

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
Latex Foam International Holdings, Inc.		06/02/2011	CORPORATION: CONNECTICUT
RECEIVING PARTY DATA			
Name:	DNA (HOUSEMARKS) LIMITED		
Street Address:	PELLIPAR HOUSE 1ST FLOOR, 9 CLOAK LANE		
City:	LONDON		
State/Country:	UNITED KINGDOM		
Postal Code:	EC4R 2RU		
Entity Type:	Private Limited Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3772913	DUNLOPILLO	
CORRESPONDENCE DATA			
Fax Number:	(312)554-8015		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(312) 554-8000		
Email:	jnw@pattishall.com, ai@pattishall.com, kep@pattishall.com		
Correspondent Name:	Ashly Iacullo		
Address Line 1:	311 S. Wacker Drive, Suite 5000		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	25600-000-00148		
DOMESTIC REPRESENTATIVE			
Name:	Ashly Iacullo		
Address Line 1:	311 S. Wacker drive, Suite 5000		
Address Line 4:	Chicago, ILLINOIS 60606		

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NAME OF SUBMITTER:	Ashly A. Iacullo, Member of Illinois Bar
Signature:	/Ashly Iacullo/
Date:	06/24/2011
Total Attachments: 1 source=Assignment DUNLOPILLO Reg. No. 3,772,913#page1.tif	

Exhibit 1


Trademark Assignment

WHEREAS, **Latex Foam International Holdings, Inc.**, a Connecticut corporation having and address of 510 River Road, Shelton, CT 06484, United States of America (the "ASSIGNOR"), owns U.S. Trademark Registration No. 3,772,913 for the mark DUNLOPILLO;

WHEREAS, **DNA (HOUSEMARKS) LIMITED**, an English corporation having a business address at Pellipar House, 1st Floor, London, United Kingdom EC4R 2RU (the "ASSIGNEE") has acquired all rights, title and interest in and to said trademarks as set forth hereinabove as of JUNE 2, 2011;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign, grant, transfer and otherwise convey to ASSIGNEE, its successors and assigns, its entire right, title and interest in and to said U.S. Trademark Registration No. 3,772,913 for the mark DUNLOPILLO, including but not limited to all of ASSIGNOR's common law rights pertaining thereto, as well as all of the goodwill of the business symbolized by said trademark, as of JUNE 2, 2011.

LATEX FOAM INTERNATIONAL HOLDINGS INC.

By: 

Name: Thomas Eisenberg

Title: Vice President Marketing

Date: 6/2/2011