

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM301189

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Furniture First, Inc.		03/21/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Flexsteel Industries, Inc.		
Street Address:	385 Bell Street		
City:	Dubuque		
State/Country:	IOWA		
Postal Code:	52001		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	86144887	AMERICA'S FURNITURE SPECIALISTS	
Serial Number:	76564621	FURNITURE FIRST AMERICA'S FURNITURE SPEC	
CORRESPONDENCE DATA			
Fax Number:	312 427-66		
<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:	David C Brezina		
Address Line 1:	224 S Michigan Ave		
Address Line 2:	Suite 1600		
Address Line 4:	Chicago, ILLINOIS 60604		
ATTORNEY DOCKET NUMBER:	4T14659085, 4T14659092		
NAME OF SUBMITTER:	David C. Brezina		
SIGNATURE:	/David C. Brezina/		
DATE SIGNED:	04/11/2014		
Total Attachments: 1			
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MAR 25 2014

TRADEMARK ASSIGNMENT

This Trademark Assignment is made by Furniture First, Inc, a corporation organized and existing under the laws of Delaware and having its principal place of business at #101, 6401 Linglestown Road, Harrisburg, Pennsylvania 17112 (hereinafter "Assignor"), in favor of Flexsteel Industries, Inc., a company organized and existing under the laws of the Minnesota and having a principal place of business at 385 Bell Street, Dubuque, Iowa 52001 (hereinafter "Assignee").

WHEREAS, the Assignor is the owner of the marks shown below and the goodwill of the business associated with the Marks, and desires to assign any and all right, title, and interest in and to the Marks along with the associated goodwill to the Assignee:

Number	Date	Mark
2,981,581	August 2, 2005	FURNITURE 1ST AMERICA'S FURNITURE SPECIALISTS
86-144887	Pending	AMERICA'S FURNITURE SPECIALISTS

WHEREAS, Assignee is the owner of, and has long used, FLEXSTEEL AMERICA'S SEATING SPECIALIST and wishes to obtain all of Assignor's right, title, and interest in and to the Marks and the associated goodwill throughout the world.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are acknowledged, Assignor hereby assigns, sells, transfers and sets over to Assignee any and all right, title, and interest in and to the Marks and the associated goodwill, including that portion of the business represented thereby and the right to sue for and receive all damages from past infringements of the Marks, the same to be held and enjoyed by Assignee, its successors, assigns, and other legal representatives.

Signed this 21st day of March, 2014.

Furniture First, Inc.

By: William F. Hartman
Its: VP