

05-13-2004

Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/05) Tab settings ⇌ ⇌ ⇌



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U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

5-7-04

Heilig-Meyers Company

- Individual(s) Association General Partnership Limited Partnership Corporation-State Virginia Other

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: May 1, 2004 05/01/2004

2. Name and address of receiving party(ies)

Name: HMY RoomStore, Inc.

Internal

Address:

Street Address: 12501 Patterson Ave.

City: Richmond State: VA Zip: 23233

- Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State Virginia Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 2181567

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: R. Joel Ankney

Internal Address: Suite 143

Street Address: 420 N. Center Dr.

City: Norfolk State: VA Zip: 23502

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41): \$ 40.00

- Enclosed Authorized to be charged to deposit account

8. Deposit account number:

DO NOT USE THIS SPACE

9. Signature.

Brian D. Bertonneau

Name of Person Signing

Brian D. Bertonneau

Signature

5/5/04

Date

Total number of pages including cover sheet, attachments, and document

3

All documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

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TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made effective as of May 1, 2004, from Heilig-Meyers Company ("ASSIGNOR"), To HMY RoomStore, Inc. ("ASSIGNEE"):

WHEREAS, ASSIGNOR is the owner of the I LOVE THIS STORE! service mark (the "Mark") that is the subject of Registration No. 2181567 at the U. S. Patent & Trademark Office (the "Registration"), together with the goodwill of the business symbolized thereby in connection with the services identified by the Mark (the "Services").

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Mark and the Registration.

NOW, THEREFORE, in consideration of the payment of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Mark and the Registration, together with (1) the goodwill of the business relating to the Services in respect upon which the Mark is used and for which it is registered; (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Mark, including without limitation, damages and payments for past or future infringements and misappropriations of the Mark; and (3) all rights to sue for past, present and future infringements or misappropriations of the Mark.

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, recording, or vesting in ASSIGNEE full right, title, and interest in the Mark and the Registration.

IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered this Assignment, as of the day and year first above written.

HEILIG-MEYERS COMPANY

By: Brian D. Berton
Name: BRIAN D. BERTONNEAU
Title: SENIOR COUNSEL

COMMONWEALTH OF VIRGINIA)

COUNTY/CITY OF Richmond)

The foregoing instrument was subscribed and sworn before me by
BRIAN D. BERTONNEAU [name], SENIOR COUNSEL [title], for an on
behalf of Heilig-Meyers Company, who is personally known to me or produced identification in
the form of Passport + DMV.

Miss Catherine E. Neppa
Notary Public

My commission expires: 31 October 2004