TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Entity Conversion and Name Change

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Advance Merchandising Company, Inc.		12/30/2007	CORPORATION: VIRGINIA

RECEIVING PARTY DATA

Name:	Advance Auto Innovations, LLC
Street Address:	5673 Airport Road
City:	Roanoke
State/Country:	VIRGINIA
Postal Code:	24012
Entity Type:	LIMITED LIABILITY COMPANY: VIRGINIA

PROPERTY NUMBERS Total: 126

Property Type	Number	Word Mark
Serial Number:	78917062	ACCENTU8
Registration Number:	3292362	ACCENTU8
Registration Number:	2049823	ADV
Registration Number:	1815267	ADVANCE AUTO PARTS
Registration Number:	1847137	ADVANCE AUTO PARTS
Registration Number:	1484796	ADVANCE AUTO PARTS A
Registration Number:	2899629	ADVANCE AUTO PARTS
Registration Number:	3176010	ADVANCE AUTO PARTS
Serial Number:	78654483	ADVANCE AUTO PARTS
Serial Number:	78654479	ADVANCE AUTO PARTS
Registration Number:	3176011	ADVANCE AUTO PARTS
Registration Number:	3173033	ADVANCE AUTO PARTS
Registration Number:	3176012	ADVANCE AUTO PARTS
Registration Number:	3170013	KB

CH $3165.00 78917062

Registration Number:	3176014	ADVANCE AUTO PARTS
Registration Number:	3176368	ADVANCE AUTO PARTS
Registration Number:	3011147	ADVANCE AUTO PARTS
Registration Number:	3276897	ADVANCE AUTO PARTS
Registration Number:	2939655	ADVANCE AUTO PARTS. WE'RE READY IN ADVANCE.
Registration Number:	2899630	ADVANCE AUTO PARTS. WE'RE READY IN ADVANCE.
Registration Number:	3095764	ADVANCE TV
Serial Number:	77206155	AIRLINX
Serial Number:	78629549	APEX
Serial Number:	78645568	APEX
Registration Number:	1622118	AUTOCRAFT
Registration Number:	3144780	AUTOCRAFT
Registration Number:	2640809	AUTOCRAFT CASTAWAY
Serial Number:	78470757	AUTO XPRESS
Serial Number:	78640044	AUTO XPRESS
Registration Number:	3326266	AUTOXPRESS
Registration Number:	2391747	CAR CARE 101
Registration Number:	3237091	CAR CARE 101
Registration Number:	2391746	CAR CARE 101
Serial Number:	78629563	CARGO XPRESS
Registration Number:	3098151	CHOCOLATE COLOSSUS
Registration Number:	2415619	DISCOUNT AUTO PARTS
Registration Number:	2539168	DISCOUNT AUTO PARTS
Registration Number:	3269989	DRYING MATE
Serial Number:	78782662	EASY FIT
Registration Number:	3194214	"ELBOW GREASE...NOT INCLUDED"
Registration Number:	1197174	ENDURANCE
Registration Number:	3153544	ENDURANCE
Serial Number:	78704561	ENDURANCE
Serial Number:	78704570	ENDURANCE
Serial Number:	78470767	ENDURANCE
Registration Number:	3096903	ENDURANCE
Registration Number:	2731342	HYDRO FORCE
Serial Number:	77093942	JOBMATE
Serial Number:	77129740	JOBMATE

Serial Number:	77323935	JOBMATE
Serial Number:	78645604	JOE'S GARAGE EST 1932
Registration Number:	3289131	JOE'S GARAGE EST 1932
Serial Number:	77093948	KLEENVIEW
Registration Number:	1494948	LASTACELL
Registration Number:	3175449	MECHANIC'S CHOICE
Serial Number:	78688430	MECHANIC'S CHOICE
Serial Number:	78830018	MECHANIC'S CHOICE
Registration Number:	3178382	MIRAGE
Serial Number:	78862779	MIRAGE
Registration Number:	3178493	MIRAGE
Serial Number:	77215396	MIRAGE
Registration Number:	2482142	MORE PARTS, LOWER PRICES
Registration Number:	3226801	NO MORE CRACKS & PEELS
Serial Number:	78909106	NO MORE DUST
Registration Number:	2280955	PARTS AMERICA
Registration Number:	2381242	PARTS EXPRESS
Registration Number:	3095768	PARTSAMERICA.COM
Registration Number:	1395226	PDQ
Registration Number:	3194156	PDQ THE PRO'S PARTNER
Serial Number:	78654516	PRO2CALL
Serial Number:	77192311	PROCONTROL
Registration Number:	3318914	PROFESSIONAL'S FAVORITE
Serial Number:	78629573	PROFESSIONAL'S FAVORITE
Registration Number:	3161951	PROFESSIONAL'S FAVORITE
Registration Number:	3146103	PROFESSIONAL'S FAVORITE
Serial Number:	77166816	PROFESSIONAL'S FAVORITE
Serial Number:	77172395	PROFESSIONAL'S FAVORITE
Serial Number:	78979202	PROFESSIONAL'S FAVORITE
Serial Number:	78688454	PROFESSIONAL'S FAVORITE BLAST & CLEAN
Serial Number:	78704493	PROFESSIONAL'S FAVORITE BLAST & CLEAN
Registration Number:	3300050	PROFESSIONAL'S FAVORITE NO MORE DUST
Serial Number:	78688463	PROFESSIONAL'S FAVORITE NO MORE STREAKS
Registration Number:	3172547	PROFESSIONAL'S FAVORITE OVERLOAD CHOCOLATE
Registration Number:	3157434	PROFESSIONAL'S FAVORITE NO MORE STREAKS

