

03-25-2002

HEET

Docket No.:



ILY

Tab settings

102028932

To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Mattress Discounters Corporation

3-6-02

- Individual(s)
- General Partnership
- Corporation-State Delaware
- Other

- Association
- Limited Partnership

Additional names(s) of conveying party(ies)  Yes  No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: February 21, 2002

2. Name and address of receiving party(ies):

Name: The Bedding Experts, Inc.

Internal Address: \_\_\_\_\_

Street Address: 140 East Fullerton Avenue

City: Carol Stream State: IL ZIP: 60188

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Illinois
- Other

If assignee is not domiciled in the United States, a domestic designation is  Yes  No  
(Designations must be a separate document from Additional name(s) & address(es)  Yes  No

4. Application number(s) or registration numbers(s):

A. Trademark Application No.(s)

76/334,754

B. Trademark Registration No.(s)

Yes  No

Additional numbers

OFFICE OF PUBLIC RECORDS  
FINANCE SECTION  
2002 MAR - 6 AM 9:05

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Mary Dalton Baril, Esq.

Internal Address: McGuireWoods LLP

Street Address: One James Center, 901 East Cary Street

City: Richmond State: VA ZIP: 23219-4030

6. Total number of applications and registrations involved:.....

1

7. Total fee (37 CFR 3.41):.....\$ \$40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

03/22/2002 DBYRNE 00000128 76334754

DO NOT USE THIS SPACE

01 FC:481 40.00 DP

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.

Mary Dalton Baril  
Name of Person Signing

*Mary Baril*  
Signature

2/25, 2002  
Date

Total number of pages including cover sheet, attachments, and

4

TRADEMARK

## UNITED STATES SERVICE MARK ASSIGNMENT

WHEREAS, Mattress Discounters Corporation, a corporation duly organized and existing under the laws of the State of Delaware, hereinafter referred to as "ASSIGNOR," has adopted and used and is the owner of the mark set forth in the Schedule to this United States Service Mark Assignment (the "Mark"), together with the goodwill of the business in connection with which the Mark has been used (the "Goodwill"), and the United States Service Mark Application for the Mark (the "Application"); and

WHEREAS, The Bedding Experts, Inc., a corporation duly organized and existing under the laws of the State of Illinois, and an affiliate of ASSIGNOR, hereinafter referred to as "ASSIGNEE," is desirous of acquiring the Mark, together with the Goodwill and the Application;

NOW, THEREFORE, for One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR has agreed to sell and has sold, assigned, transferred and set over, and by these presents does sell, assign, transfer and set over unto ASSIGNEE and its successors and assigns ASSIGNOR's entire right, title and interest in and to the Mark, the Goodwill and the Application, to be held and enjoyed by ASSIGNEE for its own use and benefit and for the use and benefit of its assigns and legal representatives, for the full extent of the life of the Mark and the term of the Application, to be used as fully and entirely as such rights would have been held and enjoyed by ASSIGNOR had this Assignment and sale not been made.

ASSIGNOR covenants that ASSIGNOR is the owner of the Mark and the holder of record title to the Application, and that ASSIGNOR has full power to make this Assignment.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be executed this 21<sup>st</sup> day of Feb., 2002.

MATTRESS DISCOUNTERS CORPORATION

By: B. Schecter

Name: B. Schecter

Title: VP Marketing

**SCHEDULE**

**APPLICATION**

**Name of Mark**

**Serial No.**

**Filing Date**

WHERE DREAMS COME  
TRUE. stylized and design

76/334,754

November 6, 2001