

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: 1			
Property Type	Number	Word Mark	
Registration Number:	1881024	JUST ASK	
CORRESPONDENCE DATA			
Fax Number:	(612)332-9081		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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:	08/24/2005		

CH \$40.00 1881024

Total Attachments: 2
 source=truevaluecompanynamechange1#page1.tif

Delaware

PAGE 1

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.

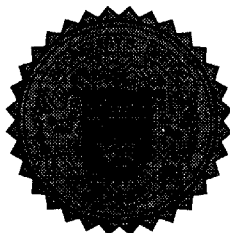
CERTIFICATE OF MERGER, CHANGING ITS NAME FROM "COTTER & COMPANY" TO "TRUSERV CORPORATION", FILED THE FIRST DAY OF JULY, A.D. 1997, AT 9 O'CLOCK A.M.

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

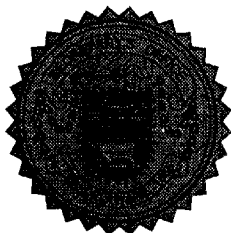
REEL: 003146 FRAME: 030

Delaware

PAGE 2

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: 08/24/2005

REEL: 003146 FRAME: 030