

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
BFS Brands, LLC		12/18/2008	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

Name:	Bridgestone Brands, LLC
Street Address:	535 Marriott Drive
City:	Nashville
State/Country:	TENNESSEE
Postal Code:	37214
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 9**

Property Type	Number	Word Mark
Registration Number:	1471366	FIREHAWK
Registration Number:	1475837	FIREHAWK
Registration Number:	1626958	FIREHAWK SVX
Registration Number:	1629063	FIREHAWK FTX
Registration Number:	2131198	FIREHAWK SZ50
Registration Number:	2176680	FIREHAWK LH
Registration Number:	2274940	FIREHAWK PV41
Registration Number:	2368866	FIREHAWK
Registration Number:	2541273	FIREHAWK PVS

**CORRESPONDENCE DATA**

Fax Number: (330)379-4064  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: (330) 379-6178

CH \$240.00 1471366

Email: KingsburyTom@bfusa.com  
Correspondent Name: Thomas R. Kingsbury  
Address Line 1: 1200 Firestone Parkway  
Address Line 4: Akron, OHIO 44317

ATTORNEY DOCKET NUMBER:	FIREHAWK ASSIGNMENT
NAME OF SUBMITTER:	Thomas R. Kingsbury
Signature:	/Thomas R. Kingsbury/
Date:	09/09/2009

Total Attachments: 2  
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source=Name Change BFS Brands to BSBC 2#page1.tif

# Delaware

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*The First State*

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "BFS BRANDS, LLC", CHANGING ITS NAME FROM "BFS BRANDS, LLC" TO "BRIDGESTONE BRANDS, LLC", FILED IN THIS OFFICE ON THE EIGHTEENTH DAY OF DECEMBER, A.D. 2008, AT 12:28 O'CLOCK P.M.

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You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)



*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 7036104

DATE: 12-18-08

TRADEMARK  
REEL: 004058 FRAME: 0598

State of Delaware  
Secretary of State  
Division of Corporations  
Delivered 12:28 PM 12/18/2008  
FILED 12:28 PM 12/18/2008  
SRV 081208799 - 3432783 FILE

**STATE OF DELAWARE  
CERTIFICATE OF AMENDMENT**

1. Name of Limited Liability Company: BFS Brands, LLC

2. The Certificate of Formation of the limited liability company is hereby amended as follows:

The name of the limited liability company is hereby changed to Bridgestone Brands, LLC.

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the 11<sup>th</sup> day of December, A.D. 2008.

By: PP  
Authorized Person(s)

Name: Phil Pacsi, Vice President  
Print or Type