TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM515867

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	TRADEMARK SECURITY AGREEMENT

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Keeco, LLC		03/15/2019	Limited Liability Company: CALIFORNIA

RECEIVING PARTY DATA

Name:	TCW Asset Management Company LLC, as agent
Street Address:	200 Clarendon Street
Internal Address:	51st Floor
City:	Boston
State/Country:	MASSACHUSETTS
Postal Code:	02116
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 243

Property Type	Number	Word Mark
Serial Number:	87389178	360 DREAM
Serial Number:	87853841	ALL-X-COMFORT
Registration Number:	5102328	ALLERGEN BARRIER
Registration Number:	5238445	ALLERGEN PROTECTION
Registration Number:	5498948	ALLERGY FRESH
Registration Number:	5525747	ALLERGY FRESH
Registration Number:	4828928	ALLERGY SMART
Registration Number:	4692713	ALLERGY SMART
Registration Number:	4589741	ALLERGYSMART
Registration Number:	4589743	ALLERGYSMART
Registration Number:	5346315	ALLERGY SUPPORT
Serial Number:	87715925	ARTIC TOUCH
Serial Number:	87715940	ARTIC TOUCH
Registration Number:	2328437	BAYPORT
Registration Number:	4577281	BIG DEAL
Registration Number:	5552246	BIG GUS
Serial Number:	87585645	BIG GUS
Serial Number:	87683567	CALL ME

CH $6090.00 87389178

Property Type	Number	Word Mark
Serial Number:	87683572	CALL ME
Serial Number:	87683649	CHILL LUXE
Serial Number:	87683657	CHILL LUXE
Serial Number:	87807632	CLEANSE
Serial Number:	87599335	CLEANSE
Serial Number:	87599346	CLEANSE
Serial Number:	87585690	CLEVER FEATHER
Serial Number:	87585699	CLEVER FEATHER
Registration Number:	2197785	COMFORT PANEL
Registration Number:	3731436	COMFORT PROFILES
Serial Number:	87683472	COMFY FEATHER
Serial Number:	87683476	COMFY FEATHER
Registration Number:	4162006	COMFY PLUSH
Registration Number:	5459082	COMFY SLEEP
Serial Number:	87632085	COMFY SLEEP
Serial Number:	87901829	COMPACT PACKAGING FOR LESS WASTE
Registration Number:	5591669	COOL & CRISP
Serial Number:	87650358	COOL & CRISP
Registration Number:	5676165	COOL AND FRESH
Serial Number:	87632068	COOL & FRESH
Registration Number:	4761404	COOL CONTACT
Registration Number:	4739344	COOL INFUSION
Registration Number:	4638166	COOL LOFT
Registration Number:	5267336	COOL LOFT
Serial Number:	87819819	COOL LOGIC
Serial Number:	87819827	COOL LOGIC
Serial Number:	87715883	COOL NITE
Serial Number:	87715896	COOL NITE
Serial Number:	87806712	COPPERFUSION
Serial Number:	87806724	COPPERFUSION
Serial Number:	87806733	COPPERLOFT
Serial Number:	87806742	COPPERLOFT
Serial Number:	87806803	COPPEROLOGY
Serial Number:	87807249	COPPEROLOGY
Registration Number:	5582043	COPPERSENSE
Serial Number:	87585618	COPPERSENSE
Serial Number:	87897905	COZY CHILL
Registration Number:	1965631	CROWN ELITE

