

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: 39

Property Type	Number	Word Mark
Registration Number:	0140804	FIRESTONE
Registration Number:	0396796	FIRESTONE
Registration Number:	0401421	FIRESTONE
Registration Number:	0948402	FIRESTONE
Registration Number:	1178631	FIRESTONE
Registration Number:	1387468	FIRESTONE
Registration Number:	1445182	FIRESTONE
Registration Number:	1471665	FIRESTONE
Registration Number:	2223630	FIRESTONE
Registration Number:	2464005	FIRESTONE
Registration Number:	2507769	FIRESTONE
Registration Number:	3171276	FIRESTONE
Registration Number:	3173840	FIRESTONE
Registration Number:	3173847	FIRESTONE

CH \$990.00 0140804

Registration Number:	3174200	FIRESTONE
Registration Number:	3174201	FIRESTONE
Registration Number:	3241202	FIRESTONE
Registration Number:	3248867	FIRESTONE
Registration Number:	3316109	FIRESTONE
Registration Number:	3370044	FIRESTONE
Registration Number:	3494705	FIRESTONE
Registration Number:	3494706	FIRESTONE
Registration Number:	3494707	FIRESTONE
Registration Number:	3495933	FIRESTONE
Registration Number:	3495934	FIRESTONE
Registration Number:	3495935	FIRESTONE
Registration Number:	3495936	FIRESTONE
Registration Number:	3495937	FIRESTONE
Registration Number:	3495938	FIRESTONE
Registration Number:	3688909	FIRESTONE
Registration Number:	3299861	FIRESTONE COMPLETE AUTO CARE
Registration Number:	3448045	FIRESTONE COMPLETE AUTO CARE
Registration Number:	3299860	FIRESTONE COMPLETE AUTO CARE SINCE 1926
Registration Number:	3328985	FIRESTONE COMPLETE AUTO CARE SINCE 1926
Registration Number:	3328986	FIRESTONE COMPLETE AUTO CARE SINCE 1926
Registration Number:	3455550	FIRESTONE COMPLETE AUTO CARE SINCE 1926
Registration Number:	3332255	FIRESTONE COMPLETE FLEET CARE
Registration Number:	2582878	FIRESTONE POLYMERS
Registration Number:	0378189	FIRESTONE TRANSPORT

CORRESPONDENCE DATA

Fax Number: (330)379-4064
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 13303796178
Email: iplaw@bfusa.com
Correspondent Name: Thomas R. Kingsbury
Address Line 1: 1200 Firestone Parkway
Address Line 4: Akron, OHIO 44317

ATTORNEY DOCKET NUMBER:	CHANGE OF NAME TO BSBC
NAME OF SUBMITTER:	Thomas R. Kingsbury

Signature:	/Thomas R. Kingsbury/
Date:	03/10/2010
Total Attachments: 2 source=Name Change BFS Brands to BSBC 1#page1.tif source=Name Change BFS Brands to BSBC 2#page1.tif	

Delaware

PAGE 1

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.

3432783 8100

081208799



You may verify this certificate online
at corp.delaware.gov/authver.shtml

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 7036104

DATE: 12-18-08

TRADEMARK
REEL: 004164 FRAME: 0495

**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 11th day of December, A.D. 2008.

By: Phil Pacsi
Authorized Person(s)

Name: Phil Pacsi, Vice President
Print or Type