

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM339952

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MIFORMA, LLC		09/29/2014	LIMITED LIABILITY COMPANY: FLORIDA
RECEIVING PARTY DATA			
Name:	Mattress Firm, Inc.		
Street Address:	5815 Gulf Freeway		
City:	Houston		
State/Country:	TEXAS		
Postal Code:	77023		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Registration Number:	1613341	THE BEDDING EXPERTS	
Registration Number:	2606692	THE BEDDING EXPERTS INC. WHERE DREAMS CO	
Registration Number:	2607270	BACK TO BED	
Registration Number:	2730307	BEDDING EXPERTS	
Registration Number:	2628220	WHERE DREAMS COME TRUE	
Registration Number:	3351849	FOR THE SLEEP YOU DREAM ABOUT!	
Registration Number:	3444501	DISCOUNT MATTRESS BARN	
Registration Number:	3555017	MIFORMA	
Registration Number:	3302426	MATTRESS COUNTRY	
Registration Number:	4103032	MATTRESS VIA	
CORRESPONDENCE DATA			
Fax Number:	2142000795		
<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:	214-651-5193		
Email:	cynthia.holland@haynesboone.com		
Correspondent Name:	Haynes and Boone, LLP Trademark Dept		
Address Line 1:	2323 Victory Avenue, Suite 700		
Address Line 4:	Dallas, TEXAS 75219		

OP \$265.00 1613341

ATTORNEY DOCKET NUMBER:	42032.4
NAME OF SUBMITTER:	Cynthia Holland
SIGNATURE:	/Cynthia Holland/
DATE SIGNED:	04/30/2015
Total Attachments: 1 source=MIFORMA#page1.tif	

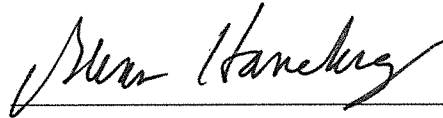
ASSIGNMENT

For and in consideration of One Dollar (\$1.00) and other valuable consideration, the receipt and sufficiency of which are hereby acknowledged, MIFORMA, LLC, a Florida limited liability company, having its principal place of business at 7469 Kingspointe Parkway, Orlando, Florida 32819 (the "ASSIGNOR"), hereby assigns, sells, conveys, and transfers to Mattress Firm, Inc., a Delaware corporation, having a place of business at 5815 Gulf Freeway, Houston, Texas 77023 (the "ASSIGNEE"), all right, title, and interest in and to the trademarks and service marks set forth below, (the "Marks"), the applications and registrations therefore, and the goodwill of the business in which the Marks are used, together with all claims for damages and other relief by reason of infringement, with the right to sue and collect the same for its own use and for the use of its successors and assigns.

This assignment expressly includes the following US Registrations:

Serial No.	Reg. No.	Mark
73824351	1613341	THE BEDDING EXPERTS
76112195	2606692	THE BEDDING EXPERTS INC. WHERE DREAMS COME TRUE
76263581	2607270	BACK TO BED
76323009	2730307	BEDDING EXPERTS
76349089	2628220	WHERE DREAMS COME TRUE
77171832	3351849	FOR THE SLEEP YOU DREAM ABOUT!
77289982	3444501	DISCOUNT MATTRESS BARN
77333327	3555017	MIFORMA
78924602	3302426	MATTRESS COUNTRY
85165565	4103032	MATTRESS VIA

Signed: _____



Printed: _____

Title: _____

Date: _____

9/29/2014