

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Perfect Fit Industries, Inc.		06/11/2010	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Perfect Fit Industries, LLC
<b>Street Address:</b>	121 W. Long Lake Rd., 3rd Floor
<b>City:</b>	Bloomfield Hills
<b>State/Country:</b>	MICHIGAN
<b>Postal Code:</b>	48304
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: FLORIDA

**PROPERTY NUMBERS Total: 52**

Property Type	Number	Word Mark
Serial Number:	85022699	ALWAYS FRESH
Serial Number:	85043772	LIVERIGHT
Serial Number:	77947342	CLEAN & FRESH
Serial Number:	77938568	HEALTHY BEDDING SOLUTIONS
Serial Number:	77952019	HELPING THE PLANET . . . ONE MATTRESS PAD AT A TIME
Serial Number:	77248250	ULTRASOFT
Registration Number:	3898247	REPELZ
Registration Number:	2839283	SOFT 'N WARM
Registration Number:	2844108	THE WORLD'S SAFEST HEATED MATTRESS PAD
Registration Number:	2872361	SAFE & WARM
Registration Number:	2887027	BEDSACK BED CLOTHING SINCE 1932
Registration Number:	2893023	THE BIG GOOSE
Registration Number:	2900234	ULTRA SOFT
Registration Number:	2935597	THE WORLD'S SAFEST HEATED BLANKET

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Registration Number:	2303307	ULTRA DRY
Registration Number:	2338900	COMFORT CORE
Registration Number:	2363182	NATURE'S TWIN
Registration Number:	3261453	BACKWRAP
Registration Number:	3265450	CALIFORNIA FEATHER & DOWN
Registration Number:	3339382	TAILOR FIT
Registration Number:	2632164	SOFT HEAT
Registration Number:	2652345	REINVENTING REST SINCE 1932
Registration Number:	2713432	DOWNNAIRE
Registration Number:	2737902	SLUMBER SOFT
Registration Number:	3702816	GREEN FIT
Registration Number:	3703533	ULTRASOFT
Registration Number:	3730194	ECO-FYBER
Registration Number:	3729970	LATEX SPRINGS
Registration Number:	3729500	OODLES
Registration Number:	3738354	LUXURY LOFT
Registration Number:	3758471	HELPING THE PLANET . . . ONE PILLOW AT A TIME.
Registration Number:	3789880	MAGIC LOFT
Registration Number:	1784860	VELVET NIGHTS
Registration Number:	1247692	PERFECT PUFF
Registration Number:	1851967	FITTED PLUS
Registration Number:	1309069	CRIB SACK
Registration Number:	1310123	BEDWRAP
Registration Number:	1313508	BEDSACK
Registration Number:	2001279	PFI
Registration Number:	1941630	PERFECT FIT
Registration Number:	1378147	PERFECT COMFORT
Registration Number:	1390835	SAFE AND WARM
Registration Number:	1394053	ULTRA PUFF
Registration Number:	1404961	PERFECT FIT
Registration Number:	1046409	BED-SACK
Registration Number:	1046416	MATTRESS SACK
Registration Number:	2030614	PILLOWBED
Registration Number:	1065331	PILLOW SACK
Registration Number:	2064158	WELLREST

	2138972	ALLERFREE
Registration Number:	2239835	DOWNNAIRE
Registration Number:	2269303	PURE SLEEP

**CORRESPONDENCE DATA**

Fax Number: (215)965-1331  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 215-965-1348  
Email: usptotm@panitchlaw.com  
Correspondent Name: Laura A. Genovese  
Address Line 1: 2005 Market Street  
Address Line 2: One Commerce Square, Suite 2200  
Address Line 4: Philadelphia, PENNSYLVANIA 19103

ATTORNEY DOCKET NUMBER:	208847.5003
NAME OF SUBMITTER:	Laura A. Genovese
Signature:	/Laura A. Genovese/
Date:	06/02/2011

**Total Attachments: 3**  
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**ASSIGNMENT OF TRADEMARKS**

WHEREAS, Perfect Fit Industries, Inc. ("Assignor"), a corporation organized and existing under the laws of the State of Delaware with a principal place of business at 8501 Tower Point Drive, Charlotte, NC 28227, has adopted and is using the trademarks identified in Appendix A attached hereto (the "Trademarks"), and is the owner of the trademark registrations and applications for the Trademarks in the United States Patent and Trademark Office as identified in Appendix A attached hereto (the "Trademark Registrations and Applications");

WHEREAS, Perfect Fit Industries, LLC ("Assignee"), a limited liability company organized and existing under the laws of the State of Florida with a principal place of business at 121 W. Long Lake Rd. 3rd Floor, Bloomfield Hills, MI 48304, desires to acquire all of Assignor's right, title, and interest in and to the Trademarks and the Trademark Registrations and Applications, as well as all associated goodwill as successor to the business of Assignor to which the Trademarks relate;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by each party, Assignor hereby sells, assigns, transfers, and conveys to Assignee all of Assignor's right, title, and interest in and to the Trademarks and the Trademark Registrations and Applications, together with the goodwill of the business symbolized by said Trademarks and Trademark Registrations and Applications.

