

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
SIPIR FINANCE N.V.		05/06/2010	CORPORATION: NETHERLANDS
RECEIVING PARTY DATA			
Name:	Pirelli & C. S.p.A.		
Street Address:	Viale Piero e Alberto Pirelli, 25		
City:	Milano		
State/Country:	ITALY		
Postal Code:	20126		
Entity Type:	CORPORATION: ITALY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0741997	CEAT	
CORRESPONDENCE DATA			
Fax Number:	(202)783-6031		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(202) 783-6040		
Email:	PTO-TM-Email@rothwellfigg.com		
Correspondent Name:	Rothwell, Figg, Ernst & Manbeck, pc		
Address Line 1:	1425 K Street NW		
Address Line 2:	Suite 800		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20005		
ATTORNEY DOCKET NUMBER:	2881-114		
DOMESTIC REPRESENTATIVE			
Name:	Rothwell, Figg, Ernst & Manbeck, pc		
Address Line 1:	1425 K Street NW		
Address Line 2:	Suite 800		

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**TRADEMARK
 REEL: 004218 FRAME: 0934**

Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

NAME OF SUBMITTER:

Anne M. Sterba

Signature:

/Anne M. Sterba/

Date:

06/04/2010

Total Attachments: 1

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ASSIGNMENT OF REGISTRATION

WHEREAS, SIPIR FINANCE N.V. (ASSIGNOR) a corporation of the Netherlands, at Boonsweg 10A 3274, LH Heinenoord (The Netherlands), has adopted and is using the mark CEAT, which is registered in the United States Patent and Trademark Office, Registration No. 741,997, dated December 11, 1962 (the Mark and Registration); and

Italy, is WHEREAS. Pirelli & C. S.p.A. (ASSIGNEE) a corporation of Italy, of Viale Piero e Alberto Pirelli, 25, 20126, Milano, desirous of acquiring the Mark and the Registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt and adequacy of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee all right, title and interest in and to the Mark, together with all rights of past infringement and the good will of the business symbolized by the Mark, and the Registration thereof.

SIPIR FINANCE N.V.

By: Pier Giovanni Giannesi

Typed Name: Mr. Pier Giovanni Giannesi

Typed Title: Proxy Holder

Signed this 6th day of May, 2010.