

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 Americas Tire Operations, LLC		10/02/2003	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Bridgestone Brands, LLC		
Street Address:	535 Marriott Drive		
City:	Nashville		
State/Country:	TENNESSEE		
Postal Code:	57214		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2887415	TIRESAFETY.COM	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	330-379-6178		
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:	TIRESAFETY.COM		
NAME OF SUBMITTER:	Thomas R. Kingsbury		
Signature:	/Thomas R. Kingsbury/		

Date:

10/02/2013

Total Attachments: 2

source=Assignment BATO to Brands#page1.tif

source=Assignment BATO to Brands#page2.tif

ASSIGNMENT OF TRADEMARK REGISTRATION

This trademark assignment ("Assignment") is by Bridgestone Americas Tire Operations, LLC, a Delaware limited liability company having a business address of 535 Marriott Drive, Nashville, Tennessee, 57214, U.S.A ("Assignor") to Bridgestone Brands, LLC, a Delaware limited liability company having a business address of 535 Marriott Drive, Nashville, Tennessee, 57214, 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 right, title and interest in, to and under the U.S. trademark listed in 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, the same to be held and enjoyed by Assignees, 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 Delaware without giving effect to the principles of conflicts of the laws thereof.

ASSIGNOR:

Bridgestone Americas Tire Operations, LLC

 10/02/2013
Thomas R. Kingsbury
Associate Chief Intellectual Property Counsel

Exhibit A

Mark	Application No.	Registration No.
TIRESAFETY.COM	78/039830	2887415