

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
	Kingsdown, Incorporated		05/22/2012
			Entity Type
			CORPORATION: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	Sleepy's, LLC		
Street Address:	175 Central Avenue South		
City:	Bethpage		
State/Country:	NEW YORK		
Postal Code:	11714		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	2043253	FOR THE REST OF YOUR LIFE
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	fgtraub@duanemorris.com		
Correspondent Name:	Felicia G. Traub/Duane Morris LLP		
Address Line 1:	1540 Broadway		
Address Line 4:	New York, NEW YORK 10036-4086		
ATTORNEY DOCKET NUMBER:	F2764-00012		
NAME OF SUBMITTER:	Felicia G. Traub		
Signature:	/Felicia G. Traub/		
Date:	05/24/2012		
Total Attachments: 3			
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CH \$40.00 2043253

ASSIGNMENT

United States Trademark Registration

WHEREAS, KINGSDOWN, INCORPORATED, a North Carolina corporation, with an address at 126 West Holt Street, P.O. Box 388, Mebane, North Carolina (hereinafter called "ASSIGNOR"), is the owner of the right, title and interest in and to the trademark "FOR THE REST OF YOUR LIFE," Registration No. 2,043,253 in the U.S. Patent and Trademark Office (hereinafter called the "TRADEMARK"), and

WHEREAS, SLEEPY'S, LLC, a Delaware limited liability company, with an address at 175 Central Avenue South, Bethpage, New York 11714 (hereinafter called "ASSIGNEE"), is desirous of acquiring the said TRADEMARK,

NOW, THEREFORE, effective as of the date of execution of this Agreement, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE the ASSIGNOR'S entire right, title and interest in and to the TRADEMARK, free and clear of all liens, claims and encumbrances, together with the goodwill of the business connected with and symbolized by the said TRADEMARK, including but not limited to, any and all renewals and extensions thereof, the right to register the Trademark that may hereafter be secured under the law now or hereafter in effect in the United States, and to take all causes of action, past, present and future, related to the Trademark.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this Assignment to be executed effective as of the 22 day of May, 2012.

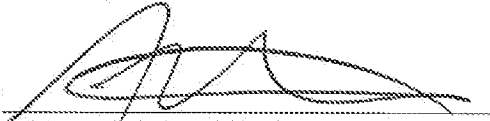
ASSIGNOR:

KINGSDOWN, INCORPORATED

By: _____
Name:
Title:

ASSIGNEE:

SLEEPY'S, LLC

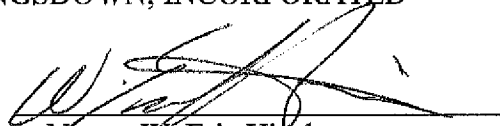
By:  _____
Name: Adam Blank
Title: Chief Operating Officer and General Counsel

IN TESTIMONY WHEREOF, ASSIGNOR has caused this Assignment to be executed effective as of the 22 day of May, 2012.

ASSIGNOR:

KINGSDOWN, INCORPORATED

By:



Name: W. Eric Hinshaw

Title: CEO

ASSIGNEE:

SLEEPY'S, LLC

By:

Name:

Title: