

04-24-2000



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- Assignment License
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- Merger Effective Date
Month Day Year
- Change of Name
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Name

Address (line 1)

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Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

SUSAN OKIN GOLDSMITH, ESQ.

Address (line 1)

BUCHANAN INGERSOLL P.C.

Address (line 2)

650 COLLEGE ROAD EAST

Address (line 3)

PRINCETON, NJ 08540

Address (line 4)

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3

Trademark Application Number(s) or Registration Number(s)

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Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>
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<input type="text"/>	<input type="text"/>	<input type="text"/>

Registration Number(s)

1828682	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

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1

Fee Amount

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Deposit Account

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Statement and Signature

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SUSAN OKIN GOLDSMITH

Name of Person Signing

Susan Okin Goldsmith

Signature

3/27/00

Date Signed

ASSIGNMENT OF TRADEMARK

This Assignment of Trademark is made retroactively as of March 29, 1994 ("Effective Date"), by and between DIAL A MATTRESS, INC. and DIAL-A-MATTRESS OPERATING CORP., both having an address at 31-10 48th Avenue, Long Island City, New York 11101.

Whereas, DIAL A MATTRESS, INC. was the name given as the registrant of the mark DIAL-A-FEDIC, U.S. Reg. No. 1,828,682 (the "Mark"); and

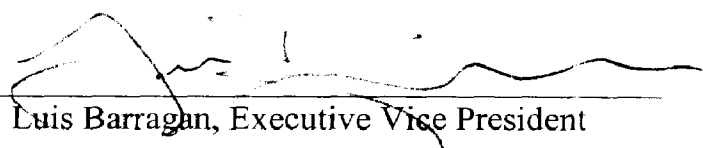
Whereas, DIAL A MATTRESS, INC. was an alternate or trade name of DIAL-A-MATTRESS OPERATING CORP., but was not its true corporate name; and

Whereas, DIAL-A-MATTRESS OPERATING CORP. desires to correct the records of the U.S. Patent and Trademark Office by assignment of the Mark.

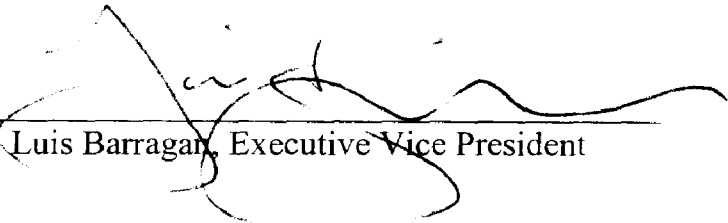
NOW, THEREFORE, for One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, it is agreed as follows:

Effect the Effective Date, DIAL A MATTRESS, INC. assigns and transfers to DIAL-A-MATTRESS OPERATING CORP. all of its right, title and interest in and to the Mark, U.S. Reg. No. 1,828,682, and all the good-will of the business conducted in connection with the Mark and which is or will be symbolized by the said Mark, all rights and privileges under the Mark, including the right to renew and otherwise prosecute the registration of the Mark in the United States and throughout the world, and all rights to recover for damages and profits for infringement in the United States and throughout the world.

DIAL-A-MATTRESS OPERATING CORP., formerly or also known as DIAL A MATTRESS, INC.

By: 
Luis Barragan, Executive Vice President

DIAL-A-MATTRESS OPERATING CORP.

By: 
Luis Barragan, Executive Vice President