Signed this 18<sup>th</sup> day of June, 2010

PERFECT FIT INDUSTRIES, INC.

By: [Signature]

Title: President/COO

State of NC )  
 ) ss.:  
 County of Union )

The foregoing instrument was acknowledged before me on this 11 day of June, 2010, by David J. Kennedy of Perfect Fit Industries, Inc., a Delaware corporation on behalf of the corporation.

[Signature: Linda B. Webb]  
 Notary Public

My Commission Expires:  
My Commission Expires August 1, 2013

BLOOMFIELD 1109265



**APPENDIX A**

<b>Trademark</b>	<b>Registration No.</b>	<b>Reg. Date</b>	<b>Ser/App. No.</b>
ALWAYS FRESH	N/A	N/A	85-022699
LIVERIGHT	N/A	N/A	85-043772
CLEAN & FRESH	N/A	N/A	77-947342
HEALTHY BEDDING SOLUTIONS	N/A	N/A	77-938568
HELPING THE PLANET . . . ONE MATTRESS PAD AT A TIME	N/A	N/A	77-952019
MAGIC FRESH	N/A	N/A	77-949950
NATURALLY BETTER	N/A	N/A	77-958627
REPELZ	N/A	N/A	77-938615
SILKY TOUCH	N/A	N/A	77-864851
ECO-CLUSTERS	N/A	N/A	77-694532
ULTRASOFT	N/A	N/A	77-248250
CUDDLE BUDDY	N/A	N/A	77-789854
MAGIC CLOUD	N/A	N/A	77-892550
THE AWE PILLOW	N/A	N/A	77-862770
SOFT N WARM	2,839,283	5/4/2004	76-416019
THE WORLD'S SAFEST HEATED MATTRESS PAD	2,844,108	5/18/2004	76-489738
SAFE & WARM	2,872,361	8/10/2004	76-470457
BEDSACK BED CLOTHING SINCE 1932 and Design	2,887,027	9/21/2004	76-363016
THE BIG GOOSE	2,893,023	10/12/2004	76-556528
ULTRA SOFT	2,900,234	11/2/2004	76-380046
THE WORLD'S SAFEST HEATED BLANKET	2,935,597	3/22/2005	76-489735
ULTRA DRY	2,303,307	12/28/1999	75-360593
COMFORT CORE	2,338,900	4/4/2000	74-709430
NATURE'S TWIN	2,363,182	6/27/2000	75-541314
BACKWRAP	3,261,453	7/10/2007	76-532145
CALIFORNIA FEATHER & DOWN and Design	3,265,450	7/17/2007	76-532144
TAILOR FIT	3,339,382	11/20/2007	78-751891
SOFT HEAT	2,632,164	10/8/2002	75-670344
REINVENTING REST SINCE 1932	2,652,345	11/19/2002	75-930923
DOWNAIRE	2,713,432	5/6/2003	76-435127
SLUMBER SOFT	2,737,902	7/15/2003	76-219667
GREEN FIT	3,702,816	10/27/2009	77-510963
ULTRASOFT	3,703,533	10/27/2009	77-977910
ECO-FYBER	3,730,194	12/22/2009	77-461545
LATEX SPRINGS	3,729,970	12/22/2009	77-978154
OODLES	3,729,500	12/22/2009	77-558604
LUXURY LOFT	3,738,354	1/12/2010	77-637615
HELPING THE PLANET . . . ONE PILLOW AT A TIME.	3,758,471	3/9/2010	77-510940
MAGIC LOFT	3,789,880	5/18/2010	77-830699
VELVET NIGHTS	1,784,860	7/27/1993	74-212986
PERFECT PUFF	1,247,692	8/9/1983	73-244540
FITTED PLUS	1,851,967	8/30/1994	74-355172
CRIB SACK (Stylized)	1,309,069	12/11/1984	73-465586
BEDWRAP (Stylized)	1,310,123	12/18/1984	73-466277
BEDSACK (Stylized)	1,313,508	1/8/1985	73-465522
PFI and Design	2,001,279	9/17/1996	74-729582
PERFECT FIT	1,941,630	12/12/1995	74-487251
PERFECT COMFORT	1,378,147	1/14/1986	73-540733
SAFE AND WARM	1,390,835	4/22/1986	73-555183
ULTRA PUFF	1,394,053	5/20/1986	73-478195
PERFECT FIT	1,404,961	8/12/1986	73-383372
BED-SACK	1,046,409	8/17/1976	73-071381
MATTRESS SACK	1,046,416	8/17/1976	73-075395
PILLOWBED	2,030,614	1/14/1997	74-528878

**APPENDIX A**

<b>Trademark</b>	<b>Registration No.</b>	<b>Reg. Date</b>	<b>Ser./App. No.</b>
PILLOW SACK			
WELLREST	1,065,331	5/10/1977	73-089983
ALLERFREE	2,064,158	5/20/1997	75-975947
DOWNAIRE	2,138,972	2/24/1998	75-254594
PURE SLEEP	2,239,835	4/13/1999	75-978018
	2,269,303	8/10/1999	74-685025