

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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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
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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
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DOMESTIC REPRESENTATIVE	
Name:	Kimbley L. Muller
Address Line 1:	910 Louisiana OSP 4794
Address Line 4:	Houston, TEXAS 77002

NAME OF SUBMITTER:	Nancye Gorman
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Total Attachments: 1
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ASSIGNMENT

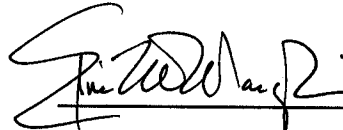
KNOW ALL MEN BY THESE PRESENTS that:

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: 

Date: 8/2/04