

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
Merchant's, LLC		02/08/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	TBC Trademarks, LLC		
Street Address:	2215-B Renaissance Drive		
Internal Address:	Suite 5		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89119		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	1907199	MERCHANT'S	
Registration Number:	1743581	SERVICE THAT YOU TRUST - GUARANTEED	
Registration Number:	1420446	MERCHANT'S TIRE & AUTO CENTERS	
CORRESPONDENCE DATA			
Fax Number:	(202)393-5350		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2026386666		
Email:	trademark@jhip.com,mgentner@jhip.com		
Correspondent Name:	Marsha G. Gentner		
Address Line 1:	400 Seventh St., NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
ATTORNEY DOCKET NUMBER:	1962/T36245US0		
NAME OF SUBMITTER:	Marsha G. Gentner		

OP \$90.00 1907199

Signature:	/Marsha G. Gentner/
Date:	02/08/2011
Total Attachments: 2 source=Merchants assignment executed#page1.tif source=Merchants assignment executed#page2.tif	

TRADEMARK ASSIGNMENT

This Assignment is made by and between Merchant's, LLC, a Delaware limited liability company, whose address is 823 Donald Ross Road, Juno Beach, Florida 33408 [hereinafter "Assignor"], and TBC Trademarks, LLC, a Delaware limited liability company, whose address is 2215-B Renaissance Drive, Suite 5, Las Vegas, Nevada 89119 [hereinafter "Assignee"].

WHEREAS, Assignor is the owner of the trademarks and service marks set forth in Exhibit A attached hereto [hereafter, collectively, the "Assigned Marks"], and the U.S. trademark and service mark registration therefor, as set forth in the attached Exhibit A; and

WHEREAS, Assignor and Assignee desire that all right, title and interest in and to the Assigned Marks and the respective U.S. registrations therefor be transferred to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to said Assignee, all right, title and interest in and to the aforesaid Assigned Marks, and the U.S. trademark and service mark registrations therefor set forth in Exhibit A attached hereto, together with the whole of the goodwill of the business symbolized by said Assigned Marks, the same to be held and enjoyed by the Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made; together with all claims for damage by reason of past infringement of the Assigned Marks, with the right to sue for and collect the same for Assignee's own use and behalf, and for the use and on behalf of its successors, assigns or other legal representatives.

8 IN TESTIMONY WHEREOF, said Assignor has executed the foregoing instrument, this day of February, 2011.

MERCHANT'S, LLC

By: T L Tantina

Name: TEFFY L. TANTINA

Title: SVP & Secretary

Date: 2/8, 2011

EXHIBIT A

Trademark MERCHANT'S
Registration Number 1907199
Registration Date 25-JUL-1995
Goods and Services (INT. CL. 9) MOTOR VEHICLE BATTERIES
(INT. CL. 37) MOTOR VEHICLE AND TIRE MAINTENANCE AND REPAIR SERVICES
(INT. CL. 42) RETAIL STORE SERVICES AND DISTRIBUTORSHIP SERVICES IN THE FIELD OF
MOTOR VEHICLE PARTS AND TIRES

Trademark SERVICE THAT YOU TRUST - GUARANTEED
Registration Number 1743581
Registration Date 29-DEC-1992
Goods and Services (INT. CL. 37) AUTOMOTIVE MAINTENANCE AND REPAIR SERVICES

Trademark MERCHANT'S TIRE & AUTO CENTERS
Registration Number 1420446
Registration Date 09-DEC-1986
Goods and Services (INT. CL. 37) MOTOR VEHICLE AND TIRE MAINTENANCE AND REPAIR
(INT. CL. 42) RETAIL STORE SERVICES [AND DISTRIBUTORSHIP SERVICES] IN THE FIELD OF
MOTOR VEHICLE PARTS AND TIRES