

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
BFS Brands, LLC		09/18/2006	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Bridgestone Corporation		
Street Address:	10-1, Kyobashi 1-chome		
City:	Chuo-ku, Tokyo		
State/Country:	JAPAN		
Entity Type:	CORPORATION: JAPAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2369203	RFT	
CORRESPONDENCE DATA			
Fax Number:	(703)273-7684		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	703-273-7680		
Email:	rshapiro@sasiplaw.com		
Correspondent Name:	Ronald E. Shapiro		
Address Line 1:	11350 Random Hills Road, Suite 740		
Address Line 4:	Fairfax, VIRGINIA 22030		
ATTORNEY DOCKET NUMBER:	CPA8094		
DOMESTIC REPRESENTATIVE			
Name:	Ronald E. Shapiro		
Address Line 1:	11350 Random Hills Road, Suite 740		
Address Line 4:	Fairfax, VIRGINIA 22030		

OP \$40.00 2369203

NAME OF SUBMITTER:	Ronald E. Shapiro
Signature:	/Ronald E. Shapiro/
Date:	06/14/2010
Total Attachments: 1 source=CPA8094 assignment document#page1.tif	

2

ATTORNEY DOCKET NO.

TRADEMARK

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

NAME OF REGISTRANT : **BFS Brands, LLC**
MARK : **RFT**
REGISTRATION NO. : **2,369,203**
REGISTRATION DATE : **July 18, 2000**

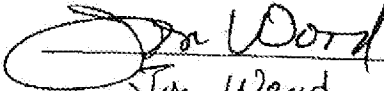
ASSIGNMENT OF UNITED STATES TRADEMARK REGISTRATION

WHEREAS, BFS Brands, LLC, a Corporation of Delaware, with a principal place of business at 535 Marriott Drive, Nashville, TN 37214, has adopted, used and is using the above referenced trademark, which is the subject of United States Trademark Registration No. 2,369,203, and is the owner of the entire right, title, and interest in and to said mark and in and to said United States Trademark Registration; and;

WHEREAS, Bridgestone Corporation, a Corporation of Japan, with a principal place of business at 10-1, Kyobashi 1-chome, Chuo-ku, Tokyo, Japan, is desirous of acquiring said mark and said trademark registration, together with the goodwill of the business symbolized by said mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, BFS Brands, LLC does hereby assign unto Bridgestone Corporation all rights, title and interest in and to said mark and its United States Trademark Registration, together with the goodwill of the business associated with said mark, effective as of the date below.

BFS Brands, LLC does also hereby assign, sell, transfer and set over unto Bridgestone Corporation all claims for damages for reason of past infringement of the said marks, as well as the right to sue for and collect the same for its own use and enjoyment.

Date: Sept. 18, 2000 Signature: 
 Name: Jan Wood
 Title: Assistant Secretary
of Bridgestone Americas
Holding, Inc. owner
of BFS Brands

TRADEMARK