

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Patagonia, Inc.		05/30/2012	CORPORATION:

RECEIVING PARTY DATA	
Name:	Patagonia Provisions, Inc.
Street Address:	259 W. Santa Clara St
Internal Address:	Attn: Legal Dept.
City:	Ventura
State/Country:	CALIFORNIA
Postal Code:	93001
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 4		
Property Type	Number	Word Mark
Serial Number:	77899627	PATAGONIA PROVISIONS
Serial Number:	77899637	PATAGONIA PROVISIONS
Serial Number:	77899642	PATAGONIA PROVISIONS
Serial Number:	85292114	PATAGONIA PROVISIONS

CORRESPONDENCE DATA	
Fax Number:	3108205988
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	310 207 3800
Email:	tm_filings@bstz.com
Correspondent Name:	Lori N. Boatright
Address Line 1:	12400 Wilshire Blvd. 7th Fl
Address Line 2:	Blakely Sokoloff Taylor & Zafman LLP
Address Line 4:	Los Angeles, CALIFORNIA 90025

ATTORNEY DOCKET NUMBER:	069333.GTM065	TRADEMARK
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CH \$115.00 77899627

NAME OF SUBMITTER:	Lori N. Boatright
Signature:	/Lori N. Boatright/
Date:	08/07/2012
Total Attachments: 5 source=PATAGONIA PROVISIONS ASSIGNMENT#page1.tif source=PATAGONIA PROVISIONS ASSIGNMENT#page2.tif source=PATAGONIA PROVISIONS ASSIGNMENT#page3.tif source=PATAGONIA PROVISIONS ASSIGNMENT#page4.tif source=PATAGONIA PROVISIONS ASSIGNMENT#page5.tif	

TRADEMARK ASSIGNMENT; OWNERSHIP RIGHTS DOCUMENT
FOR USE IN U.S., CANADA, ARGENTINA, EUROPE, JAPAN, ELSEWHERE

WHEREAS, Patagonia, Inc., a California corporation, having a principal place of business at 259 W. Santa Clara St., Ventura, CA 93001 ("Assignor"), has adopted, and in some instances, used the trademark PATAGONIA PROVISIONS for a variety of goods including trail mix, salmon jerky, other food/health food items, and for camping stoves; and

Patagonia, Inc. has applied to register or has registered the mark PATAGONIA PROVISIONS in many jurisdictions. In particular, Patagonia, Inc. has filed a number of trademark applications at the U.S. Patent & Trademark Office as well as the official respective Trademark Offices for Argentina, Canada, Europe, and Japan, the specifics of which are identified on the attached Exhibit A (U.S.) and Exhibit B (non-U.S.), both of which (and the contents thereof) are incorporated herein by reference;

WHEREAS, Patagonia Provisions, Inc., a California corporation having a principal place of business at 259 W. Santa Clara St., Ventura, CA 93001 ("Assignee") is desirous of acquiring from said Assignor the entire right, title and interest in and to the trademark PATAGONIA PROVISIONS in the U.S., Argentina, Canada, Europe and Japan, and any and all other rights developed or secured by Patagonia, Inc., anywhere in the world, together with the goodwill of the business pertaining thereto, and the applications and/or registrations for the trademark PATAGONIA PROVISIONS as identified in Exhibit A and Exhibit B. Assignor is willing to assign to Assignee, and Assignee is willing to accept from Assignor, the trademark PATAGONIA PROVISIONS, the associated goodwill of the portion of the business of Patagonia, Inc. pertaining thereto, and the applications and/or registrations for the trademark PATAGONIA PROVISIONS as identified in Exhibit A and Exhibit B;

Assignee was established as a separate legal entity in order to take over the portion of the business of Patagonia, Inc. associated with the mark PATAGONIA PROVISIONS, and, appropriately, Assignee incorporated as Patagonia Provisions, Inc., using the subject trademark as its primary company identity. In that Assignee is the successor to the portion of Assignor's business to which the mark PATAGONIA PROVISIONS pertains, this Assignment is proper even as to applications for trademark registration based on "intent to use" provisions of U.S. law and the relevant laws of other countries;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor does hereby sell, assign and transfer unto the Assignee, all right, title and interest in and to the trademark PATAGONIA PROVISIONS, together with the goodwill of the portion of the business of Patagonia, Inc. pertaining to the trademark PATAGONIA PROVISIONS, and the applications and/or registrations for the trademark PATAGONIA PROVISIONS as identified in Exhibit A and Exhibit B, including the right to sue for past infringements.

