

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	08/22/2007		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	Clif Bar Family Winery and Farm, LLC		10/15/2009
			Entity Type
			LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Clif Bar & Company		
Street Address:	1610 5th Street		
City:	Berkeley		
State/Country:	CALIFORNIA		
Postal Code:	94710-1715		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	3422431	CLIF
CORRESPONDENCE DATA			
Fax Number:	(415)576-0300		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	415.576.0200		
Email:	ajm@townsend.com		
Correspondent Name:	Anthony J. Malutta		
Address Line 1:	Townsend and Townsend and Crew LLP		
Address Line 2:	Two Embarcadero Center, 8th Floor		
Address Line 4:	San Francisco, CALIFORNIA 94111		
ATTORNEY DOCKET NUMBER:	017119-017000US		
NAME OF SUBMITTER:	Anthony J. Malutta		

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**TRADEMARK
 REEL: 004078 FRAME: 0847**

Signature:	/Anthony J. Malutta/
Date:	10/15/2009
Total Attachments: 1 source=3422431 - Assignment#page1.tif	

TRADEMARK ASSIGNMENT

This ASSIGNMENT is made on the date set opposite the signature hereinbelow, but shall be effective, *nunc pro tunc*, as of August 22, 2007. The assignment made by this instrument is:

FROM:
Clif Bar Family Winery and Farm, LLC,
a California Limited Liability Company
1312 Vidovich Avenue
St. Helena, CA 94574.
("Assignor")

TO:
Clif Bar & Company,
a California corporation
1610 5th Street
Berkeley, CA 94710-1715
("Assignee")

WHEREAS, Assignor is the owner of the trademark set forth below, and all rights related thereto (including rights related to any such trademark, service mark, logo and/or trade dress - collectively, "the Mark"), and United States trademark application(s) therefore (and any registration that may issue thereon):

TRADEMARK



REGISTRATION NO.

3,422,431

WHEREAS, Assignor warrants that it owns all rights, title and interest of every kind, nature or description in and to the Mark, all rights therein, including any and all past, present and future registrations and applications therefor, all rights of renewal thereof, all rights to royalties for the licensing thereof, all claims for infringement thereof, and all goodwill pertaining thereto ("All Rights in the Mark");

WHEREAS, Assignor desires to assign to Assignee All Rights in the Mark (as defined above);

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to Assignee All Rights in the Mark (as defined above). This assignment of all claims for damages by reason of past infringement(s) of the Mark, includes the right of Assignee to sue for and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives. These assigned rights shall be held and enjoyed by Assignee for Assignee's own use and enjoyment, and for the use and enjoyment of its successors, assigns and other legal representatives, at common law and/or to the end of the term or terms of which registrations pertaining to the Mark may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made.

The undersigned officer of Assignor represents that she has authority to execute this Assignment on behalf of Assignor, and to carry out all obligations imposed hereunder. The undersigned has read, understands, and agrees to the terms of this Assignment.

ASSIGNOR:

CLIF BAR FAMILY WINERY AND FARM, LLC

Dated: 10/15/09, 2009

By: *Katherine Crawford*
Name: Katherine Crawford
Title: Managing Member

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Trustee of the Erickson-Crawford Family Trust, 4TD January 20, 2004