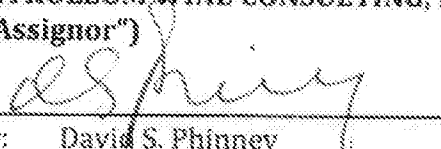
Whereas, Petroleum Wine Consulting LLC, a California limited liability company with an address at P.O. Box 475, Rutherford, California 94573 ("Assignor") has adopted, used, and owns United States Trademark Application Serial No. 86766461 (the "Application") for the EIGHT YEARS IN THE DESERT trademark (the "Trademark") used in connection with alcoholic beverages except beers in Int. Class 033.

Whereas, E. & J. Gallo Winery, a California corporation with an address at 600 Yosemite Boulevard, Modesto, California 95354 ("Assignee") is desirous of acquiring the Application and the Trademark.

Whereas, the Assignor represents and warrants that it owns all rights and title to the Application and the Trademark and that Assignor: (i) has not assigned or transferred any right, title or interest in and to said trademark to any third party or legal entity, and (ii) to the best of Assignor's knowledge that there have not been, and are, no third party claims against Assignor of any kind challenging Assignor's exclusive rights to the Application or the Trademark.

Now therefore, for good and valuable consideration received, Assignor hereby irrevocably assigns to Assignee all rights title, and interest in and to the Application and the Trademark, together with the goodwill associated with the goods and business symbolized by the Trademark, and including: (i) the registrations thereof; (ii) the common law trademarks and all rights associated therewith; (iii) all rights of any kind whatsoever accruing under or relating to the Trademark provided by applicable laws, international treaties, and conventions and otherwise; and (iv) any and all royalties fees, income, payments and other proceeds now or hereafter due or payable with respect to the Trademark, and the right to recover damages and profits for past infringements thereof.

PETROLEUM WINE CONSULTING, LLC
("Assignor")


By: David S. Phinney
Its: Manager

Signed in St. Helena on this 7th day of March, 2018
(location)