

09-06-2002



102212971

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
BRIDGESTONE/FIRESTONE NORTH AMERICAN TIRE, LLC
9.3.02

Individual(s) Association
 General Partnership Limited Partnership
 Corporation - State of
 Other - Limited Liability Company - Delaware

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):
Name: BFS BRANDS, LLC
Internal Address:
Street Address: 50 CENTURY BOULEVARD
City: NASHVILLE State: TN ZIP: 37214

Individual(s) citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation - State of
 Other - Limited Liability Company - Delaware

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
 (Designations must be a separate document from Assignment)
 Additional name(s) & address(es) attached? Yes No

OFFICE OF PUBLIC RELATIONS
702 SFD - 3 AM 11: 2002
FINANCE SECTION

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other

Execution Date: November 30, 2001

4. Application number(s) or registration number(s): ^

A. Trademark Application No.(s) B. Trademark registration No.(s)

76/139,636

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: John A. Vasuta
Bridgestone/Firestone Americas Holding, Inc.

Internal Address:
Street Address: 1200 Firestone Parkway
City: Akron State: OH ZIP: 44317-0001

6. Total Number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41): \$ 40.00
 Enclosed
 Authorized to be charged to deposit account (any fee deficiency)

8. Deposit Account Number: 06-0925
 (Attach duplicate copy of this page if paying by deposit account)

DO NOT USE 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.

John A. Vasuta *John A. Vasuta* _____
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 10

Mail documents to be recorded with required cover sheet information to:

09/05/2002 LMJELLER 00000168 060925 76139636
01 FC:481 40.00 CH

Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231

2008 Brands

EXHIBIT A -- REGISTRATIONS

Mark	Reg. No:	Reg. Date	Goods
721	1,130,324	2/5/1980	Tires.
5° NR (and design)	2,138,630	2/24/1998	Vehicle tires.
A BEAR FOR WEAR (and design)	155,426	5/30/1922	Rubber vehicle tires and rubber tire treads.
AEROFIRE	1,335,395	5/14/1985	Tires.
AFFINITY	1,935,939	11/14/1995	Tires.
AFFINITY HP	2,351,976	5/23/2000	Vehicle tires.
ALL TRACTION	607,042	6/7/1955	Tires.
AMBASSADOR	2,057,707	4/29/1997	Tires.
ASR	1,262,926	1/3/1984	Tires.
B-GRIP SILICA (and design)	2,138,634	2/24/1998	Vehicle tires.
BLUE RIBBON (Stylized)	393,309	2/3/1942	Tires.
CAVALLINO	859,309	10/29/1968	Tires.
CO-CS	2,130,456	1/20/1998	Vehicle tires.
COMMUTER	642,951	3/19/1957	Tires.
CONCEPT	1,103,024	9/26/1978	Tires.
COURIER	234,670	11/1/1927	Tires.
DAYTON (Stylized)	575,424	6/9/1953	Tires.
DAYTONA	740,642	11/13/1962	Tires.
DAYTONA SUPER STAG	1,244,369	7/5/1983	Tires.
DEEP SKID	663,474	6/24/1958	Tires.
DELUXE CHAMPION	725,988	1/2/1962	Tires.
DISTINCTION	2,206,685	12/1/1998	Vehicle tires.
DLC-100	824,897	2/28/1967	Tires.
DUPLEX	720,682	8/29/1961	Tires.
F-560	1,415,779	11/4/1986	Tires.
F-570	2,128,970	1/13/1998	Vehicle tires.
FALCON	1,115,237	3/20/1979	Tires.
FD663	2,232,916	3/16/1999	Vehicle tires.
FIREHAWK	1,471,366	1/5/1988	Tires.
FIREHAWK (and design)	1,475,837	2/9/1988	Tires.

