

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
Clif Bar, Inc.		07/16/2004	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	E. I. du Pont de Nemours and Comany		
Street Address:	1007 Market Street		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19898		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	75942856	SOLE	
CORRESPONDENCE DATA			
Fax Number:	(302)892-0562		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	302-992-5837		
Email:	karen.rennemo@usa.dupont.com		
Correspondent Name:	Karen Rennemo		
Address Line 1:	4417 Lancaster Pike		
Address Line 2:	BMP 25/1308		
Address Line 4:	Wilmington, DELAWARE 19805		
ATTORNEY DOCKET NUMBER:	SOLE'		
NAME OF SUBMITTER:	Elaine Slater		
Total Attachments: 1 source=Sole' Assignment#page1.tif			

CH \$40.00 75942856

TRADEMARK ASSIGNMENT

Clif Bar, Inc. whose address is 1610 Fifth Street, Berkeley, California 94710 ("Assignor"), owns the trademark SOLE' which is the subject of U.S. Intent to Use Trademark Application Ser. No. 75942856, filed March 13, 2000 (the "Mark"); and E.I. du Pont de Nemours and Company, whose address is 1007 Market Street, Wilmington, Delaware 19898, is desirous of acquiring the Mark;

NOW THEREFORE, in consideration of and in exchange for the sum of \$10,000.00 paid by Assignee, and other good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee hereby agree as follows:

- 1. Assignor hereby assigns to Assignee all right, title and interest Assignor may have in and to the Mark, including all applications, registrations, and domain names therefore, and the goodwill of the business symbolized by the Mark.
- 2. Assignor does not represent or warrant that the Mark is in use, that the registration for the Mark will issue, nor that any rights Assignor may have in the Mark are superior to the rights of any other person or entity.
- 3. This Agreement shall be binding upon and shall inure to the benefit of the successors, heirs and assigns of the parties.

CLIF BAR, INC.

Date: July 16, 2004

By: David Jericoff

Name: DAVID JERICOFF
Title: EXECUTIVE VICE PRESIDENT

E.I. du PONT DE NEMOURS AND COMPANY

Giselle Ruiz Arthur
Senior Trademark Counsel

TRADEMARK