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
Discount Auto Parts, Inc.		07/15/2004	CORPORATION: FLORIDA

RECEIVING PARTY DATA

Name:	Advance Merchandising Company, Inc.
Street Address:	5673 Airport Road
City:	Roanoke
State/Country:	VIRGINIA
Postal Code:	24012
Entity Type:	CORPORATION: VIRGINIA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	76060218	RIGHT PART. RIGHT AWAY.

CORRESPONDENCE DATA

Fax Number: (540)510-3050
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 540-510-3000
Email: trademarks@leclairryan.com
Correspondent Name: Tara A. Branscom
Address Line 1: 1800 Wachovia Tower, Drawer 1200
Address Line 4: Roanoke, VIRGINIA 24006

ATTORNEY DOCKET NUMBER:	50059.0494
NAME OF SUBMITTER:	Tara A. Branscom

Total Attachments: 1
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CH $40.00 76060218

ASSIGNMENT

This assignment is entered into and is effective as of July 15, 2004 by and between Discount Auto Parts, Inc., a Florida corporation, herein referenced as "Assignor", and Advance Merchandising Company, Inc., a Virginia corporation, herein referenced as "Assignee."

Assignor owns the following mark (the "Mark"):

RIGHT PART. RIGHT AWAY.
(U.S. Application No. 76/060218, Application Date: May 30, 2000).

Assignor wishes to assign and Assignee wishes to acquire the Mark and the goodwill symbolized by the Mark, together with any federal or state applications/registrations for the Mark.

For good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to the Assignee and Assignee accepts all right, title and interest in and to the Mark, the goodwill symbolized by the Mark, and any federal or state applications/registrations for the Mark.

Assignor:
DISCOUNT AUTO PARTS, INC.

By: Jeffry J Day

Its: VICE PRESIDENT & TREASURER.

Assignee:
ADVANCE MERCHANDISING
COMPANY, INC.

By: [illegible]

Its: SECRETARY