

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM423486

<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>
CINDY GRAY BUICE		04/07/2017	INDIVIDUAL:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	HOLLANDER SLEEP PRODUCTS, LLC		
<b>Street Address:</b>	6501 CONGRESS AVENUE		
<b>City:</b>	BOCA RATON		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	33487		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2786754	I AM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9086547866		
<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>	9086545000		
<b>Email:</b>	Informationspecialists@lerner david.com		
<b>Correspondent Name:</b>	Liliana Hayes		
<b>Address Line 1:</b>	600 South Avenue West		
<b>Address Line 4:</b>	Westfield, NEW JERSEY 07090		
<b>NAME OF SUBMITTER:</b>	Liliana Hayes		
<b>SIGNATURE:</b>	/Liliana Hayes/		
<b>DATE SIGNED:</b>	04/12/2017		
<b>Total Attachments: 1</b>			
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OP \$40.00 2786754

**CONFIRMATION OF ASSIGNMENT**

This Confirmation of Assignment is made between Hollander Sleep Products, LLC ("HSP"), a Delaware limited liability company, having a place of business at 6501 Congress Avenue, Boca Raton, Florida 33487, and Cindy Gray Buice ("Buice"), an individual, having a residence at 1224 Woodcrest Drive, Macon, Georgia 31210.

WHEREAS, Buice desires to transfer her rights in the trademark I AM, including but not limited to U.S. Trademark Registration No. 2,786,754 to HSP;

THE PARTIES, for exchange of good and valuable consideration, the receipt of which is hereby acknowledged, confirm and agree as follows:

Buice hereby irrevocably assigns, conveys and transfers all right, title and interest to the I AM trademark and U.S. Trademark Registration No. 2,786,754 to HSP, including but limited to the goodwill associated with the foregoing and the right to sue and collect damages for past tortious conduct related to the foregoing, all the aforesaid to the fullest extent as would have been held by Buice if no assignment, conveyance or transfer were made. Buice agrees to cooperate with HSP to convey, perfect, record and otherwise take steps to further the conveyances and rights granted herein.

CINDY GRAY BUICE

By: Cindy Gray Buice  
Cindy Gray Buice

Date: April 7, 2017

HOLLANDER SLEEP PRODUCTS, LLC

By: Barbara Mack  
Name: Barbara Mack  
Title: President of sales Merchandise  
Date: 4/11/17