

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
United Feather & Down, Inc.		04/01/2011	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Pacific Coast Feather Company		
Street Address:	1964 Fourth Ave. S		
City:	Seattle		
State/Country:	WASHINGTON		
Postal Code:	98134		
Entity Type:	CORPORATION: WASHINGTON		
PROPERTY NUMBERS Total: 20			
Property Type	Number	Word Mark	
Serial Number:	85109708	BETTER CHOICE	
Registration Number:	3846731	BOTANICAL DOWN	
Registration Number:	2430066	EURO STAR	
Registration Number:	2883566	FRESHNESS ASSURED	
Registration Number:	1964294	INSULOFT	
Registration Number:	1991061	INSULOFT DOWN	
Registration Number:	2973718	LYOCELL DOWN	
Serial Number:	85054395	LYOCELL FEATHER	
Registration Number:	3341472	MICROMAX	
Registration Number:	2551812	NORTHERN STAR DOWN BLANKET	
Registration Number:	3482523	SILVER FILL	
Serial Number:	77504418	SILVER FILL	
Registration Number:	3765578	SILVERWEAVE	
Serial Number:	85109698	SLEEP FOR SUCCESS	

OP \$515.00 85109708

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TRADEMARK
 REEL: 004525 FRAME: 0951

Registration Number:	2430069	SOUTHERN STAR
Registration Number:	3666247	UNITED FEATHER & DOWN
Registration Number:	1891120	
Registration Number:	2280430	
Registration Number:	2430067	STARLIGHT DUVET INSERT
Registration Number:	2430068	TROPICAL STAR

CORRESPONDENCE DATA

Fax Number: (206)441-5514
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 206-448-3200
 Email: docket@jensenpuntigam.com
 Correspondent Name: Clark A. Puntigam
 Address Line 1: 2033 6th Ave, Suite 1020
 Address Line 4: Seattle, WASHINGTON 98121

ATTORNEY DOCKET NUMBER:	PCF ASSIGNMENTS
NAME OF SUBMITTER:	Robin Loftus
Signature:	/robin loftus/
Date:	04/20/2011

Total Attachments: 10
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RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

United Feather & Down, Inc.

- ☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation- State: New York
☐ Other _____

Citizenship (see guidelines) _____

Additional names of conveying parties attached? ☐ Yes ☒ No

3. Nature of conveyance)/Execution Date(s) :

Execution Date(s) 04/01/2011

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other _____

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? ☐ Yes ☒ No

Name: Pacific Coast Feather Company

Internal _____

Address: _____

Street Address: 1964 Fourth Avenue S

City: Seattle

State: Washington

Country: USA Zip: 98134

- ☐ Association Citizenship _____
☐ General Partnership Citizenship _____
☐ Limited Partnership Citizenship _____
☒ Corporation Citizenship US
☐ Other _____ Citizenship _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☐ No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

4

B. Trademark Registration No.(s)

16

Additional sheet(s) attached? ☒ Yes ☐ No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

See Exhibit A

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Clark A. Puntigam

Internal Address: Jensen & Puntigam, P.S

Street Address: 2033 6th Avenue, Suite 1020

City: Seattle

State: WA Zip: 98121

Phone Number: (206) 448-3200

Fax Number: (206) 441-5514

Email Address: docket@jensenpuntigam.com

6. Total number of applications and registrations involved:

20

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 515.00

- ☐ Authorized to be charged to deposit account
☒ Enclosed

8. Payment Information:

Deposit Account Number 071900

Authorized User Name Clark A Puntigam

9. Signature:

/clark a. puntigam/

Signature

04-20-2011

Date

Clark A. Puntigam

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

10

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK
REEL: 004525 FRAME: 0953

TRADEMARK ASSIGNMENT

This Trademark Assignment Agreement (this "**Assignment**"), dated as of April 1, 2011, is made and entered into by and between United Feather & Down, Inc., a New York corporation ("**UFD**"), and Pacific Coast Feather Company, a Washington corporation ("**PCF**"), pursuant to and in accordance with the terms of that certain Asset Purchase Agreement by and among Assignor, Stephen Palmer and Brandon Palmer, and Assignee, dated as of March 11, 2011 (the "**Asset Purchase Agreement**"). Capitalized terms not otherwise defined herein shall have the meaning ascribed to such terms in the Asset Purchase Agreement.

