

06-06-2000



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OPR/FINANCE

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

MRD 5/8/00

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID #
- Correction of PTO Error
Reel # Frame #
- Corrective Document
Reel # Frame #

Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
- Merger Effective Date
Month Day Year
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name

Formerly

- Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City

State/Country

Zip Code

- Individual General Partnership Limited Partnership

- Corporation Association

Other

Citizenship/State of Incorporation/Organization

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

06/05/2000 DNGUYEN 00000133 514494

FOR OFFICE USE ONLY

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40.00 OP

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK

REEL: 002083 FRAME: 0756

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

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

Mark if additional numbers attached

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

Trademark Application Number(s)

Registration Number(s)

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment: Enclosed Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number: #

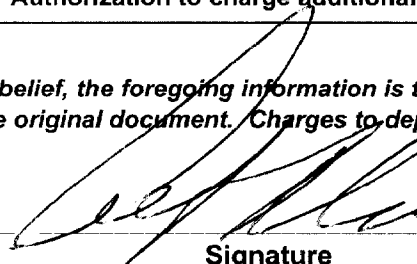
Authorization to charge additional fees: Yes No

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Anthony F. Lo Cicero

Name of Person Signing



Signature

May 8, 2000

Date Signed

**RECORDATION FORM COVER SHEET
CONTINUATION
TRADEMARKS ONLY**

FORM PTO-1618C
Expires 06/30/99
OMB 0651-0027

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

Conveying Party

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship State of Incorporation/Organization

Receiving Party

Enter Additional Receiving Party

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DBA/AKA/TA

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

Mark if additional numbers attached

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

Trademark Application Number(s)

Registration Number(s)

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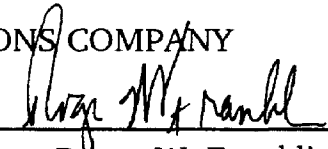
U.S. TRADEMARK ASSIGNMENT

WHEREAS, SIMMONS COMPANY, a corporation organized and existing under the laws of the State of Delaware, having a place of business at One Concourse Parkway, Atlanta, Georgia 30328 ("Assignor"), is the owner of all right, title and interest to the trademark PURPLE LABEL & Design covering mattresses and box springs (the "Mark"), and is owner of the related U.S. Trademark Registration No. 514,494 of August 30, 1949 (the "494 Registration"), a printout of which registration from the Thomson & Thomson trademark database is annexed hereto as Exhibit 1; and

WHEREAS, PRL USA HOLDINGS, INC., a corporation organized and existing under the laws of the State of Delaware, having an office and place of business at 103 Foulk Road, Suite 201, Wilmington, Delaware 19803 ("Assignee"), is desirous of acquiring on all of Assignor's right, title and interest in and to the Mark and the '494 Registration;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all of Assignor's right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the '494 registration, and the right to sue for past infringements thereof.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be signed in its corporate name by its duly authorized officer this 2 day of May, 2000.

SIMMONS COMPANY
By: 
Name: Roger W. Franklin
Title: Vice President of Finance
and Treasurer

STATE OF GEORGIA)
)ss.:
COUNTY OF Gwinnett)

ACKNOWLEDGMENT

On this 2nd day of May, 2000, before me came Roger W. Franklin, who stated that he is the Vice President of Finance and Treasurer of Simmons Company and acknowledged that he executed the above instrument as the act and deed of Simmons Company with full authority to do so.



Janice H. Williams
Notary Public

TRADEMARK LABEL

TRADEMARKSCAN®—U.S. Federal

Serial Number: 71549975
Registration Number: 0514494

Status: RENEWED

Affidavit Section: 8-15

Filed: February 17, 1948
Published: May 17, 1949
Registered: August 30, 1949
OG Renewal: July 11, 1989

Goods/Services: MATTRESSES AND BOX SPRINGS

International Class(es)
20 (Furniture and Articles Not Otherwise Classified)

U.S. Class: 32
First Used: 1922
In Commerce: 1922

Post Registration Owner:
SIMMONS COMPANY
DELAWARE CORPORATION
6 EXECUTIVE PARK DR., N.E.
ATLANTA, GEORGIA 30329

Registrant:
SIMMONS COMPANY
DELAWARE CORPORATION
230 PARK AVENUE
NEW YORK, NEW YORK

Renewal Information
TO SAME
August 30, 1969

SIMMONS COMPANY
DELAWARE CORPORATION
ATLANTA, GEORGIA
August 30, 1989

Assignment Information
Assignee
SIMMONS U.S.A. CORPORATION
6 EXECUTIVE PARK
ATLANTA, GEORGIA 30329

