

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
Back to Bed		04/16/2012	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Miforma, Inc.		
Street Address:	700 Hilltop Drive		
City:	Itasca		
State/Country:	ILLINOIS		
Postal Code:	60143		
Entity Type:	CORPORATION: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85470135	NOBODY BEATS OUR PRICE ON MATTRESSES. NOBODY.	
CORRESPONDENCE DATA			
Fax Number:	3124276663		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(312) 427-1300		
Email:	chiustm@ladas.net		
Correspondent Name:	Ladas & Parry		
Address Line 1:	224 South Michigan Avenue		
Address Line 2:	Suite 1600		
Address Line 4:	Chicago, ILLINOIS 60604		
ATTORNEY DOCKET NUMBER:	CHRIS SAFFRAHN		
NAME OF SUBMITTER:	DAVID C. BREZINA		
Signature:	/DAVID C. BREZINA/		

Date:

04/20/2012

Total Attachments: 2

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**DEED OF UNITED STATES
TRADEMARK ASSIGNMENT**

DEED OF TRADEMARK ASSIGNMENT

WHEREAS, BACK TO BED, an Illinois Corporation, with its principal place of business at 700 Hilltop Drive, Itasca, Illinois 60143, 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>Application No.</u>	<u>Filing Date</u>
NOBODY BEATS OUR PRICE ON MATTRESSES. NOBODY.	85470135	November 11, 2011

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.

BACK TO BED

By: 

Name: Vito Formica
Title: V-President

Dated: April 16, 2012

TRADEMARK