

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bragada Incorporated		11/29/2010	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Sun Mattress LLC		
Street Address:	901 Park Place		
City:	New Albany		
State/Country:	INDIANA		
Postal Code:	47150		
Entity Type:	LIMITED LIABILITY COMPANY: INDIANA		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	3369464	BRAGADA... THE MATTRESS OF YOUR DREAMS	
Registration Number:	3001403	BRAGADA LUXURY SLEEP SYSTEMS	
Registration Number:	3364414	BRAGADA MATTRESSES	
Serial Number:	77867755	THE MATTRESS OF YOUR DREAMS	
Serial Number:	85009295	MATTRESS WIZARD	
Serial Number:	85009270		
CORRESPONDENCE DATA			
Fax Number:	(502)581-1087		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	502-568-0225		
Email:	cstewart@fbtlaw.com		
Correspondent Name:	Cynthia L. Stewart		
Address Line 1:	400 West Market Street		
Address Line 2:	32nd Floor		
Address Line 4:	Louisville, KENTUCKY 40202		

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ATTORNEY DOCKET NUMBER:	SUN MATTRESS
NAME OF SUBMITTER:	Cynthia L. Stewart
Signature:	/Cynthia L. Stewart/
Date:	12/06/2010
Total Attachments: 4 source=Sun Mattress Assignment#page1.tif source=Sun Mattress Assignment#page2.tif source=Sun Mattress Assignment#page3.tif source=Sun Mattress Assignment#page4.tif	

ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS (the "Assignment") is entered into as of November 29, 2010, between Bragada Incorporated, a New York corporation, with a business address at 8 Raymond Avenue, Poughkeepsie, NY 12603 (the "Assignor") and Sun Mattress LLC, an Indiana limited liability company, with a business address at 901 Park Place, New Albany, IN 47150 (the "Assignee").

WHEREAS, the Assignor has an interest in the trademarks set forth on Exhibit A to this Assignment (the "Marks"), including all rights under the registrations (the "Registrations") or applications for registration (the "Applications") of such Marks at the United States Patent and Trademark Office shown on Exhibit A hereto.

WHEREAS, for good and valuable consideration, receipt of which is hereby acknowledged, and pursuant to an Asset Purchase Agreement, dated as of November 29, 2010, entered into among the Assignor, the Assignee and other related parties, the Assignor desires to transfer and assign to the Assignee, and the Assignee desires to acquire and accept from the Assignor, all of the Assignor's rights in and to the Marks, the Registrations, and the Applications;

NOW, THEREFORE, the Assignor hereby assigns, conveys, and transfers unto the Assignee all of its right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, all proceeds of infringement suits, rights to sue for past, present and future infringements, and all rights corresponding to the Marks throughout the world including, without limitation, the Registrations and the Applications; and the Assignee hereby acknowledges acceptance and receipt of the same.

EXHIBIT A

SCHEDULE OF TRADEMARKS

Mark/ Patent/ Copyright	Country	Goods and/or Services	Serial No./ Registration No.	Date Issued
Bragada... The Mattress of your Dreams	United States	Distributorships services featuring pressure-relieving viscoelastic mattresses and pillows, in Class 35	3,369,464	January 15, 2008
Bragada Luxury Sleep Systems and design	United States	Luxury memory foam pillows; memory foam beds; memory foam mattresses, in Class 20	3,001,403	September 27, 2005
Bragada Mattresses and design	United States	Manufacture of pressure- relieving viscoelastic mattresses and pillow, in Class 40	3,364,414	January 8, 2008
The Mattress of Your Dreams	United States	Distributorships in the field of pressure-relieving viscoelastic mattresses and pillows, in Class 35 Manufacturing to the order and specification of others in the field of pressure-relieving viscoelastic mattresses and pillows., in Class 40	77/867,755	Not yet issued
Mattress Wizard	United States	Providing use of an on-line tool in the form of a quiz that assists in the selection of a mattress suited to customer's desired specifications, in Class 36	85/009,295	Not yet issued
Mattress Wizard design	United States	Providing use of an on-line tool in the form of a quiz that assists in the selection of a mattress suited to customer's desired specifications, in Class 36	85/009,270	Not yet issued

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