Electronic Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Stylesheet Version v1.1

Name	Formerly	Execution Date	Entity Type
Bridgestone Firestone North		02/01/2008	LIMITED LIABILITY
American Tire, LLC		02/01/2006	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

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

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

Total Attachments: 2

TRADEMARK REEL: 003714 FRAME: 0792

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TRADEMARK REEL: 003714 FRAME: 0793

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

State of Ohio) SS County of Summit

On this ______ day of February, 2008, 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 /St day of February, 2008.

> MILDRED L. PERSIN, Notary Public Residence - Summit County State Wide Jurisdiction, Ohio

My Commission Expires November 28, 2011

TRADEMARK REEL: 003714 FRAME: 0794

EXHIBIT A

Mark Reg. No. Issue Date

PULLER 2000 2532512 1/22/2002

RECORDED: 02/07/2008

TRADEMARK REEL: 003714 FRAME: 0795