

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
The Mattress Venture, L.P.		09/30/2004	LIMITED PARTNERSHIP: DELAWARE
RECEIVING PARTY DATA			
Name:	The Mattress Firm, Inc.		
Street Address:	5815 Gulf Freeway		
City:	Houston		
State/Country:	TEXAS		
Postal Code:	77023		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2064202	NOBODY SELLS MATTRESSES FOR LESS, NOBODY!	
Registration Number:	2327390	NOBODY SELLS FOR LESS, NOBODY!	
CORRESPONDENCE DATA			
Fax Number:	(213)996-3339		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(213)683-6339		
Email:	claudiaimmerzeel@paulhastings.com		
Correspondent Name:	Paul Hastings Janofsky & Walker LLP		
Address Line 1:	515 S. Flower Street, 25th Floor		
Address Line 4:	Los Angeles, CALIFORNIA 90071		
NAME OF SUBMITTER:	Claudia Immerzeel		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

The undersigned, The Mattress Venture, L.P., a Texas limited partnership, does hereby assign, set over and transfer unto Mattress Firm, Inc. the trademarks and tradenames owned by The Mattress Venture, L.P., as fully set forth on Exhibit AA@ attached hereto and incorporated by reference for all purposes herein.

Executed the 30 day of September, 2004.

THE MATTRESS VENTURE, L.P.

By: Festro II, LLC



By: Gary T. Fazio, Manager

Exhibit "A"

1. The Registered Trademark: "Nobody Sells Mattresses For Less. Nobody!"

Registered: May 20, 1997

Serial Number: 75-005,139

Registration Number: 2,064,202

2. The Registered Trademark: "Nobody Sells For Less, Nobody!"

Registered: March 7, 2000

Serial Number: 74-729,878

Registration Number: 2,327,390