

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM336163

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CERH, LLC		03/19/2015	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Mission Product Holdings, Inc.		
Street Address:	60 East 42nd Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10165		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	86537345	ENDURABEDDING	
Serial Number:	86441679	ENDURASACK	
CORRESPONDENCE DATA			
Fax Number:	2128945765		
<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>			
Phone:	212-940-8800		
Email:	bret.danow@kattenlaw.com		
Correspondent Name:	Bret J. Danow		
Address Line 1:	575 Madison Avenue		
Address Line 2:	c/o Katten Muchin Rosenman LLP		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	382983-00184		
NAME OF SUBMITTER:	Bret J. Danow		
SIGNATURE:	/BJD/		
DATE SIGNED:	03/25/2015		
Total Attachments: 1			
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EXHIBIT A

U.S. TRADEMARK ASSIGNMENT

WHEREAS, CERH, LLC, a limited liability company organized and existing under the laws of the State of Delaware, having an address at 7434 Albert Tillinghast Drive, Sarasota, Florida 34240 ("Assignor"), is the owner of U.S. Trademark Application Serial Nos. 86/537,345 and 86/441,679 for the marks ENDURABEDDING and ENDURASACK, respectively (collectively, the "Marks"); and

WHEREAS, Mission Product Holdings, Inc., a corporation organized and existing under the laws of the State of Delaware, having offices at 60 East 42nd Street, New York, New York 10165 ("Assignee"), is desirous of acquiring the Marks, the business appurtenant thereto and the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration as set forth in that certain Assignment Agreement entered into simultaneously herewith by and between Assignor and Assignee, the receipt of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all of Assignor's right, title and interest in and to the Marks, together with the business appurtenant thereto and the goodwill of the business symbolized by such Marks, and the right to sue for and take action with respect to past infringements.

IN WITNESS WHEREOF, Assignor has signed this Assignment this 19th day of March, 2015.

CERH, LLC

By: 

Name: Rubin Hansh

Title: Officer