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FORM PTO-1594
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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

BOX ASSIGNMENTS, Commissioner of Patents and Trademarks, Washington, D.C. 20231
Please record and index the attached original documents or copy thereof.

| | |
|---|--|
| <p>1. Name of conveying party(ies): <u>Fagerdala World Foams AB</u> A Sweden Corporation</p> | <p>2. Name and address of receiving party(ies): Name: <u>Dan-Foam A/S</u> Address: <u>Holmelund 43 DK-5560 Aarup DENMARK</u> Type of Company: <u>A Denmark Corporation</u> If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input type="checkbox"/> No (Designation must be a separate document from Assignment) Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> |
| <p>3. Nature of Conveyance: <u>Trademark Assignment</u> Execution Date: <u>December 29, 1999</u></p> | |

| | |
|---|---|
| <p>4. A. Trademark Application No.(s)</p> | <p>B. Trademark Registration No.(s) <u>1,853,088; 1,924,637 and 1,926,469</u></p> |
|---|---|

Additional numbers attached? Yes No

| | |
|--|---|
| <p>5. Name and address of party to whom correspondence concerning document should be mailed: Timothy M. Kelley Michael Best & Friedrich LLP Suite 3300 100 East Wisconsin Avenue Milwaukee, WI 53202-4108</p> | <p>6. Total number of applications and registrations involved: <u>3</u> 7. Total fee (37 CFR 3.41):.....\$ <u>90.00</u> <input checked="" type="checkbox"/> Enclosed <input checked="" type="checkbox"/> Deficiencies in fee charged to deposit account 8. Deposit account number: <u>13-3080</u></p> |
|--|---|

DO NOT USE THIS SPACE

9. 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.

Patricia A. Motta
Name of Person Signing

[Signature] 5/22/01
Signature Date

Total number of pages including cover sheet, attachments, and document: 5

Attorney File 70163/9002 through 70163/9004

United States Postal Service Express Mail Mailing Label No. **EL700651460US**

cc: Docketing

TRADEMARK
REEL: 002306 FRAME: 0194

This Trademark Assignment ("Agreement") dated December 28, 1999 is made between and among Fägerdala World Foams AB, trading as Fagerdala and being located in Sweden (FD) and Dan-Foam A/S, trading as Dan-Foam and being located in Denmark (DF).

FD is the owner of certain Tempur product related trademarks used by Tempur Pedic, Inc., a U. S. corporation. It is the parties' intention to effect the sale of the Tempur family of trademarks from FD to DF to be utilized for the benefit of Tempur-World, Inc. (TWI), the planned merged company consisting primarily of Dan-Foam A/S, certain newly formed European subsidiaries and Tempur-Pedic, Inc. A goal of TWI is to maximize the development, growth and profitability of the Tempur products. Thus, an important part of the plan to achieve these goals requires TWI to control the trademarks through its subsidiary, DF.

Therefore, for good and valuable consideration, the receipt of which is hereby acknowledged by FD, the parties have agreed to the assignment set forth below.

AGREEMENT

1. FD hereby sells, assigns and transfers to Dan-Foam A/S, its successors and assigns, all of FD's rights, interests, and title to the Marks, as identified below, together with the goodwill of the business symbolized by said Marks. The present assignment includes any rights FD may have to sue for past infringements and to collect proceeds from such infringements. The present assignment is effective as of the date of this Agreement. The Marks include all trademarks including the word "Tempur", including without limitation, the marks subject to the following registrations:

| Mark | Reg. No. | Registration Date |
|-----------------------|-----------|-------------------|
| TEMPUR (U.S.) | 1,926,469 | October 10, 1995 |
| TEMPUR(Canada) | 515,449 | August 26, 1999 |
| TEMPUR-PEDIC (U.S.) | 1,853,088 | September 6, 1994 |
| TEMPUR-PEDIC (Canada) | 515,469 | August 26, 1999 |
| TEMPUR MED (U.S.) | 1,924,637 | October 3, 1995 |
| TEMPUR MED (Canada) | 515,468 | August 26, 1999 |

2. The parties agree that this transaction represents a complete transfer of all Tempur related trademarks and that Tempur-World, Inc., through its subsidiaries, will have the exclusive rights to use the Tempur name and all related trademarks throughout the world.



The purchase price consideration for the marks is to be DKK 50,000,000 payable in three installments as follows:

| Date Payment Due | Amount. |
|-------------------|----------------|
| December 31, 1999 | DKK 25,000,000 |
| January 31, 2000 | DKK 12,500,000 |
| March 31, 2000 | DKK 12,000,000 |

The purchase price payments shall consist of either cash payments to FD or an offset of existing liabilities between the parties, if any, as mutually agreed by the parties.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on December 29, 1999.

Fagerdala World Foams AB
(FD)

For and on behalf of
Dan-Foam AS
(DF)




Dag Landvik




Knud Erik Hansen

Witnessed

Witnessed



Robert B. Trussell Jr.
Name
12/29/99
Date



KIRSTEN AHLMANN OLSEN
Name
29/12 1999
Date



**UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office**

ASSISTANT SECRETARY AND COMMISSIONER
OF PATENTS AND TRADEMARKS
Washington, D.C. 20231

MAY 09, 2001

PTAS

MAY 17 2001



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MICHAEL BEST & FRIEDRICH LLP
DYANN L. KOSTELLO
100 EAST WISCONSIN AVE, STE 3300
MILWAUKEE, WI 53202-4108

DOCKETING
CORRECTED
MILWAUKEE, WI
NOTICE

UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 01/08/2001

REEL/FRAME: 002219/0634
NUMBER OF PAGES: 3

BRIEF: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

ASSIGNOR:

FAGERDALA WORLD FOAMS AB

DOC DATE: 12/29/1999
CITIZENSHIP: SWEDEN
ENTITY: CORPORATION

ASSIGNEE:

DAN FOAM A/S
HOMELAND 43 DK-5560
AARUP FYN, DENMARK

CITIZENSHIP: DENMARK
ENTITY: CORPORATION

APPLICATION NUMBER: 74322007
REGISTRATION NUMBER: 1926469

FILING DATE: 10/09/1992
ISSUE DATE: 10/10/1995

MARK: TEMPUR
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 74247231
REGISTRATION NUMBER: 1853088

FILING DATE: 02/19/1992
ISSUE DATE: 09/06/1994

MARK: TEMPUR-PEDIC
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

L.C.

APPLICATION NUMBER: 74321912
REGISTRATION NUMBER: 1924637

FILING DATE: 10/09/1992
ISSUE DATE: 10/03/1995

MARK: TEMPUR MED

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

PEARLENE FOSTER, PARALEGAL
ASSIGNMENT DIVISION
OFFICE OF PUBLIC RECORDS