

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Arthur Ellis Ltd.		11/30/2005	CORPORATION: NEW ZEALAND

RECEIVING PARTY DATA

Name:	Pacific Brands Holdings (NZ) Limited
Street Address:	c/o KPMG, 18 Viaduct Harbour Avenue
Internal Address:	Maritime Square
City:	Auckland
State/Country:	NEW ZEALAND
Entity Type:	CORPORATION: NEW ZEALAND

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2160209	BEAT THE COLD EVERWARM

CORRESPONDENCE DATA

Fax Number: (415)576-0300
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (415) 576-0200
 Email: jcb@townsend.com
 Correspondent Name: John C. Baum
 Address Line 1: Two Embarcadero Center, 8th Floor
 Address Line 4: San Francisco, CALIFORNIA 94111

ATTORNEY DOCKET NUMBER:	021271-000000US
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DOMESTIC REPRESENTATIVE

Name:
 Address Line 1:
 Address Line 2:

CH \$40.00 2160209

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

John C. Baum

Signature:

/John C. Baum/

Date:

10/11/2007

Total Attachments: 3

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TRADE MARK
DEED OF ASSIGNMENT

USA : BEDDING

DEED made this 30th day of November 2005 in respect of an assignment effective as of 30 November 2005 ("the Completion Date") or such other date as the parties agree.

BETWEEN **ARTHUR ELLIS LIMITED**, of 648 Halswell Junction Road, Christchurch, New Zealand, ("the Assignor")

AND **PACIFIC BRANDS HOLDINGS (NZ) LIMITED c/- KPMG**, 18 Viaduct Harbour Avenue, Maritime Square, Auckland, New Zealand ("the Assignee")

RECITALS

- A. The parties have entered into a Sale and Purchase Agreement ("the Agreement") dated 21 November 2005.
- B. The Assignor is the proprietor of the Trade Mark in relation to the Goods which are specified in the Schedule, including any get-up and copyright in works in relation thereto ("the Trade Mark").
- C. Pursuant to the Agreement the Assignor has among other things, agreed to assign the Trade Mark and the goodwill appurtenant thereto as of the Completion Date, to the Assignee.

COVENANTS

- 1. For the consideration set out in the Agreement paid by the Assignee to the Assignor (payment and sufficiency of which the Assignor acknowledges) the Assignor assigns to the Assignee the Trade Mark and the goodwill appurtenant thereto as of the Completion Date, and all statutory and common law rights attaching to the Trade Mark.



Executed as a Deed and delivered on behalf of the parties on the date first set out above.

EXECUTED for

ARTHUR ELLIS LIMITED
by
as authorised officer(s)

)
)
)

[Handwritten Signature]
[Handwritten Signature]

in the presence of:

Witness Signature

Witness Name

Witness Address

Witness Occupation

EXECUTED for

PACIFIC BRANDS HOLDINGS
(NZ) LIMITED
by *Andrew Cyril Petersen*
as its Attorney(s)

)
)
)
)
)

[Handwritten Signature]

in the presence of:

B. Carnachan
Witness Signature

Bridget Carnachan
Witness Name

Auckland
Witness Address

Solicitor
Witness Occupation

SCHEDULE ONE

<u>NUMBER</u>	<u>MARK</u>	<u>CLASS</u>	<u>GOODS</u>
2821189	FAIRYDOWN	20	Down pillows
		24	Duvets, underlays, namely mattress pads and bed pads, pillow cases, bed linen, bed sheets and mattress protectors
78/468439	NATURE'S PRIDE	24	Bedding products in this class including duvets (comforters) including wool duvets; pillows, including wool pillows and pillow protectors; underlays, including wool underlays; mattress toppers and protectors, including those made of wool; cot bedding products and pillow protectors; bed linen and bed covers
2,160,209	EVERWARM BEAT THE COLD styl	25	Clothing, namely, underwear, footwear, socks, hats, balaclavas, scarves, gloves, jackets, coats, anoraks, parkas, trousers, leggings and shorts in class 25

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