

Assignment

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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BFS Diversified Products, LLC		09/07/2010	LIMITED LIABILITY COMPANY: <i>DE</i>

RECEIVING PARTY DATA	
Name:	Firestone Industrial Products Company, LLC
Street Address:	250 West 96th Street
City:	Indianapolis
State/Country:	INDIANA
Postal Code:	46260
Entity Type:	LIMITED LIABILITY COMPANY: <i>IN</i>

PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
Registration Number:	3143875	AIR RIDE TECHNOLOGIES
Registration Number:	3019040	AIR RIDE TECHNOLOGIES
Registration Number:	3102598	AIR RIDE TECHNOLOGIES
Registration Number:	1166438	AIRAIL
Registration Number:	0371804	AIRIDE
Registration Number:	0666273	AIRMOUNT
Registration Number:	3096774	AIROMATIC
Registration Number:	3393529	AIRSTROKE
Registration Number:	2133094	COIL-RITE

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## Assignment

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Registration Number:	2935381	PRAXIS
Registration Number:	2935380	PRAXIS ADVANCED SUSPENSIONS
Registration Number:	0929909	RIDE-RITE
Registration Number:	2585568	SPORT RITE
<b>CORRESPONDENCE DATA</b>		
Fax Number:	(330)379-4064	
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	iplaw@bfusa.com	
Correspondent Name:	Bridgestone Americas, Inc.	
Address Line 1:	1200 Firestone Parkway	
Address Line 4:	Akron, OHIO 44317-0001	
NAME OF SUBMITTER:	Sarah M. Jabbari	
Signature:	/smj/	
Date:	09/07/2010	
<b>Total Attachments: 2</b> source=2010-09-07 Assignment of US Trademarks from BFS to FSIP#page1.tif source=2010-09-07 Asslgnment of US Trademarks from BFS to FSIP#page2.tif		
<b>RECEIPT INFORMATION</b>		
ETAS ID:	TM181503	
Receipt Date:	09/07/2010	
Fee Amount:	\$340	

**TRADEMARK ASSIGNMENT**

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

**RECITALS**

NOW, THEREFORE, Assignor, 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 trademarks listed in the attached Exhibit A, 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.**

BIS Diversified Products, LLC (a.k.a. Firestone Diversified Products, LLC)

  
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John Harrington, Assistant Secretary and Senior Counsel

September 7, 2010

**Exhibit A**

to Trademark Assignment between  
BFS Diversified Products, LLC and Firestone Industrial Products Company, LLC  
dated September 7, 2010

<b>Mark</b>	<b>Registration No./Application No.</b>
AIR RIDE TECHNOLOGIES	3143875
AIR RIDE TECHNOLOGIES	3019040
AIR RIDE TECHNOLOGIES (and design)	3102598
AIRAIL	1166438
AIRIDE	0371804
AIRMOUNT	0666273
AIROMATIC	3096774
AIRSTROKE	3393529
COIL-RITE	2133094
PRAXIS	2935381
PRAXIS ADVANCED SUSPENSIONS (and design)	2935380
RIDE-RITE	0929909
SPORT RITE	2585568