

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Firestone Pacific Foods, Inc.		10/24/2013	CORPORATION: WASHINGTON
<b>RECEIVING PARTY DATA</b>			
Name:	Bridgestone Brands, LLC		
Street Address:	535 Marriott Drive		
City:	Nashville		
State/Country:	TENNESSEE		
Postal Code:	37214		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Registration Number:	4289480	FIRESTONE HERITAGE FARMS	
<b>CORRESPONDENCE DATA</b>			
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:	FIRESTONE HERITAGE FARMS		
NAME OF SUBMITTER:	Maxiene Rush		
Signature:	/Maxiene Rush/		
Date:	10/30/2013		
Total Attachments: 1 source=Assignment (FIRESTONE HERITAGE FARMS)#page1.tif			

CH \$40.00 4289480

Assignment  
(FIRESTONE HERITAGE FARMS)

Firestone Pacific Foods, Inc., a Washington corporation located at 4211 NW Fruit Valley Road, Vancouver, Washington 98666 ("Assignor") owns the trademark FIRESTONE HERITAGE FARMS (the "Trademark") and the corresponding U.S. Trademark Registration No. 4289480 for that mark (the "Registration").

Bridgestone Brands, LLC, a Delaware limited liability company located at 535 Marriot Drive, Nashville, Tennessee 37214 ("Assignee") wishes to acquire the Registration together with all common-law rights relating to and arising from Assignor's use of 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 Registration and all common-law rights relating to and arising from all use of the Trademark in any form, together with the goodwill associated with the Trademark and the right to sue and recover for past infringements and other violations.

FIRESTONE PACIFIC FOODS, INC.

By: [Signature]

Name: JOHN FIRESTONE

Title: PRESIDENT

Date: 10/24/13

DWT22389876v2 0088131-000003