

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM298686

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
GTRC Services, Inc.		03/20/2014	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Simmons Innovations Limited		
<b>Street Address:</b>	260 The Quorem, Bamwell Road		
<b>City:</b>	Cambridge, CB5 8RE		
<b>State/Country:</b>	UNITED KINGDOM		
<b>Entity Type:</b>	private limited company: UNITED KINGDOM		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3246321	SIMMONS	
<b>Registration Number:</b>	3377141	SIMMONS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3122226379		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	312/755-3179		
<b>Email:</b>	mhays@agdglaw.com		
<b>Correspondent Name:</b>	Mary Vidal Hays		
<b>Address Line 1:</b>	330 N. Wabash, Ste. 1700		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60611		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Harris Wolin		
<b>Address Line 1:</b>	100 Headquarters Plaza		
<b>Address Line 2:</b>	North Tower, 6th Floor		
<b>Address Line 4:</b>	Morristown, NEW JERSEY 07960-6834		
<b>NAME OF SUBMITTER:</b>	Mary Vidal Hays		
<b>SIGNATURE:</b>	/Mary Vidal Hays/		
<b>DATE SIGNED:</b>	03/20/2014		
<b>Total Attachments: 3</b>			
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TRADEMARK

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source=Assignment from GTRC to Simmons#page3.tif

## TRADEMARK ASSIGNMENT

WHEREAS, GTRC Services, Inc., a corporation organized and existing under the laws of the State of Delaware ("Assignor") is the record owner of, certain trademarks, service marks, trade names, and trademark registrations, listed in Schedule A (collectively referred to as "the Marks"); and

WHEREAS, Simmons Innovations Limited, a UK private limited company ("Assignee"), is desirous of acquiring all right, title, and interest in and to the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, the entire right, title and interest, whether statutory or at common law, in and to the Marks, together with the goodwill of the business symbolized by them throughout the world, and all registrations and pending applications therefor, in all countries throughout the world, together with all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

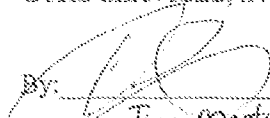
Assignor agrees to execute further papers and to do such other acts as may be necessary and proper to vest full title in and to the Marks and all ancillary rights in the Assignee.

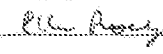
This Trademark Assignment may be executed in several counterparts, each of which shall be deemed to be an original, but all of which together will constitute one and the same instrument.

IN WITNESS WHEREOF, GTRC Services, Inc. has caused this Trademark Assignment to be executed and delivered and Simmons Innovations Limited, accepts

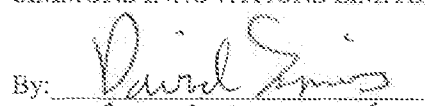
this Trademark Assignment as of this 20th day of March, 2014.

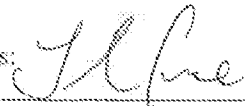
GTRC SERVICES, INC.

By:   
Tim Maden  
President Via Product

Witnesses:  
  
Ellen Basenby

SIMMONS INNOVATIONS LIMITED

By:   
DAVID SIMMONS  
MANAGING DIRECTOR

Witnesses:   
JOHN GRACE

SCHEDULE A

<u>Trademark Title/Description</u>	<u>Registration No.</u>	<u>Country</u>
1. Simmons	3,246,321	United States
2. Simmons (design mark)	3,377,141	United States
3. Simmons	7,497,896	China

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