

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
Bridgestone Brands, LLC		11/03/2011	a Delaware limited liability company: DELAWARE
RECEIVING PARTY DATA			
Name:	Peerless Tyre Co.		
Street Address:	5000 Kingston Street		
City:	Denver		
State/Country:	COLORADO		
Postal Code:	80239		
Entity Type:	a Colorado corporation: COLORADO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0278257	PEERLESS	
CORRESPONDENCE DATA			
Fax Number:	(303)866-0200		
Phone:	303.861.7000		
Email:	carol.donahue@hro.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	HOLME ROBERTS & OWEN LLP		
Address Line 1:	1700 Lincoln Street, Suite 4100		
Address Line 2:	attn: Carol Donahue		
Address Line 4:	Denver, COLORADO 80203		
ATTORNEY DOCKET NUMBER:	06648-00000		
NAME OF SUBMITTER:	Jill J. Chalmers		
Signature:	/Jill J. Chalmers/		

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 REEL: 004661 FRAME: 0596

Date:

11/16/2011

Total Attachments: 2

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EXHIBIT A

ASSIGNMENT

Bridgestone Brands, LLC, a Delaware limited liability company with an address at 535 Marriott Drive, Nashville, Tennessee 37214 ("Assignor"), is the owner of the mark identified in Exhibit 1 and of the U.S. trademark registration therefor ("the Trademark").

Peerless Tyre Co., a Colorado corporation with an address at 5000 Kingston Street, Denver, Colorado 80239 ("Assignee"), wishes to acquire the Trademark.

In consideration of the foregoing and for other good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all its right, title, and interest in and to the Trademark in the U.S., together with the goodwill of the business associated with the Trademark, and the right to sue and recover for past infringements, dilution, and other violations.

BRIDGESTONE BRANDS, LLC

By: Christine Karbowiak

Name: CHRISTINE KARBOWIAK

Title: Vice President

Date: 11-3-11

EXHIBIT 1

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
PEERLESS	0278257	December 9, 1930