

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	
CORRESPONDENCE DATA			
Fax Number:	(540)510-3050		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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		

CH \$115.00 3399245

Signature:

/tara a. branscom/

Date:

09/08/2008

Total Attachments: 2

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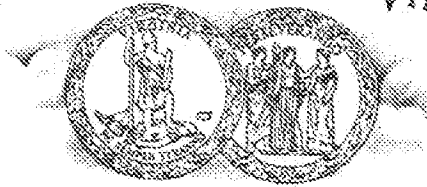
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THEODORE V. MORRISON, JR.
CHAIRMAN

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

Tyler Building, 1300 East Main Street, Richmond, VA 23219-3630
Clerk's Office (804) 371-9733 or (866) 722-2551 (toll-free in Virginia) www.scc.virginia.gov/division/clk
Telecommunications Device for the Deaf-TDD/Voice: (804) 371-9206

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:

Joel H. Peck

Clerk of the Commission