

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
Kurt Ling		11/18/2011	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	PLB Holdings, LLC		
Street Address:	510 River Road		
City:	Shelton		
State/Country:	CONNECTICUT		
Postal Code:	06484		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	85338461	LATEXDOWN	
Serial Number:	85421061	GELINSIDE	
Registration Number:	3861820	LATEXBLISS	
Registration Number:	3955621	PURE LATEXBLISS THE WORLD'S BEST BEDS	
CORRESPONDENCE DATA			
Fax Number:	(203)782-2889		
Phone:	203.498.4347		
Email:	fduffin@wigin.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Francis J. Duffin, Wiggin and Dana LLP		
Address Line 1:	One Century Tower, P.O. Box 1832		
Address Line 4:	New Haven, CONNECTICUT 06508-1832		
ATTORNEY DOCKET NUMBER:	401248/GEN001		
NAME OF SUBMITTER:	Francis J. Duffin		

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Signature:	/fjd/
Date:	12/19/2011
Total Attachments: 1 source=Ling to PLB Holdings#page1.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Kurt Ling, an individual U.S. citizen, with an address at 950 Gunter Court, Alpharetta, Georgia 30022, herein below referred to as "Assignor," has registered, or has applied to register certain marks as follows:

<u>REG. NO.</u>	<u>REG. DATE</u>	<u>MARK</u>
3861820	October 12, 2010	LATEXBLISS
3955621	May 3, 2011	PURE LATEXBLISS THE WORLD'S BEST BEDS
<u>APPL. S/N</u>	<u>FILING DATE</u>	<u>MARK</u>
85/338461	June 6, 2011	LATEXDOWN
85/421061	September 12, 2011	GELINSIDE

and;

WHEREAS, PLB Holdings, LLC, a limited liability company organized and existing under the laws of the state of Delaware, with a business address at 510 River Road, Shelton, Connecticut 06484, herein below referred to as "Assignee," is desirous of acquiring the entire right, title and interest in and to the registered marks, the registrations for the marks, and in and to any renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith; and also desires to acquire the business of Assignor in connection with which Assignor has a bona fide intention to use the marks that are the subject of the pending applications, the applications, and any registration, renewals, and extensions that may be granted thereon.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee all right, title, and interest in and to the registered marks, the registrations and in an to any renewals or extensions that may be granted thereon, together with the goodwill of the business connected therewith, and the right to recover for past infringement thereof; and assigns the marks for which registration is pending and the applications therefor, together with that portion of Assignor's business in connection with which Assignor has a bona fide intent to use the marks;

Date: November 18, 2011


Name: Kurt Ling

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