

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Arete Consumer Products LLC		09/23/2010	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Comfort Revolution, LLC		
Street Address:	P.O. Box 1290		
City:	Eatontown		
State/Country:	NEW JERSEY		
Postal Code:	07724		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77671126	COMFORT REVOLUTION	
CORRESPONDENCE DATA			
Fax Number:	(908)325-1155		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	908-689-8700		
Email:	mdoherty@dohertyiplaw.com		
Correspondent Name:	Michael J. Doherty		
Address Line 1:	37 Belvidere Avenue		
Address Line 4:	Washington, NEW JERSEY 07882		
ATTORNEY DOCKET NUMBER:	ARETE 010		
NAME OF SUBMITTER:	Michael J. Doherty		
Signature:	/michael j. doherty/		
Date:	09/23/2010		

OP \$40.00 77671126

Total Attachments: 1
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ASSIGNMENT OF INTENT-TO-USE TRADEMARK APPLICATION

WHEREAS, Areté Consumer Products LLC, a Delaware limited liability company (“assignor”), with an address at 47 Poplar Avenue West, Long Branch, NJ 07764, filed an intent-to-use trademark application in the United States Patent and Trademark Office for the mark COMFORT REVOLUTION, which has been assigned U.S. Trademark Application Ser. No. 77/671,126;

WHEREAS, Comfort Revolution, LLC, a Delaware Limited Liability Company, (“Assignee”) with an address of P.O. Box 1290, Eatontown, New Jersey 07724, is a successor to the portion of assignor’s business to which the COMFORT REVOLUTION mark pertains and is desirous of acquiring said intent-to-use trademark application;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to said trademark application, together with the portion of the assignor’s business to which said trademark application pertains and the good will of the business symbolized by the trademark.

ARETÉ CONSUMER PRODUCTS LLC

COMFORT REVOLUTION, LLC



Name: Dimitrios Corodemus

Name: Dimitrios Corodemus

Title: Managing Member

Title: Executive Vice President

Date: 09/23/2010

Date: 09/23/2010