

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
TruServ Corporation		01/01/2005	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	True Value Company
Street Address:	8600 West Bryn Mawr Avenue
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60631-3505
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 180

Property Type	Number	Word Mark
Registration Number:	2134347	TRUE VALUE
Registration Number:	2132536	TRUE VALUE
Registration Number:	2057479	TRUE VALUE
Registration Number:	1971101	TRUE VALUE
Registration Number:	1090538	TRUE VALUE
Registration Number:	2212362	TRUE VALUE
Registration Number:	2328867	TRUE VALUE
Registration Number:	2128890	TRUE VALUE
Registration Number:	2257874	TRUE VALUE
Registration Number:	2285804	TRUE VALUE
Registration Number:	2540617	TRUE VALUE
Registration Number:	2681418	TRUE VALUE
Registration Number:	2879572	TRUE VALUE
Registration Number:	1154808	VALUE BRIGHT

CH \$4515.00 2134347

Registration Number:	1148566	WOODSMAN
Registration Number:	0988754	X-O RUST
Registration Number:	2544319	HELP IS JUST AROUND THE CORNER
Registration Number:	2454281	WOODCARE CENTER
Registration Number:	2768583	MAINTENANCE ONE
Registration Number:	2565802	KIDS PLAY COLORS
Registration Number:	2802597	RENTAL ONE
Registration Number:	2631810	TRUE VALUE GARDENS
Registration Number:	2879567	YOUR PARTNER IN PROFIT
Registration Number:	2690932	MAGNETIC CREATIONS
Serial Number:	78225823	TRUE VALUE MAX
Serial Number:	78288507	TRUE VALUE SMARTER HOME SALES EVENT
Registration Number:	2578810	YOUR TOTAL HARDWARE CONVENIENCE STORE
Registration Number:	2713491	TRUE BLUE REWARDS
Registration Number:	2635299	EASY COLOR
Registration Number:	2686539	TRUE BLUE REWARDS
Registration Number:	2796502	MEMBERSONLINE.COM
Registration Number:	2897296	GRILL PLACE
Registration Number:	2675167	THINK CONTINUOUS IMPROVEMENT @ WORK TRUEVALUE
Registration Number:	1128203	TRUE VALUE
Registration Number:	2041789	TRUE VALUE
Registration Number:	1145371	V & S
Registration Number:	2510702	EVER CHANGING, RE-ARRANGING WALL DECOR
Registration Number:	2628349	AIM
Registration Number:	2485971	EXTREME RUN BATTERY
Registration Number:	2203339	POWER PLACE
Registration Number:	2537195	RENT THE EQUIPMENT. KEEP THE ADVICE
Registration Number:	2125134	START RIGHT
Registration Number:	2497732	TRU-COLORS
Registration Number:	2553472	TRUSITE
Registration Number:	2512447	TRUE VALUE FIBERGLASS INSULATION
Registration Number:	2618322	BUY WHAT YOU WANT. RENT WHAT YOU NEED.
Serial Number:	75604656	GRAND RENTAL STATION
Registration Number:	2550265	PARTY CENTRAL
Registration Number:	2259524	ANYTHING TO HELP.

Registration Number:	2340777	COMMERCIAL SALES
Registration Number:	2121224	COMMERCIAL SALES
Registration Number:	2537220	EXPECT THE BEST
Registration Number:	1148565	WEATHERALL
Registration Number:	1926713	TRUE VALUE COFFEE STOP
Registration Number:	2167509	TRUE VALUE HELP! SERVICECENTER
Registration Number:	1961876	TRUE VALUE PAINT SHOP
Registration Number:	2523311	GRILL ZONE
Registration Number:	2322290	GARDEN GEMS
Registration Number:	2295703	GO GRILL CRAZY
Registration Number:	2357694	PAINTER'S SELECT
Registration Number:	2618404	TRUE VALUE MANUFACTURING COMPANY
Registration Number:	2626745	YOU'RE HERE. YOU'RE HOME. YOU'RE DONE.
Registration Number:	2776931	TRUE VALUE REWARDS
Registration Number:	2702755	GREENTHUMB
Registration Number:	2880179	GRILL ZONE
Registration Number:	2136649	ABC
Registration Number:	0871486	AMERICAN HARDWARE STORES
Registration Number:	1939185	ATLAS PRO
Registration Number:	1358330	CHEWY PLUS
Registration Number:	0779628	COAST TO COAST
Registration Number:	0751518	MASTER PLUMBER
Registration Number:	1312929	MASTER PLUMBER
Registration Number:	1432602	MASTER PLUMBER
Registration Number:	1312928	MASTER PLUMBER
Registration Number:	1678028	COAST TO COAST HOME & AUTO
Registration Number:	2586335	COLOR DECOR
Registration Number:	0608452	GREEN THUMB
Registration Number:	0792083	GREEN THUMB
Registration Number:	0590405	GREEN THUMB
Registration Number:	1950655	INDUSERVE SUPPLY
Registration Number:	2023852	INDUSOURCE
Registration Number:	2063279	LARGE ENOUGH TO SERVE YOU...NEAR ENOUGH TO KNOW YOU!
Registration Number:	1354875	KLEENZ-EM

