

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM355873

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Splintek Inc.		09/18/2015	CORPORATION: MISSOURI
RECEIVING PARTY DATA			
Name:	Brown Innovation, LLC		
Street Address:	308 Mojave		
City:	Lake Quivera		
State/Country:	KANSAS		
Postal Code:	66217		
Entity Type:	LIMITED LIABILITY COMPANY: KANSAS		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3469133	NO-BOIL	
Registration Number:	3681502	SLEEPRIGHT	
Registration Number:	4731755	HEAR-RIGHT	
CORRESPONDENCE DATA			
Fax Number:	8169422671		
<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:	816-524-3838		
Email:	leslie@leslielawson.com		
Correspondent Name:	Leslie L. Lawson		
Address Line 1:	1310 Carondelet Drive		
Address Line 2:	Suite 303		
Address Line 4:	Kansas City, MISSOURI 64114		
NAME OF SUBMITTER:	Attorney of Record, MO Bar No. 50801		
SIGNATURE:	/Leslie L. Lawson/		
DATE SIGNED:	09/22/2015		
Total Attachments: 2			
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OP \$90.00 3469133

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT ("Assignment") is made effective as of September 18, 2015, by and between Splintek Inc., a Missouri Corporation (herein, "Assignor") whose address is 3325 Wyoming Street, Kansas City, Missouri 64111 and Brown Innovation, LLC, a Kansas Limited Liability Company, whose address is 308 Majave, Lake Quivera, Kansas 66217 (herein, "Assignee").

WHEREAS, Assignor is the record owner of U.S. Trademark Registration No. 3,469,133 for the mark NO-BOIL registered in the United States Patent and Trademark Office; U.S. Trademark Registration No. 3,681,502 for the mark SLEEPRIGHT registered in the United States Patent and Trademark Office; and U.S. Trademark Registration No. 4,731,755 for the mark HEAR-RIGHT registered in the United States Patent and Trademark Office (herein, the "Marks").

WHEREAS, Assignee desires to acquire said Marks and the registrations resulting therefrom and all of the rights to and interests therein, including (without limitation) all the goodwill associated therewith.

NOW, THEREFORE, TO ALL CONCERNED, be it known for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby makes the transfer and assignment of all rights in the Marks as follows:

1. Assignor does sell, assign, and transfer all its right, title, and interest, anywhere in the world, in and to the Marks unto Assignee and the registrations thereof, together with the goodwill of the business in connection with which said Marks are used.
2. This Assignment includes any and all use rights and all rights to sue for and recover all damages for infringement of said Marks, whether such infringement occurred in the past or occurs in the future, as fully as if Assignor had filed such action in its own name.
3. Assignor hereby appoints Assignee to file and record this instrument with the United States Patent and Trademark Office such filing to be as effective as if filed by Assignor.

IN WITNESS WHEREOF, the undersigned Assignor and Assignee have executed this Trademark Assignment.

SPLINTEK INC.

ASSIGNOR

Thomas Brown

Signature

THOMAS BROWN

Printed Name

OWNER

Title

BROWN INNOVATION, LLC

ASSIGNEE

Thomas Brown

Signature

THOMAS BROWN

Printed Name

OWNER

Title