

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM424953

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
EdiZONE, LLC		04/11/2017	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Purple Innovation, LLC		
Street Address:	123 East 200 North		
City:	Alpine		
State/Country:	UTAH		
Postal Code:	84004		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	87057122	HYPER-ELASTIC POLYMER	
Serial Number:	87070748	HYPER-ELASTIC POLYMER	
CORRESPONDENCE DATA			
Fax Number:	8015319168		
<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:	801-532-1922		
Email:	cvjohnson@traskbritt.com		
Correspondent Name:	Krista Weber Powell		
Address Line 1:	230 South 500 East		
Address Line 2:	Suite 300		
Address Line 4:	Salt Lake City, UTAH 84102		
ATTORNEY DOCKET NUMBER:	3388.01-TM3183US TM3183.1		
NAME OF SUBMITTER:	Krista Weber Powell		
SIGNATURE:	/Krista Powell/		
DATE SIGNED:	04/25/2017		
Total Attachments: 1			
source=Assignment#page1.tif			

CH \$65.00 87057122

ASSIGNMENT

WHEREAS, EdIZONE, LLC, a limited liability company of Delaware having a principal place of business at 123 East 200 North, Alpine, Utah 84004 (hereinafter "EDIZONE"), is the owner of the trademark HYPER-ELASTIC POLYMER, U.S. Application Serial No. 87057122, filed in the United States Patent and Trademark Office on June 1, 2016, and U.S. Application Serial No. 87070748, filed in the United States Patent and Trademark Office on June 14, 2016, including all common law rights and other nonregistered rights associated therewith (hereinafter "HYPER-ELASTIC POLYMER trademarks"); and

WHEREAS, Purple Innovation, LLC, a limited liability company of Delaware, with an address of 123 East 200 North, Alpine, Utah 84004 (hereinafter "PURPLE"), is desirous of acquiring the HYPER-ELASTIC POLYMER trademarks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, EDIZONE does hereby sell and assign to PURPLE all right, title and interest in and to the HYPER-ELASTIC POLYMER trademarks, together with the goodwill of the business symbolized by the HYPER-ELASTIC POLYMER trademarks and with the right to recover and have damages and profits for past infringement, if any.

DATED this 11th day of April 2017.

EdIZONE, LLC

By: 

Tony M. Pearce, Manager