Property Type	Number	Word Mark
Registration Number:	5499129	CROWN MAX
Serial Number:	87427483	CROWN MAX
Registration Number:	2339257	DEEP POCKETS
Serial Number:	87572883	DOWN CLOUD
Registration Number:	5151207	DOWN ILLUSION
Serial Number:	87808314	DOWN ILLUSION PLATINUM
Serial Number:	87808332	DOWN ILLUSION PLATINUM
Serial Number:	87819853	DREAM 101
Serial Number:	87819857	DREAM 101
Registration Number:	4923817	DREAMSPIRAL
Registration Number:	5037519	DREAMSPIRAL
Serial Number:	87825680	DREAMWEAR
Serial Number:	87825688	DREAMWEAR
Registration Number:	5247570	DUAL INFUSION
Registration Number:	5036630	DUNDEE
Serial Number:	87943337	DUNDEE
Serial Number:	87934479	DUNDEE
Serial Number:	87943235	DUNDEE
Registration Number:	5049832	DUNDEE
Registration Number:	1489819	DUNDEE
Serial Number:	87943262	DUNDEE
Serial Number:	87934489	DUNDEE
Serial Number:	87934487	DUNDEE
Registration Number:	5370069	ELITE COMFORT
Serial Number:	87807264	ELITE COMFORT
Registration Number:	4645619	ENDLESS LOFT
Serial Number:	88266848	EXACTLY RIGHT, EVERY NIGHT
Serial Number:	87886228	EZ 2 HANG
Serial Number:	87825952	EZ 2 HANG
Serial Number:	88266864	EZ SET
Serial Number:	87807297	FEATHERFORIA
Serial Number:	87807306	FEATHERFORIA
Serial Number:	88266858	FLAT FREE
Serial Number:	87821780	FOR A COMFORTABLE LIFE
Serial Number:	87821756	FOR A COMFORTABLE LIFE
Registration Number:	5397324	FRESH & COOL
Serial Number:	87389958	FRESH & COOL
Serial Number:	87683507	FRESH GUARD

Property Type	Number	Word Mark
Serial Number:	87683517	FRESH GUARD
Registration Number:	4332503	FRESH INFUSION
Registration Number:	4475990	FRESH INFUSION
Registration Number:	5354697	GELSUPPORT
Registration Number:	4552726	GO EVERYWHERE
Serial Number:	87903477	GROWING ROOTS SINCE 1926
Serial Number:	87903484	GROWING ROOTS SINCE 1926
Serial Number:	87683484	IDEAL SLUMBER
Serial Number:	87683492	IDEAL SLUMBER
Registration Number:	3810606	JEWEL-TEX
Serial Number:	87819843	KID 101
Serial Number:	87819848	KID 101
Registration Number:	4589744	KIDZSCENTZ
Registration Number:	4475878	LASTING FRESHNESS
Registration Number:	4475879	LASTING FRESHNESS
Registration Number:	4791470	LOFTGEL
Serial Number:	87807322	LYTEFEATHER
Serial Number:	87807331	LYTEFEATHER
Registration Number:	5448889	MADE FOR THE LIFE YOU'RE LIVING
Serial Number:	86735204	MADE FOR THE LIFE YOU'RE LIVING
Registration Number:	5433798	MADE FOR THE LIFE YOU'RE LIVING
Serial Number:	87906188	MAGIC FEATHER
Registration Number:	3561038	MAGIC GEL
Registration Number:	4791567	MAGIC GEL
Registration Number:	5504262	MAGIC GEL 2.0
Registration Number:	5504263	MAGIC GEL 2.0
Serial Number:	87897923	MAKES IT POSSIBLE
Serial Number:	87903472	MAKES IT POSSIBLE
Serial Number:	87683519	MAX GUARD
Serial Number:	87683549	MAX GUARD
Registration Number:	4519413	MEMORYFIL
Serial Number:	87683592	MR. BIG STUFF
Serial Number:	87683601	MR. BIG STUFF
Serial Number:	88266841	MY MATCH
Registration Number:	5079458	NO FLAT ZONE
Serial Number:	87388886	NO FLAT ZONE
Registration Number:	3857204	PACIFIC
Registration Number:	5551044	PERFECT GEL

