

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
The Bedding Experts, Inc.		02/04/2012	CORPORATION: ILLINOIS

**RECEIVING PARTY DATA**

<b>Name:</b>	Miforma, Inc.
<b>Street Address:</b>	700 Hilltop Drive
<b>City:</b>	Itasca
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	60143
<b>Entity Type:</b>	CORPORATION: ILLINOIS

**PROPERTY NUMBERS Total: 3**

Property Type	Number	Word Mark
Registration Number:	2628220	WHERE DREAMS COME TRUE
Registration Number:	2606692	THE BEDDING EXPERTS INC. WHERE DREAMS COME TRUE
Registration Number:	1613341	THE BEDDING EXPERTS

**CORRESPONDENCE DATA**

Fax Number: (312)427-6663  
 Phone: (312) 427-1300  
 Email: chiustm@ladas.net

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

Correspondent Name: Ladas & Parry LLP  
 Address Line 1: 224 South Michigan Avenue  
 Address Line 2: Suite 1600  
 Address Line 4: Chicago, ILLINOIS 60604

<b>ATTORNEY DOCKET NUMBER:</b>	CHRIS SAFFRAHN
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NAME OF SUBMITTER:	DAVID C. BREZINA
Signature:	/DAVID C. BREZINA/
Date:	02/29/2012
Total Attachments: 1 source=THE BEDDING EXPERTS#page1.tif	

## DEED OF TRADEMARK ASSIGNMENT

WHEREAS, THE BEDDING EXPERTS, INC., an Illinois Corporation, with its principal place of business at 7401 South 78 Avenue, Bridgeview, Illinois 60455, United States of America, ("Assignor")

WHEREAS, the Assignor is the owner of record of the following federal Registration for the Mark on the Principal Register of the United States Patent and Trademark Office, as identified therein:

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
WHERE DREAMS COME TRUE	2628220	October 1, 2002
THE BEDDING EXPERTS INC. WHERE DREAMS COME TRUE	2606692	August 13, 2002
THE BEDDING EXPERTS	1613341	September 11, 1990

WHEREAS, MIFORMA, INC., an Illinois Corporation, with its principal place of business at 700 Hilltop Drive, Itasca, Illinois 60143, United States of America, ("Assignee"), desires to acquire the Mark and the above-referenced Registration;

NOW, THEREFORE, for good and valuable consideration, the sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee the entire right, title and interest in perpetuity in and to the Mark, including any common law rights and other rights of use, together with the goodwill of the business symbolized by the Mark, and the registration thereof, the same to be held and enjoyed by the Assignee, its successors and assigns to the same extent that such would have been held and enjoyed by Assignor absent this Assignment. Assignor hereby covenants and agrees to provide any further necessary and appropriate documentation and do all further acts reasonably requested by Assignee in this regard to confirm and perfect title in and to the Mark in Assignee, its successors, assigns, or other legal representatives.

IN WITNESS WHEREOF, the Assignor has caused this Assignment to be executed by the signatures of its authorized representative as set forth below.

THE BEDDING EXPERTS, INC.

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

*U. S. Faria*  
Principal

Dated: 2/4/12