Registration Number:	1583111	HOME & GARDEN SHOWPLACE
Registration Number:	1135511	LAWN CHIEF
Registration Number:	1168940	LAWN CHIEF
Registration Number:	1789013	MEMBERS
Registration Number:	1919139	PRESTIGE
Registration Number:	1112513	S
Registration Number:	1398770	STORE OF FIRST CHOICE
Registration Number:	0977017	TAYLOR RENTAL
Registration Number:	1356053	TAYLOR
Registration Number:	2477415	POWER PLACE
Registration Number:	2567571	TRUEADVANTAGE
Registration Number:	2529973	EVERYDAY FIXUPS EVERYDAY ANSWERS
Serial Number:	78316467	
Serial Number:	78416028	SIMPLY STATED
Serial Number:	78416038	SIMPLY ASK
Registration Number:	2802439	THE MORE YOU SHOP THE MORE YOU EARN.
Serial Number:	78316468	COURTYARD CLASSICS
Serial Number:	78214977	W WESTPOINTE
Serial Number:	78119274	NETWAREHOUSE
Serial Number:	78525776	GARDENS MADE SIMPLE
Serial Number:	78525756	GARDENS MADE SIMPLE
Registration Number:	2555138	UNITY
Serial Number:	78462551	PROFESSIONAL COATINGS
Registration Number:	2681350	THE GREAT PAINT EVENT
Registration Number:	2678245	TRUE VALUE UNIVERSITY
Registration Number:	2635524	EVERYDAY QUICK FIXUPS
Registration Number:	2704695	STORE SQUARED
Serial Number:	78149764	COMCAT
Registration Number:	2707229	PLATINUM PAINT SHOP
Registration Number:	2686728	THE GREAT GARDEN EVENT
Registration Number:	2264671	PREMIUM DECOR
Registration Number:	2615463	TRU-TEST
Registration Number:	2522863	TRUSERVICE
Serial Number:	78353894	GET IT RIGHT NOW
Registration Number:	1521436	ENRICH

Registration Number:	2232982	GPM DEPENDABLE
Registration Number:	1329019	GALENA GIFT GALLERY
Registration Number:	1336312	GRAND RENTAL STATION
Registration Number:	1339534	GRAND RENTAL STATION
Registration Number:	1457989	GREEN THUMB
Registration Number:	0581301	GREEN THUMB
Registration Number:	2654594	TOOLS FOR YOUR MIND
Registration Number:	2615594	TRUE VALUE
Registration Number:	1061213	WESTPOINT
Registration Number:	2877582	JUST AROUND THE CORNER GIFT SALE
Serial Number:	78416008	WE'LL MAKE IT SIMPLE TO GET IT RIGHT
Registration Number:	2530416	MAKING BEAUTIFUL GARDENS COME ALIVE
Registration Number:	2741786	COMMERCIAL SUPPLY NETWORK
Serial Number:	78538059	AQUA THERAPY
Serial Number:	78521851	BUYER'S VALUE
Registration Number:	2540697	SERVICESTAR
Registration Number:	2552836	MAKING BEAUTIFUL GARDENS COME ALIVE
Registration Number:	2853755	ACCUFLO
Registration Number:	2669361	TAYLOR RENTAL PARTY PLUS
Registration Number:	2669362	TAYLOR RENTAL PARTY PLUS
Registration Number:	1600072	
Serial Number:	74651531	GREEN THUMB
Registration Number:	1249555	MASTER MECHANIC
Registration Number:	1561687	MASTER MECHANIC
Serial Number:	78572708	TRUE BUYS
Registration Number:	2572457	GREAT PAINT. GREAT STORE
Registration Number:	2529974	KNOW HOW RIGHT NOW
Registration Number:	2886205	INSPIRATION NOW AVAILABLE IN A GALLON CAN
Registration Number:	2815011	HOLIDAY WONDERLAND
Registration Number:	2784238	BARGAIN OF THE MONTH
Registration Number:	2563839	TWELVE GIFTS OF CHRISTMAS
Registration Number:	2573855	MAKES MAGNETS STICK TO WALLS LIKE MAGIC
Registration Number:	2545132	E-Z KARE
Registration Number:	2527647	FAST ANSWERS FASTER SHOPPING
Registration Number:	2571606	SUMMER IS JUST AROUND THE CORNER

