Form PTO-1595 1-31-92



U.S DEPARTMENT OF COMMERCE Patent and Trademark Office

M20/2·29·98 100932710	
To the Honorable Commissioner of Patents and Trademarks	. Please record the attached original documents or copy thereof.
1. Name of conveying party(ies): Bridgestone Corporation	2. Name and address of receiving party(ies)?
Individual(s) Association	Name: Bridgestone Sports Co., Ltd.
General Partnership Limited Partnership XXXX Corporation - JAPAN Other	Street Address: Omori Bellport E-Kan 22-7 Minami-oi 6-Chome Shinagawa-ku, Tokyo, JAPAN
Additional name(s) of conveying party(ies) attached? yes XXXX no	Individual(s) citizenship Association General Partnership
3. Nature of Conveyance:	Limited Partnership XXX Corporation - JAPAN Other
XXXX Assignment Merger Security Agreement Change of The Other	If assignee is not domiciled in the United States, a domestic representative designation is attached: XXX Yes No
Execution Date: November 23, 1998	Additional name(s) & address(es) attached? Yes XXXX No
4. Application number(s) or registration number(s):	
If this document is being filed together with a new application, the execution date of the application is:	
A. Trademark Application No.(s)	B. Trademark Registration No.(s) 1,795,990
Additional numbers attached? Yes XXXX No	
5. Name and address of party to whom correspondence concerning document should be mailed: Cynthia Clarke Weber SUGHRUE, MION, ZINN, MACPEAK & SEAS	6. Total number of applications and registration involved:
	1
2100 Pennsylvania Avenue, N.W. Suite 800	7. Total Fee (37 CFR 3.41): \$40.00 F.
Washington, D.C. 20037-3202	Enclosed. Please charge any underpayment in connection with this Assignment to Deposit Account No. 19-4880.
	Authorized to be charged to Deposit Account
	8. Deposit Account No.
	(Attach dupl. copy of this page if paying by Deposit Account)
DO NOT WRITE IN THIS SPACE	
9. Statement and Signature.	
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.	
Name (Ullan)	Date 1998
TOTAL NUMBER OF PAGES COMPRISING COVER SHEET, ATTACHMENTS AND DOCUMENT:	
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Do not detach this portion Mail documents to be recorded with required cover sheet information to: Commissioner of Patents and Trademarks Box Assignments Washington, D.C. 20231	

12/30/1998 DHGUYEN 00000304 1795990 01 FC:481

> **TRADEMARK REEL: 1833 FRAME: 0814**

ASSIGNMENT

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

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

WHEREAS, <u>Bridgestone Sports Co., Ltd.</u> ("Assignee"), a <u>Japanese</u> corporation with the address at <u>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;</u>

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.

RECORDED: 12/29/1998

BRIDGESTONE CORPORATION

Date: December 17, 1998

Name: Yasuyuki Iwasaki

Title: General Manager, Intellectual

By Juli Jenhi

Property Department

TRADEMARK REEL: 1833 FRAME: 0815