

**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>
Dawn Sleep Technologies, Inc.		06/30/2008	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Tempur-Pedic Management, Inc.		
<b>Street Address:</b>	1713 Jaggie Fox Way		
<b>City:</b>	Lexington		
<b>State/Country:</b>	KENTUCKY		
<b>Postal Code:</b>	40511		
<b>Entity Type:</b>	CORPORATION:		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2950226	CURVANA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(859)514-5701		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	legal@tempurpedic.com		
<b>Correspondent Name:</b>	Tempur-Pedic International Inc.		
<b>Address Line 1:</b>	1713 Jaggie Fox Way		
<b>Address Line 4:</b>	Lexington, KENTUCKY 40511		
<b>ATTORNEY DOCKET NUMBER:</b>	DAWNASSIGNMENT		
<b>NAME OF SUBMITTER:</b>	Anita Nesser		
<b>Signature:</b>	/Anita Nesser/		
<b>Date:</b>	07/01/2008		

CH \$40.00 2950226

Total Attachments: 2

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**TRADEMARK ASSIGNMENT**

This Agreement is made by and between Dawn Sleep Technologies, Inc., a Delaware Corporation (hereinafter "Assignor") and Tempur-Pedic Management, Inc. a Delaware Corporation, having an address of 1713 Jaggie Fox Way, Lexington, KY 40511 (hereinafter "Assignee") on this 1<sup>st</sup> day of July, 2008 ("Effective Date").

WHEREAS, Assignor owns the trademarks identified in Exhibit A attached hereto (the "Marks"); and

WHEREAS, Assignee is desirous of acquiring said Marks and the federal trademark registrations and application thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee and its successors and assigns all of Assignor's right, title and interest in and to said Marks, including the federal trademark registrations and applications therefor, the rights to sue for past, present and future infringements, together with the goodwill of the business symbolized by the Marks.



(“Assignor”)

Dated: June 30, 2008

By: Dale E. Williams

Title: CFD

**EXHIBIT A**

Mark	App. No.	Filing Date	Reg. No.	Reg. Date
CURVANA	78296985	06-Sep-2003	2950226	10-May-2005