1. **Trademark Assignment.** UFD hereby sells, transfers, conveys, assigns, and delivers to PCF, all of its right, title and interest in and to the trademarks, trademark applications, and trademark registrations listed on *Exhibit A* attached to this Assignment (the "**Trademarks**"), together with the right to recover for damages and profits and other remedies for past infringements thereof, and any and all the goodwill associated with or symbolized by the Trademarks.

2. **Additional Actions.** At any time after the date of this Assignment, at PCF's request and expense, UFD will execute and deliver to PCF such other instruments and documents, and take such other actions as PCF may reasonably deem necessary or desirable to effect, evidence, record and perfect the transfer and assignment contemplated by this Assignment.

3. **Successors and Assigns.** This Assignment will be fully binding upon, inure to the benefit of and be enforceable by the parties and their respective successors and assigns.

4. **Governing Law.** This Assignment shall be governed by and construed in accordance with the laws of the State of Washington, without regard to principles of conflicts of law.

5. **Counterparts.** This Assignment may be executed by facsimile signature and in two or more counterparts, each of which shall be deemed to be an original but all of which together will constitute one and the same instrument.

[Signature page follows]

IN WITNESS WHEREOF, the parties have caused this Assignment to be made and executed by duly authorized officers as of the date first written above.

UFD:

United Feather & Down, Inc.

By: 

Name:

Title:

STEPHEN VALMEN

CO-PRESIDENT

PCF:

Pacific Coast Feather Company

By: _____

Name: _____

Title: _____

IN WITNESS WHEREOF, the parties have caused this Assignment to be made and executed by duly authorized officers as of the date first written above.

UFD:

United Feather & Down, Inc.

PCF:

Pacific Coast Feather Company

By: _____

Name: _____

Title: _____

By: E. A. Moon

Name: Eric A. Moon

Title: President & CEO

EXHIBIT A
List of Trademarks

23868-0083/LEGAL20237880 2

TRADEMARK
REEL: 004525 FRAME: 0957

<u>MARK</u>	<u>SER./REG. NO.</u>	<u>GOODS</u>	<u>STATUS AND DEADLINE</u>
UNITED STATES			
BETTER CHOICE	Ser. 85/109,708	Cushions, mattress toppers, mattresses, pillows (Class 20); Down feathers for use as stuffing, synthetic fibers (Class 22); Bed blankets, bed sheets, bed throws, comforters, duvet covers, mattress covers, mattress pads, pillow cases, quilts and towels (Class 24).	Pending application.
BOTANICAL DOWN	Reg. 3,846,731	Filling materials consisting of a blend of down and cellulose fibers made of wood pulp, for use in bed blankets, comforters, mattress pads and pillows (Class 17); Pillows containing a blend of down and cellulose fibers made from wood pulp (Class 20); Bed blankets, comforters and mattress pads containing a blend of down and cellulose fibers made from wood pulp (Class 24).	Registered on the Supplemental Register. Declaration of Use due July 8, 2016.
EUROSTAR	Reg. 2,430,066	Pillows.	Registered on the Principal Register. Renewal due February 20, 2011.
FRESHNESS ASSURED	Reg. 2,883,566	Pillows (Class 20); Filling material for bedding goods, namely, feather and down (Class 22); Bedding goods, namely, mattress pads, blankets, feather beds, comforters and quilts (Class 24).	Registered on the Principal Register. Must renew on or before September 14, 2014.
INSULOFT	Reg. 1,964,294	Feathers and down used for stuffing and filling for bedding, clothing and sleeping bags.	Registered on the Principal Register. Renewal due March 26, 2016.
INSULOFT DOWN (Logo)	Reg. 1,991,061	Pillows made in whole or substantially of down (Class 20); Comforters made in whole or substantially of down (Class 24).	Registered on the Principal Register. Must renew on or before August 6, 2016.

