

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 Automotive, Inc.	04/18/2005	LIMITED LIABILITY 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		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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		

CH \$40.00 2762580

Total Attachments: 1
source=palladium assign to adv merch#page1.tif

