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BRIDGESTONE/FIRESTONE, INC.
1200 Firestone Parkway
Akron, Ohio 44317-0001

JOHN H. HORNICKEL
Chief Intellectual Property Counsel
Phone: 330/379-4605 Fax: 330/379-4064
e-mail:
hornickeljohn@bfusa.com

December 2, 1999

BOX ASSIGNMENT
Commissioner of Patents and Trademarks
Washington, DC 20231

Re: Recordal of Assignment of Trademark
Reg. No. 2,293,396 for TIRE TOUGH

Dear Sir:

An Assignment of the subject trademark registration is enclosed.

The date of the Assignment is December 2, 1999.

The ASSIGNOR is Bridgestone/Firestone, Inc., an Ohio corporation.

The ASSIGNEE is Bridgestone/Firestone Research, Inc., a Delaware corporation having an address of 1659 South Main Street, Akron, Ohio 44301.

Kindly record this Assignment in the Assignment Records of the U.S. Patent and Trademark Office and index this Assignment with respect to the trademark property listed above.

Please charge **Deposit Account No. 06-0925** the sum of \$40.00 for the recordal of the Assignment. A duplicate of this letter is enclosed.

The Commissioner is hereby authorized to charge, without specific authorization, any fees which may be required at any time for the Assignment Recordal to **Deposit Account No. 06-0925**.

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TRADEMARK

REEL: 002008 FRAME: 0701

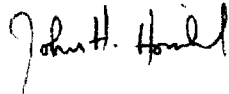
December 2, 1999
Page 2
Box Assignment

When the recordal has been effected, please return the original Assignment document to:

John H. Hornickel
Bridgestone/Firestone, Inc.
1200 Firestone Parkway
Akron, OH 44317-0001

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.

Yours very truly,



John H. Hornickel
Reg. No. 29,393

Enclosures

boxa.doc

CERTIFICATE OF EXPRESS MAILING -- 37 C.F.R.

"Express Mail" Mailing Label No.: EL163690534US

Date of Deposit: December 10, 1999

I hereby certify that this Assignment is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. § 1.10 on the date indicated above, addressed to the Commissioner of Patents and Trademarks, Washington, D.C. 20231, ATTN: Box Assignments



ASSIGNMENT OF TRADEMARK REGISTRATION

WHEREAS, Bridgestone/Firestone, Inc., a corporation organized and existing under and by virtue of the laws of the State of Ohio, having a principal place of business at 1200 Firestone Parkway, Akron, Ohio 44317-0001, has adopted, used and is using a mark which is registered in the United States Patent and Trademark Office, whose registration number and registration date are set out below:

<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Mark</u>
2,293,396	November 16, 1999	TIRE TOUGH

WHEREAS, Bridgestone/Firestone Research, Inc., a corporation organized and existing under and by virtue of the laws of the State of Delaware, having an address of 1659 South Main Street; Akron, Ohio 44301, is desirous of acquiring said mark and said registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Bridgestone/Firestone, Inc., does hereby assign unto Bridgestone/ Firestone Research, Inc., all right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark, and the herein identified registration thereof.

BRIDGESTONE/FIRESTONE, INC.

By: John H. Hornickel
Name: John H. Hornickel
Title: Assistant Secretary

STATE OF OHIO)
) SS
COUNTY OF SUMMIT)

On this 2nd day of December, 1999, before me personally appeared
John H. Hornickel to me personally known, who, being duly sworn, did say that he is the
Assistant Secretary of Bridgestone/Firestone, Inc., and that he duly executed the
foregoing instrument for and on behalf of Bridgestone/Firestone, Inc., being duly authorized to do so
and that said John H. Hornickel acknowledged said instrument to be the free act and
deed of said corporation.

Audrey M. Slentz
Notary Public

AUDREY M. SLENTZ, Notary Public
STATE OF OHIO
My Commission Expires Dec. 5, 2004

assign.doc