It is the intent of the parties that this Assignment serve to transfer all rights as to ownership of the applications and registrations for the mark PATAGONIA PROVISIONS from Patagonia, Inc. to Patagonia Provisions, Inc. It is the further intent of the parties that this document be accepted by the respective official Trademark Offices of the United States, Canada, Argentina, Europe, and Japan to effectuate the change ownership of PATAGONIA PROVISIONS applications and/or registrations from Patagonia, Inc. to Patagonia Provisions, Inc.

The parties are currently related companies, but regardless whether such relationship remains, the parties agree and acknowledge that they will undertake all reasonable efforts to prevent confusion in the marketplace, if any, which may arise from use of the common word PATAGONIA by both parties. The parties agree, if necessary, to identify and delineate uses of their respective marks and goods, and, if required, establish restrictions as to goods, channels of trade, or other means to avoid a likelihood of confusion.

Patagonia, Inc. hereby consents to the use and registration the mark PATAGONIA PROVISIONS by Patagonia Provisions, Inc., for the goods identified in the applications and registrations identified in Exhibit A and Exhibit B, and for a natural expansion of such goods and services. Patagonia Provisions, Inc. shall take no action in contravention of the trademark rights of Patagonia, Inc. and consents to the use and registration by Patagonia, Inc. of all PATAGONIA marks, including composite marks except for the identical mark PATAGONIA PROVISIONS, for all goods and services identified in the many applications and registrations owned by Patagonia, Inc., and for a natural expansion of such goods and services.

GRANTED/AGREED BY:

PATAGONIA, INC.

Dated: 5-30-12



Name: ROSE MARCARIO

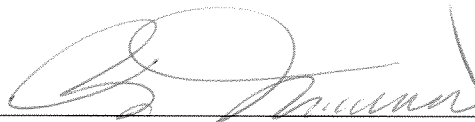
Assignor

Title: CFO, COO

ACCEPTED/AGREED BY:

PATAGONIA PROVISIONS, INC.

Dated: 5-30-12



Name: ROSE MARCARIO

Assignee

Title: CFO

US Trademark Status Report

Matter No.	Mark:	Class Number	Goods/Services	Serial No. Filing Date	Reg. Number Reg. Date	Use and Renewal Dates	Status/Remarks
T263B	PATAGONIA PROVISIONS	29	salmon jerky	77 / 899627 12/22/2009		Use Due: Pending Renewal Due:	
T263C	PATAGONIA PROVISIONS	29	trail mix snack food containing primarily nuts and dried fruit	77 / 899637 12/22/2009		Use Due: Pending Renewal Due:	
T263D	PATAGONIA PROVISIONS	30	snack foods, namely, granola-based snack bars	77 / 899642 12/22/2009		Use Due: Pending Renewal Due:	
T263E	PATAGONIA PROVISIONS	11	camping stoves	85 / 292114 4/11/2011		Use Due: Pending Renewal Due:	

Trademark Status Report By Jurisdiction

Jurisdiction: Argentina

Trademark	Jurisdiction	Status	Int'l Classes	App. Date	Reg. Date	Affidavit Due
		Substatus	Nat'l Classes	App. No.	Reg. No.	Next Renewal
PATAGONIA PROVISIONS	Argentina		29	2011-04-27		
				3,082,622		

Jurisdiction: Canada

Trademark	Jurisdiction	Status	Int'l Classes	App. Date	Reg. Date	Affidavit Due
		Substatus	Nat'l Classes	App. No.	Reg. No.	Next Renewal
PATAGONIA PROVISIONS	Canada	Pending	Fish products	2011-04-15		
				1,523,988		
PATAGONIA PROVISIONS	Canada	Pending	health foods	2009-07-23		
				1,445,779		

Jurisdiction: European Tradem. & Design Office (EM)

Trademark	Jurisdiction	Status	Int'l Classes	App. Date	Reg. Date	Affidavit Due
		Substatus	Nat'l Classes	App. No.	Reg. No.	Next Renewal
PATAGONIA PROVISIONS	European Tradem. & Design Office (EM)	Registered	32 ; 29 ; 30		2007-04-18	
					3013117	2013-07-18

Jurisdiction: Japan

Trademark	Jurisdiction	Status	Int'l Classes	App. Date	Reg. Date	Affidavit Due
		Substatus	Nat'l Classes	App. No.	Reg. No.	Next Renewal
PATAGONIA PROVISIONS	Japan	Registered	29	2011-04-06	2011-09-30	
				2011-24200	5,442,292	2021-09-30
PATAGONIA PROVISIONS	Japan		30	2003-03-31	2004-07-02	
				2003-025293	4784235	2014-07-02