

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM425951

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
E. & J. Gallo Winery		01/03/2017	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	CGTJV Holdings LLC		
Street Address:	600 Yosemite Boulevard		
City:	Modesto		
State/Country:	CALIFORNIA		
Postal Code:	95354		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	3905301	X X X X X X X X	
Registration Number:	4488122		
Registration Number:	4623318		
Registration Number:	4623317		
Registration Number:	4950269	#SAVECINCO	
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:	05/02/2017		
Total Attachments: 9			
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OP \$140.00 3905301

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**GALLO ASSIGNMENT
AGREEMENT SHORT-FORM
ASSIGNMENT**

WHEREAS, the parties have entered into that certain Intellectual Property Assignment of even date herewith but effective on January 23, 2017 (the "Agreement"), and this Short-Form Assignment is subject to and directed by that "Agreement";

WHEREAS, E. & J. Gallo Winery, a California corporation with a business address at 600 Yosemite Boulevard, Modesto, California 95354 ("Assignor"), is the owner of all right, title and interest in and to the rights designated in Schedule A hereto;

WHEREAS, CGTJV HOLDINGS LLC, a Delaware, USA, limited liability company with a business address at 600 Yosemite Boulevard, Modesto, California 95354 ("Assignee"), desires to acquire all right, title and interest in and to the rights designated in Schedule A hereto; and

WHEREAS, the parties authorize Mr. Luis Javier Legarreta Cantú to record this agreement before the Mexican Industrial Property Institute;

NOW, THEREFORE, pursuant to the Agreement, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby irrevocably sells, transfers and assigns to Assignee all right, title and interest of Assignor in and to the rights designated in Schedule A hereto, together with the goodwill

**GALLO CONTRATO DE CESIÓN
FORMATO REDUCIDO**

CONSIDERANDO que las partes han celebrado con esta misma fecha cierto Contrato de Cesión de Propiedad Intelectual (el "Contrato") pero que será efectivo hasta el 23 de enero del 2017 y que esta versión reducida de contrato será gobernada y dirigida por dicho "Contrato";

CONSIDERANDO que E. & J. Gallo Winery, una empresa DE California EE.UU., con domicilio en 600 Yosemite Boulevard, Modesto, California 95354, ("Cedente"), es el propietario de todos los derechos, títulos e intereses de los derechos mencionados en el Anexo A del presente;

CONSIDERANDO que CGTJV HOLDINGS LLC, una entidad de responsabilidad limitada incorporada en Delaware, EE.UU., con domicilio en (DOMICILIO DE LA EMPRESA), ("Cesionario"), desea adquirir todos los derechos, títulos e intereses de los derechos mencionados en el Anexo A del presente; y

CONSIDERANDO que las partes autorizan a Luis Javier Legarreta Cantú para presentar este contrato de cesión ante el Instituto Mexicano de la Propiedad Industrial.

AHORA Y POR LO TANTO, de acuerdo al Contrato, por una buena y considerable cantidad, la cual se acusa recibo de aceptación y suficiencia, el Cedente por medio del presente y en forma irrevocable vende, transfiere y cede al Cesionario todo los derechos, títulos e intereses del Cedente en los

associated therewith and symbolized thereby, all common law rights related thereto, all rights of registration, renewal and extension, and the right to sue, and to recover damages and profits, for past, present and future infringements thereof.

derechos incluidos en el Anexo A del presente, junto con el crédito mercantil asociado y simbolizado, así como cualquier derecho de registro, renovación, extensión y el derecho de reclamar daños y ganancias pasadas, presentes y futuras de infracciones existentes.

