

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bridgestone Flowtech Corporation		03/25/2005	CORPORATION: JAPAN
RECEIVING PARTY DATA			
Name:	Bridgestone Corporation		
Street Address:	10-1, Kyobashi 1-chome, Chuo-ku		
City:	Tokyo		
State/Country:	JAPAN		
Entity Type:	CORPORATION: JAPAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1867450	SELFIT	
CORRESPONDENCE DATA			
Fax Number:	(202)331-4308		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(202)663-7484		
Email:	trademark@sughrue.com		
Correspondent Name:	Gary D. Krugman		
Address Line 1:	2100 Pennsylvania Avenue, N.W.		
Address Line 2:	Suite 800		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20037-3213		
DOMESTIC REPRESENTATIVE			
Name:	Gary D. Krugman		
Address Line 1:	2100 Pennsylvania Avenue, N.W.		
Address Line 2:	Suite 800		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20037-3213		
NAME OF SUBMITTER:	Gary D. Krugman		

CH \$40.00 1867450

Signature:

/Gary D. Krugman/

Date:

04/12/2005

Total Attachments: 2

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ASSIGNMENT

WHEREAS, Bridgestone Flowtech Corporation, a Japanese corporation with a business address of 3-1, Minamishinozaki 1-chome, Kazo-shi, Saitama-ken, Japan has adopted, used, is using and is the owner of the trademark SELFIT which is the subject of U.S. Registration No. 1,867,450 issued December 13, 1994; and

WHEREAS, Bridgestone Corporation, a Japanese corporation with a business address of 10-1, Kyobashi 1-chome, Chuo-ku, Tokyo, Japan is desirous of acquiring said registered trademark;

NOW, THEREFORE, in consideration of the sum of ten dollars [\$10.00] and other good and valuable consideration, the receipt of which is hereby acknowledged, Bridgestone Flowtech Corporation hereby assigns to Bridgestone Corporation all right, title and interest in the United States in and to said trademark and trademark registration, together with the goodwill of the business symbolized by said trademark and said trademark registration.

BRIDGESTONE FLOWTECH CORPORATION

By: A. Noda

Name: Akeshi Noda

Title: President

Date: March 25, 2005

APPOINTMENT OF DOMESTIC REPRESENTATIVE

In re the matter of:

Bridgestone Corporation

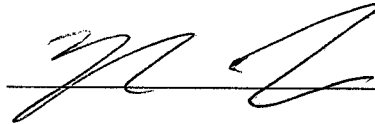
Registration No. 1,867,450 [by Assignment]

Mark: SELFIT

SUGHRUE MION, PLLC, whose postal address is 2100 Pennsylvania Avenue, N.W. Washington, D.C. 20037, United States of America, is hereby designated Registrant's representative upon whom notice or process in proceedings affecting the mark may be served.

BRIDGESTONE CORPORATION

By:



Name:

Yasuhiro Takeda

Title:

General Manager

Intellectual Property Department

Date:

March 9, 2005