TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Clif Bar Inc.		06/06/2005	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Clif Bar & Co.
Street Address:	1610 Fifth Street
City:	Berkeley
State/Country:	CALIFORNIA
Postal Code:	94710
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 78

Property Type	Number	Word Mark
Serial Number:	78143198	BEYOND THE PODIUM
Serial Number:	78303877	BUILDER'S
Serial Number:	76320344	CHERRY COVERED CHOCOLATE
Serial Number:	76179507	CHOCOLATE JAVA AVALANCHE
Serial Number:	75121959	CLIF
Serial Number:	74486088	CLIF BAR
Serial Number:	76251420	CLIF BAR
Serial Number:	78348255	CLIF BAR PACE TEAM
Serial Number:	78722768	CLIF KIDS
Serial Number:	78722764	CLIF KIDS
Serial Number:	78642572	CLIF MOJO
Serial Number:	78539267	CLIF NECTAR
Serial Number:	78575486	CLIF NECTAR - THE ESSENCE OF SIMPLE
Serial Number:	78548048	CLIF SHOT

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Serial Number:	78515492	CLIF SHOT BODY WORKS
Serial Number:	78777680	CLIF ZBAR
Serial Number:	78561249	CLIFCRUNCH
Serial Number:	78561242	CLIFPRO
Serial Number:	78363992	COCOA DIPPED DOUBLE DECKER CRISP BAR
Serial Number:	78561147	COOKIES 'N CREAM DELIGHT
Serial Number:	76179509	COOL MINT CHOCOLATE
Serial Number:	78629192	COOL TAGS
Serial Number:	78838364	CRAN-RAZZ
Serial Number:	78540159	DISCIPLINED ENTREPRENEURIAL PLAYER
Serial Number:	76251423	FILMS BY...FOR...ABOUT WOMEN
Serial Number:	78478457	FOOD MATTERS
Serial Number:	78330925	GRAVITY FED
Serial Number:	78360434	IT'S YOUR BODY. YOU DECIDE.
Serial Number:	75656358	LEMONZEST
Serial Number:	76231062	LITTER LEASH
Serial Number:	75659803	LUNA
Serial Number:	78691041	LUNA BABY & ME
Serial Number:	78629259	LUNA CHIX
Serial Number:	78295766	LUNA MOM'S CLUB
Serial Number:	78565125	
Serial Number:	78691059	LUNA SUNRISE
Serial Number:	78309408	LUNABAR
Serial Number:	76196560	LUNAFEST
Serial Number:	78561252	LUNAPRO
Serial Number:	78330908	MOJO
Serial Number:	76179375	MOJO BAR
Serial Number:	76409599	MOJO BAR
Serial Number:	78331048	MOJO MOUNTAIN MIX
Serial Number:	78331023	MOJO NOT YOUR ORDINARY SNACK BAR
Serial Number:	78575473	
Serial Number:	78638628	NOT TOO SALTY NOT TOO SWEET
Serial Number:	78638619	NOT YOUR ORDINARY SNACK
Serial Number:	75825605	NUTRITION FOR SUSTAINED ENERGY
Serial Number:	75903129	NUTRITION FOR SUSTAINED ENERGY

Serial Number:	75656359	NUTZ OVER CHOCOLATE
Serial Number:	76201949	ORANGE BLISS
Serial Number:	76179508	ORANGE CHOCOLATE CHILL
Serial Number:	78646707	ORGANIC ENERGY FOR ACTIVE KIDS
Serial Number:	78295769	OUT AND ABOUT TOGETHER
Serial Number:	78182794	PEANUT TOFFEE BUZZ
Serial Number:	78843264	RAZZ
Serial Number:	78332317	RAZZ SORBET
Serial Number:	78548067	
Serial Number:	78838366	CLIFF SHOT
Serial Number:	78438928	RRIPL3
Serial Number:	78438915	RRIPL3
Serial Number:	78742672	SALTY NEVER TASTED SO SWEET
Serial Number:	78417679	SB19 COMPLIANT GUARDING AGAINST CHILD OBESITY WITHIN CALIFORNIA SCHOOLS
Serial Number:	75121961	SHOT
Serial Number:	78567783	SHOT BLOKS
Serial Number:	78332263	SONIC STRAWBERRY
Serial Number:	78629183	START GLOBAL COOLING
Serial Number:	78143196	SUPPORT FOR EVERY LEVEL OF RUNNER
Serial Number:	78255149	SWEET DREAMS
Serial Number:	78363879	THE NATURAL ENERGY BAR
Serial Number:	78360443	THE NATURAL ENERGY BURST
Serial Number:	78360416	THE NATURAL ENERGY SNACK
Serial Number:	78770648	THE NATURAL PERFORMANCE ENHANCER
Serial Number:	75656360	THE WHOLE NUTRITION BAR FOR WOMEN
Serial Number:	78366558	WHEN WORK FEELS LIKE A WORKOUT
Serial Number:	78540149	WHITE ROAD/RED ROAD
Serial Number:	78452169	WHOLE NUTRITION FOR WOMEN
Serial Number:	78418259	ZKIDS

CORRESPONDENCE DATA

Fax Number: (415)461-5810

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 415-461-5800

Email: lperry@perryip.com

Correspondent Name:	E. Lynn Perry
Address Line 1:	100 Drake's Landing Road, Suite 100
Address Line 4:	Greenbrae, CALIFORNIA 94904

ATTORNEY DOCKET NUMBER:	4640-1001
NAME OF SUBMITTER:	E. Lynn Perry
Signature:	/E. Lynn Perry/
Date:	04/25/2006

Total Attachments: 2
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State of California
Secretary of State

I, BRUCE McPHERSON, Secretary of State of the State of California, hereby certify:

That the attached transcript of 1 page(s) has been compared with the record on file in this office, of which it purports to be a copy, and that it is full, true and correct.

IN WITNESS WHEREOF, I execute this certificate and affix the Great Seal of the State of California this day of

JUN 21 2005

BRUCE McPHERSON
Secretary of State

ENDORSED - FILED
In the office of the Secretary of State
of the State of California

JUN 17 2005

CERTIFICATE OF AMENDMENT OF ARTICLES OF INCORPORATION OF CLIF BAR INC.

SHERYL O'LOUGHLIN and BRUCE LYMBURN certify that:

1. They are the President and Secretary, respectively, of CLIF BAR INC., a California corporation.

2. Article I of the Articles of Incorporation is hereby amended to read as follows:

"ARTICLE I.
NAME

The name of the corporation is CLIF BAR & CO."

3. The foregoing amendment to the Articles of Incorporation has been duly approved by the Board of Directors.

4. The foregoing amendment to the Articles Of Incorporation has been duly approved by the required vote of shareholders in accordance with Section 902 of the Corporations Code. The total number of outstanding shares of the corporation is 3,000, all of which are shares of Common Stock. The number of shares voting in favor of the amendment equaled or exceeded the vote required. The percentage vote required was more than 50%.

We further declare under penalty of perjury under the laws of the State of California that the matters set forth in this certificate are true and correct to our knowledge.

Date: June 6, 2005

SHERYL O'LOUGHLIN, President

BRUCE LYMBURN, Secretary

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OFFICE OF THE SECRETARY OF STATE