

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
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	
CORRESPONDENCE DATA			
Fax Number:	(540)510-3050		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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			

CH \$40.00 1197174

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"):

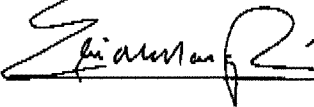
ENDURANCE

(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.

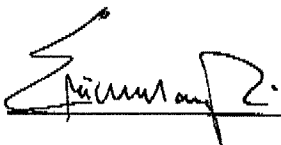
Assignor:
WESTERN AUTO SUPPLY COMPANY

By:  _____

Name: Eric Margolin

Title: Senior Vice President, General Counsel & Secretary

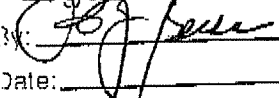
Assignee:
ADVANCE MERCHANDISING COMPANY, INC.

By:  _____

Name: Eric Margolin

Title: Secretary

Approved as to Form
Legal Department

By:  _____
Date: _____