

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: 18

Property Type	Number	Word Mark
Serial Number:	78446173	NETWAREHOUSE
Serial Number:	78465121	WOODCARE CENTER
Serial Number:	78416005	COLOR PROMISE
Serial Number:	78505130	PARTY PLUS
Serial Number:	78502357	WATER THERAPY
Serial Number:	78381689	POWEREXPO
Serial Number:	78416035	SIMPLY INSPIRATIONAL
Serial Number:	78416032	SIMPLY BRILLIANT
Registration Number:	2786632	GET READY FOR THE HOLIDAYS
Registration Number:	2794833	TRUE VALUE
Registration Number:	2686825	POWER EVENT
Registration Number:	2654481	TRU GARDENS & NURSERY CENTER
Registration Number:	2591693	TRUE VALUE HOLIDAY WONDERLAND
Registration Number:	2763008	MAGNETIC CREATIONS

CH \$465.00 78446173

Registration Number:	2579386	ULTIMATE FINISH
Registration Number:	2262767	COAST TO COAST PAINT & DECOR STORE
Registration Number:	1971169	HELP IS JUST AROUND THE CORNER
Registration Number:	1128202	TRUE VALUE

CORRESPONDENCE DATA

Fax Number: (612)332-9081

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 6123325300

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:	08/23/2005

Total Attachments: 2

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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.

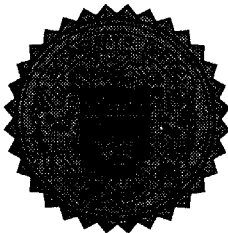
CERTIFICATE OF MERGER, CHANGING ITS NAME FROM "COTTER & COMPANY" TO "TRUSERV CORPORATION", FILED THE FIRST DAY OF JULY, A.D. 1997, AT 9 O'CLOCK A.M.

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. Below the signature, the text "AUTHENTICATION" and "8508209" are visible.

0463004 8100X

050015720

DATE: 01-07-05

TRADEMARK

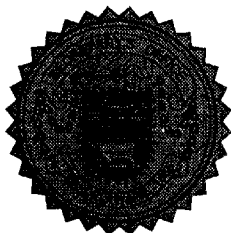
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Delaware

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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
AUTHENTICATION BY 8603209

DATE: 01-07-05

TRADEMARK

RECORDED: 08/23/2005

REEL: 003145 FRAME: 028