

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                   |                        |  |                        |
|-----------------------------------|------------------------|--|------------------------|
| <b>SUBMISSION TYPE:</b>           | NEW ASSIGNMENT         |  |                        |
| <b>NATURE OF CONVEYANCE:</b>      | CHANGE OF NAME         |  |                        |
| <b>CONVEYING PARTY DATA</b>       |                        |  |                        |
| <b>Name</b>                       | <b>Formerly</b>        | <b>Execution Date</b>                      | <b>Entity Type</b>     |
| U.S. Oil Co., Inc.                |                        | 04/30/2010                                 | CORPORATION: WISCONSIN |
| <b>RECEIVING PARTY DATA</b>       |                        |  |                        |
| <b>Name:</b>                      | U.S. Venture, Inc.     |  |                        |
| <b>Street Address:</b>            | 425 Better Way         |  |                        |
| <b>City:</b>                      | Appleton               |  |                        |
| <b>State/Country:</b>             | WISCONSIN              |  |                        |
| <b>Postal Code:</b>               | 54915                  |  |                        |
| <b>Entity Type:</b>               | CORPORATION: WISCONSIN |  |                        |
| <b>PROPERTY NUMBERS Total: 19</b> |                        |  |                        |
| <b>Property Type</b>              | <b>Number</b>          | <b>Word Mark</b>                           |                        |
| Registration Number:              | 1169800                | WIPE-OFF                                   |                        |
| Registration Number:              | 1416949                | EXPRESS CONVENIENCE CENTERS                |                        |
| Registration Number:              | 1437019                | FARM LUBE                                  |                        |
| Registration Number:              | 1685006                | SHEARGLIDE                                 |                        |
| Registration Number:              | 1908013                | U.S.                                       |                        |
| Registration Number:              | 2274501                | NOT JUST IN YOUR COMMUNITY, BUT PART OF IT |                        |
| Registration Number:              | 2573564                | TREAD PROS                                 |                        |
| Registration Number:              | 2575825                | OILCHEK                                    |                        |
| Registration Number:              | 3050619                | PAM  |                        |
| Registration Number:              | 3050623                | PAM  |                        |
| Registration Number:              | 3198708                | EXPRESS                                    |                        |
| Registration Number:              | 3198709                | EXPRESS                                    |                        |
| Registration Number:              | 3409839                | E  |                        |
| Registration Number:              | 3412172                | GOFOR REWARDS                              |                        |

**OP \$490.00 1169800**

|                      |         |   |
|----------------------|---------|---|
| Registration Number: | 3538109 | DASHBOARD JO COFFEE WITH A SMOOTH DRIVE |
| Registration Number: | 3558826 | DASHBOARD JO COFFEE WITH A SMOOTH DRIVE |
| Registration Number: | 3584340 | U.S. AUTOFORCE                          |
| Registration Number: | 3626011 | YOUR POWER TO WIN.                      |
| Registration Number: | 3634261 | U.S.                                    |

**CORRESPONDENCE DATA**

Fax Number: (262)783-1211  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 262 783-1300  
Email: rkmp@rkmiplaw.com  
Correspondent Name: John M. Manion  
Address Line 1: Ryan Kromholz & Manion, S.C.  
Address Line 2: P O Box 26618  
Address Line 4: Milwaukee, WISCONSIN 53226-0618

|                         |                  |
|-------------------------|------------------|
| ATTORNEY DOCKET NUMBER: | 9126             |
| NAME OF SUBMITTER:      | John M. Manion   |
| Signature:              | /John M. Manion/ |
| Date:                   | 06/28/2010       |
| Total Attachments: 0    |                  |

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