

900447512 04/19/2018

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM470611

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
QUAKER CITY MERCANTILE [REDACTED]		04/02/2018	Corporation: PENNSYLVANIA
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:	4882015	LO-FI	
Registration Number:	5246617	LO-FI APERITIFS	
Registration Number:	5276587	LO-FI CRAFT APERITIFS	
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:	04/19/2018		
Total Attachments: 2			
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OP \$90.00 4882015

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is made and entered into as of April 2, 2018, by and among QUAKER CITY MERCANTILE, a Pennsylvania corporation (“Assignor”), and E. & J. GALLO WINERY, a California corporation (“Assignee”).

WHEREAS, Assignor is the current owner of all right, title, and interest in and to the trademarks listed in Schedule A hereto, including but not limited to all common law rights thereto, all registrations thereof including without limitation, the U.S. Registrations listed on Schedule A hereto, and all goodwill associated therewith (hereinafter collectively called the “Trademarks”); and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks, including but not limited to all common law rights thereto, and the goodwill associated therewith, and Assignor desires to assign all right, title and interest in and to the Trademarks, including but not limited to all registrations thereof, all common law rights thereto, and all goodwill associated therewith, to Assignee; and

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties hereby agree as follows:

Assignor hereby irrevocably assigns and transfers all of its right, title, and interest in and to the Trademarks, including but not limited to all common law rights thereto, all registrations thereof, including without limitation, the U.S. Registrations listed on Schedule A hereto, and all goodwill associated therewith, to Assignee; and

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.

ASSIGNOR:

QUAKER CITY MERCANTILE, INC.

By: _____

Name: Steven Grasse

Title: CEO

ASSIGNEE:

E. & J. GALLO WINERY

By: _____

Name: Lisa Hernand

Title: Sr Director Finance



Schedule A
TRADEMARKS

Trademark	Reg. No. /Serial No.	Goods
LO-FI	4882015	Alcoholic beverages except beers
LO-FI APERITIFS	5246617	Alcoholic aperitif bitters; Alcoholic beverages except beers; Alcoholic bitters
LO-FI CRAFT APERITIFS	5276587	Alcoholic aperitif bitters; Alcoholic beverages except beers; Alcoholic bitters