Assignor
SIMMONS COMPANY
1 GULF + WESTERN PLAZA
NEW YORK, NEW YORK 10023
Brief: ASSIGNS THE ENTIRE INTEREST AND THE GOOD WILL AS OF JAN. 5, 1980.
Recorded: April 8, 1981
Acknowledged: April 3, 1981
Reel/Frame: 0389/0403

Assignee
SIMMONS COMPANY
DELAWARE CORPORATION
ONE EXECUTIVE PARK DRIVE
ATLANTA, GEORGIA 30329

Exhibit 1

2 15 00 4 51 PM

Assignor
MBANK DALLAS, NATIONAL ASSOCIATION
1704 MAIN STREET
DALLAS, TEXAS 75201
Brief: RELEASED BY SECURED PARTY
Recorded: May 3, 1989
Acknowledged: October 30, 1986
Reel/Frame: 0660/0445

Assignee
MBANK DALLAS, NATIONAL ASSOCIATION
1704 MAIN ST.
DALLAS, TEXAS 75201

Assignor
SIMMONS U.S.A. CORPORATION
DELAWARE CORPORATION
ONE EXECUTIVE PARK DRIVE
ATLANTA, GEORGIA 30329
Brief: SECURITY INTEREST
Recorded: December 31, 1986
Reel/Frame: 0556/0397

Assignee
MBANK DALLAS, NATIONAL ASSOCIATION, AS AGENT

Assignor
SIMMONS U.S.A. CORPORATION
Brief: SECURITY INTEREST
Recorded: December 22, 1987
Reel/Frame: 0587/0246

Assignee
SIMMONS COMPANY

Assignor
SIMMONS U.S.A. CORPORATION (CHANGE TO)
Brief: CHANGE OF NAME EFFECTIVE APR. 07, 1988
Recorded: April 7, 1988
Reel/Frame: 0631/0840

Assignee
CHEMICAL BANK
NEW YORK A BANKING CORP.

Assignor
SIMMONS COMPANY
DELAWARE CORPORATION
Brief: SECURITY INTEREST
Recorded: January 27, 1989
Reel/Frame: 0651/0880

Assignee
CHEMICAL BANK, AS AGENT
NEW YORK A NEW YORK BANKING CORPORATION

Assignor
SIMMONS COMPANY
DELAWARE CORPORATION
Brief: SECURITY INTEREST
Recorded: October 5, 1989
Reel/Frame: 0697/0034

Assignee
CHEMICAL BANK (AS ADMINISTRATIVE AGENT)
NEW YORK NY BANKING CORPORATION
270 PARK AVENUE
NEW YORK, NEW YORK 10017

Assignor
SIMMONS ACQUISITION CORPORATION (TO BE MERGED WITH AND INTO SIMMONS CO.)
DELAWARE CORPORATION
Brief: SECURITY INTEREST
Recorded: April 15, 1996
Reel/Frame: 1466/0170

Assignee
UBS A.G. STAMFORD BRANCH
SWITZERLAND CORPORATION
677 WASHINGTON BLVD., 8TH FLOOR
STAMFORD, CONNECTICUT 06901

Assignor
SIMMONS COMPANY
DELAWARE CORPORATION

Assignor
SIMMONS HOLDINGS, INC.
DELAWARE CORPORATION

Assignor
SIMMONS INTERNATIONAL HOLDING COMPANY, INC.
DELAWARE CORPORATION

Brief: SECURITY INTEREST
Recorded: November 20, 1998
Reel/Frame: 1815/0001

Assignee
SIMMONS COMPANY
DELAWARE CORPORATION
ONE CONCOURSE PARKWAY
ATLANTA, GEORGIA 30328

Assignor
CHASE MANHATTAN BANK, THE
FORMERLY KNOWN AS CHEMICAL BANK
NEW YORK BANKING CORPORATION

Brief: RELEASE OF SECURITY INTEREST
Recorded: November 16, 1998
Reel/Frame: 1820/0060

Filing Attorney: GREGORY T. GRONHOLM

Filing Correspondent:
GREGORY T. GRONHOLM
JONES, ASKEW & LUNSFORD
P. O. BOX 56326
ATLANTA, GA. 30343

Disclaims: IN THIS APPLICATION NO REGISTRATION RIGHTS ARE CLAIMED IN THE COLOR PURPLE FOR A LABEL.

Purple Label

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