CGTJV HOLDINGS LLC

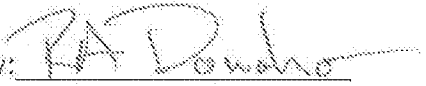
BY: 

NAME: Juan Carlos Camarena
Herrera

TITLE: Authorized Officer

DATE: January 3, 2017

CGTJV HOLDINGS LLC

By: 

Name: R.A. Donoho

Title: Authorized Officer

Date: January 3, 2017

E. & J. GALLO WINERY

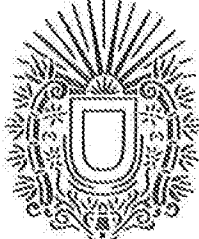
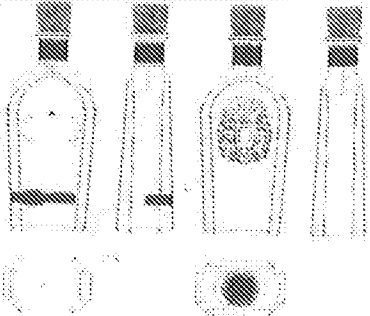
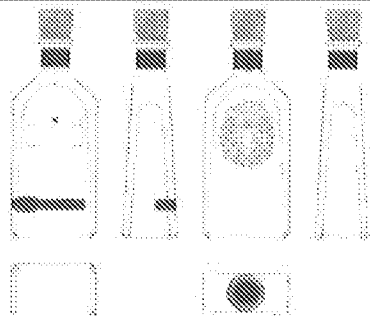
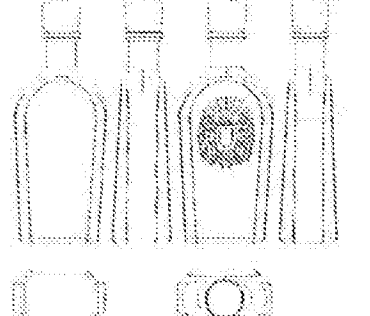
By: 

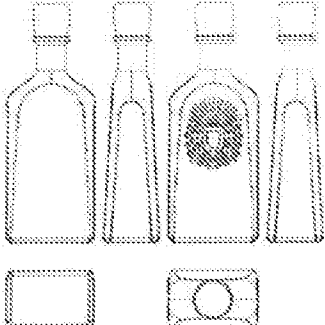
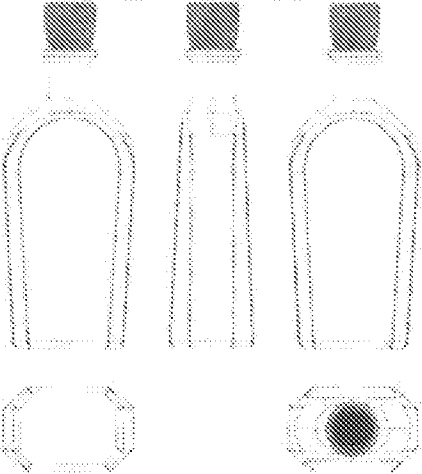
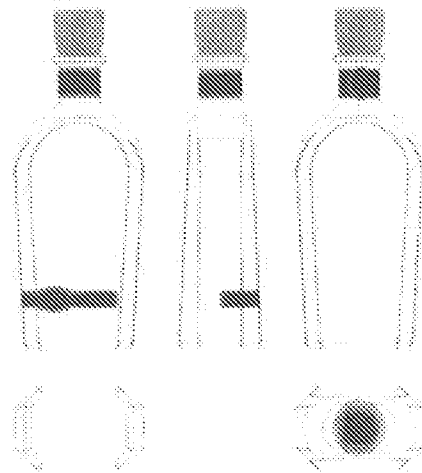
Name: R.A. Donoho

Title: Vice President, Global
Sourcing

Date: January 3, 2017

SCHEDULE A/PROGRAMAR A

JURISDICTION	REG./SER. NO.	IMAGE/DISEÑO
Mexico	1153218	
Mexico	1167477	
Mexico	1193168	
Mexico	1195502	

JURISDICTION	REG./SER. NO.	IMAGE/DISEÑO
Mexico	1217447	 <p>Four bottles are shown in a row. The first, second, and fourth bottles are identical and feature a simple, elongated shape with a narrow neck. The third bottle is identical but has a circular emblem on its front. Below the bottles are two rectangular labels: the left one is empty, and the right one contains a circular emblem.</p>
Mexico	1461104	 <p>Three bottles are shown in a row. Each bottle has a distinctively arched top and a narrow neck. The first and third bottles are identical, while the second is slightly narrower. Above each bottle is a small, dark, rectangular label. Below the bottles are two labels: the left one is empty, and the right one contains a circular emblem.</p>
Mexico	1461105	 <p>Three bottles are shown in a row, all with arched tops and narrow necks. The first and third bottles are identical, while the second is narrower. Each bottle has a dark, horizontal band near the base. Above each bottle is a small, dark, rectangular label. Below the bottles are two labels: the left one is empty, and the right one contains a circular emblem.</p>

