

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM485245

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		04/20/2018	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Gallo Vineyards, Inc.		
Street Address:	600 Yosemite Blvd.		
City:	Modesto		
State/Country:	CALIFORNIA		
Postal Code:	95354		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87271324	STAGE MOUNTAIN	
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 Blvd.		
Address Line 4:	Modesto, CALIFORNIA 95354		
NAME OF SUBMITTER:	Kristi W. Whalen		
SIGNATURE:	/KWW/		
DATE SIGNED:	08/08/2018		
Total Attachments: 3			
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OP \$40.00 87271324

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is made and entered into as of April 20, 2018, by and between **E. & J. GALLO WINERY**, a California corporation ("**Assignor**"), and **GALLO VINEYARDS, INC.**, 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 attached hereto, including, without limitation, all common law rights thereto and all registrations thereof, and other rights and goodwill associated therewith (hereinafter collectively called the "Trademarks"); and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks, and the goodwill associated therewith, and Assignor desires to assign all right, title and interest in and to each of its respective Trademarks, and the goodwill associated therewith, to Assignee.

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

Assignors hereby irrevocably assign and transfer all rights, title, and interests in and to the Trademarks, together with all goodwill associated therewith, and with all claims arising out of or relating to the use or ownership of the Trademarks, to Assignee, and

Assignors agree to perform any further acts and to execute and provide to Assignee all other documents that may be reasonably necessary to effect the assignment of the Trademarks to Assignee as promptly as practicable after Assignee's request therefor.

This Assignment is governed by and construed under the laws of the State of California.

This Assignment may be executed in any number of counterparts and each counterpart will be deemed to be an original document. Delivery of the executed Assignment may be accomplished by facsimile or portable document format (pdf) transmission and, if so delivered, the facsimile or pdf copy will be deemed an executed original counterpart of this Assignment. All executed counterparts together will constitute one and the same document, and any signature pages, including facsimile and pdf copies thereof, may be assembled to form a single original document.

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

ASSIGNOR:

E. & J. GALLO WINERY

By:  _____

Name: Richard Kranzmann

Title: Vice President & General Manager

ASSIGNEE:

GALLO VINEYARDS, INC.

By:  _____

Name: Thomas Smith

Title: Vice President

Schedule A

TRADEMARKS

Trademark	App. No.	Goods
STAGE MOUNTAIN	87271324	Alcoholic beverages except beers