

**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
True Seating Concepts, LLC		10/17/2011	LIMITED LIABILITY COMPANY: MAURITIUS

**RECEIVING PARTY DATA**

<b>Name:</b>	LF Centennial Limited
<b>Street Address:</b>	P.O. Box 957
<b>Internal Address:</b>	Offshore Incorporations Centre
<b>City:</b>	Road Town, Tortola
<b>State/Country:</b>	BRITISH VIRGIN ISLANDS
<b>Entity Type:</b>	COMPANY: BRITISH VIRGIN ISLANDS

**PROPERTY NUMBERS Total: 13**

Property Type	Number	Word Mark
Serial Number:	85127358	EASY
Registration Number:	3237115	GIANNELLI COLLECTION
Registration Number:	3735358	TRUE INNOVATIONS
Registration Number:	3442688	TRUE DESIGNS
Registration Number:	3270058	PURE COMFORT
Registration Number:	3626366	JUST SIMPLE
Registration Number:	3800031	COMFORT BY DESIGN
Registration Number:	3446256	OFFICE IN MINUTES
Registration Number:	3651763	WORK IN COMFORT
Registration Number:	3463310	PURESOFT
Registration Number:	3130406	MADE FOR COMFORT
Registration Number:	2952781	LAYERED COMFORT
Registration Number:	2598035	MADE FOR WORK

OP \$340.00 85127358

**CORRESPONDENCE DATA**

Fax Number: (312)706-9000

Email: jlwhite@mayerbrown.com

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Correspondent Name: Jason L. White

Address Line 1: P.O. Box 2828

Address Line 4: Chicago, ILLINOIS 60690-2828

**ATTORNEY DOCKET NUMBER:**

11218123

**DOMESTIC REPRESENTATIVE**

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

**NAME OF SUBMITTER:**

Jason L. White

**Signature:**

/Jason L. White/

**Date:**

11/01/2011

**Total Attachments: 6**

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## ASSIGNMENT OF TRADEMARKS TO LF CENTENNIAL LIMITED

**THIS ASSIGNMENT OF TRADEMARKS** (this "Agreement") is made and entered into this 17<sup>th</sup> day of October, 2011 by and between **True Innovations, LLC** (formerly known as "True Seating Concepts, LLC") hereinafter (the "Assignor") and **LF Centennial Limited** (hereinafter the "Assignee").

### WITNESSETH:

**WHEREAS**, Assignor owns all of the rights and privileges to certain trademarks identified on Exhibit "A" hereto ("Intellectual Property" or "IP");

**WHEREAS**, Assignor desires to assign their rights to the IP to Assignee;

**WHEREAS**, Assignee desires to acquire all rights and privileges to the IP;

**NOW THEREFORE**, for good and valuable consideration and in consideration of the respective representations, warranties, covenants, agreements and conditions set forth in the agreement relating to the sale and purchase of certain assets and business of the Assignor entered into between the Assignor and the Assignee dated 27 September 2011, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

Section 1. Assignment of IP. The Assignor hereby conveys and transfers to the Assignee any and all rights of any kind or nature to the IP. The Assignor may no longer use the IP or underlying technology for any purpose. The Assignor represents and warrants that it possesses full and clear title to the IP and that Assignor has not previously sold, conveyed, transferred, pledged or assigned any interest in the IP to any individual or entity and shall not do so in the future.

Section 2. Consideration: The consideration for this Assignment shall be the sale of business assets from the Assignor to the Assignee.

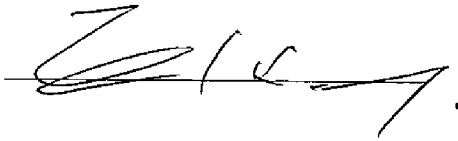
Section 3. Intellectual Property: All rights associated or derived from with the IP shall be for the sole and exclusive property of the Assignee and the Assignor retains no rights to the IP.

Section 4. Further Assurances. The Assignor shall from time to time after the date hereof at the request of the Assignee, and without further consideration, execute and deliver to it such additional instruments as the Assignee shall reasonably request to evidence more fully the assignments made under this Agreement.

Section 5. Entire Agreement. This Agreement shall be deemed the entire agreement by and between the Assignor and the Assignee with regard to the subject matter of this Agreement and supersedes any and all prior oral or written agreements to the contrary.

IN WITNESS WHEREOF, the undersigned have executed this Assignment of Trademarks to LF Centennial Limited as of the date first above written.

Approved and Agreed to by ASSIGNOR:  
True Innovations, LLC

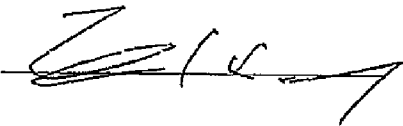
By: 

Agreed by LF Centennial Limited:

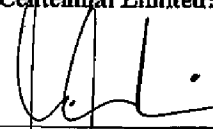
By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

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Approved and Agreed to by ASSIGNOR:  
True Innovations, LLC

By: 

Agreed by LF Centennial Limited:

By:   
Name: Bretschneider  
Title: Director

**EXHIBIT "A"**

See List of Trademarks Attached Hereto

**Trademarks**

True Innovations, LLC is the Registrant or Applicant of the following trade marks: -

Country	Mark	Class(es)	Application No.	Application Date (dd/mm/yyyy)	Registration No.	Fees	Registration Date (dd/mm/yyyy)	Expiry Date (dd/mm/yyyy)
U.S.A.	EZ	20	78643055	03/06/2005	3442344	N/A	03/06/2008	03/06/2018
U.S.A.	EZ	20	76439282	09/08/2002	2820338	N/A	02/03/2004	02/03/2014

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U.S.A.	EASY	20	85127358	10/09/2010	N/A	N/A	N/A	N/A
U.S.A.	GIANNELLI COLLECTION	20	78917706	27/06/2006	3237115	N/A	01/05/2007	01/05/2017
U.S.A.	TRUE INNOVATIONS	20	78851309	31/03/2006	3735358	N/A	05/01/2010	05/01/2020
U.S.A.	TRUE DESIGNS	20	78851294	31/03/2006	3442688	N/A	03/06/2008	03/06/2018
U.S.A.	PURE COMFORT	20	78754616	15/11/2005	3270058	N/A	24/07/2007	24/07/2017
U.S.A.	JUST SIMPLE	20	77584969	03/10/2008	3626366	N/A	26/05/2009	26/05/2019
U.S.A.	COMFORT BY DESIGN	20	77386525	01/02/2008	3800031	N/A	08/06/2010	08/06/2020
U.S.A.	OFFICE IN MINUTES	20	77198346	05/06/2007	3446256	N/A	10/06/2008	10/06/2018
U.S.A.	WORK IN COMFORT	20	77198292	05/06/2007	3651763	N/A	07/07/2009	07/07/2019
U.S.A.	PURESOFIT	20	77110670	19/02/2007	3463310	N/A	08/07/2008	08/07/2018
U.S.A.	MADE FOR COMFORT	20	76624358	09/12/2004	3130406	N/A	15/08/2006	15/08/2016
U.S.A.	LAYERED COMFORT	20	76550771	14/10/2003	2952781	N/A	17/05/2005	17/05/2015
U.S.A.	MADE FOR WORK	20	76338269	16/11/2001	2598035	N/A	23/07/2002	23/07/2012

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