

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	James Bell		10/01/2009
	INDIVIDUAL: SOUTH AFRICA		
RECEIVING PARTY DATA			
Name:	JAB Distributors, LLC		
Doing Business As:	DBA Protect-A-Bed		
Street Address:	3600 Woodhead Drive		
City:	Northbrook		
State/Country:	ILLINOIS		
Postal Code:	60062		
Entity Type:	LIMITED LIABILITY COMPANY: ILLINOIS		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
Serial Number:	76580447	PROTECT-A-MATTRESS	
CORRESPONDENCE DATA			
Fax Number:	(312)775-8100		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	3127758000		
Email:	rdicerbo@mcandrews-ip.com		
Correspondent Name:	Ronald A DiCerbo		
Address Line 1:	500 West Madison		
Address Line 2:	34th Floor		
Address Line 4:	Chicago, ILLINOIS 60661		
ATTORNEY DOCKET NUMBER:	34271US01		
NAME OF SUBMITTER:	Ronald A DiCerbo		
Signature:	/RAD/		
Date:	07/21/2011		
Total Attachments: 1 source=Bell to JAB 10-01-09#page1.tif			

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made as of as of October 1, 2009 (this "Assignment") by JAMES BELL, a citizen of South Africa, with a business address at 540 Illinois Road, Wilmette, Illinois 60091 ("Assignor"), in favor of JAB DISTRIBUTORS, LLC, an Illinois limited liability company with its principal office at 3600 Woodhead Drive, Northbrook, IL 60062 U.S.A. ("Assignee").

WHEREAS, Assignor is the owner of the trademark (the "Mark") and United States trademark registration identified below (the "Trademark Registration"):

Trademark	Jurisdiction	Application Number	Registration Number
PROTECT-A-MATTRESS	USA	76580447	2987925

NOW, THEREFORE, for and in consideration of good and valuable consideration, the receipt and sufficiency of which are hereby expressly acknowledged, Assignor hereby assigns, conveys, and transfers unto Assignee all rights, title and interest in, to, and under the Trademark Registration, the Mark identified therein, all associated common law rights, and the Goodwill symbolized thereby, together with that portion of the ongoing and existing business in connection with which the Assignor has a bona fide intent to use the Mark for Assignee's own use and benefit and for the use and benefit of its subsidiaries, successors, assigns and legal representatives, for the full extent of the life of the Mark, to be used as fully and entirely as such rights would have been held and enjoyed by Assignor had this Assignment and sale not been made. Without limiting the generality of the foregoing, this Assignment shall also include any and all rights to sue for claims and remedies against past, present, and future infringements of any or all of the foregoing, and rights for priority and protection of interests therein under the laws of any jurisdiction.

IN WITNESS WHEREOF, Assignor has executed and delivered this Assignment as of the date first written above.

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James Bell