

900481191 01/11/2019

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM505563

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 CORPORATION		12/25/2018	Corporation: JAPAN
RECEIVING PARTY DATA			
Name:	MARUWA CO., LTD.		
Street Address:	3-83 Minamihonjigahara-cho		
City:	Owariasahi City, Aichi		
State/Country:	JAPAN		
Postal Code:	4880044		
Entity Type:	Corporation: JAPAN - Limited Company		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3002226	PURE BETA	
Registration Number:	2942622	PURE BETA	
CORRESPONDENCE DATA			
Fax Number:	3123381500		
<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:	312-338-1000		
Email:	pspies@dineff.com		
Correspondent Name:	R. Peter Spies		
Address Line 1:	160 North Wacker Drive		
Address Line 4:	Chicago, ILLINOIS 60606		
DOMESTIC REPRESENTATIVE			
Name:	R. Peter Spies		
Address Line 1:	160 North Wacker Drive		
Address Line 4:	Chicago, ILLINOIS 60606		
NAME OF SUBMITTER:	R. Peter Spies		
SIGNATURE:	/rpeterspies/		
DATE SIGNED:	01/11/2019		

OP \$65.00 3002226

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TRADEMARK
REEL: 006530 FRAME: 0890

Total Attachments: 1

source=BRIDGESTONE CORPORATION Assignment to MARUWA CO., LTD. - EXECUTED#page1.tif

United States

TRADEMARK ASSIGNMENT AGREEMENT

THIS AGREEMENT, made effective on this 25th day of December, 2018, by and between, BRIDGESTONE CORPORATION, a corporation organized under to laws of Japan, having an address of 1-1, Kyobashi 3-chome, Chuo-ku, Tokyo Japan (hereinafter referred to as "Assignor"), and MARUWA CO., LTD., a limited company organized under to laws of Japan, having an address of 3-83 Minamihonjigahara-cho, Owariasahi City, Aichi 4880044, Japan (hereinafter referred to as "Assignee").

WHEREAS, Assignor is the proprietor of the mark(s) PURE BETA,
Registration Number(s) 3002226 and 2942622 (hereinafter referred to as "Mark(s)").

WHEREAS, Assignor has agreed to assign the Mark(s) to Assignee, and Assignee wishes to acquire all of the Assignor's rights in and to the Mark(s), along with the good will associated therewith, and hereby accepts the assignment.

NOW THEREFORE, in consideration of Ten Dollars (US \$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee, its successors and assigns, its entire right, title and interest in and to the Mark(s), including the right to sue in respect of all infringements of the Mark(s), which may have occurred before the effective date of this Agreement, and the right to all remedies, including damages or an account of the profits and conversion damages in respect of such infringements, together with the good will of the business in which the Mark(s) is/are used, or with that part of the good will of the business connected with the use of and symbolized by the Mark(s).

IN WITNESS HEREOF, the said Assignor has executed this Agreement, and by the hand of its duly authorized officer, signed on this 19 day of December, 2018.

BRIDGESTONE CORPORATION

By: Mitsuru Araki
Name: Mitsuru Araki
Title: Director, Intellectual Property Department

IN WITNESS HEREOF, the said Assignee has executed this Agreement, and by the hand of its duly authorized officer, signed on this 28th day of December, 2018.

MARUWA CO., LTD.

By: Sei Kanbe
Name: Sei Kanbe
Title: President