

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	10/06/2008

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Dollar General Merchandising, Inc.		10/06/2008	CORPORATION: TENNESSEE

**RECEIVING PARTY DATA**

Name:	Dollar General Corporation
Street Address:	100 Mission Ridge
City:	Goodlettsville
State/Country:	TENNESSEE
Postal Code:	37072
Entity Type:	CORPORATION: TENNESSEE

**PROPERTY NUMBERS Total: 53**

Property Type	Number	Word Mark
Registration Number:	2654637	AMERICAN VALUE
Registration Number:	2840528	AMERICAN VALUE
Registration Number:	3174687	AMERICAN VALUE
Registration Number:	0833446	CLOVER VALLEY
Registration Number:	2679921	CLOVER VALLEY
Registration Number:	2498548	CLOVER VALLEY
Registration Number:	2327189	CROSSBOW
Registration Number:	2388304	CROSSBOW
Registration Number:	2130040	DG
Registration Number:	2385253	DG
Registration Number:	2702790	DG GUARANTEE
Registration Number:	2433937	DG GUARANTEE
Registration Number:	0881060	DOLLAR GENERAL

OP \$1340.00 2654637

Registration Number:	3159752	DOLLAR GENERAL
Registration Number:	2673316	DOLLAR GENERAL
Registration Number:	3118060	DOLLAR GENERAL
Registration Number:	2443284	DOLLAR GENERAL \$1 EVERY DAY
Registration Number:	1972697	DOLLAR GENERAL
Registration Number:	2478358	DOLLAR GENERAL EVERY DAY
Registration Number:	2478427	DOLLAR GENERAL EVERY DAY
Registration Number:	2912893	DOLLAR GENERAL MARKET
Registration Number:	2947983	DOLLAR GENERAL
Registration Number:	2947982	DOLLAR GENERAL
Registration Number:	2947979	DOLLAR GENERAL
Registration Number:	2947981	DOLLAR GENERAL
Registration Number:	1651816	EVERY DAY IS DOLLAR DAY!...AT YOUR DOLLAR GENERAL STORE
Serial Number:	78642660	EZSTORE
Serial Number:	77557155	HEALTHSENSE
Serial Number:	77557188	HEALTHSENSE
Serial Number:	77557203	HEALTHSENSE
Registration Number:	2614861	HOLIDAY STYLE
Registration Number:	2589304	KITCHEN ELEMENTS
Serial Number:	77508209	KITCHEN ELEMENTS
Serial Number:	77508235	KITCHEN ELEMENTS
Serial Number:	77508236	KITCHEN ELEMENTS
Serial Number:	77508179	KITCHEN ELEMENTS
Registration Number:	1735722	LAURA KATHERINE
Registration Number:	2412180	MY PAL
Registration Number:	1791692	MY PAL
Registration Number:	2355987	MY PAL
Registration Number:	1752567	OPEN TRAILS
Registration Number:	2258138	OPEN TRAILS
Registration Number:	1726693	PENNY LANE
Registration Number:	1705134	PREMIER INTERNATIONAL
Registration Number:	2556093	PREMIER INTERNATIONAL
Registration Number:	2317225	PREMIER INTERNATIONAL
Registration Number:	2400609	PREMIER INTERNATIONAL

Registration Number:	3217925	SAVE TIME. SAVE MONEY. EVERY DAY.
Registration Number:	2418285	STOW AWAYS
Registration Number:	1642403	THE TOWN'S MOST UNUSUAL STORE
Registration Number:	1952315	UNI-LAB
Serial Number:	77557111	BODYSENSE
Serial Number:	77557130	BODYSENSE

**CORRESPONDENCE DATA**

Fax Number: (404)962-6785  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 404-885-3406  
Email: trademarks@troutmansanders.com  
Correspondent Name: Daniele E. Bourgeois  
Address Line 1: 600 Peachtree Street NE  
Address Line 2: Bank of America Plaza, Suite 5200  
Address Line 4: Atlanta, GEORGIA 30308-2216

ATTORNEY DOCKET NUMBER:	20566.000019
NAME OF SUBMITTER:	Daniele E. Bourgeois
Signature:	/Daniele E. Bourgeois/
Date:	10/08/2008

Total Attachments: 1  
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STATE OF TENNESSEE

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CLERK OF STATE

ARTICLES OF MERGER  
OF  
DOLLAR GENERAL CORPORATION  
AND  
DOLLAR GENERAL MERCHANDISING, INC.

Pursuant to the provisions of Sections 48-21-101, *et seq.* of the Tennessee Business Corporation Act (the "TBCA"), Dollar General Corporation, a Tennessee corporation ("Dollar General"), and Dollar General Merchandising, Inc., a Tennessee corporation ("Merchandising") and a wholly owned subsidiary of Dollar General, hereby adopt the following Articles of Merger (these "Articles of Merger").

1. Merger. In accordance with the provisions of the Plan of Merger, attached hereto as Exhibit A (the "Plan") and the TBCA, Merchandising shall be merged (the "Merger") with and into Dollar General, the separate existence of Merchandising shall cease and Dollar General shall survive the Merger. Dollar General is sometimes referred to herein as the "Surviving Entity."

2. Shareholder Approval. Pursuant to the TBCA, neither the shareholders of Dollar General nor the shareholders of Merchandising were required to approve the Plan.

3. Board Approval. The Board of Directors of Dollar General approved the Plan on August 28, 2008, and the Board of Directors of Merchandising approved the Plan on October 3rd, 2008.

4. Compliance with Law. The Plan and the performance of the terms of the Plan were duly authorized by all action required under the laws of the State of Tennessee, by Dollar General's Charter and by Merchandising's Charter.

5. Effective Date. The Merger shall become effective when these duly executed Articles of Merger shall have been filed with the Secretary of State of the State of Tennessee.

These Articles of Merger are hereby approved and executed as of this 6th day of October, 2008, on behalf of each of such corporations by their duly authorized respective officers.

DOLLAR GENERAL CORPORATION

By: David M. Tehle  
Name: David M. Tehle  
Title: Executive Vice President and Chief Financial Officer

DOLLAR GENERAL MERCHANDISING, INC.

By: Arleta C. Elliott  
Name: Arleta C. Elliott  
Title: Senior Vice President and Controller