

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	04/24/2006		
<b>CONVEYING PARTY DATA</b>			
	<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>
	Clif Bar Family Winery and Farm, LLC		10/15/2009
			<b>Entity Type</b>
			LIMITED LIABILITY COMPANY: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Clif Bar & Company		
<b>Street Address:</b>	1610 5th Street		
<b>City:</b>	Berkeley		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94710-1715		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
	<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
	Registration Number:	3332512	CLIF
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(415)576-0300		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(415) 576-0200		
<b>Email:</b>	ajm@townsend.com		
<b>Correspondent Name:</b>	Anthony J. Malutta		
<b>Address Line 1:</b>	Townsend and Townsend and Crew LLP		
<b>Address Line 2:</b>	Two Embarcadero Center, 8th Floor		
<b>Address Line 4:</b>	San Francisco, CALIFORNIA 94111		
ATTORNEY DOCKET NUMBER:	017119-017100US		
NAME OF SUBMITTER:	Anthony J. Malutta		

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Signature:	/Anthony J. Malutta/
Date:	10/15/2009
Total Attachments: 1 source=3332512 - 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 April 24, 2006. 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.**

3,332,512

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:   
Name: Katherine Crawford  
Title: Managing Member

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

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**TRADEMARK**