# TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

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

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|---|---|---|---|
| Western Auto Supply Company | | 03/28/2005 | CORPORATION: DELAWARE |

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 |
|---|---|---|
| Registration Number: | 1197174 | ENDURANCE |

CH $40.00 1197174

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

| | |
|---|---|
| NAME OF SUBMITTER: | Tara A. Branscom |
| Signature: | /T.A. Branscom/ |
| Date: | 04/04/2005 |

Total Attachments: 1
source=endurance assign wasco to adv merch#page1.tif

ASSIGNMENT

This assignment is entered into and is effective as of March 28, 2005 by and between Western Auto Supply Company, a Delaware corporation, herein referenced as "Assignor", and Advance Merchandising Company, Inc., a Virginia corporation, herein referenced as "Assignee."

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

ENDURANCE
(U.S. Registration No. 1,197,174, Registration Date: June 8, 1982).

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:
WESTERN AUTO SUPPLY COMPANY

By: _____

Name: Eric Margolin

Title: Senior Vice President, General Counsel & Secretary

Assignee:
ADVANCE MERCHANDISING COMPANY, INC.

By: _____

Name: Eric Margolin

Title: Secretary

Approved as to Form
Legal Department
By: _____
Date: _____