TRADEMARK

REEL: 003066 FRAME: 0806

Registration Number:	2866604	PAINTER'S SELECT
Serial Number:	78068851	WOOD CARE CENTER
Registration Number:	2625177	CONNECT 4 PROFIT
Registration Number:	2085647	TRUE VALUE
Registration Number:	1165207	TRUE VALUE
Registration Number:	2015085	TRUE VALUE
Registration Number:	2284165	PROFESSIONAL COATINGS
Registration Number:	1089689	TRU-TEST
Registration Number:	1204225	TRU-TEST
Registration Number:	2717573	VALUE
Registration Number:	2192723	TRU SERV
Registration Number:	2177488	TRU SERV
Registration Number:	2157728	TRU SERV
Registration Number:	2177487	TRU SERV
Registration Number:	2179452	TRUSERV
Registration Number:	2182893	TRUSERV
Registration Number:	2161015	TRUSERV CENTRAL SHIP
Registration Number:	2073474	TRUE ADVANTAGE
Registration Number:	2582485	TRUSTART
Registration Number:	1911155	TRU-TRAC
Registration Number:	1303761	TRU-TUFF
Registration Number:	1089690	TRU-TEST
Registration Number:	1312924	TRU-TEST
Registration Number:	2683874	TRUE VALUE
Registration Number:	1449143	X-O STAIN
Serial Number:	78214976	WESTPOINTE
Serial Number:	78538061	AQUA THERAPY

CORRESPONDENCE DATA

Fax Number: (612)332-9081
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 6123364624
Email: jstinson@merchant-gould.com
Correspondent Name: Christopher J. Schulte
Address Line 1: P.O. Box 2910
Address Line 4: Minneapolis, MINNESOTA 55402-0910

NAME OF SUBMITTER:	Christopher J. Schulte
Signature:	/Christopher J. Schulte/
Date:	04/14/2005
Total Attachments: 2 source=truevaluecompanynamechange1#page1.tif source=truevaluecompanynamechange2#page1.tif	

Delaware

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The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED ARE TRUE AND CORRECT COPIES OF ALL DOCUMENTS FILED FROM AND INCLUDING THE RESTATED CERTIFICATE OR A MERGER WITH A RESTATED CERTIFICATE ATTACHED OF "TRUE VALUE COMPANY" AS RECEIVED AND FILED IN THIS OFFICE.

THE FOLLOWING DOCUMENTS HAVE BEEN CERTIFIED:

RESTATED CERTIFICATE, FILED THE TWENTY-FIFTH DAY OF MAY, A.D. 1993, AT 10 O'CLOCK A.M.

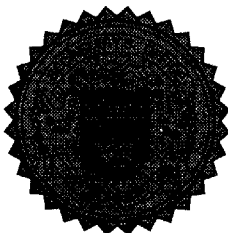
CERTIFICATE OF MERGER, CHANGING ITS NAME FROM "COTTER & COMPANY" TO "TRUSERV CORPORATION", FILED THE FIRST DAY OF JULY, A.D. 1997, AT 9 O'CLOCK A.M.

CERTIFICATE OF AMENDMENT, FILED THE SIXTH DAY OF MAY, A.D. 1998, AT 9 O'CLOCK A.M.

CERTIFICATE OF OWNERSHIP, CHANGING ITS NAME FROM "TRUSERV CORPORATION" TO "TRUE VALUE COMPANY", FILED THE TWENTY-NINTH DAY OF DECEMBER, A.D. 2004, AT 3:21 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF OWNERSHIP IS THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2004.

CERTIFICATE OF CORRECTION, FILED THE FOURTH DAY OF JANUARY,



Harriet Smith Windsor

Handwritten signature of Harriet Smith Windsor, Secretary of State of Delaware. Below the signature is a stamp that reads "AUTHENTICATED BY" followed by the number "8808209".

0463004 8100X

050015720

DATE: 01-07-05

TRADEMARK

REEL: 003066 FRAME: 080

Delaware

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The First State

A.D. 2005, AT 2:22 O'CLOCK P.M.



0463004 8100X

050015720

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State
AUTHENTICATION BY 8603209

DATE: 01-07-05

TRADEMARK

RECORDED: 04/14/2005

REEL: 003066 FRAME: 081