

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Michael C. Houlihan		01/13/2005	INDIVIDUAL:
Bonnie M. Harvey		01/13/2005	INDIVIDUAL:

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: 7

Property Type	Number	Word Mark
Registration Number:	1657573	
Registration Number:	1708291	
Registration Number:	1792682	BAREFOOT
Registration Number:	2022699	
Registration Number:	2022700	BAREFOOT
Registration Number:	2022845	BAREFOOT
Serial Number:	78504697	BAREFOOT BUBBLY

CORRESPONDENCE DATA

Fax Number: (209)341-6270
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 209-341-4733
 Email: barbara.cloherly@ejgallo.com
 Correspondent Name: Paul W. Reidl
 Address Line 1: 600 Yosemite Boulevard

OP \$190.00 1657573

Address Line 4: Modesto, CALIFORNIA 95354

NAME OF SUBMITTER:	CHRIS KALABOKES
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Signature:	/ck/
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Date:	01/14/2005
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Total Attachments: 2 source=BF-Assignment-US#page1.tif source=BF-Assignment-US#page2.tif
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ASSIGNMENT OF UNITED STATES TRADEMARKS

WHEREAS, Michael C. Houlihan and Bonnie M. Harvey (referred to collectively as "Assignors"), are the owners of all right, title and interest in United States trademark registration numbers

- 1,657,573 ("Barefoot" logo)
- 1,708,291 ("Barefoot logo")
- 1,792,682 (word mark BAREFOOT and design)
- 2,022,699 ("Barefoot" logo)
- 2,022,700 (word mark BAREFOOT)
- 2,022,845 (word mark BAREFOOT)

and the goodwill associated therewith; and

WHEREAS Assignors are the owners of all right, title and interest in United States trademark application serial number

78/504,697

and the goodwill associated therewith; and

WHEREAS Assignors are the owners of all right, title and interest in California trademark registration number

80,838

and the goodwill associated therewith; and

WHEREAS, E. & J. Gallo Winery ("Assignee") is desirous of acquiring all of Assignors' right, title and interest in the above identified trademarks and registrations, and the goodwill associated therewith; and

WHEREAS, the parties have entered into a confidential agreement effective November 22, 2004 relating to the transfer of the above identified marks and registrations, and the goodwill associated therewith, from Assignors to Assignee, and this Assignment is subject to and directed by that Agreement.

NOW THEREFORE, for good and valuable consideration, receipt of which hereby is acknowledged, Assignors hereby irrevocably transfer all of their right, title and interest in and to the above identified marks and registrations, and the goodwill associated therewith to Assignee.



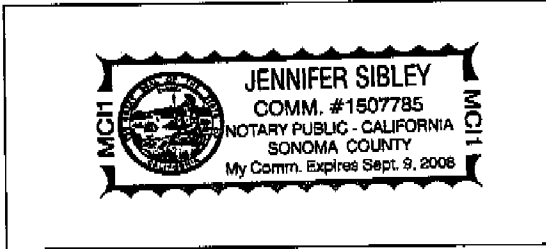
Michael C. Houlihan

State of California

County of Sonoma

On January 13, 2005 before me, Jennifer Sibley, Notary Public

personally appeared Michael C. Houlihan, personally known to me, ~~OR proved to me on the basis of~~ ~~satisfactory evidence~~ to be the person(s) whose name(s)



~~is/are~~ subscribed to the within instrument and acknowledged to me that he/~~she/they~~ executed the same in his/~~her/their~~ authorized capacity(ies), and that by his/~~her/their~~ signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal

Signature Jennifer Sibley

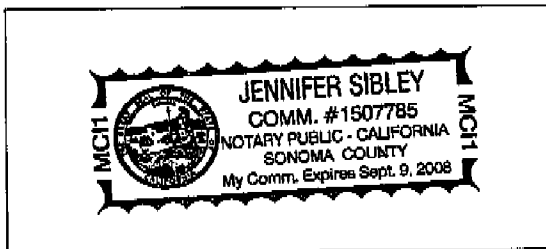
Bonnie M. Harvey
Bonnie M. Harvey

State of California

County of Sonoma

On January 13, 2005 before me, Jennifer Sibley, Notary Public

personally appeared Bonnie M. Harvey, personally known to me, ~~OR proved to me on the basis of~~ ~~satisfactory evidence~~ to be the person(s) whose name(s)



~~is/are~~ subscribed to the within instrument and acknowledged to me that he/~~she/they~~ executed the same in his/~~her/their~~ authorized capacity(ies), and that by his/~~her/their~~ signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal

Signature Jennifer Sibley