Serial Number:	77263488	PROFESSIONAL'S FAVORITE NO MORE SLING
Registration Number:	2959613	PROTECTION PLUS
Registration Number:	3158141	READY-TO-GO LOW PRICE!
Registration Number:	3312983	RIGHT PART. RIGHT AWAY.
Registration Number:	0255631	SENTRY
Serial Number:	78732434	SENTRY
Serial Number:	78732426	SENTRY
Registration Number:	3336954	SENTRY
Serial Number:	77123320	SHOPDOG
Registration Number:	3112903	SOUNDXPRESS
Registration Number:	3090382	SOUND XPRESS
Registration Number:	2361786	SPARK FORCE
Registration Number:	3118542	SPIDER BUNGEE
Serial Number:	78782668	STAR CITY LUBE
Serial Number:	77134631	STAR CITY LUBE
Serial Number:	78909164	STRIKE FORCE
Registration Number:	2167375	THE BEST PART IS OUR PEOPLE
Registration Number:	1850319	THE FRONT RUNNER
Serial Number:	77093932	TOOLWORKS
Serial Number:	77350161	TOOLWORKS
Registration Number:	1715139	TOUGH ONE
Registration Number:	3071896	TOUGH ONE ENGINES
Registration Number:	1574103	TRAK
Registration Number:	1168761	TRAK AUTO
Registration Number:	1418151	TRAK AUTO
Registration Number:	1490825	TROUBLE FREE
Registration Number:	3090041	TROUBLEFREE
Serial Number:	78688491	TROUBLEFREE
Serial Number:	77149247	TROUBLEFREE
Registration Number:	3138446	VISIONS OF CALIFORNIA DREAMING
Registration Number:	2044917	WEAREVER
Registration Number:	1650703	WEAREVER
Registration Number:	3093058	WEAREVER
Serial Number:	77116117	WEAREVER
Serial Number:	77116148	WEAREVER EMERALD

Serial Number:	77116159	WEAREVER GOLD
Serial Number:	77116166	WEAREVER SILVER
Serial Number:	77250339	WEAREVER TITANIUM
Registration Number:	0440857	WESTERN FLYER
Registration Number:	0837072	WIZARD
Registration Number:	3176314	XACT
Registration Number:	3129343	WONDER GEL

CORRESPONDENCE DATA

Fax Number: (540)510-3050

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

Phone: 5405103000

Email: trademarks@leclairryan.com

Correspondent Name: Tara A. Branscom

Address Line 1: 10 S. Jefferson Street, Suite 1800

Address Line 4: Roanoke, VIRGINIA 24011

ATTORNEY DOCKET NUMBER:	50059.????
NAME OF SUBMITTER:	Tara A. Branscom
Signature:	/tara a. branscom/
Date:	01/10/2008

Total Attachments: 2

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THEODORE V. MORRISON, JR.
CHAIRMAN

MARK C. CHRISTIE
COMMISSIONER

JUDITH WILLIAMS JAGDMANN
COMMISSIONER

COMMONWEALTH OF VIRGINIA

JOEL H. PECK
CLERK OF THE COMMISSION
P.O. BOX 1197
RICHMOND, VIRGINIA 23218-1197

STATE CORPORATION COMMISSION
Office of the Clerk

December 26, 2007

CASEY ELLEN DUGAN
LECLAIRRYAN, A PROFESSIONAL CORPORATION
10 S JEFFERSON ST
STE 1800
ROANOKE, VA 24012

RE: Advance Auto Innovations, LLC
ID: S244760 - 7
DCN: 07-12-26-0514

Dear Customer:

This is your receipt for $100.00 covering the fees for filing articles of entity conversion with this office.

This is also your receipt for $ 200.00 to cover the fee(s) for expedited service(s).

The effective date of the certificate of entity conversion is December 30, 2007 at 1:01am. When the certificate is effective, Advance Merchandising Company, Inc. is converted to a limited liability company organized under the laws of this Commonwealth with the following name:

Advance Auto Innovations, LLC

If you have any questions, please call (804) 371-9733 or toll-free in Virginia, 1-866-722-2551.

Sincerely,

Joel H. Peck
Clerk of the Commission

CNVRLRCT
CNVR
CIS0306

TRADEMARK
REEL: 003693 FRAME: 0833

Commonwealth of Virginia

STATE CORPORATION COMMISSION

Richmond, December 26, 2007

This is to certify that the certificate of entity conversion of

Advance Auto Innovations, LLC

was this day issued and admitted to record in this office and that the said limited liability company is authorized to transact its business subject to all Virginia laws applicable to the company and its business. Effective date: December 30, 2007

State Corporation Commission
Attest:

Clerk of the Commission

CIS0306