AMENDMENT TO THE INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT AND GALLO
ASSIGNMENT AGREEMENT SHORT-FORM ASSIGNMENT

THIS AMENDMENT (the "Amendment") is between E. & J. Gallo Winery ("Gallo") and CGTJV Holdings LLC ("CGTJV") (each referred to in the singular as a "Party" and collectively as the "Parties") and amends the Intellectual Property Assignment Agreement and the Gallo Assignment Agreement Short-Form Assignment between the Parties, both effective January 23, 2017 (collectively, the "Assignment Agreements"). This Amendment is effective as of March 16, 2017. Capitalized terms not defined in this Amendment shall have the meanings given to them in the Assignment Agreements.

RECITALS

WHEREAS, the Parties wish to amend the Assignment Agreements to include all applicable assigned intellectual property rights.

NOW THEREFORE, in consideration of the mutual agreement herein contained and other good and valuable consideration, the sufficiency of which is hereby acknowledged, the Parties hereby agree as follows:

1. Amendment to Exhibit A to the Intellectual Property Assignment Agreement. Exhibit A is hereby deleted in its entirety and replaced with the new Exhibit A dated March 16, 2017, attached hereto and incorporated herein by reference.
2. Amendment to Schedule A to the Gallo Assignment Agreement Short-Form Assignment. Schedule A is hereby deleted in its entirety and replaced with the new Schedule A dated March 16, 2017, attached hereto and incorporated herein by reference.
3. No Further Changes. This Amendment addresses only the Parties' agreement with respect to Exhibit A of the Intellectual Property Assignment Agreement and Schedule A of the Gallo Assignment Agreement Short-Form Assignment. The terms and conditions of the Assignment Agreements will remain unchanged.

The undersigned warrant and represent that they have been duly authorized to sign this Amendment on behalf of their respective principals.

E. & J. GALLO WINERY

By: RA Donoho

Name: R. A. Donoho

Title: Vice President, Global Sourcing

Date: March 16, 2017

CGTJV Holdings LLC

By: RA Donoho

Name: R. A. Donoho

Title: Authorized Officer

Date: March 16, 2017

CGTJV Holdings LLC

By: Juan Carlos Camarena Herrera

Name: Juan Carlos Camarena Herrera

Title: Authorized Officer

Date: March 24, 2017

Exhibit A

March 16, 2017

E. & J. Gallo Winery Owned Marks

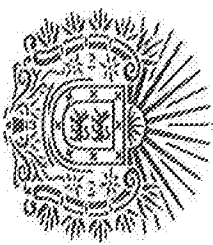
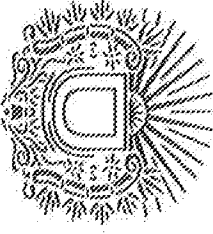
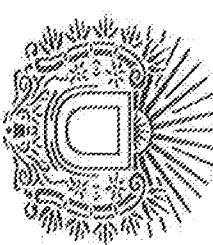
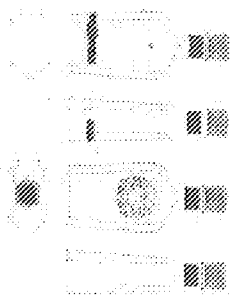
Country	Registration Status	Serial No.	Issue Date	Reg. No.	Reg. Date	Trademark
Canada	Registered	1452196	9/22/2009	TMA818475	2/27/2012	 CAMARENA (crest design)
Canada	Registered	1635444	7/16/2013	TMA888387	10/20/2014	 CAMARENA (crest w/o shield design)
Mexico	Registered	1067119	2/12/2010	1153218	4/16/2010	 CAMARENA (crest-2 design)
Mexico	Registered	1074892	3/17/2010	1167477	7/8/2010	 Tequila Bottle (2009B FTD Bottle)

