

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM462780

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bridgestone Brands, LLC		02/19/2017	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Bridgestone Americas Tire Operations, LLC		
Street Address:	200 4th Avenue South		
City:	Nashville		
State/Country:	TENNESSEE		
Postal Code:	37201		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	5277511	FARM HARD	
Registration Number:	3463723	THE OFFICIAL TIRE OF WINTER	
Registration Number:	3969242	THE LEADER IN THE FIELD	
Registration Number:	3028662	THE LEADER IN THE FOREST	
Registration Number:	5337103	DEPENDABLE. DURABLE. GUARANTEED.	
Serial Number:	87464289	OFFICIAL TIRE OF COUNTRY MUSIC	
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:	615-937-1656		
Email:	iplaw@bfusa.com		
Correspondent Name:	Lynn Hsu		
Address Line 1:	10 East Firestone Blvd.		
Address Line 4:	Akron, OHIO 44317		
NAME OF SUBMITTER:	Maxiene Rush		
SIGNATURE:	/Maxiene Rush/		
DATE SIGNED:	02/21/2018		

CH \$165.00 5277511

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK REGISTRATION

This trademark assignment ("Assignment") is by Bridgestone Brands, LLC, a Delaware limited liability company having a business address of 200 4th Avenue South, Nashville, Tennessee 37201, U.S.A ("Assignor") to Bridgestone Americas Tire Operations, LLC, a Delaware limited liability company having a business address of 200 4th Avenue South, Nashville, Tennessee, 37201, 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 an 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 Brands, LLC



Lynn Hsu

Assistant Secretary

Dated: 2/19/17

Exhibit A

Mark	Application No.	Registration No.
FARM HARD	87/034670	5277511
THE OFFICIAL TIRE OF WINTER	77/215334	3463723
THE LEADER IN THE FIELD	85/059237	3969242
THE LEADER IN THE FOREST	78/513122	3028662
DEPENDABLE.DURABLE.GUARANTEED	87/326615	5337103
OFFICIAL TIRE OF COUNTRY MUSIC	87/464289	