

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
Arthur Ellis Limited		11/30/2005	COMPANY: NEW ZEALAND
RECEIVING PARTY DATA			
Name:	Pacific Brands Holdings (NZ) Limited		
Street Address:	KPMG, 18 Viaduct Harbour Avenue		
Internal Address:	Maritime Square		
City:	Auckland		
State/Country:	NEW ZEALAND		
Entity Type:	COMPANY: NEW ZEALAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3390480	FAIRYDOWN	
CORRESPONDENCE DATA			
Fax Number:	(415)576-0300		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	415-576-0200		
Email:	mmm@townsend.com		
Correspondent Name:	John C. Baum		
Address Line 1:	Townsend and Townsend and Crew LLP		
Address Line 2:	Two Embarcadero Center, 8th Flr.		
Address Line 4:	San Francisco, CALIFORNIA 94111-3834		
ATTORNEY DOCKET NUMBER:	026346-000100US		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			

CH \$40.00 3390480

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

John C. Baum

Signature:

/John C. Baum/

Date:

06/23/2008

Total Attachments: 3

source=3390480 Assignment#page1.tif

source=3390480 Assignment#page2.tif

source=3390480 Assignment#page3.tif

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.



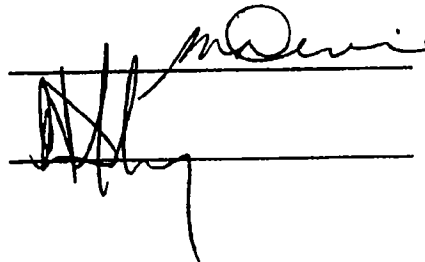
Executed as a Deed and delivered on behalf of the parties on the date first set out above.

EXECUTED for

ARTHUR ELLIS LIMITED

by
as authorised officer(s)

)
)
)



in the presence of:

Witness Signature

Witness Name

Witness Address

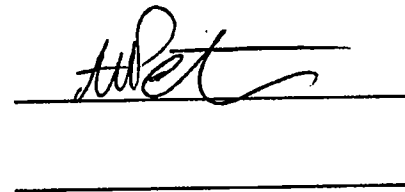
Witness Occupation

EXECUTED for

PACIFIC BRANDS HOLDINGS
(NZ) LIMITED

by *Andrew Cyril Peterren*
as its Attorney(s)

)
)
)
)



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 New Reg. No. 3390480, as divided on 02/12/2008.	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

TMASS4482539