<u>MARK</u>	<u>SER./REG. NO.</u>	<u>GOODS</u>	<u>STATUS AND DEADLINE</u>
LYOCELL DOWN (Logo)	Reg. 2,973,718	Pillows (Class 20); Down Feathers for filling of bedding and other filling (Class 22); Bedding goods, namely, mattress pads, bed blankets, comforters, bed throws and mattress protectors (Class 24).	Registered on the Principal Register. Declaration of Use due on or before July 19, 2011.
LYOCELL FEATHER	Ser. 85/054,395	Pillows (Class 20); Feathers for filling of bedding and other filling (Class 22); Bedding goods, namely, mattress pads, bed blankets, comforters, bed throws and mattress protectors (Class 24).	Pending application. Reply to office action due March 16, 2011.
MICROMAX	Reg. 3,341,472	Pillows and mattress toppers filled with synthetic fibers (Class 20); Feathers and down and other filling, namely, synthetic fibers, for filling of bedding and other stuffing purposes (Class 22); Bedding goods, namely, comforters, mattress pads, bed blankets, mattress toppers filled with synthetic fibers, bed throws and mattress protectors (Class 24).	Registered on the Principal Register. Declaration of Use due on or before November 20, 2013.
NORTHERN STAR DOWN BLANKET	Reg. 2,551,812	Bed blankets.	Registered on the Principal Register. Must renew on or before March 26, 2012.
SILVER FILL	Reg. 3,482,523	Pillows (Class 20); Synthetic fibers (Class 22); Bed blankets, comforters, mattress covers, mattress pads (Class 24).	Registered on the Principal Register. Declaration of Use due August 5, 2014.
SILVER FILL	Ser. 77/504,418	Cushions, sleeping bags (Class 20); Upholstery fabrics (Class 22); Jackets (Class 25).	Statement of Use or Request for Extension of Time due August 3, 2011.

<u>MARK</u>	<u>SER./REG. NO.</u>	<u>GOODS</u>	<u>STATUS AND DEADLINE</u>
SILVER WEAVE	Reg. 3,765,578	Pillows (Class 20); Synthetic fibers (Class 22); Duvet covers, bed sheets, pillow cases, comforters, mattress pads, and bed blankets (Class 24).	Registered on the Supplemental Register. Declaration of Use due on or before March 23, 2016.
SLEEP FOR SUCCESS	Ser. 85/109,698	Cushions, mattress toppers, pillows (Class 20); Down feathers for use as stuffing, synthetic fibers (Class 22); Bed blankets, bed sheets, bed throws, comforters, duvet covers, mattress covers, mattress pads, pillow cases, quilts, towels (Class 24).	Pending application.
SOUTHERN STAR	Reg. 2,430,069	Bed blankets (Class 24).	Registered on the Principal Register. Must renew on or before February 20, 2011.
STARLIGHT DUVET INSERT	Reg. 2,430,067	Bed blankets (Class 24).	Registered on the Principal Register. Must renew on or before February 20, 2011.
TROPICAL STAR	Reg. 2,430,068	Bed blankets (Class 24).	Registered on the Principal Register. Must renew on or before February 20, 2011.
UNITED FEATHER & DOWN	Reg. 3,666,247	Down pillows, down mattress toppers and down cushions (Class 20); Synthetic fibers for filling of bedding, down feathers for filling of bedding, clothing, and sleeping bags (Class 22); Bed blankets, down comforters, mattress covers, mattress pads, bed throws, mattress protectors, down feather beds, quilts, duvet covers, and pillow cases (Class 24).	Registered on the Principal Register. Declaration of Use due August 11, 2015.
SINGLE SWAN LOGO	Reg. 1,891,120	Feathers and down feather for stuffing and filling (Class 22).	Registered on the Principal Register. Must renew on or before April 25, 2015.

