

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Dial-A-Mattress Operating Corp.		08/18/2009	CORPORATION: NEW YORK
1-800-Mattress Corporation		08/18/2009	CORPORATION: DELAWARE
Dial-A-Mattress International Ltd.		08/18/2009	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	NewCo Trading LLC
Street Address:	175 Central Avenue South
City:	Bethpage
State/Country:	NEW YORK
Postal Code:	11714
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK

PROPERTY NUMBERS Total: 27

Property Type	Number	Word Mark
Registration Number:	1589453	(212) M-A-T-T-R-E-S
Registration Number:	1728356	1-800-MATTRES, AND LEAVE OFF THE LAST THAT'S THE S FOR SAVINGS
Registration Number:	2915478	1-800-MATTRESS
Registration Number:	3365489	1800MATTRESS.COM
Registration Number:	3027870	1-800-SU-COLCHON
Registration Number:	2580514	1-888-M-A-T-R-E-S-S
Registration Number:	2610983	AMERICAN EXCELLENCE
Registration Number:	3364797	AMERICAN EXCELLENCE
Registration Number:	3384926	CALL CLICK COME IN
Registration Number:	1339658	DIAL A MATTRESS
Registration Number:	1748796	DIAL-A-MATTRESS
Registration Number:	1828682	DIAL-A-PEDIC

CH \$690.00 1589453

Registration Number:	1554222	DM DIAL A MATTRES
Registration Number:	3035231	HOW DID YOU SLEEP LAST NIGHT?
Registration Number:	3242233	HOW DID YOU SLEEP LAST NIGHT?
Registration Number:	2581984	LEAVE OFF THE LAST "S" FOR SAVINGS
Registration Number:	3396806	MATTRESS MENU
Registration Number:	3396803	MATTRESS MENU
Registration Number:	2644633	NATION'S PRIDE
Registration Number:	2374536	
Registration Number:	1757763	PHONE-A-MATTRESS
Registration Number:	2435720	SLEEP CONSULTANTS
Registration Number:	3037957	SLEEP HAPPILY EVER AFTER
Registration Number:	1697217	THE BEDDING CONSULTANTS
Serial Number:	77069615	1-800-MATTRESS.COM
Serial Number:	78511054	MATTRESS.COM
Serial Number:	78976682	MATTRESS.COM

CORRESPONDENCE DATA

Fax Number: (212)692-1020
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Email: rjdeleon@duanemorris.com
 Correspondent Name: Rowena J.S. DeLeon/Duane Morris LLP
 Address Line 1: 1540 Broadway
 Address Line 4: New York, NEW YORK 10036-4086

ATTORNEY DOCKET NUMBER:	F2764-00004
NAME OF SUBMITTER:	Rowena J.S. DeLeon
Signature:	/Rowena J.S. DeLeon/
Date:	08/31/2009

Total Attachments: 2
 source=Security Release A#page1.tif
 source=Security Release A#page2.tif

RELEASE OF TRADEMARK SECURITY INTERESTS

THIS RELEASE OF TRADEMARK SECURITY INTERESTS is dated as of August 18, 2009. Reference is hereby made to the Security Interest, dated as of March 17, 2009, by and between, Dial-A-Mattress Operating Corp., 1-800-Mattress Corporation and Dial-a-Mattress International Ltd. ("Assignors") and Newco Trading LLC ("Assignee") recorded with the United States Patent and Trademark Office on March 23, 2009, on Reel 3957 at Frame 0441.

NOW THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignee hereby notifies, acknowledges to and agrees with Assignors that the security interest granted by Assignors in the collateral set forth in the document including, without limitation, the security interest granted in the Trademarks listed on the attached Schedule A, is terminated and released, and that Assignee hereby releases and forever discharges all of its right, title and interest of any kind or nature granted, assigned or conveyed pursuant to the Security Interest in the trademarks.

IN WITNESS WHEREOF, Assignee has caused this Release of Trademark Security Interests to be duly executed and delivered by its duly authorized representative as of the date first above written.






NEWCO TRADING LLC

By: 

Adam Blank

Title: Chief Operating Officer and
General Counsel

SCHEDULE A

TRADEMARK	REGISTRATION/ APPLICATION SERIAL NO.
(212) MATTRES (Area Code Mark)	1,589,453
1-800-MATTRES, AND LEAVE OFF THE LAST S THAT'S THE S FOR SAVINGS	1,728,356
1-800-MATTRESS	2,915,478
1800MATTRESS.COM Logo 1800mattress.com	3,365,489
1-800-SU-COLCHON	3,027,870
1-888-M-A-T-R-E-S-S	2,580,514
AMERICAN EXCELLENCE	2,610,983
AMERICAN EXCELLENCE	3,364,797
CALL CLICK COME IN with icons call  click  come in 	3,384,926
DIAL A MATTRESS	1,339,658
DIAL-A-MATTRESS (phone receiver design) 	1,748,796
DIAL-A-PEDIC	1,828,682
DM DIAL A MATTRES (design)	1,554,222
HOW DID YOU SLEEP LAST NIGHT?	3,035,231
HOW DID YOU SLEEP LAST NIGHT?	3,242,233
LEAVE OFF THE LAST S FOR SAVINGS	2,581,984
MATTRESS MENU	3,396,806
MATTRESS MENU	3,396,803
NATION'S PRIDE	2,644,633
New logo (mattress/keypad) 	2,374,536
PHONE-A-MATTRESS	1,757,763
SLEEP CONSULTANTS	2,435,720
SLEEP HAPPILY EVER AFTER	3,037,957
THE BEDDING CONSULTANTS	1,697,217
1-800-MATTRESS.COM	77/069,615
MATTRESS.COM	78/511,054
MATTRESS.COM	78/976,682