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:ANTHONY J. MALUTTA, ESQ. COMPANY:TOWNSEND AND TOWNSEND AND CREW LLP

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

**09/01/2009**  
**900142267**

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Clif Bar Inc.		06/06/2005	a California corporation:

**RECEIVING PARTY DATA**

<b>Name:</b>	Clif Bar & Co.
<b>Street Address:</b>	1610 Fifth Street
<b>City:</b>	Berkeley
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94710
<b>Entity Type:</b>	a California corporation:

**PROPERTY NUMBERS Total: 10**

Property Type	Number	Word Mark
Registration Number:	2938934	BIG SHOT
Registration Number:	2973864	COLA BUZZZZ
Registration Number:	3128924	GO MANGO
Registration Number:	3003655	MMM...CHOCOLATE
Registration Number:	2963979	MOCHA MOCHA
Registration Number:	2812026	THE ICE SERIES
Registration Number:	2962266	VIVA VANILLA
Registration Number:	2870690	COMMUNITYEFFECTINGCULTURECHANGEENVIRONMENT
Registration Number:	2956269	THE ENTIRELY NATURAL PROTEIN BAR
Registration Number:	3230623	WHOLE NUTRITION FOR WOMEN

**CORRESPONDENCE DATA**

Fax Number: (415)576-0300  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 415.576.0200

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:ANTHONY J. MALUTTA, ESQ. COMPANY:TOWNSEND AND TOWNSEND AND CREW LLP

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Correspondent Name: Anthony J. Malutta, Esq.  
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Address Line 2: Two Embarcadero Center, 8th Floor  
Address Line 4: San Francisco, CALIFORNIA 94111

ATTORNEY DOCKET NUMBER:	017119-0
NAME OF SUBMITTER:	Anthony J. Malutta
Signature:	/Anthony J. Malutta/
Date:	09/01/2009
Total Attachments: 1 source=clif bar Inc. change of name#page1.tif	

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: ANTHONY J. MALUTTA, ESQ. COMPANY: TOWNSEND AND TOWNSEND AND CREW LLP

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

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

**JUN 17 2005**

**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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