

900469262 10/09/2018

**TRADEMARK ASSIGNMENT COVER SHEET**

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM493203

<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>
EdiZone, LLC		09/30/2018	Corporation: DELAWARE— Limited Liability Company: Delaware
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Purple Innovation, LLC		
<b>Street Address:</b>	123 East 200 North		
<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: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	87226822	NO PRESSURE	
<b>Registration Number:</b>	5277682	NO PRESSURE	
<b>Registration Number:</b>	5277596	NO PRESSURE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<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>ATTORNEY DOCKET NUMBER:</b>	TM3275, TM3175, TM3175.1		
<b>NAME OF SUBMITTER:</b>	Krista Weber Powell		
<b>SIGNATURE:</b>	/Krista Powell/		
<b>DATE SIGNED:</b>	10/09/2018		
<b>Total Attachments: 2</b>			
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## 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 NO PRESSURE including the following :

- U.S. Application Serial No. 87226822, filed in the United States Patent and Trademark Office on November 4, 2016;
- U.S. Trademark Registration No. 5277682, filed in the United States Patent and Trademark Office on June 14, 2016 and registered on August 29, 2017;
- U.S. Trademark Registration No. 5277596, filed in the United States Patent and Trademark Office on June 1, 2016 and registered on August 29, 2017;
- Canadian Trademark Application 1835187, filed in the in the Canadian Intellectual Property Office on May 1, 2017; and
- International Trademark Registration No. 1357042 filed with the World Intellectual Property Organization and registered on May 1, 2017 designating Australia, China, European Union, Japan, Korea and New Zealand

and including all common law rights and other nonregistered rights associated therewith (hereinafter "NO PRESSURE 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 NO PRESSURE 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 NO PRESSURE trademarks, together with the goodwill of the business symbolized by the NO PRESSURE trademarks and with the right to recover and have damages and profits for past infringement, if any.

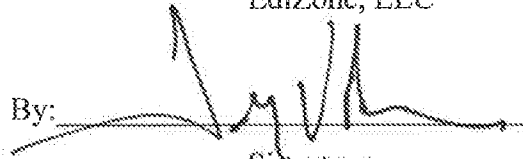
ASSIGNMENT  
(Continuation Page)

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DATED this 31 day of September, 2018.

EdiZone, LLC

By:



Signature

Terry V Pearce

Printed Name

Title:

Manager