

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 Firestone North American Tire, LLC		10/09/2007	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	BFS Brands, LLC		
Street Address:	535 Marriott Drive		
City:	Akron		
State/Country:	OHIO		
Postal Code:	44317		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2507769	FIRESTONE	
CORRESPONDENCE DATA			
Fax Number:	(330)379-3816		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	1-330-379-6178		
Email:	novakheather@bfusa.com		
Correspondent Name:	Thomas R. Kingsbury		
Address Line 1:	1200 Firestone Parkway		
Address Line 4:	Akron, OHIO 44317		
NAME OF SUBMITTER:	Thomas R. Kingsbury		
Signature:	/Thomas R. Kingsbury/		
Date:	11/08/2007		

CH \$40.00 2507769

Total Attachments: 2

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**TRADEMARK
 REEL: 003657 FRAME: 0103**

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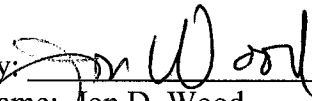
ASSIGNMENT OF TRADEMARK REGISTRATION

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 the mark which is registered in the United States Patent and Trademark Office, whose registration number and registration date is set out in Exhibit A attached hereto; 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, TN 37214, is desirous of acquiring said mark and said Registration;

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 mark, together with the goodwill of the business symbolized by the mark, and the identified Registration thereof.

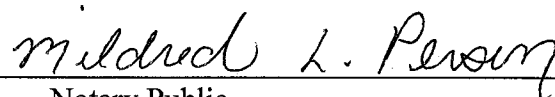
BRIDGESTONE FIRESTONE NORTH
AMERICAN TIRE, LLC

By: 
Name: Jon D. Wood
Title: Assistant Secretary

State of Ohio)
) SS
County of Summit)

On this 9th day of October, 2007, before me personally appeared Jon D. Wood, personally known to me, to be the person signing this Assignment, in the capacity stated, who acknowledged to me the truth of the statements contained herein, the same being his free act and deed.

IN WITNESS WHEREOF, I have hereunto set my hand and seal this 9th day of October, 2007.


Notary Public

MILDRED L. PERSIN, Notary Public
Residence - Summit County
State Wide Jurisdiction, Ohio
My Commission Expires November 28, 2011

EXHIBIT A

<u>Mark</u>	<u>Reg. No.</u>	<u>Issue Date</u>
FIRESTONE	2507769	11/13/2001