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Mark	Reg. No:	Reg. Date	Goods
FIREHAWK (and design)	2,368,866	7/18/2000	
FIREHAWK FTX	1,629,063	12/25/1990	Tires.
FIREHAWK GTX	1,478,589	3/1/1988	Tires.
FIREHAWK LH	2,176,680	7/28/1998	Vehicle tires.
FIREHAWK PV40	2,173,839	7/14/1998	Vehicle tires.
FIREHAWK PV41	2,274,940	8/31/1999	Vehicle tires.
FIREHAWK RMT	1,875,903	1/24/1995	Tires.
FIREHAWK SH30	2,181,398	8/11/1998	Vehicle tires.
FIREHAWK SS	1,473,045	1/19/1988	Tires.
FIREHAWK SS10	2,218,594	1/19/1999	Vehicle tires.
FIREHAWK SS20	2,396,328	10/17/2000	Vehicle tires.
FIREHAWK SVX	1,626,958	12/11/1990	Tires.
FIREHAWK SZ50	2,131,198	1/20/1998	Vehicle tires.
FIREHAWK SZ50 EP	2,418,297	1/2/2001	Vehicle tires.
FIRESTONE	2,223,630	2/16/1999	Providing, by means of an on-line computer network, information in the field of roofing and other building products.
FIRESTONE	948,402	12/12/1972	Raw or partly prepared plastic resins in the form of powders, granules, pellets, or chips, for further use in the industrial arts.
FIRESTONE	1,471,665	1/5/1988	Roofing services.
FIRESTONE CHAMPION (Stylized)	379,936	7/30/1940	Tire repair materials.
FIRESTONE (BLOCK LETTERS)	2,464,005	6/26/2001	VEHICLE TIRES
FIRESTONE (Stylized)	140,804	3/29/1921	Tires.
FIRESTONE (Stylized)	209,064	2/16/1926	Vehicle wheels and rims.
FIRESTONE (Stylized)	265,808	1/7/1930	Storage batteries.
FIRESTONE (Stylized)	299,977	1/3/1933	Terminals and connectors, electrical cables, and storage battery parts, consisting of positive and negative plates, battery cases, connecting bars, terminal posts, and battery handles.
FIRESTONE (Stylized)	378,238	6/4/1940	Bicycles.
FIRESTONE (Stylized)	396,796	8/4/1942	Caps, coveralls, for service station attendants and jackets for general use.

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Mark	Reg. No:	Reg. Date	Goods
FIRESTONE (Stylized)	401,421	5/18/1943	Fountain pens, mechanical pencils, and wooden lead pencils.
FIRESTONE (Stylized)	1,178,631	11/17/1981	Retail tire and automotive store services.
FIRESTONE (Stylized)	1,387,468	3/25/1986	Tires and inner tubes.
FIRESTONE (Stylized)	1,445,182	6/30/1987	Roofing membrane system consisting of rubber membrane, sealer and adhesive sold as a unit; and rubber roofing membrane sold separately.
FIRESTONE FRIGITONE (Stylized)	376,814	4/9/1940	Anti-freeze composition for automobile radiators.
FIRESTONE SUPREME (and design)	265,807	1/7/1930	Storage batteries
FIRESTONE TRANSPORT (Stylized)	378,189	5/28/1940	Tires.
FIRETRAX	2,221,673	2/2/1999	Rubber tracks for agricultural tractors and equipment.
FLAT FIGHTER	1,144,612	12/30/1980	Puncture sealant for pneumatic tires.
FORCE 4	1,366,561	10/22/1985	Vehicle tires.
FOUR SEASONS	848,657	5/7/1968	Tires.
FR22	1,517,139	12/20/1988	Tires.
FR360	2,135,712	2/10/1998	Vehicle tires.
FR410	2,092,253	8/26/1997	Tires.
FR440	2,152,343	4/21/1998	Vehicle tires.
FR480	1,421,829	12/23/1986	Tires.
FR680	1,715,499	9/15/1992	Tires.
FR721	1,445,053	6/30/1987	Tires.
FS507	2,226,761	2/23/1999	Vehicle tires.
FS567	2,298,778	12/7/1999	Vehicle tires.
FS590 PLUS	2,265,442	7/27/1999	VEHICLE TIRES
FT455	2,223,255	2/9/1999	Vehicle tires.
FT70C	2,162,645	6/2/1998	Vehicle tires.
FUN TUBE	1,224,406	1/18/1983	Recreational rubber tubes.
GILLETTE (Stylized)	574,767	5/19/1953	Pneumatic tires and inner tubes.
GILLETTE EXECUTIVE	715,449	5/16/1961	Pneumatic tires.
GILLETTE KODIAK	1,101,406	9/5/1978	Vehicle tires.
GOLDEN BEAR	910,429	3/23/1971	Tires

