

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
Duke & Long Distributing Company, Inc.		05/25/2005	CORPORATION: KENTUCKY
RECEIVING PARTY DATA			
Name:	Virginia Oil Company, Inc.		
Street Address:	11 Harris Street		
City:	Charlottesville		
State/Country:	VIRGINIA		
Postal Code:	22903		
Entity Type:	CORPORATION: VIRGINIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2437535	EVERYDAY	
Registration Number:	2437536	EVERYDAY	
CORRESPONDENCE DATA			
Fax Number:	(202)585-8080		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202 585 8000		
Email:	tcole@nixonpeabody.com		
Correspondent Name:	Thomas W. Cole		
Address Line 1:	401 9th Street, N.W.		
Address Line 2:	Suite 900		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
NAME OF SUBMITTER:	Thomas W. Cole		
Signature:	/thomas w. cole/		
Date:	05/27/2005		

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Total Attachments: 1
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ASSIGNMENT OF REGISTRATION OF MARK

WHEREAS, Duke and Long Distributing Company, Inc. (hereinafter "Duke"), a Kentucky corporation, has created, used and registered in the U.S. and Patent and Trademark Office the marks EVERYDAY Plus Design and EVERYDAY (Registration Nos. 2,437,535 and 2,437,536 issued on March 20, 2001) for retail store services featuring convenience store items and gasoline;¹ and

WHEREAS, Virginia Oil Company, Inc. (hereinafter "Virginia"), a Virginia corporation having a principal place of business at 1100 Harris Street, Charlottesville, Virginia 22903, is desirous of acquiring said marks and the registrations thereof;

NOW, THEREFORE, for \$7,000 and other good and valuable consideration, receipt of which is hereby acknowledged, Duke does hereby assign unto Virginia all right, title, and interest in and to the marks, together with the goodwill of the business symbolized by the marks, and the above-identified registrations thereof.

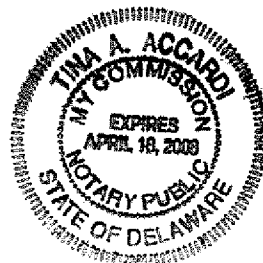
DUKE & LONG DISTRIBUTING COMPANY, INC.

Dated: 5/25/05 By: *Ms Claybrook*

STATE OF Delaware)
COUNTY OF New Castle) ss.

On this 25th day of May, 2005, appeared *Antagne S. Claybrook* personally known to me, and by me personally known to be the person who executed the above instrument, who being duly sworn, acknowledged that he/she executed the above instrument as his/her free and voluntary act.

Tina A. Accardi (SEAL)
Notary
My commission expires: 4/18/08



¹ A legal description of the marks are attached hereto as Appendix A