Property Type	Number	Word Mark
Serial Number:	88060744	PERFECTGEL
Registration Number:	5356630	PERFECTGEL
Registration Number:	5657474	PLUSH MAX
Serial Number:	87715867	PLUSH MAX
Serial Number:	87684025	POWER CHILL
Serial Number:	87684030	POWER CHILL
Registration Number:	5293231	PREMIER BLEND
Registration Number:	2140923	PRIMARY COMFORT
Serial Number:	87402459	PROBALANCE
Serial Number:	87402465	PROBALANCE
Serial Number:	87402475	PROCHILL
Serial Number:	87402479	PROCHILL
Serial Number:	87886592	PUFF UP PROMISE
Registration Number:	5504213	PURE AND FRESH
Registration Number:	5537143	PURE FRESH & COOL
Serial Number:	87573065	PURE FRESH & COOL
Serial Number:	87807347	PURE FRESH & COOL
Serial Number:	87388644	PUREBLU
Serial Number:	87388657	PUREBLU
Registration Number:	4539522	QUIET ASSURANCE
Serial Number:	87712206	QUIET NATURALS
Serial Number:	87712214	QUIET NATURALS
Registration Number:	5415883	QUILTEDSUPPORT
Serial Number:	87796906	RECOVERYLAB
Serial Number:	87797018	RECOVERYLAB
Serial Number:	87797008	RECOVERYLAB
Registration Number:	4023087	
Registration Number:	3697080	
Registration Number:	5381714	REGAL
Registration Number:	0841689	REGAL
Serial Number:	87813987	REGAL
Serial Number:	87797032	REVITAL
Serial Number:	87797041	REVITAL
Serial Number:	87861523	SAVAGE
Serial Number:	87861553	SAVAGE
Registration Number:	4183663	SELF EXPRESSION
Registration Number:	4756334	SIMPLY CLASSIC
Registration Number:	4576568	SIMPLY CLASSIC

Property Type	Number	Word Mark
Serial Number:	88031942	SIMPLY PLUSH
Registration Number:	2183453	SLEEP BASICS
Serial Number:	86787938	SLEEP BASICS
Serial Number:	87388250	SLEEP CANDY
Serial Number:	87388624	SLEEP CANDY
Serial Number:	87415578	SLEEP CANDY ONE SWEET PILLOW
Registration Number:	5317762	SLEEPOLOGY
Serial Number:	87545507	SLEEPOLOGY
Serial Number:	87594062	SLEEPOLOGY
Serial Number:	86890898	SLEEPOLOGY
Serial Number:	87758701	SLEEPOLOGY
Registration Number:	5210933	SLUMBER GEL
Registration Number:	3688657	SMART COMFORT
Registration Number:	5120702	SMART COMFORT
Registration Number:	5341707	SMART COMFORT
Registration Number:	5463435	SMART DEFENSE
Registration Number:	5448018	SMART DEFENSE
Registration Number:	4799990	SMART SOLUTIONS
Registration Number:	4552724	SMARTLOFT
Registration Number:	5499130	SMARTLOFT
Registration Number:	5531692	SNOOZE ON THE MOVE
Serial Number:	87827158	SOFTNITES
Registration Number:	3517758	SOLARIS
Serial Number:	87906228	SOLID8
Serial Number:	87906235	SOLID8
Serial Number:	87904373	SPRING
Serial Number:	87904367	SPRING
Serial Number:	87943350	SPRINGMAID
Registration Number:	1723820	SPRINGMAID
Registration Number:	5607161	SPRINGMAID
Registration Number:	2517979	SPRINGMAID
Registration Number:	5622138	SPRINGMAID
Serial Number:	88018524	SPRINGMAID
Registration Number:	4298660	SPRINGMAID
Registration Number:	4298661	SPRINGMAID
Registration Number:	4023086	SPRINGMAID
Registration Number:	3694141	SPRINGMAID
Registration Number:	1854448	SPRINGS

Property Type	Number	Word Mark
Registration Number:	4894975	SPRINGS
Registration Number:	4692614	SPRINGS HOME
Registration Number:	4777131	STAYMADE
Serial Number:	87402854	SUBDUO°
Serial Number:	87402866	SUBDUO°
Registration Number:	4659903	SUPPORT SOLUTIONS
Registration Number:	4328944	SUPRALOFT
Serial Number:	87943199	TAME RESTLESS NIGHTS
Serial Number:	87943223	TAME RESTLESS NIGHTS
Serial Number:	87943151	TAME WILD NIGHTS
Serial Number:	87943211	TAME WILD NIGHTS
Serial Number:	87861531	TAME YOUR SLEEPLESS NIGHTS
Serial Number:	87861566	TAME YOUR SLEEPLESS NIGHTS
Registration Number:	2244064	THE GREAT MATTRESS PAD
Serial Number:	88266832	THERMAGEN
Serial Number:	88266766	THERMAGEN
Registration Number:	1741379	TRE MODE
Serial Number:	87819830	TWO GRAND
Registration Number:	4332504	ULTRAAIR
Serial Number:	87632126	VERICOOL
Serial Number:	87632134	VERICOOL
Serial Number:	87819865	WEESNOOZE
Serial Number:	87819870	WEESNOOZE
Serial Number:	87683618	WICK'N COMFORT
Serial Number:	87683624	WICK'N COMFORT
Serial Number:	87585625	WOOLPERFECT
Serial Number:	87585634	WOOLPERFECT
Serial Number:	87853829	X CROSS COMFORT
Serial Number:	87877871	XCOMFORT
Registration Number:	5537140	ZEN CHILL
Serial Number:	87572894	ZEN CHILL
Serial Number:	87554931	ZEN FUSION
Serial Number:	87554557	ZEN PLUSH
Registration Number:	5657364	ZEN REST
Serial Number:	87684055	ZEN REST

