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
World Wide Automotive	FORMERLY World Wide	104/18/2005	LIMITED LIABILITY
	Automotive, Inc.		COMPANY: VIRGINIA

RECEIVING PARTY DATA

Name:	Advance Merchandising Company	
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:	2762580	PALLADIUM

CORRESPONDENCE DATA

Fax Number: (540)510-3050

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

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

ATTORNEY DOCKET NUMBER:	50059.0032	
NAME OF SUBMITTER:	Tara A. Branscom	
Signature:	/Tara A. Branscom/	
Date:	01/30/2006	

TRADEMARK

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TRADEMARK ASSIGNMENT

WHEREAS, World Wide Automotive, L.L.C. (f/k/a World Wide Automotive, Inc.) (herein called "ASSIGNOR"), a Virginia limited liability company having a principal place of business at 300 West Brooke Road, Winchester, Virginia 22603, owns the "ASSIGNED TRADEMARK RIGHTS", which means and includes United States Trademark Registration No. 2,762,580, granted September 9, 2003, for the trademark "PALLADIUM".

WHEREAS, Advance Merchandising Company, Inc., a Virginia corporation having a principal place of business at 5008 Airport Road, Roanoke, Virginia 24012 (herein called "ASSIGNEE"), is desirous of obtaining the entire right, title and interest in, to and under the said ASSIGNED TRADEMARK RIGHTS.

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) paid in hand to ASSIGNOR and other good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR has sold, assigned, transferred and set over, and by these presents does hereby sell, assign, transfer and set over, unto ASSIGNEE, its successors, legal representatives and assigns, its entire right, title and interest in, to and under all of the ASSIGNED TRADEMARK RIGHTS and the goodwill associated therewith, including all rights to sue and recover damages or obtain injunctive relief for past or future infringement, misappropriation, violation or breach of any of the ASSIGNED TRADEMARK RIGHTS.

AND ASSIGNOR HEREBY shall execute and deliver or shall cause to be executed and delivered all other documents necessary to confirm, effectuate or record the assignment granted herein as ASSIGNEE may from time to time reasonably request.

AND ASSIGNOR HEREBY covenants and agrees that it has full right to convey the entire interest herein assigned, and that it has not executed, and will not execute, any agreement in conflict herewith.

PROVIDED THAT ASSIGNOR makes products for ASSIGNEE, the parties shall negotiate in good faith and enter into a license agreement wherein ASSIGNOR shall have the right to use the ASSIGNED TRADEMARK RIGHTS in connection with products made and packaged by ASSIGNOR for ASSIGNEE.

WORLD WIDE AUTOMOTIVE, L.L.C.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this Assignment of Trademark Rights to be executed by its duly authorized officer:

		By: _ Divokar Tailer
		Name: DIVAKAR TAILOR
		Title: PRESIDENT
		Date: 18 - April 2005
		•
STATE OF Vigina) SS.:)	
aforesaid and in the County to me known and known to foregoing instrument on beh	aforesaid to take acknowled me to be the person describe alf of World Wide Automoti nd acknowledged before me	By: By: Authorized in the State
(SEAL)	TAMARA D.	Nome: (4000 (4))
My Commission expires on	JOHNSON S OVIVEALTY My Commission Exps.	Notary Public Resident of Fredrick, County, VA
	July 31, 2008	

RECORDED: 01/30/2006

TRADEMARK REEL: 003236 FRAME: 0017