

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM315252

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF 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>
Shavel Associates Inc.		08/01/2014	CORPORATION: NEW JERSEY
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Bedgear, LLC		
<b>Street Address:</b>	110 Bi-County Blvd, Suite 101		
<b>City:</b>	Farmingdale		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	11735		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4004318	ATHLETIX BED GEAR	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	631-656-9818		
<b>Email:</b>	rglanz@sislpp.com		
<b>Correspondent Name:</b>	Leo G. Lenna		
<b>Address Line 1:</b>	99 Smithtown Bypass 2nd Floor		
<b>Address Line 4:</b>	Hauppauge, NEW YORK 11788		
<b>ATTORNEY DOCKET NUMBER:</b>	1735-46		
<b>NAME OF SUBMITTER:</b>	Leo G. Lenna		
<b>SIGNATURE:</b>	/Leo G. Lenna/		
<b>DATE SIGNED:</b>	08/27/2014		
<b>Total Attachments: 4</b>			
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OP \$40.00 4004318

## TRADEMARK ASSIGNMENT

This **TRADEMARK ASSIGNMENT** (the "Assignment") is made as of August 1, 2014 (the "Effective Date"), between Shavel Associates Inc., a New Jersey corporation doing business as Shavel Home Products with a principal business address of 13 Roszel Road Princeton, NJ 08540 ("SHAVEL"), (the "Assignor"), and Bedgear, LLC, a New York limited liability corporation with a principal business address of Suite 101, 110 Bi-County Blvd., Farmingdale, New York 11735 ("BEDGEAR") (the "Assignee").

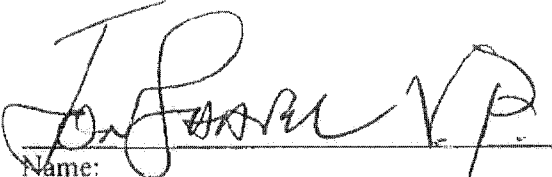
**WHEREAS**, Assignor and Assignee are parties to a Trademark Purchase Agreement made and entered into as of July 25, 2014 (the "Agreement"), pursuant to which Assignor agreed to sell, convey, transfer, assign and deliver to Assignee all of Assignor's legal and beneficial right, title and interest in and to the Purchased Assets (as defined in the Agreement), including, without limitation the trademark listed on Schedule A attached hereto (the "Trademark"); and

**WHEREAS**, Assignee wishes to acquire all of Assignor's right, title and interest in and to the Trademarks, and Assignor wishes to assign same to Assignee.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, sells and transfers unto Assignee, its successors and assigns, all of its right, title and interest throughout the world in perpetuity, including common law rights, in and to the Trademark, together with the goodwill associated therewith and the entire business and/or portion thereof to which the Trademark pertains, and the right to sue and recover for all past, present and future infringements and other violations of the Trademark, the same to be held and enjoyed by Assignee, its successors and assigns to the same extent that such would have been held and enjoyed by Assignor had this assignment not been made. Assignor hereby covenants and agrees to provide any further necessary documentation and do all further acts reasonably requested by Assignee in this regard to confirm and perfect title in and to the Trademark in Assignee, its successors, assign or other legal representatives.

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment as an instrument under seal as of the Effective Date.

ASSIGNOR: SHAVEL ASSOCIATES INC.

By:   
Name:  
Title:

CERTIFICATE OF ACKNOWLEDGMENT

STATE OF New Jersey  
COUNTY OF Merger

ss.:

On this 7<sup>th</sup> day of August, 2014, before me, the undersigned, personally appeared Jon Shavel, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

  
[NOTARY SEAL]

**Shawn Stillwell**  
Notary Public of New Jersey  
My commission expires May 14, 2017

ASSIGNEE:

BEDGEAR, LLC

By:

*Eugene Alletto, CEO*  
Name: EUGENE ALLETTO  
Title: CEO

**CERTIFICATE OF ACKNOWLEDGMENT**

STATE OF New York  
COUNTY OF Suffolk

ss.:

On this 12 day of Aug, 2014, before me, the undersigned, personally appeared Eugene Alletto, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

*[Signature]*  
[NOTARY SEAL]

Colleen B. Drozd  
Notary Public State Of New York  
NO.-01DR6103327  
Qualified In Nassau County  
My Commission Expires Dec. 22, 2015

Schedule A

United States Patent and Trademark Office



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Trademarks > Trademark Electronic Search System (TESS)

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ATHLETIX BED GEAR

Word Mark ATHLETIX BED GEAR

Goods and Services IC 024. US 042 050. G & S: Home textiles, namely, bed linen, bed sheets. FIRST USE: 20100211. FIRST USE IN COMMERCE: 20100211

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 77862099

Filing Date October 31, 2009

Current Basis 1A

Original Filing Basis 1B

Published for Opposition May 17, 2011

Registration Number 4004318

Registration Date August 2, 2011

Owner (REGISTRANT) Shavel Associates Inc. DBA Shavel Home Products CORPORATION  
NEW JERSEY 13 Roszel Road Princeton NEW JERSEY 08540

Attorney of Record Elizabeth E. Powers

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BED GEAR" APART FROM THE MARK AS SHOWN

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

TESS HOME NEW USER STRUCTURED FREE FORM BROWSER DICT SEARCH OG TOP HELP

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