

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
GenFlex Roofing Systems, LLC		01/04/2011	LIMITED LIABILITY COMPANY: Indiana/USA
RECEIVING PARTY DATA			
Name:	Firestone Building Products Company, LLC		
Street Address:	250 West 96th Street		
City:	Indianapolis		
State/Country:	INDIANA USA		
Postal Code:	46260		
Entity Type:	LIMITED LIABILITY COMPANY: Indiana/USA		

PROPERTY NUMBERS Total: 42

Property Type	Number	Word Mark
Registration Number:	3057445	FLEXGUARD
Serial Number:	85030738	FLEXWHITE
Serial Number:	85030742	FLEXWHITE
Serial Number:	85058490	FLEXWHITE EPDM
Serial Number:	85058511	FLEXWHITE
Serial Number:	74712834	GENFAST
Serial Number:	75186227	GENFAST
Serial Number:	78292174	GENFLEX
Serial Number:	78292177	GENFLEX
Serial Number:	78292180	GENFLEX
Serial Number:	77474973	GENFLEX
Serial Number:	77475552	GENFLEX
Serial Number:	77474985	GENFLEX
Serial Number:	77474988	GENFLEX

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Serial Number:	77474993	GENFLEX
Serial Number:	77475549	GENFLEX
Serial Number:	77475554	GENFLEX
Serial Number:	77529345	
Serial Number:	76282737	GENFLEX ROOFING SYSTEMS
Serial Number:	77476219	GENFLEX WINNER'S CIRCLE
Serial Number:	77496083	GENGEAR
Serial Number:	77496085	GENGEAR
Serial Number:	77499176	GENGEAR
Serial Number:	76506000	GENSPEC
Serial Number:	77486382	GENSPICE
Serial Number:	77461483	GENTITE
Serial Number:	77461485	GENTITE
Serial Number:	77461486	GENTITE
Serial Number:	77461487	GENTITE
Serial Number:	77454563	IT'S COMMON SENSE ON A ROLL AND WE PROVIDE MILES OF IT
Serial Number:	77577649	IT'S COMMON SENSE ON A ROLL AND WE PROVIDE MILES OF IT
Serial Number:	77577661	IT'S COMMON SENSE ON A ROLL AND WE PROVIDE MILES OF IT
Serial Number:	77577663	IT'S COMMON SENSE ON A ROLL AND WE PROVIDE MILES OF IT
Serial Number:	77577670	IT'S COMMON SENSE ON A ROLL AND WE PROVIDE MILES OF IT
Serial Number:	85054677	JOE JOBS OF EXCELLENCE
Serial Number:	77870790	
Serial Number:	76034607	PEEL & STICK
Serial Number:	76548085	PEEL & STICK
Serial Number:	77577656	
Serial Number:	77577660	
Serial Number:	77577668	
Serial Number:	77577668	

CORRESPONDENCE DATA

Fax Number: (330)379-4064

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*TRADEMARK
REEL: 004518 FRAME: 0707

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:

02/09/2011

Total Attachments: 3

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source=2011-1-4 Trademarks from GenFlex to FSBP#page3.tif

TRADEMARK ASSIGNMENT

This trademark assignment ("Assignment") is by GenFlex Roofing Systems, I.L.C., an Indiana limited liability company having a business address of 250 West 96th Street, Indianapolis, Indiana, 46260, U.S.A. ("Assignor") to Firestone Building Products Company, I.L.C., an Indiana limited liability company having a business address of 250 West 96th 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 Assignee, 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:

GenFlex Roofing Systems, I.L.C


John Harrington, Assistant Secretary and Senior Counsel

January 4, 2011

Exhibit A

to Trademark Assignment between
GenFlex Roofing Systems, LLC and Firestone Building Products Company, LLC
dated January 4, 2011

Mark	Application No.	Registration No.
FLEXGUARD	78/527756	3057445
FLEXWHITE	85/030738	
FLEXWHITE	85/030742	
FLEXWHITE logo	85/058490	
FLEXWHITE logo	85/058511	
GENFAST	74/712834	2126020
GENFAST	75/186227	2151447
GENFLEX	78/292174	2968545
GENFLEX	78/292177	2961188
GENFLEX	78/292180	3114859
GENFLEX stylized	77/474973	3659969
GENFLEX stylized	77/475552	3618538
GENFLEX stylized	77/474985	3656622
GENFLEX stylized	77/474988	3618531
GENFLEX stylized	77/474993	3618532
GENFLEX stylized	77/475549	3618537
GENFLEX stylized	77/475554	3618539
GENFLEX JOE logo	77/523345	3854304
GENFLEX ROOFING SYSTEMS	76/282737	2642256
GENFLEX WINNER'S CIRCLE stylized	77/476219	3625774
GENGEAR	77/496083	3604181
GENGEAR	77/496085	3604182
GENGEAR	77/499176	3604189
GENSPEC	76/506000	2822743
GENSPlice	77/465382	3604104
GENTITE	77/461483	3632801
GENTITE	77/461485	3592818
GENTITE	77/461486	3628442
GENTITE	77/461487	3592819
IT'S COMMON SENSE ON A ROLL AND WE PROVIDE MILES OF IT	77/454563	3584428
IT'S COMMON SENSE ON A ROLL AND WE PROVIDE MILES OF IT	77/577649	3664951
IT'S COMMON SENSE ON A	77/577661	3664954

ROLL AND WE PROVIDE MILES OF IT		
IT'S COMMON SENSE ON A ROLL AND WE PROVIDE MILES OF IT	77/577663	3652570
IT'S COMMON SENSE ON A ROLL AND WE PROVIDE MILES OF IT	77/577670	3652571
JOE Jobs of Excellence	85/054677	
JOE WAVING logo	77/878790	
PEEL & STICK	76/634607	3150097
PEEL & STICK design	76/548085	3169110
ROOFING MAN logo	77/577656	3664952
ROOFING MAN logo	77/577660	3664953
ROOFING MAN logo	77/577666	3664955
ROOFING MAN logo	77/577668	3664956