

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM401295

|   |  |  |                            |
|---|--|--|----------------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                                     |  |                            |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL |  |                            |
| <b>CONVEYING PARTY DATA</b>   |  |  |                            |
| <b>Name</b>   | <b>Formerly</b>                                    | <b>Execution Date</b>                    | <b>Entity Type</b>         |
| RKM Wines, LLC  |  | 09/21/2016                               | Limited Liability Company: |
| <b>RECEIVING PARTY DATA</b>   |  |  |                            |
| <b>Name:</b>  | E. & J. Gallo Winery                               |  |                            |
| <b>Street Address:</b>  | 600 Yosemite Boulevard                             |  |                            |
| <b>City:</b>  | Modesto  |  |                            |
| <b>State/Country:</b>   | CALIFORNIA   |  |                            |
| <b>Postal Code:</b>   | 95354  |  |                            |
| <b>Entity Type:</b>   | Corporation: CALIFORNIA                            |  |                            |
| <b>PROPERTY NUMBERS Total: 3</b>  |  |  |                            |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>                         |                            |
| <b>Registration Number:</b>   | 4368974  | OVERLAND                                 |                            |
| <b>Registration Number:</b>   | 4917755  | OVERLAND WINES OF PROMISE EFFORT & OPTIM |                            |
| <b>Serial Number:</b>   | 86472345   | AMBITION                                 |                            |
| <b>CORRESPONDENCE DATA</b>  |  |  |                            |
| <b>Fax Number:</b>  |  |  |                            |
| <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> |  |  |                            |
| <b>Email:</b>   | tm.group@ejgallo.com                               |  |                            |
| <b>Correspondent Name:</b>  | Kristi W. Whalen                                   |  |                            |
| <b>Address Line 1:</b>  | 600 Yosemite Boulevard                             |  |                            |
| <b>Address Line 4:</b>  | Modesto, CALIFORNIA 95354                          |  |                            |
| <b>NAME OF SUBMITTER:</b>   | Kristi W. Whalen                                   |  |                            |
| <b>SIGNATURE:</b>   | /kww/  |  |                            |
| <b>DATE SIGNED:</b>   | 10/07/2016   |  |                            |
| <b>Total Attachments: 2</b>   |  |  |                            |
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| source=Assignments (Fully Executed)#page2.tif   |  |  |                            |

OP \$90.00 4368974

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is made and entered into as of September 21, 2016, by and between RKM WINES, LLC, a California limited liability company, located at 171-15th Avenue San Francisco, CA 94118 ("Assignor"), and E. & J. GALLO WINERY, a California corporation, located at 600 Yosemite Boulevard, Modesto, CA 95354 ("Assignee").

WHEREAS, Assignor is the current owner 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 Assignor desires to assign all right, title and interest in and to each of its respective Trademarks, and the goodwill associated therewith, to Assignee; and

WHEREAS, the parties have entered into a Trademark and Copyright Purchase Agreement (the "Agreement") relating to the transfer of the Trademarks from the Assignor to Assignee, and this Assignment is subject to and in accordance with that Agreement.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby irrevocably assigns and transfers all of its rights, title, and interest in and to the Trademarks, together with all goodwill associated therewith, to Assignee.

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

ASSIGNOR:

RKM WINES, LLC

By: Richard Keenan  
Name: Richard Keenan  
Title: Member

ASSIGNEE:

E. & J. GALLO WINERY

By: Gary Ippolito  
Name: GARY IPPOLITO  
Title: EXECUTIVE VP & GM

SCHEDULE A  
To Trademark Assignment

| Trademark   | Goods | US Reg/Ser No. |
|---|-------|----------------|
| OVERLAND  | Wine  | 4368974        |
| AMBITION  | Wine  | 86472345       |
| OVERLAND WINES OF PROMISE EFFORT<br>& OPTIMISM...(and design) | Wine  | 4917755        |