

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.		09/01/2009	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Rex Bedding Corp.		
Street Address:	300 West 4th Street		
City:	Plainfield		
State/Country:	NEW JERSEY		
Postal Code:	07060		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	77069615	1-800-MATTRESS.COM	
Serial Number:	78511054	MATTRESS.COM	
Registration Number:	1728356	1-800-MATTRES, AND LEAVE OFF THE LAST THAT'S THE S FOR SAVINGS	
Registration Number:	1748796	DIAL-A-MATTRESS	
Registration Number:	2915478	1-800-MATTRESS	
Registration Number:	3365489	1800MATTRESS.COM	
CORRESPONDENCE DATA			
Fax Number:	(212)692-1020		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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		

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NAME OF SUBMITTER:	Rowena J.S. DeLeon
Signature:	/Rowena J.S. DeLeon/
Date:	09/01/2009
Total Attachments: 2 source=Rex Bedding Security Release#page1.tif source=Rex Bedding Security Release#page2.tif	

RELEASE OF TRADEMARK SECURITY INTERESTS

THIS RELEASE OF TRADEMARK SECURITY INTERESTS is dated as of September 1, 2009. Reference is hereby made to the Security Interest, dated as of November 24, 2008, by and between, Dial-A-Mattress Operating Corp. ("Assignor") and Rex Bedding Corp. ("Assignee") recorded with the United States Patent and Trademark Office on December 18, 2008, on Reel 3906 at Frame 0216.

NOW THEREFORE, FOR GOOD AND VALUABLE CONSIDERATION, the receipt and adequacy of which is hereby acknowledged, Assignee hereby notifies, acknowledges to and agrees with Assignor that the security interest granted by Assignor 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.

REX BEDDING CORP.

By: 

Name: Jack Kahan

Title: President

SCHEDULE A

TRADEMARK	APPLICATION NO./ REGISTRATION NO.
1-800-MATTRESS.COM	SN 77069615
MATTRESS.COM	SN 78511054
1-800-MATTRES, AND LEAVE OFF THE LAST S THAT'S THE S FOR SAVINGS	RN 1728356
DIAL-A-MATTRESS	RN 1748796
1-800-MATTRESS	RN 2915478
1800MATTRESS.COM	RN 3365489