CORRESPONDENCE DATA

Fax Number: 2125935955

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.

Phone: 212-756-2132
Email: scott.kareff@srz.com
Correspondent Name: S. Kareff c/o Schulte Roth & Zabel LLP
Address Line 1: 919 Third Avenue
Address Line 2: 19th Floor
Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	059182-0076
NAME OF SUBMITTER:	Scott Kareff (059182-0076)
SIGNATURE:	/kc for sk/
DATE SIGNED:	03/25/2019

Total Attachments: 23

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TRADEMARK SECURITY AGREEMENT

THIS TRADEMARK SECURITY AGREEMENT (the "Agreement") is made as of March 15, 2019, by Keeco, LLC, a limited liability company organized under the laws of the State of California with offices located at 30736 Wiegman Road, Hayward, CA 94544 (the "Grantor"), in favor of TCW ASSET MANAGEMENT COMPANY LLC, as agent (in such capacity, "Agent") for the Lenders (as defined below):

W I T N E S S E T H

WHEREAS, the Grantor, certain affiliates of the Grantor party thereto from time to time, the lenders party thereto from time to time (collectively, the "Lenders") and Agent have entered into a certain Term Loan and Security Agreement dated as of September 19, 2018 (as the same may be amended, restated, supplemented and/or otherwise modified from time to time, the "Credit Agreement"), providing for extensions of credit to be made to the Borrowers thereunder by Agent and Lenders; and

WHEREAS, pursuant to the terms of the Credit Agreement, the Grantor has granted to Agent, for itself and the ratable benefit of Lenders, a security interest in substantially all of the assets of the Grantor;

NOW, THEREFORE, in consideration of the premises set forth herein and for other good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, the Grantor agrees as follows:

1. Defined Terms. All terms capitalized but not otherwise defined herein shall have the same meanings herein as in the Credit Agreement.

2. Grant and Reaffirmation of Grant of Security Interests. To secure the complete and timely payment and satisfaction of the Obligations, the Grantor hereby grants to Agent, for itself and the ratable benefit of Lenders, and hereby reaffirms its prior grant pursuant to the Credit Agreement of, a continuing security interest in the Grantor's entire right, title and interest in and to the following, whether now owned or existing or hereafter created or acquired (collectively, the "Trademark Collateral"):

a) each trademark, trademark application and/or trademark registration listed on Schedule 1 annexed hereto, together with any renewals, continuations or extensions thereof, and all of the goodwill of the business connected with the use of, and symbolized by, such trademark, trademark application and/or trademark registration; and

b) all products and proceeds of the foregoing, including without limitation, any claim by the Grantor against third parties for past, present or future (i) infringement or dilution of any trademark, trademark application and/or trademark registration, or (ii) injury to the goodwill associated with any trademark, trademark application and/or trademark registration.

3. Credit Agreement. The security interests granted pursuant to this Agreement are granted in conjunction with the security interests granted to Agent, on behalf of itself and Lenders, pursuant to the Credit Agreement. The Grantor hereby acknowledges and

affirms that the rights and remedies of Agent with respect to the security interest in the Trademark Collateral made and granted hereby are more fully set forth in the Credit Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein.

4. Counterparts. This Agreement may be executed by the parties hereto in several counterparts, each of which shall be deemed to be an original and all of which shall constitute together but one and the same agreement. Delivery of an executed counterpart of a signature page to this Agreement by facsimile shall be effective as delivery of a manually executed counterpart of this Agreement.

