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EXHIBIT A -- REGISTRATIONS

Mark	Reg. No.	Reg. Date
ACCELERATOR G/T	2,584,521	04/23/02
DURAFORCE DT	2,701,030	03/25/03
DURAFORCE ND	2,689,154	02/18/03
FIREHAWK PVS	2,541,273	02/19/02
FIRESTONE POLYMERS	2,582,878	06/18/02
FIRESTONE POLYMERS	2,813,281	02/10/04
FR 380	2,589,545	07/02/02
H.E.S.	2,678,805	01/21/03
LH30	2,694,144	03/04/03
MYTIRESAFETY	2,828,478	03/30/04
MYTIRESAFETY.COM	2,841,433	05/11/04
MYTIRESAFETY.COM	2,824,011	03/16/04
WINTERFORCE	2,826,290	03/23/04

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EXHIBIT B -- APPLICATIONS

Mark	Appl. No.	Appl. Date
BREAKDOWN MANAGER	78/039,504	12/15/00
DMR MAX TRACTION LIGHT TRUCK TIRE TECHNOLOGIES	78/153,291	08/12/02
DURA-LOC 3.0	78/150,158	08/12/02
EXTRACTION TRACTION	78/150,142	08/02/02
MONITYRE	78/176,073	12/05/00
TIRE SAFETY.COM	78/039,824	12/19/00
TREADSTAT	78/055,361	03/27/01

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Form PTO-1594 (Rev. 06/04)
OMB Collection 0851-0027 (exp. 8/30/2005)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):

Bridgestone/Firestone North
American Tire, LLC

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

Citizenship (see guidelines) _____

Execution Date(s) _____

Additional names of conveying parties attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Association
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: BFS Brands, LLC

Internal Address: _____

Street Address: 535 Marriott Drive

City: Nashville

State: Tennessee

Country: US Zip: 37214

- Association Citizenship _____
- General Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship _____
- Other Limited Liability Company Citizenship _____

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)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

See Attached

B. Trademark Registration No.(s)

See Attached

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

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

Name: John M. Vasuta

Internal Address: Bridgestone/Firestone Americas Holding, Inc

Street Address: 1200 Firestone Parkway

City: Akron

State: Ohio Zip: 44317

Phone Number: (330) 379-6850

Fax Number: (330) 379-3816

Email Address: VasutaJohn@bfusa.com

6. Total number of applications and registrations involved:

20

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number 06-0925

Authorized User Name _____

9. Signature:

John M. Vasuta

Signature

July 29, 2004

Date

John M. Vasuta

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 4

Documents to be recorded (including cover sheet) should be faxed to (703) 388-0980, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1480, Alexandria, VA 22318-1480

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ASSIGNMENT OF TRADEMARK REGISTRATIONS AND APPLICATIONS

WHEREAS, Bridgestone/Firestone North American Tire, LLC., a limited liability company organized and existing under and by virtue of the laws of the State of Delaware, having an address of 535 Marriott Drive, Nashville, Tennessee, 37214 or its predecessors in interest, has adopted and used marks which are

Registered in the United States Patent and Trademark Office, whose registration numbers and registration dates are set out in Exhibit A, "Registrations", attached hereto; and

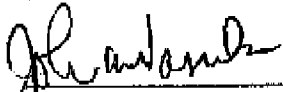
Pending as applications for registration in the United States Patent and Trademark Office, whose serial numbers and filing dates are set out in Exhibit B, "Applications", attached hereto, including intent-to-use applications for registration in the United States and Trademark Office (identified in bold print); and

WHEREAS, BFS Brands, LLC, a limited liability company organized and existing under and by virtue of the laws of the State of Delaware, having an address of 535 Marriott Drive, Nashville, Tennessee, 37214 is desirous of acquiring said marks and said Registrations and Applications for registration thereof because it is the successor to that portion of the business of Bridgestone/Firestone North American Tire, LLC to which the marks pertain;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Bridgestone/Firestone North American Tire, LLC, does hereby assign unto BFS Brands, LLC, all right, title and interest in and to the said marks, together with the goodwill of the business symbolized by the marks, and the identified Registrations and Applications thereof.

**BRIDGESTONE/FIRESTONE
NORTH AMERICAN TIRE, LLC**


Date: July 29, 2004



John M. Vasuta
Assistant Secretary

State of Ohio)
) SS
County of Summit)

On this 29th day of July 2004, before me personally appeared John M. Vasuta to me personally known, who, being duly sworn, said that he is the Assistant Secretary of Bridgestone/Firestone North American Tire, LLC, and that he duly executed the foregoing instrument for and on behalf of Bridgestone/Firestone North American Tire, LLC, being duly authorized to do so and that said John M. Vasuta acknowledged said instrument to be the free act and deed of said limited liability company.



Heather S. Mattis
My Commission Expires: 05/11/07