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: 4

Property Type	Number	Word Mark
Registration Number:	3399245	ADVANCE AUTO PARTS
Registration Number:	3263256	MECHANIC'S CHOICE
Serial Number:	78980411	CARGO XPRESS
Registration Number:	3354487	AUTO XPRESS

CH $115.00 3399245

CORRESPONDENCE DATA

Fax Number: (540)510-3050
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Email: trademarks@leclairryan.com
Correspondent Name: Tara A. Branscom
Address Line 1: 10 S. Jefferson St., Suite 1800
Address Line 4: Roanoke, VIRGINIA 24011

ATTORNEY DOCKET NUMBER:	50059.0494
NAME OF SUBMITTER:	Tara A. Branscom

Signature:	/tara a. branscom/
Date:	09/08/2008

Total Attachments: 2
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source=Entity Conversion#page2.tif

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: 003848 FRAME: 0196

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