

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM423654

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Confirmatory Assignment		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
EdiZONE, LLC		12/27/2016	Limited Liability Company:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Purple Innovation, LLC		
<b>Street Address:</b>	123 E. 200 N.		
<b>City:</b>	Alpine		
<b>State/Country:</b>	UTAH		
<b>Postal Code:</b>	84004		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 7</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4060026	WONDERGEL	
<b>Registration Number:</b>	5005282	PURPLE	
<b>Registration Number:</b>	4060095	EQUAPRESSURE	
<b>Registration Number:</b>	4060027	EQUAGEL	
<b>Registration Number:</b>	4063431	TOSS IT	
<b>Serial Number:</b>	87195495		
<b>Serial Number:</b>	87195482		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8015329168		
<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>	801-532-1922		
<b>Email:</b>	cvjohnson@traskbritt.com		
<b>Correspondent Name:</b>	Krista Weber Powell		
<b>Address Line 1:</b>	230 South 500 East		
<b>Address Line 2:</b>	Suite 300		
<b>Address Line 4:</b>	Salt Lake City, UTAH 84102		
<b>NAME OF SUBMITTER:</b>	Krista Weber Powell		
<b>SIGNATURE:</b>	/Krista Powell/		
<b>DATE SIGNED:</b>	04/13/2017		

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**Total Attachments: 2**

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## CONFIRMATORY ASSIGNMENT

This Confirmation of Assignment affirms that:

EDIZONE, LLC, a Delaware limited liability company with a business address at 123 East 200 North, Alpine, Utah 84004 was the owner and is an assignor of all right, title and interest in the marks identified on the attached Exhibit 1 including all common law rights and other nonregistered rights associated therewith (hereinafter the "Marks"); and

PURPLE INNOVATION, LLC (formerly known as WonderGel, LLC), a Delaware limited liability company also having a place of business located at 123 East 200 North, Alpine, UT 84004 is an assignee of the Marks; and

EDIZONE, LLC and PURPLE INNOVATION, LLC hereby confirm that effective as of December 27, 2016 EDIZONE, LLC did sell, assign, convey and otherwise transfer, for good value and consideration, the receipt and sufficiently of which was then acknowledged, the entire right, title and interest in and to the Marks on the attached Exhibit 1, together with the good will of the business symbolized by said Marks (including without limitation, the right to renew any registrations, the right to apply for trademark registrations within or outside the United States based in whole or in part upon the marks, any priority right that may arise from the Marks) the registrations thereof and the right to recover and have damages and profits for past infringement paid to PURPLE INNOVATION, LLC. PURPLE INNOVATION, LLC hereby confirms that it accepted said assignment.

EDIZONE, LLC hereby consents to PURPLE INNOVATION, LLC recording this assignment with the applicable governmental authorities.

DATED: March 3, 2017

ASSIGNOR:

EDIZONE, LLC

By: 

Printed Name: Tony M. Pearce, Manager

ASSIGNEE:

PURPLE INNOVATION, LLC

By: 

Printed Name: Casey K. McGarvey, CLO

EXHIBIT 1

COUNTRY	TRADEMARK	REGISTRATION OR SERIAL NUMBER
U.S.	WONDERGEL	4,060,026
U.S.	PURPLE	5,005,282
EU INTERNATIONAL REGISTRATION	PURPLE	1290946
MADRID PROTOCOL INTERNATIONAL REGISTRATION	PURPLE	1290946
CHINA INTERNATIONAL REGISTRATION	PURPLE	1290946
CA	PURPLE	1,760,844
U.S.	EQUAPRESSURE	4,060,095
U.S.	EQUAGEL	4,060,027
U.S.	TOSS-IT	4,063,431
U.S.	Color Mark – Purple (mattress)	87195495
U.S.	Color Mark – Purple (cushion)	87195482