

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM455774

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| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Sleeping Pure LLC | | 12/22/2017 | Limited Liability Company: CALIFORNIA |
| RECEIVING PARTY DATA | | | |
| Name: | Art Van Furniture, LLC | | |
| Street Address: | 6500 East 14 Mile Road | | |
| City: | Warren | | |
| State/Country: | MICHIGAN | | |
| Postal Code: | 48092 | | |
| Entity Type: | Limited Liability Company: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 87407302 | SLEEPING PURE BETTER SLEEP, NATURALLY | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 2485940610 | | |
| <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: | 248-593-3331 | | |
| Email: | tmdocketing@fishstewip.com | | |
| Correspondent Name: | Barbara L. Mandell | | |
| Address Line 1: | Fishman Stewart PLLC 39533 Woodward Ave. | | |
| Address Line 2: | Suite 140 | | |
| Address Line 4: | Bloomfield Hills, MICHIGAN 48304 | | |
| ATTORNEY DOCKET NUMBER: | 67450-0044 | | |
| NAME OF SUBMITTER: | Attorney, Fishman Stewart PLLC | | |
| SIGNATURE: | /Melissa R. Atherton/ | | |
| DATE SIGNED: | 12/22/2017 | | |
| Total Attachments: 1 | | | |
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OP \$40.00 87407302

ASSIGNMENT

Effective on the last date of execution, Sleeping Pure, LLC, a California limited liability company, at 4545 Skyway Drive, Olivehurst, CA 95961 ("Assignor"), wishes to assign and transfer to ART VAN FURNITURE, LLC, a Delaware limited liability company, at 6500 East 14 Mile Road, Warren, MI 48092 ("Assignee"), the entire right, title and interest in and to the following trademark rights (collectively, the "Trademark Rights"):

The trademarks SLEEPING PURE and SLEEPING PURE & DESIGN;
U.S. Trademark Application No. 87/407,302 filed April 11, 2017, for the mark SLEEPING PURE BETTER SLEEP, NATURALLY (stylized and/or with design);

Any and all other rights and privileges provided under the trademark and other laws of the United States and worldwide, including common law rights, with respect to the foregoing; the GOODWILL of the business in which the mark is used; and any and all renewals thereof, together with the right to bring suit and collect for past infringements thereof; and

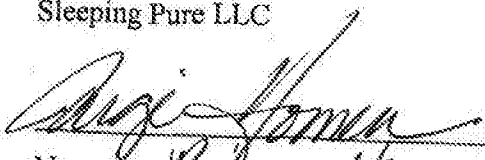
NOW, THEREFORE, in view of the payment of [REDACTED] and other legally sufficient and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor DOES HEREBY assign and transfer, all right, title and interest in and to the Trademark Rights.


Assignor shall, without further consideration, execute any additional documents and take such further action as may be requested to vest in Assignee good, valid and marketable title to the Trademark Rights.

This Assignment shall be binding upon and shall inure to the benefit of the parties and their respective officers, affiliates, personal and legal representatives, heirs, successors and assigns.

Sleeping Pure LLC

Art Van Furniture, LLC


Name: Paige Thomas
Title: owner
Date: 12/22/17


Name: Michael T. Zamborini
Title: Secretary
Date: December 15, 2017