5. CHOICE OF LAW AND VENUE; JURY TRIAL WAIVER; JUDICIAL REFERENCE. THIS AGREEMENT SHALL BE SUBJECT TO THE PROVISIONS REGARDING CHOICE OF LAW AND VENUE, JURY TRIAL WAIVER AND JUDICIAL REFERENCE SET FORTH IN SECTION 16.1 AND 12.3 OF THE CREDIT AGREEMENT, AND SUCH PROVISIONS ARE INCORPORATED HEREIN BY THIS REFERENCE, *MUTATIS MUTANDIS*.

[SIGNATURE PAGES FOLLOW]

TRADEMARK
REEL: 006600 FRAME: 0468

KEECO, LLC
as Grantor

By: _____
Name: Martin Berry
Title: Senior Vice President of Finance and Secretary

[Signature Page to IP Security Agreement]

AGENT:

TCW ASSET MANAGEMENT COMPANY LLC,
as Agent

By: _____
Name: Suzanne Grosso
Title: Managing Director

[Signature Page to IP Security Agreement]

SCHEDULE 1

TRADEMARKS

United States

OWNER OF RECORD	Trademark Name	Country	Int'l Class	Reg. No./ App No.	Reg. Date/ App. Date	Renewal Date
Keeco, LLC	360 DREAM	U.S.	20	87-389178	03/28/2017	
Keeco, LLC	ALL-X-COMFORT	U.S.	24	87-853841	03/28/2018	
Keeco, LLC	ALLERGEN BARRIER	U.S.	20	5,102,328	12/13/2016	12/13/2026
Keeco, LLC	ALLERGEN PROTECTION	U.S.	20	5,238,445	07/04/2017	07/04/2027
Keeco, LLC	ALLERGY FRESH	U.S.	20	5,498,948	06/19/2018	06/19/2028
Keeco, LLC	ALLERGY FRESH	U.S.	24	5,525,747	07/24/2018	07/24/2028
Keeco, LLC	ALLERGY SMART	U.S.	20	4,828,928	10/06/2015	10/06/2025
Keeco, LLC	ALLERGY SMART	U.S.	24	4,692,713	02/24/2015	02/24/2025
Keeco, LLC	ALLERGYSMART	U.S.	20	4,589,741	08/19/2014	08/19/2024
Keeco, LLC	ALLERGYSMART	U.S.	24	4,589,743	08/19/2014	08/19/2024
Keeco, LLC	ALLERGY SUPPORT	U.S.	20	5,346,315	11/28/2017	11/28/2027
Keeco, LLC	ARTIC TOUCH	U.S.	20	87-715925	12/11/2017	

OWNER OF RECORD	Trademark Name	Country	Int'l Class	Reg. No./ App No.	Reg. Date/ App. Date	Renewal Date
Keeco, LLC	ARTIC TOUCH	U.S.	24	87-715940	12/11/2017	
Keeco, LLC	BAYPORT	U.S.	24	2,328,437	03/14/2000	03/14/2020
Keeco, LLC	BIG DEAL	U.S.	20	4,577,281	07/29/2014	07/29/2024
Keeco, LLC	BIG GUS	U.S.	20	5,552,246	08/28/2018	08/28/2028
Keeco, LLC	BIG GUS	U.S.	24	87-585645	08/28/2017	
Keeco, LLC	CALL ME	U.S.	20	87-683567	11/14/2017	
Keeco, LLC	CALL ME	U.S.	24	87-683572	11/14/2017	
Keeco, LLC	CHILL LUXE	U.S.	20	87-683649	11/14/2017	
Keeco, LLC	CHILL LUXE	U.S.	24	87-683657	11/14/2017	
Keeco, LLC	CLEANSE	U.S.	21	87-807632	02/22/2018	
Keeco, LLC	CLEANSE	U.S.	24	87-599335	09/07/2017	
Keeco, LLC	CLEANSE	U.S.	27	85-599346	09/07/2017	
Keeco, LLC	CLEVER FEATHER	U.S.	20	87-585690	08/28/2017	

