

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
	BRIDGESTONE RETAIL OPERATIONS, LLC		06/05/2012
			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: 1			
	Property Type	Number	Word Mark
	Serial Number:	85125791	CORNERSTONE
CORRESPONDENCE DATA			
Fax Number:	3303794064		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	3303796178		
Email:	iplaw@bfusa.com		
Correspondent Name:	Thomas R. Kingsbury		
Address Line 1:	10 East Firestone Blvd.		
Address Line 4:	Akron, OHIO 44317		
ATTORNEY DOCKET NUMBER:	M10152US1A CORNERSTONE		
NAME OF SUBMITTER:	Maxiene Rush		
Signature:	/Maxiene Rush/		
Date:	06/05/2012		
Total Attachments: 1 source=Trademark Assignment CORNERSTONE#page1.tif			

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## TRADEMARK ASSIGNMENT


WHEREAS, BRIDGESTONE RETAIL OPERATIONS, LLC, ("Assignor") a limited liability company duly organized and existing under the laws of Delaware and having its principal place of business at 333 East Lake Street, Bloomingdale, Illinois 60108 is the owner of the trademark CORNERSTONE for computer hardware and software for point of sale terminals for use in the automobile industry (U.S. Serial No. 85/125791) and the goodwill associated therewith (collective referred to as the "Trademark");

WHEREAS, BRIDGESTONE BRANDS, LLC, ("Assignee") a limited liability company duly organized under the laws of the State of Delaware and having a principal place of business at 535 Marriott Drive, Nashville, Tennessee 37214, wishes to acquire the entire right, title and interest in the Trademark;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which Assignor hereby acknowledges, Assignor does hereby assign and transfer unto the Assignee the entire right, title and interest in and to the Trademark.

BRIDGESTONE RETAIL OPERATIONS, LLC

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Name:   
Title: PRESIDENT  
Date: 6-5-2012