

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM387097

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Brady Arrillaga		05/10/2016	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Bridgestone Sports Co., Ltd.		
Street Address:	2-4-1, Hamamatsu-cho, Minato-ku		
City:	Tokyo		
State/Country:	JAPAN		
Postal Code:	105-6127		
Entity Type:	Corporation: JAPAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2946219	BE YOUR BEST	
CORRESPONDENCE DATA			
Fax Number:	2022937860		
<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:	2026637060		
Email:	tm@sughrue.com		
Correspondent Name:	Gary D. Krugman		
Address Line 1:	2100 Pennsylvania Ave., NW		
Address Line 4:	Washington, D.C. 20037		
ATTORNEY DOCKET NUMBER:	H00259		
DOMESTIC REPRESENTATIVE			
Name:	Gary D. Krugman		
Address Line 1:	2100 Pennsylvania Avenue., NW		
Address Line 4:	Washington, D.C. 20037		
NAME OF SUBMITTER:	Gary D. Krugman		
SIGNATURE:	/Gary D. Krugman/		
DATE SIGNED:	06/08/2016		
Total Attachments: 1			

OP \$40.00 2946219

Exhibit 1

ASSIGNMENT

WHEREAS, Brady Arrillaga, a U.S. citizen with an address of 3247 Sitio Avellana, Carlsbad, California 92009, has adopted, used and is the exclusive owner of the Trademark BE YOUR BEST and Trademark Registration No. 2,946,219; and

WHEREAS, Bridgestone Sports Co., Ltd., a Japanese corporation with a business address of 2-4-1, Hamamatsu-cho, Minato-ku, Tokyo, Japan 105-6127 is desirous of acquiring all right, title and interest in and to the BE YOUR BEST Trademark and Trademark Registration No. 2,946,219.

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, Brady Arrillaga hereby assigns to Bridgestone Sports Co., Ltd. all right, title and interest in and to the BE YOUR BEST Trademark and Trademark Registration No. 2,946,219, together with the goodwill associated therewith.

BRADY ARRILLAGA



Date: 5/10/2016