TRADEMARK
REEL: 006600 FRAME: 0472

OWNER OF RECORD	Trademark Name	Country	Int'l Class	Reg. No./ App No.	Reg. Date/ App. Date	Renewal Date
Keeco, LLC	CLEVER FEATHER	U.S.	24	87-585699	08/28/2017	
Keeco, LLC	COMFORT PANEL	US	20	2197785	7/28/1997	10/20/1998
Keeco, LLC	COMFORT PROFILES	U.S.	20	3,731,436	12/29/2009	12/29/2019
Keeco, LLC	COMFY FEATHER	U.S.	20	87-683472	11/14/2017	
Keeco, LLC	COMFY FEATHER	U.S.	24	87-683476	11/14/2017	
Keeco, LLC	COMFY PLUSH	U.S.	20	4,162,006	06/19/2012	06/19/2022
Keeco, LLC	COMFY SLEEP	U.S.	20	5,459,082	05/01/2018	05/01/2028
Keeco, LLC	COMFY SLEEP	U.S.	24	87-632085	10/03/2017	
Keeco, LLC	COMPACT PACKAGING FOR LESS WASTE (and DESIGN)	U.S.	20	87-901829	5/1/2018	
Keeco, LLC	COOL & CRISP	U.S.	20	5,591,669	10/23/2018	10/23/2028
Keeco, LLC	COOL & CRISP	U.S.	24	87-650358	10/18/2017	
Keeco, LLC	COOL AND FRESH *attempt to amend to COOL AND FRESH filed on 7/23/2018	U.S.	20	5,676,165	10/03/2017	
Keeco, LLC	COOL & FRESH	U.S.	24	87-632068	10/03/2017	
Keeco, LLC	COOL CONTACT	U.S.	20	4,761,404	06/23/2015	06/23/2025

TRADEMARK
REEL: 006600 FRAME: 0473

OWNER OF RECORD	Trademark Name	Country	Int'l Class	Reg. No./ App No.	Reg. Date/ App. Date	Renewal Date
Keeco, LLC	COOL INFUSION	U.S.	20	4,739,344	05/19/2015	05/19/2025
Keeco, LLC	COOL LOFT	U.S.	20	4,638,166	11/11/2014	11/11/2024
Keeco, LLC	COOL LOFT	U.S.	24	5,267,336	08/15/2017	08/15/2027
Keeco, LLC	COOL LOGIC	U.S.	20	87-819819	03/05/2018	
Keeco, LLC	COOL LOGIC	U.S.	24	87-819827	03/05/2017	
Keeco, LLC	COOL NITE	U.S.	20	87-715883	12/11/2017	
Keeco, LLC	COOL NITE	U.S.	24	87-715896	12/11/2017	
Keeco, LLC	COPPERFUSION	U.S.	20	87-806712	02/22/2018	
Keeco, LLC	COPPERFUSION	U.S.	24	87-806724	02/22/2018	
Keeco, LLC	COPPERLOFT	U.S.	20	87-806733	02/22/2018	
Keeco, LLC	COPPERLOFT	U.S.	24	87-806742	02/22/2018	
Keeco, LLC	COPPEROLOGY	U.S.	20	87-806803	02/22/2018	
Keeco, LLC	COPPEROLOGY	U.S.	24	87-807249	02/22/2018	
Keeco, LLC	COPPERSENSE	U.S.	20	5,582,043	10/09/2018	10/09/2028
Keeco, LLC	COPPERSENSE	U.S.	24	87-585618	08/28/2017	
Keeco, LLC	COZY CHILL	U.S.	24	87-897905	04/27/2018	
Keeco, LLC	CROWN ELITE	U.S.	20	1,965,631	04/02/1996	04/02/2026
Keeco, LLC	CROWN MAX	U.S.	20	5,499,129	06/19/2018	06/19/2028
Keeco, LLC	CROWN MAX	U.S.	24	87-427483	04/27/2017	
Keeco, LLC	DEEP POCKETS	U.S.	20	2,339,257	04/04/2000	04/04/2020

