

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM475194

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
GT Global Trademarks SA		05/21/2018	Société Anonyme (Sa): SWITZERLAND
RECEIVING PARTY DATA			
Name:	Mattress Firm, Inc.		
Street Address:	10201 South Main Street		
City:	Houston		
State/Country:	TEXAS		
Postal Code:	77025		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	87541910	TULO	
Serial Number:	87541924	EVERYTHING YOU WANT IN A BED, IN A BOX	
CORRESPONDENCE DATA			
Fax Number:	2142000853		
<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:	713-547-2551		
Email:	venisa.dark@haynesboone.com		
Correspondent Name:	Mark Tidwell, Haynes and Boone LLP		
Address Line 1:	2323 Victory Avenue, Suite 700		
Address Line 4:	Dallas, TEXAS 75219		
ATTORNEY DOCKET NUMBER:	42032.554US_Tidwell		
NAME OF SUBMITTER:	Mark Tidwell		
SIGNATURE:	/Mark Tidwell/		
DATE SIGNED:	05/23/2018		
Total Attachments: 1			
source=2018-05-21 Trademark Assignment from GT Global Trademarks SA to Mattress Firm Inc#page1.tif			

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ASSIGNMENT OF TRADEMARKS

This Assignment (the "Assignment") is effective as of the 21st day of May, 2018, by and among GT Global Trademarks SA, an entity formed under the laws of Switzerland ("Assignor"); and Mattress Firm, Inc., a Delaware corporation ("Assignee"), with offices at 10201 South Main Street Houston, Texas 77025. The Assignor and Assignee are collectively referred to herein as the "Parties."

WITNESSETH:

WHEREAS, Assignor is the owner of the following United States trademarks and related United States trademark applications:

Mark	United States Serial No.
TULO	87/541,910
EVERYTHING YOU WANT IN A BED, IN A BOX	87/541,924

(collectively, "Trademarks"); and

WHEREAS, the Assignor desires to transfer the Trademarks, including, without limitation, all domestic rights, registrations and applications related thereto, to the Assignee, and the Assignee desires to receive the Trademarks.

NOW, THEREFORE, subject to the terms, conditions, covenants and provisions of this Assignment, and for good and valuable consideration, the Parties hereto, intending legally to be bound, agree as follows:

Assignor hereby assigns, transfers and conveys to the Assignee, its successors and assigns, (i) the Assignor's entire right, title and interest in and to the Trademarks and their associated registrations and applications, together with all goodwill associated with and symbolized by the Trademarks; and (ii) all causes of action, past, present, and future for infringement or unfair competition with respect to the Trademarks.

Assignor hereby acknowledges that the entire beneficial interest in the Trademarks and to which the above application relates is irrevocably vested in the Assignee.

Assignor will, upon written request of Assignee, its successors and assigns, execute reasonable documents prepared at the expense of Assignee, its successors and assigns, to perfect its title to any and all rights in the Trademark conveyed hereunder.

IN WITNESS WHEREOF, the Assignor has caused this Assignment to be duly executed by its duly authorized representatives effective as of the day and year first above written.

GT Global Trademarks SA

By: 

Name: Kindel Elam

Title: General Counsel