

**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>
National Bedding Company L.L.C.		02/27/2007	LIMITED LIABILITY COMPANY: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Serta, Inc.		
<b>Street Address:</b>	5401 Trillium Boulevard		
<b>City:</b>	Hoffman Estates		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60192		
<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:	1817944	NEW DAWN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)569-3469		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	3125691469		
<b>Email:</b>	IPDOCKETCHICAGO@dbr.com		
<b>Correspondent Name:</b>	Drinker Biddle & Reath LLP		
<b>Address Line 1:</b>	191 N. Wacker Drive, Suite 3700		
<b>Address Line 2:</b>	c/o Nicole M. Murray, Esq.		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60606		
<b>ATTORNEY DOCKET NUMBER:</b>	NBC006USA		
<b>NAME OF SUBMITTER:</b>	Nicole M. Murray		
<b>Signature:</b>	/Nicole M. Murray/		

CH \$40.00 1817944

Date:

03/05/2007

Total Attachments: 1

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UNITED STATES TRADEMARK ASSIGNMENT

THIS ASSIGNMENT, made this 21 day of February, 2007, by and between National Bedding Company L.L.C. ("Assignor"), an Illinois limited liability company, located at 5401 Trillium Boulevard, Hoffman Estates, Illinois 60192, and Serta, Inc., a Delaware corporation, located at 5401 Trillium Boulevard, Hoffman Estates, Illinois 60192 ("Assignees").

WHEREAS, Assignor is the owner of United States Trademark Registration No. 1,817,944 for the mark NEW DAWN (hereinafter referred to as "the Mark"); and

WHEREAS, Assignee wishes to acquire Assignor's entire right, title and interest in and to the Mark, together with the goodwill of the business in connection with which the mark is used;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, grant, assign, transfer, convey and deliver to Assignee all of its right, title and interest in and to the Mark, together with the goodwill of the business in connection with which the Mark is used.

IN WITNESS WHEREOF, the Assignor has caused this assignment to be signed and executed by its duly authorized officer as of the date and year above written.

NATIONAL BEDDING COMPANY L.L.C.

By: 

Name: James F. Poemall

Title: VP CFO