

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		02/01/2008	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	BFS Brands, LLC		
Street Address:	535 Marriott Drive		
City:	Nashville		
State/Country:	TENNESSEE		
Postal Code:	37214		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2532512	PULLER 2000	
CORRESPONDENCE DATA			
Fax Number:	(330)379-4064		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	1-330-379-6178		
Email:	iplaw@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:	02/07/2008		

CH \$40.00 2532512

Total Attachments: 2

900098498

**TRADEMARK
 REEL: 003714 FRAME: 0792**

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EXHIBIT A

<u>Mark</u>	<u>Reg. No.</u>	<u>Issue Date</u>
PULLER 2000	2532512	1/22/2002