

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM358398

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|---|--|----------------------------|-------------------------------------|
| SUBMISSION TYPE: | CORRECTIVE ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | Corrective Assignment to correct the entity for Bridgestone Brands, LLC which was incorrectly identified as "corporation" previously recorded on Reel 005641 Frame 0334. Assignor(s) hereby confirms the change of name. | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| BFS Brands, LLC | | 12/18/2008 | 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 | |
| Registration Number: | 3871630 | BUY & TRY 30-DAY GUARANTEE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | 33-379-6178 | | |
| 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: | M15078US1A - BUY & TRY 30 | | |
| NAME OF SUBMITTER: | Maxiene Rush | | |
| SIGNATURE: | /Maxiene Rush/ | | |
| DATE SIGNED: | 10/13/2015 | | |
| Total Attachments: 5 | | | |
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| source=Bridgestone Brands, LLC docs for filing with TM Office#page2.tif | | | |

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| TRADEMARK ASSIGNMENT COVER SHEET |
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Electronic Version v1.1

Stylesheet Version v1.2

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|---|---------------------------|----------------------------|-------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | CHANGE OF NAME | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| BFS Brands, LLC | | 12/18/2008 | 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: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3871630 | BUY & TRY 30-DAY GUARANTEE | |
| CORRESPONDENCE DATA | | | |
| Phone: | 330-379-6178 | | |
| Email: | iplaw@bfusa.com | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Correspondent Name: | Thomas R. Kingsbury | | |
| Address Line 1: | 10 East Firestone Blvd. | | |
| Address Line 4: | Akron, OHIO 44317 | | |
| ATTORNEY DOCKET NUMBER: | M15078US1A - BUY & TRY 30 | | |
| NAME OF SUBMITTER: | Maxiene Rush | | |

TRADEMARK

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|--|----------------|
| Signature: | /Maxiene Rush/ |
| Date: | 10/08/2015 |
| Total Attachments: 3 source=Bridgestone Brands, LLC docs for filing with TM Office#page1.tif source=Bridgestone Brands, LLC docs for filing with TM Office#page2.tif source=Bridgestone Brands, LLC docs for filing with TM Office#page3.tif | |
| RECEIPT INFORMATION | |
| ETAS ID: | TM357894 |
| Receipt Date: | 10/08/2015 |
| Fee Amount: | \$40 |

Delaware

PAGE 1

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "BFS BRANDS, LLC", CHANGING ITS NAME FROM "BFS BRANDS, LLC" TO "BRIDGESTONE BRANDS, LLC", FILED IN THIS OFFICE ON THE EIGHTEENTH DAY OF DECEMBER, A.D. 2008, AT 12:28 O'CLOCK P.M.

3432783 8100

081208799



You may verify this certificate online
at corp.delaware.gov/authver.shtml

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 7036104

DATE: 12-18-08

TRADEMARK
REEL: 005643 FRAME: 0489

Delaware

The First State

PAGE 1

RILEY DARNELL
SECRETARY OF STATE

2008 DEC 19 AM 11:04

RECEIVED
STATE OF TENNESSEE

5411-1414

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY "BRIDGESTONE BRANDS, LLC" IS DULY FORMED UNDER THE LAWS OF THE STATE OF DELAWARE AND IS IN GOOD STANDING AND HAS A LEGAL EXISTENCE SO FAR AS THE RECORDS OF THIS OFFICE SHOW, AS OF THE EIGHTEENTH DAY OF DECEMBER, A.D. 2008.

AND I DO HEREBY FURTHER CERTIFY THAT THE SAID "BRIDGESTONE BRANDS, LLC" WAS FORMED ON THE THIRTEENTH DAY OF SEPTEMBER, A.D. 2001.

AND I DO HEREBY FURTHER CERTIFY THAT THE ANNUAL TAXES HAVE BEEN PAID TO DATE.

3432783 8300

081208799

You may verify this certificate online
at corp.delaware.gov/authvar.shtml



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 7036105

DATE: 12-18-08

TRADEMARK

REEL: 005643 FRAME: 0490

STATE OF DELAWARE
CERTIFICATE OF AMENDMENT

1. Name of Limited Liability Company: BFS Brands, LLC

2. The Certificate of Formation of the limited liability company is hereby amended as follows:

The name of the limited liability company is hereby changed to Bridgestone Brands, LLC.

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the 11th day of December, A.D. 2008.

By: Phil Pacsi
Authorized Person(s)

Name: Phil Pacsi, Vice President
Print or Type