

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM449725

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	09/12/2016		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Clif Bar Family Winery and Farm, LLC		08/21/2017	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Clif Bar & Company		
Street Address:	1451 66th Street		
City:	Emeryville		
State/Country:	CALIFORNIA		
Postal Code:	94608		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	87168628	CLIF FAMILY KITCHEN	
Registration Number:	4468881	CLIF FAMILY WINERY	
CORRESPONDENCE DATA			
Fax Number:	4155760300		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	415-576-0200		
Email:	amalutta@kilpatricktownsend.com, dvargas@kilpatricktownsend.com, tmadmin@kilpatricktownsend.com		
Correspondent Name:	Anthony J. Malutta		
Address Line 1:	Two Embarcadero Center, Suite 1900		
Address Line 2:	Kilpatrick Townsend & Stockton LLP		
Address Line 4:	San Francisco, CALIFORNIA 94111		
ATTORNEY DOCKET NUMBER:	1017824		
NAME OF SUBMITTER:	Anthony J. Malutta		
SIGNATURE:	/Anthony J. Malutta/		
DATE SIGNED:	11/04/2017		
Total Attachments: 1			

OP \$65.00 87168628

TRADEMARK ASSIGNMENT

This ASSIGNMENT is made on the date set opposite the signature herein below, but shall be effective, *nunc pro tunc*, as of September 12, 2016. 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
1451 66th Street
Emeryville, CA 94608
("Assignee")

WHEREAS, Assignor is the owner of the trademarks set forth below, and all rights related thereto (including rights related to any such trademarks, service marks, logos and/or trade dress - collectively, "the Marks"):

TRADEMARK

REGISTRATION NO.
(APPLICATION NO.)

CLIF FAMILY WINERY

4,468,881

CLIF FAMILY KITCHEN

(87-168,628)

WHEREAS, Assignor warrants that it owns all rights, title and interest of every kind, nature or description in and to the Marks, 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 Marks");

WHEREAS, Assignor desires to assign to Assignee All Rights in the Marks (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 Marks (as defined above). This assignment of all claims for damages by reason of past infringement(s) of the Marks, 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 Marks 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: August 21, 2017

By: 
Name: Linni A. Goss
Title: General Manager