

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
Mattress Discounters Group, LLC		03/21/2013	LIMITED LIABILITY COMPANY: VIRGINIA

RECEIVING PARTY DATA

Name:	Mattress Discounters IP LLC
Street Address:	1000 South Oyster Bay Road
City:	Hicksville
State/Country:	NEW YORK
Postal Code:	11801
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 20

Property Type	Number	Word Mark
Registration Number:	1321423	COMFORTSOURCE
Registration Number:	1382786	MATTRESS DISCOUNTERS HAVE A GOOD NIGHT'S SLEEP ON US.
Registration Number:	1395720	COMFORT SOURCE
Registration Number:	1661181	MATTRESS DISCOUNTERS
Registration Number:	1676268	HAVE A GOOD NIGHT'S SLEEP ON US
Registration Number:	1754344	
Registration Number:	2000477	1 (800) BUY-A-BED
Registration Number:	2142390	MATRIARCH
Registration Number:	2758092	MATTRESS DISCOUNTERS HAVE A GOOD NIGHT'S SLEEP ON US.
Registration Number:	2738747	DISCOVER YOUR COMFORT HAVE A GOOD NIGHT'S SLEEP ON US
Registration Number:	2825900	MATTRESS DISCOUNTERS
Registration Number:	2782841	

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Registration Number:	3371327	MATTRESS KING
Registration Number:	4091461	SENSI-FLEX
Registration Number:	2913797	1-800-BED-TIME
Registration Number:	2776934	DISCOVER YOUR COMFORT
Registration Number:	2834292	MATTRESS DISCOUNTERS HAVE A GOOD NIGHT'S SLEEP ON US
Registration Number:	4063239	THE DIFFERENCE IS THE DISCOUNT
Registration Number:	4159192	IF YOU BUY YOUR MATTRESS ANYWHERE ELSE, YOU WILL PAY TOO MUCH!
Serial Number:	85482809	ARE YOU HAPPY BEING SLEEPY?

CORRESPONDENCE DATA

Fax Number: 2127686800
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: (212) 768-5367
Email: trademarks@snrdenton.com,ian.farias@snrdenton.com
Correspondent Name: Monica B. Richman, SNR Denton US LLP
Address Line 1: P.O. Box #061080
Address Line 4: Chicago, ILLINOIS 60606-1080

ATTORNEY DOCKET NUMBER:	20004229-0013
NAME OF SUBMITTER:	Monica B. Richman
Signature:	/monica b. richman/
Date:	03/26/2013

Total Attachments: 3
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TRADEMARK ASSIGNMENT

This Assignment Agreement (“Assignment”) is by and between Mattress Discounters Group, LLC, a Virginia limited liability company, with a place of business at 1000 South Oyster Bay Road, Hicksville New York 11801 (“Assignor”) and Mattress Discounters IP LLC, a Delaware limited liability company, with a place of business at 1000 South Oyster Bay Road, Hicksville New York 11801 (“Assignee”).

WHEREAS, Assignor owns various USA trademark applications and/or registrations as listed on the attached Schedule A (the “Trademarks”);

WHEREAS, Assignor desires to transfer to Assignee all rights, title and interest in and to the Trademarks;

WHEREAS, Assignee desires to acquire all of Assignor’s rights, title and interest in and to the Trademarks;

WHEREAS, Assignee is a successor to the portion of Assignor’s business to which the Trademarks pertain.

NOW, THEREFORE, in consideration of the foregoing, effective as of the last execution date of the Assignment, Assignor does hereby irrevocably assign, grant and transfer to Assignee, its entire worldwide right, title and interest in and to the Trademarks, including all common law rights, along with the goodwill of the business symbolized by the Trademarks, the same to be held and enjoyed by Assignee for its own use and enjoyment and 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 had not been made, including the right to sue, counterclaim, and recover for past, present and future infringement of the rights assigned or to be assigned under this Assignment.

Assignor hereby authorizes the Commissioner of Patents and Trademarks of the United States, and any official of any other country empowered to issue trademarks, to record this Assignment, and to issue or transfer all said Trademarks to Assignee as owner of all right, title and interest therein, or otherwise as Assignee may direct, in accordance with the terms of this Assignment.


Assignor represents and warrants that Assignor has the full right to convey the entire right, title and interest herein assigned, that there are no rights, title or interests outstanding inconsistent with the rights, title and interests assigned herein, and the Assignor will not execute any instrument or grant or transfer any rights, title or interests inconsistent with the rights, title and interests assigned herein.

This Agreement may be executed in counterparts, and facsimile or PDF copies may substitute for original pages.

IN WITNESS WHEREOF, this Assignment has been executed by the parties on the day and year written below.


ASSIGNOR:

Mattress Discounters Group, LLC







By: 
Name: Adam Blank
Title: COO and General Counsel
Date: March 21, 2013

ASSIGNEE:

Mattress Discounters IP LLC

By: 
Name: Adam Blank
Title: COO & General Counsel
Date: March 24, 2013

SCHEDULE A

MARK	CLASS	APP. / REG. NO.
COMFORTSOURCE	42	1321423
	42	1382786
COMFORT SOURCE	20	1395720
MATTRESS DISCOUNTERS	42	1661181
HAVE A GOOD NIGHT'S SLEEP ON US	42	1676268
Sound Mark - "Have a Good Night's Sleep on Us" Jingle	42	1754344
1 (800) BUY-A-BED	42	2000477
MATRIARCH	20	2142390
	35	2758092
DISCOVER YOUR COMFORT HAVE A GOOD NIGHT'S SLEEP ON US	35	2738747
	35	2825900
	35	2782841
	35	3371327
SENSI-FLEX	20	4091461
1-800-BED-TIME	35	2913797
DISCOVER YOUR COMFORT	35	2776934
	35	2834292
THE DIFFERENCE IS THE DISCOUNT	35	4063239
IF YOU BUY YOUR MATTRESS ANYWHERE ELSE, YOU WILL PAY TOO MUCH!	35	4159192
ARE YOU HAPPY BEING SLEEPY?	35	85/482809