

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
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<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Advance Merchandising Company, Inc.		08/02/2004	Virginia:

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Shell Trademark Management B.V.
<b>Street Address:</b>	Carel van Bylandtlaan 30, 2596 HR
<b>City:</b>	The Hague
<b>State/Country:</b>	NETHERLANDS
<b>Entity Type:</b>	CORPORATION:

<b>PROPERTY NUMBERS Total: 1</b>		
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
Serial Number:	78291802	TRUCKELA

<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(713)241-6617
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	713-241-2698
<b>Email:</b>	ipptomail@shell.com
<b>Correspondent Name:</b>	Kimbley L. Muller
<b>Address Line 1:</b>	910 Louisiana OSP 4794
<b>Address Line 4:</b>	Houston, TEXAS 77002

<b>ATTORNEY DOCKET NUMBER:</b>	TMV 808
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<b>DOMESTIC REPRESENTATIVE</b>	
<b>Name:</b>	Kimbley L. Muller
<b>Address Line 1:</b>	910 Louisiana OSP 4794
<b>Address Line 4:</b>	Houston, TEXAS 77002

<b>NAME OF SUBMITTER:</b>	Nancye Gorman
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Total Attachments: 1  
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**ASSIGNMENT**

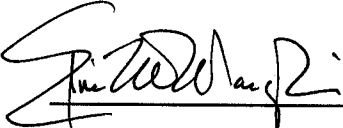
**KNOW ALL MEN BY THESE PRESENTS** that:

**WHEREAS, ADVANCE MERCHANDISING, INC.**, a Virginia corporation with a business address at 5673 Airport Road, Roanoke, Virginia 24012 (hereinafter called the "Assignor"), has applied for registration with the United States Patent and Trademark Office for the mark TRUCKELA, Serial No. 78291802; and


**WHEREAS, SHELL TRADEMARK MANAGEMENT B.V.** a Netherlands corporation with a business address at Carel van Bylandtlaan 30, 2596 HR, The Hague, Netherlands (hereinafter called the "Assignee") desires to acquire from Assignor all rights, title, interest, and goodwill associated with the mark TRUCKELA.

**NOW THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor has agreed to sell, assign and transfer and hereby does sell, assign and transfer unto the said Assignee all of Assignor's right, title and interest in and to the trademark TRUCKELA, Serial No. 78291802, together with the goodwill of the business associated with this mark.

**ADVANCE MERCHANDISING, INC.**

  
\_\_\_\_\_  
Name  
ERIC M MARGOLIN  
\_\_\_\_\_  
Printed Name  
SECRETARY  
\_\_\_\_\_  
Title  
AUGUST 2, 2004  
\_\_\_\_\_  
Date  
ROANOKE, VA  
\_\_\_\_\_  
City, State

Approved as to Form  
Legal Department

By:  \_\_\_\_\_

Date: 8/2/04 \_\_\_\_\_