Exhibit A

March 16, 2017

E. & J. Gallo Winery Owned Marks

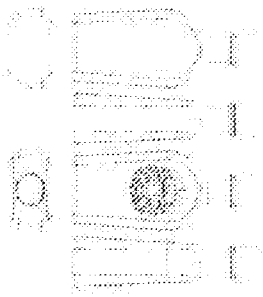
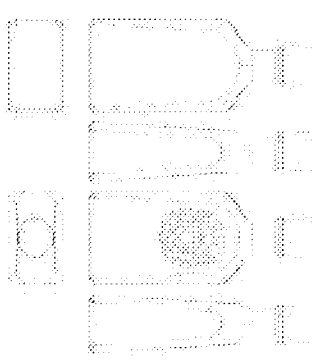
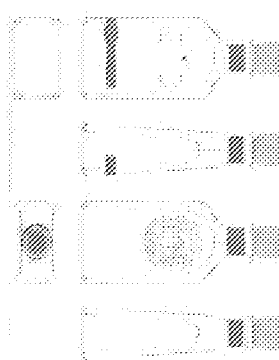
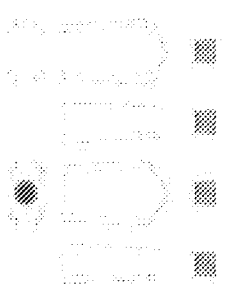
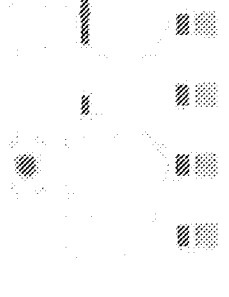
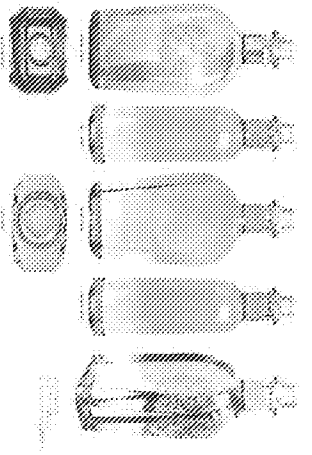
Mexico	Registered	1074895	3/17/2010	1195502	12/20/2010	 <p>Tequila Bottle (2009B Bottle Designs)</p>
Mexico	Registered	1075854	3/19/2010	1217447	5/18/2011	 <p>Tequila Bottle (2010C Bottle)</p>
Mexico	Registered	1075838	3/19/2010	1193168	12/2/2010	 <p>Tequila Bottle (2010C FTD Bottle)</p>

Exhibit A

March 16, 2017

E. & J. Gallo Winery Owned Marks

Mexico	Registered	14655612	3/11/2014	1461104	6/9/2014	 <p>Tequila Bottle (2009B 3D design)</p>
Mexico	Registered	14655614	3/11/2014	1461105	6/9/2014	 <p>Tequila Bottle (2009B 3D design with label)</p>
Mexico (COPYRIGHT)	Registered			03-2013- 1007111858 00-01	11/5/2013	 <p>Tequila Bottle (2009B)</p>

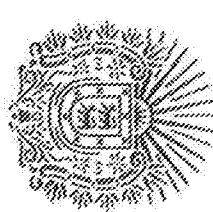
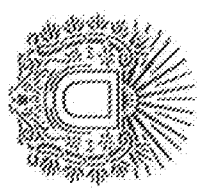



TRADEMARK

REEL: 006047 FRAME: 0450

Exhibit A

March 16, 2017

E. & J. Gallo Winery Owned Marks

United States of America	Registered	77823293	9/9/2009	3905301	1/11/2011	CAMARENA (crest design)	
United States of America	Registered	86010218	7/15/2013	4488122	2/25/2014	CAMARENA (Crest Design Plain)	
United States of America	Registered	86010277	7/15/2013	4623318	10/21/2014	Tequila Bottle (2009B Bottle Front View)	
United States of America	Registered	86010233	7/15/2013	4623317	10/21/2014	Tequila Bottle (2009B Bottle Back View)	
United States of America	Registered	86717223	8/6/2015	4950269	5/3/2016	#SAVECINCO	

TRADEMARK

REEL: 006047 FRAME: 0451

RECORDED: 05/02/2017