

09-20-1999

FORM PTO-1594  
1-31-92

U.S. DEPARTMENT OF COMMERCE  
Patents and Trademark Office

To the Honorable Commissioner of Patents and Trade



ments or copy thereof.  
receiving party(ies)

101148668

1. Name of conveying party(ies):

KSN, LLC

Individual(s)

Association

General Partnership

Limited Partnership

Corporation-State: California

Other

Additional name(s) of conveying parties attached?  Yes  No

MD 9-13-99

Name:

Clif Bar, Inc.

Internal Address:

Street Address:

1610 Fifth Street

City: Berkeley

State: CA ZIP: 94710

Individual(s) citizenship

Association

General Partnership

Limited Partnership

Corporation-State:

California

Other

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No

(Designation must be a separate document from Assignment)

Additional names and addresses attached?  Yes  No

3. Nature of conveyance:

Assignment

Merger

Security Agreement

Change of Name

Other:

Execution Date: September 3, 1999

4. Application Number(s) or Registration Number(s).

A. Trademark Application No(s):

B. Trademark Registration No(s): 2,176,191

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: E. Lynn Perry, Esq.  
TOWNSEND AND TOWNSEND AND CREW LLP  
Two Embarcadero Center, 8<sup>th</sup> Floor  
San Francisco, California 94111-3834  
(415) 576-0200

6. Total number of applications and registrations involved 1

7. Total fee (37 CFR 3.41): \$40.00

Enclosed  Charge Fees to Deposit Account

Charge any additional fees associated with this paper or during the pendency of this application, or credit any overpayment, to deposit account.

8. Deposit account number: 20-1430

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing is true and correct and any attached copy is a true copy of the original document.

E. Lynn Perry  
Name of Person Signing

Signature

Date

Total number of pages including cover sheet, attachments and document: 2

10. Change Correspondence Address to that of Part 5?  Yes  No

GMB No. 0651-0011 (exp. 4/94)

Do not detach this portion

Mail documents to be recorded with required cover to:

09/17/1999 DHSUYEN 00000176 201430 2176191  
01 FC:481 40.00 CH

Asst. Commissioner for Trademarks  
Box: Assignments  
Washington, D.C. 20231

TRADEMARK  
REEL: 001959 FRAME: 0248

ASSIGNMENT

WHEREAS, KSN, LLC., a California limited liability corporation ("Assignor"), located and doing business at 1610 Fifth Street, Berkeley, California 94710, has adopted and used the following trademark which is registered with the U.S. Patent and Trademark Office:

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
THE NATURAL ENERGY BURST	2,176,191	July 28, 1998

WHEREAS, Clif Bar Inc., a California corporation ("Assignee"), located and doing business at 1610 Fifth Street, Berkeley, California 94710, desires to acquire said trademark and the above-mentioned registration;

NOW, THEREFORE, in consideration of and in exchange for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all rights, title and interest in and to the trademark and the said registration, together with the good will of the business symbolized by the mark and the right to sue for any past infringement.

This Assignment is effective as of 7-15-99.

KSN, LLC. (a California limited liability corporation)

Dated: 8/3/99

By: [Signature]  
Gary Erickson  
Partner & Chief Operating Officer

SF 1001470 v1

RECORDED: 09/13/1999

TRADEMARK  
REEL: 001959 FRAME: 0249