

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                      |   |                       |                    |
|--------------------------------------|---|-----------------------|--------------------|
| <b>SUBMISSION TYPE:</b>              | NEW ASSIGNMENT  |                       |                    |
| <b>NATURE OF CONVEYANCE:</b>         | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL  |                       |                    |
| <b>CONVEYING PARTY DATA</b>          |   |                       |                    |
| <b>Name</b>                          | <b>Formerly</b>   | <b>Execution Date</b> | <b>Entity Type</b> |
| Hercules Tire Company of Canada Inc. |   | 12/17/2012            | COMPANY: CANADA    |
| <b>RECEIVING PARTY DATA</b>          |   |                       |                    |
| <b>Name:</b>                         | The Hercules Tire & Rubber Company  |                       |                    |
| <b>Street Address:</b>               | 16380 U.S. Route 224 East   |                       |                    |
| <b>Internal Address:</b>             | Suite 200   |                       |                    |
| <b>City:</b>                         | Findlay   |                       |                    |
| <b>State/Country:</b>                | OHIO  |                       |                    |
| <b>Postal Code:</b>                  | 45840   |                       |                    |
| <b>Entity Type:</b>                  | COMPANY: CONNECTICUT  |                       |                    |
| <b>PROPERTY NUMBERS Total: 1</b>     |   |                       |                    |
| <b>Property Type</b>                 | <b>Number</b>   | <b>Word Mark</b>      |                    |
| <b>Registration Number:</b>          | 1132666   | ELECTRA               |                    |
| <b>CORRESPONDENCE DATA</b>           |   |                       |                    |
| <b>Fax Number:</b>                   | 7344184279  |                       |                    |
|                                      | <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> |                       |                    |
| <b>Phone:</b>                        | 734-418-4278  |                       |                    |
| <b>Email:</b>                        | TMdocketing@honigman.com  |                       |                    |
| <b>Correspondent Name:</b>           | Jennifer Sheehan Anderson   |                       |                    |
| <b>Address Line 1:</b>               | 39400 Woodward Avenue   |                       |                    |
| <b>Address Line 2:</b>               | Suite 101   |                       |                    |
| <b>Address Line 4:</b>               | Bloomfield Hills, MICHIGAN 48304-5151   |                       |                    |
| <b>ATTORNEY DOCKET NUMBER:</b>       | 216940-101400   |                       |                    |
| <b>NAME OF SUBMITTER:</b>            | Jennifer Sheehan Anderson   |                       |                    |

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|  |                             |
|--|-----------------------------|
| Signature:   | /Jennifer Sheehan Anderson/ |
| Date:  | 02/07/2013                  |
| Total Attachments: 2<br>source=Assignment - ELECTRA#page1.tif<br>source=Assignment - ELECTRA#page2.tif |                             |

TRADEMARK ASSIGNMENT

Effective December 17, 2012, HERCULES TIRE COMPANY OF CANADA INC, a Canadian company ("Assignor"), wishes to assign to THE HERCULES TIRE & RUBBER COMPANY, a Connecticut company at 16380 U.S. Route 224, Suite 200 Findlay, Ohio 45840 U.S.A., ("Assignee") the entire right, title and interest in and to the trademark(s) on attached Schedule A (collectively, the "Trademark Rights").

Any and all rights and privileges provided under the trademark and other laws of the United States, Canada, Argentina, Australia, China, Indonesia, Malaysia, New Zealand, and South Africa and the individual states thereof and jurisdictions foreign thereto with respect to the foregoing; the GOODWILL of the business in which the mark is used; and any and all renewals thereof, together with the right to bring suit and collect for past infringements thereof; and

In view of the payment of Ten dollars and 00/100 (\$10.00), and other legally sufficient and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Assignor, Assignor DOES HEREBY assign and transfer to Assignee, any and all right, title and interest in and to the Trademark Rights.

Assignor shall, without further consideration, execute any additional documents as may be reasonably requested by Assignee to prove and record this Assignment.

This Assignment and all terms hereof shall be binding upon and inure to the benefit of the parties and their respective heirs, personal and legal representatives, successors and assigns.

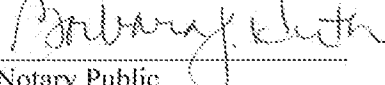
IN WITNESS WHEREOF, Assignor has executed this Assignment on the date set forth below.

HERCULES TIRE COMPANY OF CANADA  
INC  
  
\_\_\_\_\_  
Jeffrey Marshall, Chief Financial Officer

THE HERCULES TIRE & RUBBER  
COMPANY  
  
\_\_\_\_\_  
Jeffrey Marshall, Chief Financial Officer

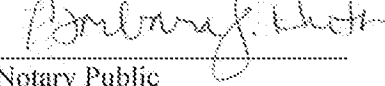
State of Ohio :  
:s.s.  
County of: Hancock

Sworn and subscribed before me this 17<sup>th</sup> day of December 2012, by Jeffrey Marshall, Chief Financial Officer, for Hercules Tire Company of Canada Inc, who is duly authorized to sign this Assignment.

  
\_\_\_\_\_  
Notary Public

State of Ohio :  
:s.s.  
County of: Hancock

Sworn and subscribed before me this 17<sup>th</sup> day of December 2012, by Jeffrey Marshall, Chief Financial Officer, for The Hercules Tire and Rubber Company, who is duly authorized to sign this Assignment.

  
\_\_\_\_\_  
Notary Public

Barbara J. Huoh  
Notary Public, State of Ohio  
My commission expires 6/4/2013

TRADEMARK ASSIGNMENT

Schedule A

| Country       | Mark                | Reg. Date  | Reg. No.   | Status     | Ref. No.      |
|---------------|---------------------|------------|------------|------------|---------------|
| Argentina     | ELECTRA             | 11/26/2007 | 2198229    | REGISTERED | 216940-101412 |
| Australia     | ELECTRA             | 01/28/2000 | 821440     | REGISTERED | 216940-101411 |
| Canada        | ELECTRA             | 11/02/1979 | TMA236951  | REGISTERED | 216940-101410 |
| Canada        | ELECTRA<br>SNO TRAC | 08/26/1983 | TMA282802  | REGISTERED | 216940-101416 |
| China         | ELECTRA             | 01/28/2001 | 1515207    | REGISTERED | 216940-101409 |
| Indonesia     | ELECTRA             | 08/07/1997 | 378238     | REGISTERED | 216940-101413 |
| Malaysia      | ELECTRA             | 12/19/1992 | 95013584   | REGISTERED | 216940-101406 |
| New Zealand   | ELECTRA             | 02/03/2006 | 742388     | REGISTERED | 216940-103455 |
| South Africa  | ELECTRA             | 05/04/2010 | 1996/03815 | REGISTERED | 216940-101401 |
| United States | ELECTRA             | 04/08/1980 | 1,132,666  | REGISTERED | 216940-101400 |