



## ASSIGNMENT

WHEREAS, Bridgestone Corporation ("Assignor"), a Japanese corporation with an address at 10-1, 1-Chome Kyobashi, Chuo-ku, Tokyo, 104-0031, JAPAN, is the owner of the trademark ALLURE ("the Mark") for GOLF CLUBS; and

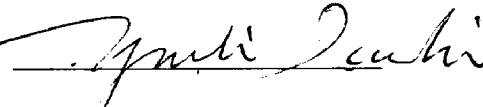
WHEREAS, Assignor is the owner of U.S. Trademark Registration Number 1,795,990 for the mark; and

WHEREAS, Bridgestone Sports Co., Ltd. ("Assignee"), a Japanese corporation with the address at Omori Bellport E-Kan, 22-7 Minami-oi 6-Chome, Shinagawa-ku, Tokyo, 140-0013, JAPAN, is desirous of acquiring said Mark, the registration therefor and the goodwill appurtenant to the Mark;

NOW, THEREFORE, in exchange for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Mark and above-identified registration therefor, together with the goodwill of the business symbolized by the Mark in the United States.

BRIDGESTONE CORPORATION

Date: December 17, 1998

By: 

Name: Yasuyuki Iwasaki

Title: General Manager, Intellectual  
Property Department