

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
TBC CORPORATION		12/07/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	TBC BRANDS, LLC		
Street Address:	2215-B Renaissance Drive		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89119		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3274281	TIRE AMERICA	
CORRESPONDENCE DATA			
Fax Number:	(202)393-5350		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	2026286666		
Email:	mgentner@jhip.com		
Correspondent Name:	Marsha G. Gentner		
Address Line 1:	400 Seventh Street, N.W.		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
ATTORNEY DOCKET NUMBER:	1952/T-36830US0		
NAME OF SUBMITTER:	Marsha G. Gentner		
Signature:	/Marsha G. Gentner/		
Date:	12/12/2007		

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REEL: 003676 FRAME: 0703

TRADEMARK ASSIGNMENT

This Assignment is made by and between TBC Corporation, a Delaware corporation, whose address is 7111 Fairway Drive, Palm Beach Gardens, Florida 33418 [hereinafter "Assignor"], and TBC Brands, LLC, a Delaware limited liability company, whose address is 2215-B Renaissance Drive, Suite 5, Las Vegas, Nevada 89119 [hereinafter "Assignee"].

WHEREAS, Assignor is the owner of record of the trademark TIRE AMERICA for retail store services in the field of automobile tires, brakes, batteries, wheels, shocks, struts, headlights, taillights, motor oil and other automotive accessories, in Class 35; and automotive vehicle repair and maintenance services, namely, wheel mounting, wheel alignment, wheel balancing, tire repair, battery installation and testing, in Class 37, and is the owner of record of the U.S. trademark registration therefor, No. 3,274,281, issued August 7, 2007; and


WHEREAS, Assignor and Assignee are related companies, and desire that all right, title and interest in and to the TIRE AMERICA mark and the U.S. registration therefor of Assignor be transferred to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to said Assignee, all right, title and interest in and to the aforesaid TIRE AMERICA mark, and the aforesaid U.S. trademark registration therefor, together with the whole of the goodwill of the business symbolized by said TIRE AMERICA mark, the same to be held and enjoyed by the Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made; together with all claims for damage by reason of past infringement of the aforesaid trademark, with the right to sue for and collect the same for its own use and behalf, and for the use and on behalf of its successors, assigns or other legal representatives.

IN TESTIMONY WHEREOF, said Assignor has executed the foregoing instrument, this 7TH day of December, 2007.

TBC CORPORATION

By:
Name:
Title:


Susan D. Hendee
General Counsel & Assistant Secretary