

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM780057

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	07/27/2022		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Clif Bar & Company		01/11/2023	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Clif Family Foundation		
Street Address:	1451 66th Street		
City:	Emeryville		
State/Country:	CALIFORNIA		
Postal Code:	94608		
Entity Type:	Non-Profit Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4194174	SEED MATTERS	
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:	aschlette@kilpatricktownsend.com		
Correspondent Name:	Anthony J. Malutta		
Address Line 1:	Two Embarcadero Center, 19th Floor		
Address Line 4:	San Francisco, CALIFORNIA 94111		
NAME OF SUBMITTER:	Anthony J. Malutta		
SIGNATURE:	/anthony j. malutta/		
DATE SIGNED:	01/11/2023		
Total Attachments: 2			
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OP \$40.00 4194174

TRADEMARK ASSIGNMENT

This Trademark Assignment is made from Clif Bar & Company, a California corporation, having a business address at 1451 66th Street, Emeryville, California 94608 (“Assignor”), to Clif Family Foundation, a California nonprofit corporation having a business address at 1451 66th Street, Emeryville, California 94608 (“Assignee”). Assignor and Assignee agree as follows:

WHEREAS, Assignor claims and warrants that it owns all rights, title and interest of every kind, nature or description in and to the trademark listed in Schedule A to this Trademark Assignment (the “Mark”), including the trademark application and registration for the Mark, all of the goodwill pertaining to the Mark, all rights to use, register or renew registrations for the Mark, all rights to collect royalties for the licensing of the Mark, and all claims for infringement of the Mark (collectively, “All Rights in the Mark”); and

WHEREAS, Assignor and Assignee wish for Assignee to acquire All Rights in the Mark.

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. The rights of Assignee at common law and/or to the end of the term or terms of which registration of the Mark may be granted or renewed are to 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, as fully and entirely as the same would have been held and enjoyed by Assignor if this Trademark Assignment and sale had not been made; including all claims for royalties for licensing of the Mark and damages by reason of past infringement(s) of the Mark, with the right to sue for and collect the same for its own use and benefit, and for the use, benefit and on behalf of its successors, assigns and other legal representatives.

IN WITNESS WHEREOF, Assignor has executed this Trademark Assignment to be effective *nunc pro tunc* as of July 27, 2022.

Dated: January 11, 2023


**CLIF BAR & COMPANY, a California
corporation
(ASSIGNOR)**

By: Amy Norris

Name: Amy Norris

Title: Secretary and General Counsel of
successor in interest Clif Bar & Company, LLC

SCHEDULE A TO TRADEMARK ASSIGNMENT

Mark	Country	Serial No. Filing Date	Reg. No. Reg. Date
SEED MATTERS (stylized/design) 	United States of America	85/509,920 January 5, 2012	4,194,174 August 21, 2012