

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	01/19/2010		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BFS Diversified Products, LLC		01/19/2010	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Firestone Industrial Products Company, LLC		
Street Address:	250 W. 96th Street		
City:	Indianapolis		
State/Country:	INDIANA		
Postal Code:	46260		
Entity Type:	LIMITED LIABILITY COMPANY: INDIANA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2923814	INTELLIRIDE	
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:	novakheather@bfusa.com		
Correspondent Name:	Thomas R. Kingsbury		
Address Line 1:	1200 Firestone Parkway		
Address Line 4:	Akron, OHIO 44317		
ATTORNEY DOCKET NUMBER:	FSIP ASSIGNMENT		
NAME OF SUBMITTER:	Thomas R. Kingsbury		
Signature:	/Thomas R. Kingsbury/		

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 REEL: 004133 FRAME: 0755**

Date:

01/20/2010

Total Attachments: 1

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NUNC PRO TUNC TRADEMARK ASSIGNMENT

This trademark assignment ("Assignment") is by BFS Diversified Products, LLC a Delaware limited liability company having a business address of 250 West 96th Street, Indianapolis, Indiana, 46260, U.S.A. ("Assignor") to Firestone Industrial Products Company, LLC an Indiana limited liability company having a business address of 250 West 96th Street, Indianapolis, Indiana, 46260, U.S.A. ("Assignee").

RECITALS

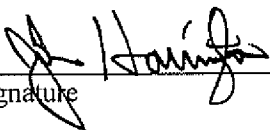
WHEREAS, Assignor has agreed to transfer to Assignee worldwide right, title and interest in all of Assignor's rights to the trademark "INTELLIRIDE" including the trademark registrations listed below and Assignor's goodwill therein (the "Marks").

Country	Mark Name	Appln. No.	Appln. Date	Reg. No.	Reg. Date
China P.R.	INTELLIRIDE	4206568	8/5/2004	4206568	12/20/2006
China P.R.	INTELLIRIDE (Chinese Characters)	4450505	1/5/2005	4450505	10/21/2007
United States	INTELLIRIDE	76/462885	10/30/2002	2923814	2/1/2005

NOW, THEREFORE, Assignor, for and in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, does hereby assign, transfer, grant and convey to Assignee, free and clear of all pledges, security interests, liens, charges, encumbrances, equities, claims, option or limitation of every kind, all of Assignor's worldwide right, title and interests in, to and under the Marks, together with the goodwill of the business associated therewith and which is symbolized thereby, all rights to sue for infringement thereof, whether arising on, prior to or subsequent to the date of this Assignment, and any and all renewals and extension thereof that may hereafter be secured under the laws now or hereafter in effect in the United States and in any other jurisdiction, the same to be held and enjoyed by Assignees, its successors and assignees from and after the date hereof as fully and entirely as the same would have been held and enjoyed by Assignor had the Assignment not been made.

Except to the extent that federal law preempts state law with respect to the matters covered hereby, this Assignment shall be governed by and construed in accordance with the laws of the State of Indiana without giving effect to the principles of conflicts of laws thereof.

ASSIGNOR:
BFS Diversified Products, LLC



Signature

January 19, 2010

Date

John Harrington, Assistant Secretary
Printed Name and Title

Effective: December 1, 2009