

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
Ideaology Advertising, Inc.		12/03/2010	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Sit N' Sleep, Inc.
Street Address:	14300 South Main Street
City:	Santa Ana
State/Country:	CALIFORNIA
Postal Code:	90248
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	3868117	REPLACE EVERY 8

CORRESPONDENCE DATA

Fax Number: (949)608-8934
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 949-705-6777
 Email: cloza@admedialaw.com
 Correspondent Name: Christina S. Loza
 Address Line 1: 1500 Rosecrans Ave.
 Address Line 2: Suite 500
 Address Line 4: Manhattan Beach, CALIFORNIA 90266

NAME OF SUBMITTER:	Christina S. Loza
Signature:	/Christina S. Loza/
Date:	12/06/2010

Total Attachments: 1

900177985

**TRADEMARK
 REEL: 004425 FRAME: 0458**

OP \$40.00 3868117

TRADEMARK ASSIGNMENT AGREEMENT

Whereas, Ideaology Advertising, Inc., a California Corporation, having an address of 4223 Glencoe Ave., #A-127, Marina del Rey, California 90292 ("Assignor") has adopted, used, and is using the following mark which is registered before the United States Patent and Trademark Office:

Trademark	Registration Number
REPLACE EVERY 8	3,868,117

And whereas, Sit N' Sleep, Inc. (hereinafter "Assignee"), a California Corporation, having an address of 14300 South Main Street, Gardena, California 90248, is desirous of acquiring the entire right, title, and interest in said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignors hereby assign to Assignee all rights, title, and interest in and to said marks, together with the goodwill of the business symbolized by the marks, and the above-identified registrations thereof, to the full end of the term for which said marks are granted, including the right to renew for so long as Assignee shall desire and be eligible.

By: *Cary Sachs*
Cary Sachs
Ideaology Advertising, Inc.

Date: 12/3/10