

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Americal Corporation		12/14/2005	CORPORATION: NORTH CAROLINA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Vanity Fair, Inc.		
<b>Street Address:</b>	3411 Silverside Road		
<b>City:</b>	Wilmington		
<b>State/Country:</b>	DELAWARE		
<b>Postal Code:</b>	19810		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2550963	ULTIMATE COMFORT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(302)477-3932		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	302-477-3930		
<b>Email:</b>	jacquelyn_pellegrino@vfc.com		
<b>Correspondent Name:</b>	Helen L. Winslow		
<b>Address Line 1:</b>	3411 Silverside Road		
<b>Address Line 4:</b>	Wilmington, DELAWARE 19810		
<b>ATTORNEY DOCKET NUMBER:</b>	11892-US		
<b>NAME OF SUBMITTER:</b>	Helen L. Winslow		
<b>Signature:</b>	/hlw/		
<b>Date:</b>	07/28/2006		

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Total Attachments: 2

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**ASSIGNMENT OF  
U.S. TRADEMARK REGISTRATION**

WHEREAS, *Americal Corporation*, a North Carolina corporation, having a principal place of business at 389 Americal Road, Henderson, North Carolina 27536 (hereinafter referred to as "ASSIGNOR"), is the exclusive and record owner of the entire right, title and interest in and to the following Trademark and the corresponding United States Trademark Registration therefor:

Mark: **ULTIMATE COMFORT**  
Registration No.: 2,550,963  
Registered: March 19, 2002  
Int. Class: 25

WHEREAS, *Vanity Fair, Inc.*, a Delaware corporation, having a principal place of business at 3411 Silverside Road, Wilmington, Delaware 19810, (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring the above-identified trademark and the corresponding United States Trademark Registration therefor;

NOW THEREFORE, FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign, transfer and sell unto said ASSIGNEE the entire right, title and interest in and to the above-identified mark and the corresponding United States Trademark Registration therefor, together with the goodwill of the business appurtenant to and symbolized by said mark, and all rights of action against third parties for past infringement thereof, the same to be held and enjoyed by said ASSIGNEE as fully and entirely as the same would have been held by ASSIGNOR had this transfer, assignment and sale not been made.

ASSIGNOR hereby warrants and covenants that it has the full power and authority to

convey the rights, title and interests herein assigned, transferred and sold to ASSIGNEE, that it has not executed and will not execute any agreement in conflict herewith, and that it will execute any and all other instruments which may be necessary to perfect and evidence ASSIGNEE's ownership of the property and rights herein conveyed.

IN WITNESS WHEREOF, ASSIGNOR, intending to be legally bound, has caused this Assignment to be executed by its duly authorized officer as of the 14 day of DECEMBER, 2005.

AMERICAL CORPORATION

Sheeni Isgar-Schwartz  
By: Sheeni Isgar-Schwartz  
Title: SENIOR V.P. Supply Chain

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