

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM491063

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| 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 | | 09/19/2018 | 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: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 86565451 | INTELLITIRE | |
| 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 c/o Bridgestone Americas, Inc. | | |
| Address Line 1: | 10 East Firestone Blvd. | | |
| Address Line 4: | Akron, OHIO 44317 | | |
| NAME OF SUBMITTER: | Maxiene Rush | | |
| SIGNATURE: | /Maxiene Rush/ | | |
| DATE SIGNED: | 09/24/2018 | | |
| Total Attachments: 1 | | | |
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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

WHEREAS, Bridgestone Brands, LLC is the owner of the trademark IntelliTire for tire pressure and temperature monitoring systems and related software, equipment, and services (hereinafter, the "Mark");

WHEREAS, Bridgestone Brands, LLC is the owner of United States Trademark Application No. 86565451 for the Mark (hereinafter, the "Application");

WHEREAS, Bridgestone Brands, LLC filed a Statement of Use with United States Patent and Trademark Office pursuant to 15 U.S.C. Section 1051(d) on September 18, 2018 for the Application;

WHEREAS, Bridgestone Americas Tire Operations, LLC wishes to acquire the Mark and the Application, together with the goodwill of the business associated with the Mark and the Application, in a form acceptable for recordation by the United States Patent and Trademark Office.

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 Mark, 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, the Application, 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 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: 9/19/18