

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
Pirelli & C. S.p.A.		10/21/2013	Societa per Azioni (Spa): ITALY
RECEIVING PARTY DATA			
Name:	Pirelli Tyre S.p.A.		
Street Address:	222 Viale Sarca		
City:	Milan		
State/Country:	ITALY		
Postal Code:	20126		
Entity Type:	Societa per Azioni (Spa): ITALY		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4394017	RACE FOR SUCCESS	
Registration Number:	4401749	FASTRACK	
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:	4046536452		
Email:	virginia.carron@finnegan.com		
Correspondent Name:	Virginia L. Carron		
Address Line 1:	901 New York Avenue NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20001-4413		
ATTORNEY DOCKET NUMBER:	07131.166/167		
DOMESTIC REPRESENTATIVE			
Name:	Virginia L. Carron		
Address Line 1:	901 New York Avenue NW		

OP \$65.00 4394017

Address Line 4: Washington, DISTRICT OF COLUMBIA 20001-4413

NAME OF SUBMITTER:

Virginia L. Carron

Signature:

/Virginia L. Carron/

Date:

10/24/2013

Total Attachments: 1

source=Assignment of RACE FOR SUCCESS and FASTRACK marks#page1.tif

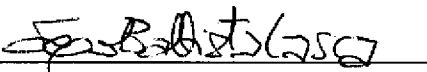
ASSIGNMENT

WHEREAS Pirelli & C. S.p.A., an Italian company having a place of business at Viale Piero E Alberto Pirelli, 25, Milano, I-20126 ("Assignor"), is the owner of all right, title, and interest in and to the marks RACE FOR SUCCESS, Registration No. 4,394,017 for goods in international class 35 and FASTRACK, Registration No. 4,401,749 for goods in international class 35 ("the Trademarks").

WHEREAS Pirelli Tyre S.p.A., an Italian company having a place of business at 222 Viale Sarca, 20126 Milano, Italy ("Assignee"), wishes to acquire all of Pirelli & C. S.p.A's right, title and interest in and to the Trademarks.

NOW THEREFORE, in consideration of the foregoing and for other good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby irrevocably assigns to Assignee, who accepts, all its right, title, and interest in and to the Trademarks, together with the goodwill of the business associated with the Trademarks, and the right to sue and recover for past infringements, dilution, and other violations.

Pirelli Tyre S.p.A.

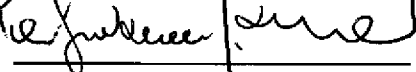
By: 

Name: Sergio Battista Lasca

Title: Proxy Holder

Date: October 21, 2013

Pirelli & C. S.p.A.

By: 

Name: PierGiovanni Giannesi

Title: Proxy Holder

Date: October 21, 2013