<u>MARK</u>	<u>SER./REG. NO.</u>	<u>GOODS</u>	<u>STATUS AND DEADLINE</u>
THREE DOVE LOGO	2,280,430	Pillows and cushions (Class 20); Feathers and down feather for use as stuffing and filling (Class 22); Comforters (Class 24).	Registered on the Principal Register. Must renew on or before September 28, 2019.
AUSTRALIA			
LYOCELL DOWN Logo	Reg. 119089	Beds, bedding (except linen), mattresses, pillows (Class 20); Padding and stuffing materials for bedding, feathers for bedding (Class 22).	Registered. Must renew on or before September 13, 2017.
CANADA			
LYOCELL FEATHER	App. 1,484,019	Pillows (Class 20); Feathers for filling of bedding and other filling (Class 22); Bedding goods, namely, mattress pads, bed blankets, comforters, bed throws and mattress protectors (Class 24).	Pending application. Response to office action due March 28, 2011.
CHINA			
LYOCELL DOWN Logo	Reg. 6,287,819	Bedding goods, namely, mattress pads, bed blankets, comforters, bed throws, and mattress protectors (Class 24).	Registered. Must renew on or before March 26, 2020.
LYOCELL DOWN Logo	Reg. 2,287,821	Pillows (Class 20); Down feathers for filling of bedding and other filling (Class 22); Bedding goods, namely, mattress pads, bed mattress protectors (Class 24).	Registered. Must renew on or before February 20, 2020.
SILVER FILL	Reg. 6,287,846	Bedding goods, namely, mattress pads, bed blankets, comforters, bed throws and mattress protectors (Class 20); Down feathers for filling of bedding and other filling (Class 22).	Registered. Must renew on or before March 27, 2020.
SILVER FILL	Reg. 6,287,847	Down feather for filling of bedding and other filling (Class 22).	Registered. Must renew on or before March 27, 2020.
SILVER FILL	Reg. 6,287,834	Pillows (Class 20).	Registered. Must renew on or before February 20, 2020.

<u>MARK</u>	<u>SER./REG. NO.</u>	<u>GOODS</u>	<u>STATUS AND DEADLINE</u>
EUROPEAN COMMUNITY			
SILVER FILL	Reg. 006413141	Mattress toppers and pillows (Class 20); Feathers and down and synthetic fibers (Class 22); Bed blankets, comforters, mattress covers and pads (Class 24).	Registered. Must renew on or before November 7, 2017.
JAPAN			
LYOCELL DOWN Logo	Reg. 5249150	Pillows made of lyocell; mattresses made of lyocell; cushions made of lyocell; Japanese floor cushions [zabuton] made of lyocell; and other bedding made of lyocell, except linen; sleeping bags [for camping] made of lyocell (Class 20); Lyocell-mixed down for bedding; lyocell and feather-mixed down; lyocell fibers for stuffing purposes (Class 22); Mattress pads made of lyocell; bed blankets made of lyocell; and other blankets made of lyocell; comforters made of lyocell; futons stuffed with lyocell-mixed down; bedspreads made of lyocell; bed sheets made of lyocell; and other bed linen made of lyocell; sleeping bags [sheeting] made of lyocell; traveling rugs made of lyocell (Class 24).	Registered. Must renew on or before July 17, 2019.
SILVER FILL	Reg. 5130059	Pillows, mattresses; cushions, Japanese floor cushions [zabuton]; and other bedding, except linen; sleeping bags [for camping] (Class 20); Feathers for bedding; and other feathers and downs; synthetic fibers; chemical fibers for stuffing purpose; and other textile fibers; cotton waddings for clothes; cotton batting for futon (Class 22); Bed blanket; and other blankets; comforters; and other futon and quilts; mattress covers; mattress pads; bedspreads; bedsheets; and other linen for beds; sleeping bags [sheeting]; traveling rugs (Class 24).	Registered. Must renew on or before April 18, 2018.
NEW ZEALAND			
LYOCELL DOWN Logo	Reg. 773625	Furniture; beds; pillows.	Registered. Must renew on or before August 2, 2017.