

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: 3			
Property Type	Number	Word Mark	
Registration Number:	2882553	FUZION	
Registration Number:	1935939	AFFINITY	
Registration Number:	2351976	AFFINITY HP	
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:	Thomas R. Kingsbury		
Address Line 1:	1200 Firestone Parkway		
Address Line 4:	Akron, OHIO 44317		
NAME OF SUBMITTER:	Thomas R. Kingsbury		
Signature:	/Thomas R. Kingsbury/		

CH \$90.00 2882553

900198327

**TRADEMARK
 REEL: 004593 FRAME: 0482**

Date:

07/29/2011

Total Attachments: 3

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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: 004593 FRAME: 0484

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.



3432783 8300

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: 004593 FRAME: 0485

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: PP

Authorized Person(s)

Name: Phil Pacsi, Vice President

Print or Type