

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|---------------------|----------|----------------|--------------------|
| Pirelli & C. S.p.A. | | 12/30/2010 | CORPORATION: ITALY |

RECEIVING PARTY DATA

| | |
|-----------------|--------------------------------------|
| Name: | CEAT LIMITED |
| Street Address: | CEAT MAHAL 463 Dr. Annie Besant Road |
| City: | Worli, Mumbai |
| State/Country: | INDIA |
| Postal Code: | 400030 |
| Entity Type: | CORPORATION: INDIA |

PROPERTY NUMBERS Total: 1

| Property Type | Number | Word Mark |
|----------------------|---------|-----------|
| Registration Number: | 0741997 | CEAT |

CORRESPONDENCE DATA

Fax Number: (202)783-6031
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 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

900185030

**TRADEMARK
 REEL: 004486 FRAME: 0927**

CH \$40.00 0741997

Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

NAME OF SUBMITTER:

Anne M. Sterba

Signature:

/Anne M. Sterba/

Date:

02/25/2011

Total Attachments: 1

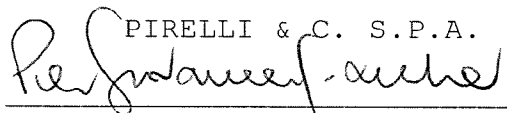
source=2881-114ASN#page1.tif

ASSIGNMENT OF REGISTRATION

WHEREAS, PIRELLI & C. S.P.A. (ASSIGNOR) a corporation of Italy, at Viale Piero e Alberto Pirelli, 25 20126 Milano (Italy), 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

WHEREAS, CEAT LIMITED (ASSIGNEE) a corporation of India, of CEAT Mahal, 463 Dr. Annie Besant Road, Worli, Mumbai 400030 (India), is 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 goodwill of the business symbolized by the Mark, and the Registration thereof.

By: Pirelli & C. S.P.A.


Typed Name: Mr. Pier Giovanni Giannesi

Typed Title: Proxy Holder

Signed this 30th day of DECEMBER, 2010