

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Classic Brands, LLC		04/29/2013	LIMITED LIABILITY COMPANY:
RECEIVING PARTY DATA			
Name:	Studio Moderna SA		
Street Address:	Via Ferruccio Pelli 13		
City:	Lugano		
State/Country:	SWITZERLAND		
Postal Code:	6900		
Entity Type:	CORPORATION: SWITZERLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2891848	DORMIA	
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:	sdip@mckennalong.com		
Correspondent Name:	Mitchell Brook		
Address Line 1:	4435 Eastgate Mall Suite 400		
Address Line 4:	San Diego, CALIFORNIA 92121		
ATTORNEY DOCKET NUMBER:	30238-5002-T47		
DOMESTIC REPRESENTATIVE			
Name:	Mitchell P. Brook		
Address Line 1:	4435 Eastgate Mall, Suite 400		
Address Line 2:	McKenna Long & Aldridge LLP		

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Address Line 4: San Diego, CALIFORNIA 92121

NAME OF SUBMITTER:

Jason Berry

Signature:

/Jason Berry/

Date:

01/10/2014

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

WHEREAS, Classic Brands, LLC, a Delaware limited liability company, with offices at 8214 Wellmore Ct., Jessup, MD 20794 ("Assignor"), is the owner of the mark DORMIA (the "Mark"), which is the subject of United States Patent & Trademark Office Registration No. 2,891,848, common law rights, and goodwill;

WHEREAS, by this Trademark Assignment, Assignor desires to quitclaim and transfer to Studio Moderna SA, a Swiss corporation, with offices at Via Ferruccio Pelli 13, 6900 Lugano, Switzerland ("Assignee"), all of its rights and interests in the Mark and common law rights and goodwill, as set forth more fully in the Intellectual Property Assignment Agreement entered into between Assignor and Assignee concurrently herewith;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably assigns, transfers, and conveys to Assignee, and Assignee hereby accepts:

All right, title, and interest in and to the Mark worldwide (including, without limitation, all applications and registrations resulting therefrom and all renewals and extensions thereof), together with the worldwide goodwill of the business associated with or symbolized by the Mark, including all common law, goodwill, statutory, and other rights in the Mark, including, without limitation, designs or logos incorporating the mark or used in association with the mark, and publications including the mark, with the right to recover for damages and profits and all other remedies for past infringements thereof, to have and to hold for Assignee's own use and benefit and the benefit of Assignee's successors, assigns, or legal representatives.

Assignor hereby agrees to execute any documents and to do any other acts as may be reasonably required to further effectuate the assignment of its interest in the Mark to Assignee. Assignor appoints Assignee as its attorney-in-fact, with full power of substitution and delegation, to execute any and all such documents and do any and all such other acts in order to effectuate the assignment set forth in this document, and to record the assignment with the United States Patent & Trademark Office or other relevant governmental authority.

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment effective as of April 29, 2013.

CLASSIC BRANDS, LLC

By: *Michael Zuppelli*
Name: *Michael Zuppelli*
Title: *CEO*

STUDIO MODERNA SA

By: DocuSigned by:
Sandi Češko
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Name: Sandi Češko

Title: Chairman

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