TRADEMARK
REEL: 006600 FRAME: 0474

OWNER OF RECORD	Trademark Name	Country	Int'l Class	Reg. No./ App No.	Reg. Date/ App. Date	Renewal Date
Keeco, LLC	DOWN CLOUD	U.S.	20	87-572883	08/17//2017	
Keeco, LLC	DOWN ILLUSION	U.S.	20	5,151,207	02/28/2017	02/28/2027
Keeco, LLC	DOWN ILLUSION PLATINUM	U.S.	20	87-808314	02/23/2018	
Keeco, LLC	DOWN ILLUSION PLATINUM	U.S.	24	87-808332	02/23/2018	
Keeco, LLC	DREAM 101	U.S.	20	87-819853	03/05/2018	
Keeco, LLC	DREAM 101	U.S.	24	87-819857	03/05/2018	
Keeco, LLC	DREAMSPIRAL	U.S.	20	4,923,817	03/22/2016	03/22/2026
Keeco, LLC	DREAMSPIRAL	U.S.	20	5,037,519	09/06/2016	09/06/2026
Keeco, LLC	DREAMWEAR	U.S.	20	87-825680	03/08/2018	03/08/2018
Keeco, LLC	DREAMWEAR	U.S.	24	87-825688	03/08/2017	03/08/2018
Keeco, LLC	DUAL INFUSION	U.S.	20	5,247,570	07/18/2017	07/18/2027
Keeco, LLC	DUNDEE	U.S.	5	5,036,630	9/6/2016	9/6/2026
Keeco, LLC	DUNDEE	U.S.	18	87-943337	05/31/2018	
Keeco, LLC	DUNDEE	U.S.	20	87-934479	05/24/2018	

TRADEMARK
REEL: 006600 FRAME: 0475

OWNER OF RECORD	Trademark Name	Country	Int'l Class	Reg. No./ App No.	Reg. Date/ App. Date	Renewal Date
Keeco, LLC	DUNDEE	U.S.	20	87-943235	05/31/2018	
Keeco, LLC	DUNDEE (STYLIZED)	U.S.	24	5,049,832	9/27/2016	9/27/2026
Keeco, LLC	Dundee DUNDEE (STYLIZED)	U.S.	24	1,489,819	5/31/1988	5/31/2018
Keeco, LLC	DUNDEE	U.S.	24	87-943262	05/31/2018	
Keeco, LLC	DUNDEE	U.S.	24,27	87-934489	05/24/2018	
Keeco, LLC	DUNDEE	U.S.	25	87-934487	05/24/2018	
Keeco, LLC	ELITE COMFORT	U.S.	20	5,370,069	1/2/2018	1/2/2028
Keeco, LLC	ELITE COMFORT	U.S.	24	87-807264	02/22/2018	
Keeco, LLC	ENDLESS LOFT	U.S.	20	4,645,619	11/25/2014	11/25/2024

TRADEMARK
REEL: 006600 FRAME: 0476

OWNER OF RECORD	Trademark Name	Country	Int'l Class	Reg. No./ App No.	Reg. Date/ App. Date	Renewal Date
Keeco, LLC	EXACTLY RIGHT, EVERY NIGHT	U.S.	20	88-266848	01/18/2019	
Keeco, LLC	EZ 2 HANG (STYLIZED)	U.S.	20	87-886228	04/20/2018	
Keeco, LLC	EZ 2 HANG (STYLIZED)	U.S.	24	87-825952	03/08/2018	
Keeco, LLC	EZ SET	U.S.	24	88-266864	01/18/2019	
Keeco, LLC	FEATHERFORIA	U.S.	20	87-807297	02/22/2018	
Keeco, LLC	FEATHERFORIA	U.S.	24	87-807306	02/22/2018	
Keeco, LLC	FLAT FREE	U.S.	20	88-266858	01/18/2019	
Keeco, LLC	FOR A COMFORTABLE LIFE	U.S.	20	87-821780	03/06/2018	
Keeco, LLC	FOR A COMFORTABLE LIFE	U.S.	24	87-821756	03/06/2018	
Keeco, LLC	FRESH & COOL	U.S.	20	5,397,324	02/06/2018	02/06/2028
Keeco, LLC	FRESH & COOL	U.S.	24	87-389958	03/29/2017	
Keeco, LLC	FRESH GUARD	U.S.	20	87-683507	11/14/2017	
Keeco, LLC	FRESH GUARD	U.S.	24	87-683517	11/14/2017	
Keeco, LLC	FRESH INFUSION	U.S.	20	4,332,503	05/07/2013	05/07/2023
Keeco, LLC	FRESH INFUSION	U.S.	20	4,475,990	01/28/2014	01/28/2024
Keeco, LLC	GELSUPPORT	U.S.	20	5,354,697	12/12/2017	12/12/2027
Keeco, LLC	GO EVERYWHERE	U.S.	20	4,552,726	06/17/2014	06/17/2024
Keeco, LLC	GROWING ROOTS SINCE 1926	U.S.	20	87-903477	05/02/2018	

