

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	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>
Night Moves Minnesota, LLC		08/14/2009	LIMITED LIABILITY COMPANY: MINNESOTA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	MyPillow, Inc.		
<b>Street Address:</b>	920 6th Street West		
<b>Internal Address:</b>	#8		
<b>City:</b>	Carver		
<b>State/Country:</b>	MINNESOTA		
<b>Postal Code:</b>	55315		
<b>Entity Type:</b>	CORPORATION: MINNESOTA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3410314	MYPILLOW	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(248)689-4071		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	simonelli@reising.com		
<b>Correspondent Name:</b>	David J. Simonelli		
<b>Address Line 1:</b>	755 W. Big Beaver Road		
<b>Address Line 2:</b>	Suite 1850		
<b>Address Line 4:</b>	Troy, MICHIGAN 48084		
<b>ATTORNEY DOCKET NUMBER:</b>	8024.3000.000		
<b>NAME OF SUBMITTER:</b>	David J. Simonelli		
<b>Signature:</b>	/djs/		

OP \$40.00 3410314

Date:

12/21/2009

Total Attachments: 1

source=NightMovesAssignment#page1.tif

**ASSIGNMENT**

For fifteen thousand dollars (\$15,000.00) and good and valuable consideration, receipt of which is acknowledged, Night Moves Minnesota, LLC, a Minnesota limited liability company, hereinafter referred to as ASSIGNOR, does hereby assign, sell and set over to MyPillow, Inc., a corporation organized and existing under the laws of Minnesota and having a place of business at 920 6<sup>th</sup> Street West #8, Carver MN 55315, hereinafter referred to as ASSIGNEE, its successors, assigns or other legal representatives, the entire right, title and interest, domestic and foreign, in and to the trademark, together with all the goodwill associated therewith, identified by mark, and U.S. trademark registration number:

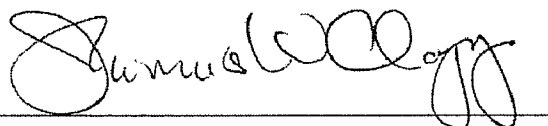
**MyPillow  
U.S. Registration Number 3,410,314.**

including the right of ASSIGNEE, its successors, assigns or other legal representatives to make applications to register in any and all foreign countries in its or their own name or names, or in our names, at its or their election, and ASSIGNOR does hereby assign, sell and set over to ASSIGNEE, its successors, assigns or other legal representatives, all claims for past and future damages by reason of unauthorized use or infringement of U.S. Registration and the trademark and with the right to sue for and collect the damages.

And ASSIGNOR hereby agrees for himself, successors, assigns or other legal representatives to execute all papers, including applications for trademark registration of any and all kinds and in any and all countries and to perform any and all acts which ASSIGNEE, its successors, assigns or other legal representatives may deem necessary to secure thereto the rights herein assigned, sold and set over.

And ASSIGNOR hereby represents and warrants that he has not granted any rights inconsistent with the rights granted herein.

NIGHT MOVES MINNESOTA, LLC



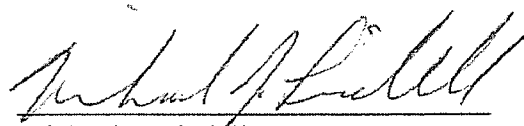
Witness

8/14/2009

Date

THOMAS W. CLAPP

Witness Name



Michael J. Lindell  
President

8-14-09

Date