TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Advance Merchandising Company, Inc.		08/02/2004	Virginia:

RECEIVING PARTY DATA

Name:	Shell Trademark Management B.V.
Street Address:	Carel van Bylandtlaan 30, 2596 HR
City:	The Hague
State/Country:	NETHERLANDS
Entity Type:	CORPORATION:

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78291802	TRUCKELA

CORRESPONDENCE DATA

Fax Number: (713)241-6617
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 713-241-2698
Email: ipptomail@shell.com
Correspondent Name: Kimbley L. Muller
Address Line 1: 910 Louisiana OSP 4794
Address Line 4: Houston, TEXAS 77002

ATTORNEY DOCKET NUMBER:	TMV 808

DOMESTIC REPRESENTATIVE

Name: Kimbley L. Muller
Address Line 1: 910 Louisiana OSP 4794
Address Line 4: Houston, TEXAS 77002

NAME OF SUBMITTER:	Nancye Gorman

CH $40.00 78291802

Total Attachments: 1
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ASSIGNMENT

KNOW ALL MEN BY THESE PRESENTS that:

WHEREAS, ADVANCE MERCHANDISING, INC., a Virginia corporation with a business address at 5673 Airport Road, Roanoke, Virginia 24012 (hereinafter called the "Assignor"), has applied for registration with the United States Patent and Trademark Office for the mark TRUCKELA, Serial No. 78291802; and

WHEREAS, SHELL TRADEMARK MANAGEMENT B.V. a Netherlands corporation with a business address at Carel van Bylandtlaan 30, 2596 HR, The Hague, Netherlands (hereinafter called the "Assignee") desires to acquire from Assignor all rights, title, interest, and goodwill associated with the mark TRUCKELA.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor has agreed to sell, assign and transfer and hereby does sell, assign and transfer unto the said Assignee all of Assignor's right, title and interest in and to the trademark TRUCKELA, Serial No. 78291802, together with the goodwill of the business associated with this mark.

ADVANCE MERCHANDISING, INC.

Name

ERIC M MARGOLIN

Printed Name

SECRETARY

Title

AUGUST 2, 2004

Date

ROANOKE, VA

City, State

Approved as to Form
Legal Department
By: [illegible]
Date: 8/2/04

NEGG/Litigation/Shell litigation/TRUCKELA/draft settlement agreement.final(revised)