

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: 1			
Property Type		Number	Word Mark
Registration Number:		0278257	PEERLESS
CORRESPONDENCE DATA			
Fax Number:		(330)379-4064	
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:		330-379-6178	
Email:		iplaw@bfusa.com	
Correspondent Name:		Bridgestone Americas, Inc.	
Address Line 1:		1200 Firestone Parkway	
Address Line 4:		Akron, OHIO 44317	
NAME OF SUBMITTER:		Thomas R. Kingsbury	
Signature:		/Thomas R. Kingsbury/	
Date:		11/24/2010	

CH \$40.00 0278257

Total Attachments: 3

900176264

**TRADEMARK
 REEL: 004421 FRAME: 0225**

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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.

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: 004421 FRAME: 0227

Delaware

The First State

PAGE 1

RILEY DARNELL
SECRETARY OF STATE

2008 DEC 19 AM 11:04

RECEIVED
STATE OF TENNESSEE

5411-1414

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY "BRIDGESTONE BRANDS, LLC" IS DULY FORMED UNDER THE LAWS OF THE STATE OF DELAWARE AND IS IN GOOD STANDING AND HAS A LEGAL EXISTENCE SO FAR AS THE RECORDS OF THIS OFFICE SHOW, AS OF THE EIGHTEENTH DAY OF DECEMBER, A.D. 2008.

AND I DO HEREBY FURTHER CERTIFY THAT THE SAID "BRIDGESTONE BRANDS, LLC" WAS FORMED ON THE THIRTEENTH DAY OF SEPTEMBER, A.D. 2001.

AND I DO HEREBY FURTHER CERTIFY THAT THE ANNUAL TAXES HAVE BEEN PAID TO DATE.



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081208799

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

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 7036105

DATE: 12-18-08

TRADEMARK

REEL: 004421 FRAME: 0228

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

By: Phil Pacsi

Authorized Person(s)

Name: Phil Pacsi, Vice President

Print or Type