

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM819165

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
KVL HOLDINGS, INC		06/20/2023	Corporation: CALIFORNIA
HAHN ESTATE		06/20/2023	Corporation: CALIFORNIA
HAHN FAMILY WINES		06/20/2023	Corporation: 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: 15			
Property Type	Number	Word Mark	
Registration Number:	4161958	BONESHAKER	
Registration Number:	5169512	BONESHAKER	
Serial Number:	97763138	HAHN	
Registration Number:	1990822	HAHN	
Registration Number:	5367666	HAHN FAMILY VINEYARDS	
Registration Number:	5644784	HAHN FAMILY WINES	
Serial Number:	90079054	HOOK CREEK RANCH	
Serial Number:	90063134	HOOK HILL RANCH	
Serial Number:	90062875	HOOK MOUNTAIN RANCH	
Serial Number:	90062882	HOOK VALLEY RANCH	
Registration Number:	3332482	LUCIENNE	
Registration Number:	4829866	NICKY HAHN	
Serial Number:	90062886	ROCKY HOOK RANCH	
Registration Number:	3610086		
Registration Number:	1948734	SMITH & HOOK	
CORRESPONDENCE DATA			

OP \$390.00 4161958

Fax Number:

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.

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:	06/22/2023

Total Attachments: 7

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ASSIGNMENT OF TRADEMARKS

This ASSIGNMENT OF TRADEMARKS (this “**Assignment**”) is made and entered into as of June 20, 2023, by and among KVL HOLDINGS, INC., a California corporation, HAHN ESTATE, a California corporation, and HAHN FAMILY WINES, a California corporation (each individually an “**Assignor**” and, collectively, “**Assignors**”), and E. & J. Gallo Winery, a California corporation (“**Assignee**”).

RECITALS

WHEREAS, Assignors (individually or together) are the current owners 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 Assignors desire to assign all right, title and interest in and to each of their respective Trademarks, and the goodwill associated therewith, to Assignee; and

WHEREAS, the parties are concurrently entering into an Asset Purchase Agreement dated June 20, 2023 (the “**Agreement**”), pursuant to which the Assignee is purchasing the Brand Portfolio and certain assets associated with the Business and/or the Brand Portfolio (both as defined in the Agreement) from Assignors, and this Assignment is subject to and in furtherance of the terms of that Agreement.

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

1. Assignment. Assignors hereby irrevocably sell, transfer, assign and set over unto Assignee, its successors and assigns, all right, title, and interest in and to the following, together with all goodwill associated therewith, including the business with which they are associated and which they symbolize:

- a. The Trademarks and all issuances, pending applications, extensions, and renewals thereof and all goodwill associated therewith;
- b. All rights of any kind whatsoever accruing under or relating to the Trademarks provided by applicable law, by international treaties, and conventions and otherwise, including common law rights; and
- c. Any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to the Trademarks, and the right to recover for damages and profits for past infringements thereof.

2. Recordation. Assignors agree to do the following at Assignee's cost and expense and promptly after Assignee's request therefor: perform any further acts, and execute and provide to Assignee all other documents, that are necessary to effect the assignment made in Section 1 above.

[SIGNATURES FOLLOW ON NEXT PAGE]

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

ASSIGNORS:

KVL HOLDINGS, INC.

By:  _____

Name: Thomas Duhambeau

Title: Assistant Vice President

ASSIGNEE:


E. & J. GALLO WINERY

By: _____

Name: _____

Title: _____

HAHN ESTATE

By:  _____

Name: Thomas Duhambeau

Title: President

HAHN FAMILY WINES

By:  _____

Name: Thomas Duhambeau

Title: Chairman and President

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

ASSIGNORS:

KVL HOLDINGS, INC.

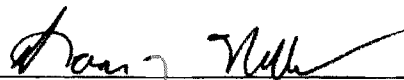
By: _____

Name: Thomas Duhameau

Title: Assistant Vice President

ASSIGNEE:

E. & J. GALLO WINERY

By:  _____

Name: Roger Nabedian

Title: Executive VP & GM

HAHN ESTATE

By: _____

Name: Thomas Duhameau

Title: President

HAHN FAMILY WINES

By: _____


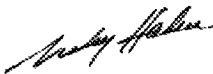
Name: Thomas Duhameau




Title: Chairman and President






Schedule A

To the Assignment of Trademarks

TRADEMARKS

Country	Mark	Appl/Reg. No/Status	Goods/services
US	BONESHAKER	Reg. No. 4161958	Wines
US	BONESHAKER and design 	Reg. No. 5169512	Alcoholic beverages except beers
US	HAHN	App No. 97763138	Alcoholic beverages except beers
US	HAHN	Reg. No. 1990822	Wines
US	HAHN FAMILY VINEYARDS	Reg. No. 5367666	Alcoholic beverages except beers
US	HAHN FAMILY WINES	Reg. No. 5644784	Alcoholic beverages except beers
US	HOOK CREEK RANCH	App. No. 90079054	Alcoholic beverages except beers
US	HOOK HILL RANCH	App. No. 90063134	Alcoholic beverages except beers
US	HOOK MOUNTAIN RANCH	App. No. 90062875	Alcoholic beverages except beers
US	HOOK VALLEY RANCH	App. No. 90062882	Alcoholic beverages except beers
US	LUCIENNE	Reg. No. 3332482	Wine
US	NICKY HAHN (stylized) 	Reg. No. 4829866	Wines
US	ROCKY HOOK RANCH	App. No. 90062886	Alcoholic beverages except beers

Country	Mark	Appl/Reg. No/Status	Goods/services
US	Rooster design 	Reg. No. 3610086	Wine
US	SMITH & HOOK	Reg. No. 1948734	Wines
US	GABRIELLE	Common law	
US	HAHN APPELLATION SERIES	Common law	
US	HAHN WINERY SELECTION	Common law	
US	HAHN ESTATE	Common law	
US	HAHN SLH	Common law	
US	 HAHN SLH	Common law	
US	HIGHLANDS IV	Common law	
US	HIGHLANDS VI	Common law	
US	HIGHLANDS XII	Common law	
US	HIGHLANDS CLUB	Common law	
US	HIGHLANDS CUVÉE RED	Common law	
US	HOOK VINEYARD	Common law	
US	ORCHESTRAL	Common law	
US	NICKY HAHN	Common law	
US	SH	Common law	
US	SH SMITH & HOOK	Common law	
US	SMITH VINEYARD	Common law	
US		Common law	

Country	Mark	Appl/Reg. No/Status	Goods/services
US		Common law	
US		Common law	
US		Common law	
US		Common law	
US		Common law	

Assignment of Trademarks
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