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Mark	Reg. No.	Reg. Date	Goods
GRANDE	1,199,487	6/29/1982	Tires.
GRENADIER	1,415,778	11/4/1986	Tires.
GROUND GRIP	364,908	2/21/1939	Tires.
GUIDE GRIP	635,204	10/2/1956	Tires.
GUM-DIPPED (Stylized)	236,060	11/29/1927	Tires.
HORSEHEAD (design)	649,326	7/30/1957	Tires.
HP 2000	1,363,249	10/1/1985	Tires.
HP-3000	2,216,245	1/5/1999	Vehicle tires.
IMPERIAL FALCON	832,917	8/1/1967	Tires.
INSIGNIA	2,480,096	8/21/2001	VEHICLE TIRES
INSIGNIA S/R	2,232,814	3/16/1999	Vehicle tires.
INTERURBAN SUPER TRACTION	765,907	3/3/1964	Tires.
L.L. CARBON (and design)	2,132,436	1/27/1998	Vehicle tires.
LEMANS	756,436	9/10/1963	Tires.
LOAD MASTER	1,245,201	7/12/1983	Shock absorbers for vehicles.
LOADER-DOZER	750,196	5/28/1963	Tires.
LONGHAULER	918,501	8/17/1971	Tires.
LXX	896,905	8/18/1970	Tires.
MEDALLION F	201,751	8/4/1925	Tires.
MEDALLION F	1,170,711	9/22/1981	Retail tire and automotive store services.
O-BEAD (and design)	2,138,633	2/24/1998	Vehicle tires.
ONCOR	2,126,048	12/30/1997	Tires and tire treads.
ONCOR	2,126,050	12/30/1997	Tire retreading services.
PEERLESS	278,257	12/9/1930	Vehicle tires
PEERLESS	132,1921	2/26/1985	Batteries, Clothing
PERMASTEEL	1,011,912	5/27/1975	Tires.
PLATINUM	1,769,961	5/11/1993	Tires.
POLAR GRIP (and design)	507,684	3/15/1949	Tire treads.
POLARIS	2,243,020	5/4/1999	Tires for automobiles and trucks
POLARIS R3000	2,246,381	5/18/1999	Tires for automobiles and trucks.

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Mark	Reg. No:	Reg. Date	Goods
POLARIS R4000	2,217,613	1/12/1999	Tires for automobiles and trucks.
POWER FALCON	848,662	5/7/1968	Tires.
PRESIDENT (Stylized)	508,377	4/12/1949	Pneumatic tires for vehicles.
PRESIDENT (Stylized)	1,263,557	1/10/1984	Tires.
PSD 3000	2,220,354	1/26/1999	Vehicle tires.
QUADRA (Stylized)	1,162,637	7/28/1981	Tires.
QUADRA XT2	1,448,370	7/21/1987	Tires.
RADIAL ATX	1,256,811	1/18/1983	Tires.
RADIAL SPRINT	1,264,158	1/17/1984	Tires
REGENCY	1,385,174	3/4/1986	Tires.
RFT (and design)	2,369,203	7/18/2000	Vehicle tires.
RIB DUPLEX	890,491	5/5/1970	Tires.
ROCK GRIP EXCAVATOR	397,874	9/29/1942	Tires.
ROCK GRIP ROAD BUILDER	1,492,140	6/14/1988	Tires.
ROCK MASTER	1,191,146	3/2/1982	Tires.
S-211	1,136,110	5/27/1980	Tires.
SEALIX	2,485,658	9/4/2001	Vehicle tires.
SEIBERLING	172,503	8/28/1923	Tires.
SEIBERLING	520,891	2/7/1950	Tires.
SELF SEAL	1,235,060	4/12/1983	Tires.
SENATOR	688,769	11/24/1959	Tires.
SILVER BEAR	2,059,920	5/6/1997	Tires.
SILVER FALCON	832,915	8/1/1967	Tires.
SNOW BITER (and design)	1,079,339	12/13/1977	Tires.
SNOW KING	703,963	9/6/1960	Tires.
SPADE GRIP	378,439	6/11/1940	Tires.
SPRINT GT	976,379	1/8/1974	Pneumatic tires.
STEEL BELTED RADIAL F (and design)	1,241,988	6/14/1983	Tires.
STEELTEX	746,931	3/19/1963	Tires.
STEELTEX RADIAL ASR	1,261,664	12/20/1983	Tires.

