

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM479202

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Firestone Fibers & Textiles Company		06/25/2018	Corporation: INDIANA
RECEIVING PARTY DATA			
Name:	Bridgestone Brands, LLC		
Street Address:	200 4th Avenue South		
City:	Nashville		
State/Country:	TENNESSEE		
Postal Code:	37201		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87631525	FIRESTONE	
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:	06/25/2018		
Total Attachments: 2			
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ASSIGNMENT OF TRADEMARK REGISTRATION

This trademark assignment ("Assignment") is by Firestone Fibers & Textiles Company, LLC, an Indiana limited liability company, having a business address of 100 Firestone Lane, Kings Mountain, North Carolina 28086, U.S.A. ("Assignor") to Bridgestone Brands, 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 interests in, to and under the U.S. trademark listed in the attached 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 and 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 pre-empts state law with respect to the matters covered hereby, this Assignment shall be governed by and construed in accordance with the laws of state of Indiana without giving effect to the principles of conflicts of laws thereof.

ASSIGNOR:

Firestone Fibers & Textiles Company, LLC



Name: Brian Goldstine

Title: President

Date: June 25, 2018

EXHIBIT A

Mark	Application No.
FIRESTONE	87/631525