EXHIBIT A -- REGISTRATIONS

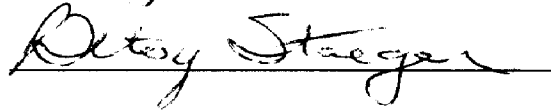
Mark	Reg. No:	Reg. Date	Goods
STEELTEX RADIAL R4S	2,256,538	6/29/1996	Vehicle tires.
STEELTEX RADIAL RTH	1,261,663	12/20/1983	Tires.
STONES	1,113,091	2/13/1979	Tires.
STRATO-STREAK	863,146	1/7/1969	Tires.
SUPER ROCK GRIP	1,495,027	7/5/1988	Tires.
SUPREME (Stylized)	259,303	7/30/1929	Tires.
SUPREME SI	2,276,689	9/7/1999	Vehicle tires.
T506	1,333,146	4/30/1985	Tires.
T520	1,331,960	4/23/1985	Tires.
T545 RADIAL	1,494,150	6/28/1988	Tires.
T546 PSD RADIAL	1,495,034	7/5/1988	Tires.
T559	1,984,595	7/2/1996	Tires.
T575	1,811,509	12/14/1993	Tires.
T589 LP RADIAL	1,628,202	12/18/1990	Tires.
T589 RADIAL	1,641,187	4/16/1991	Tires.
T819 RADIAL	2,225,476	2/23/1999	Vehicle tires.
T831	1,737,583	12/1/1992	Tires.
T839 RADIAL	2,225,475	2/23/1999	Vehicle tires.
TEMPA SPARE	1,243,515	6/28/1983	Tires.
THE MASTERMIND OF FIRESTONE	1,685,164	5/5/1992	Vehicle engine analyzer.
THOROBRED	151,732	2/14/1922	Tires.
THRU-WAY	582,353	11/10/1953	Tires.
TIMBERLINE	2,369,137	7/18/2000	Tires for automobiles and trucks.
TIMBERLINE PEAK PERFORMANCE (and design)	2,369,216	7/18/2000	Tires for automobiles and trucks.
TOWN & COUNTRY (Stylized)	590,267	5/25/1954	Tires.
TOWN & COUNTRY (Stylized)	976,817	1/15/1974	Tires.
TRAIL RIDER	1,138,964	8/26/1980	Tires.
TRANS/TRAC	1,137,345	7/1/1980	Tires.
TRANSPORT (Stylized)	159,855	10/10/1922	Tires.
TRANSPORT 1	922,819	10/26/1971	Tires.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the application of)
)
BFS Brands, LLC)
)
Serial No. 76/139,636)
)
Filed October 2, 2000)
)
Mark DESTINATION)

Certificate of Mailing

I hereby certify that this correspondence was deposited with the United States Postal Service as first class mail in an envelope addressed to: BOX ASSIGNMENTS, Commissioner for Patent and Trademarks, Washington, D.C. 20231 on this 26 day of Aug, 2002



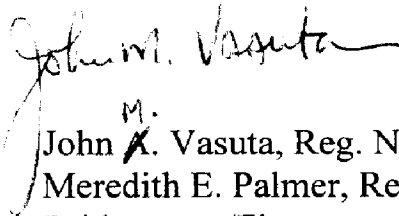
TRANSMITTAL SHEET

Enclosed are the following documents:

Recordation Form Cover Sheet -FORM PTO-1594
Assignment of Trademark Registrations and Applications
Exhibit A
Return Receipt Post Card

The Commissioner is hereby authorized to charge payment of any fees associated with this communication or credit any overpayment to Deposit Account No. 06-0925.

Respectfully submitted,



John ^{M.} Vasuta, Reg. No. 38,353
Meredith E. Palmer, Reg. No. 47,839
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Akron, Ohio 44317-0001
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