TRADEMARK
REEL: 006600 FRAME: 0477

OWNER OF RECORD	Trademark Name	Country	Int'l Class	Reg. No./ App No.	Reg. Date/ App. Date	Renewal Date
Keeco, LLC	GROWING ROOTS SINCE 1926	U.S.	24	87-903484	05/02/2018	
Keeco, LLC	IDEAL SLUMBER	U.S.	20	87-683484	11/14/2017	
Keeco, LLC	IDEAL SLUMBER	U.S.	24	87-683492	11/14/2017	
Keeco, LLC	JEWEL-TEX	U.S.	24	3,810,606	06/29/2010	06/29/2020
Keeco, LLC	KID 101	U.S.	20	87-819843	03/05/2018	
Keeco, LLC	KID 101	U.S.	24	87-819848	03/05/2018	
Keeco, LLC	KIDZSCENTZ	U.S.	20	4,589,744	08/19/2014	08/19/2024
Keeco, LLC	LASTING FRESHNESS	U.S.	20	4,475,878	01/28/2014	01/28/2024
Keeco, LLC	LASTING FRESHNESS	U.S.	24	4,475,879	01/28/2014	01/28/2024
Keeco, LLC	LOFTGEL	U.S.	20	4,791,470	08/11/2015	08/11/2025
Keeco, LLC	LYTEFEATHER	U.S.	20	87-807322	02/22/2018	
Keeco, LLC	LYTEFEATHER	U.S.	24	87-807331	02/22/2018	
Keeco, LLC	MADE FOR THE LIFE YOU'RE LIVING	U.S.	20	5,448,889	04/17/2018	4/172028
Keeco, LLC	MADE FOR THE LIFE YOU'RE LIVING	U.S.	21	86-735204	08/24/2015	
Keeco, LLC	MADE FOR THE LIFE YOU'RE LIVING	U.S.	27	5,433,798	03/27/2018	03/27/2028
Keeco, LLC	MAGIC FEATHER	U.S.	20	87-906188	03/08/2018	

TRADEMARK
REEL: 006600 FRAME: 0478

OWNER OF RECORD	Trademark Name	Country	Int'l Class	Reg. No./ App No.	Reg. Date/ App. Date	Renewal Date
Keeco, LLC	MAGIC GEL	U.S.	20	3,561,038	01/13/2009	01/13/2019
Keeco, LLC	MAGIC GEL	U.S.	24	4,791,567	08/11/2015	08/11/2025
Keeco, LLC	MAGIC GEL 2.0	U.S.	20	5,504,262	06/26/2018	06/26/2028
Keeco, LLC	MAGIC GEL 2.0	U.S.	24	5,504,263	06/26/2018	06/26/2028
Keeco, LLC	MAKES IT POSSIBLE	U.S.	20	87-897923	04/27/2018	
Keeco, LLC	MAKES IT POSSIBLE	U.S.	24	87-903472	05/02/2018	
Keeco, LLC	MAX GUARD	U.S.	20	87-683519	11/14/2017	
Keeco, LLC	MAX GUARD	U.S.	24	87-683549	11/14/2017	
Keeco, LLC	MEMORYFIL (SUPPLEMENTAL REGISTER)	U.S.	20	4,519,413	04/22/2014	04/22/2024
Keeco, LLC	MR. BIG STUFF	U.S.	20	87-683592	11/14/2017	
Keeco, LLC	MR. BIG STUFF	U.S.	24	87-683601	11/14/2017	
Keeco, LLC	MY MATCH	U.S.	20	88-266841	01/18/2019	
Keeco, LLC	NO FLAT ZONE	U.S.	20	5,079,458	11/08/2016	11/08/2026

TRADEMARK
REEL: 006600 FRAME: 0479

OWNER OF RECORD	Trademark Name	Country	Int'l Class	Reg. No./ App No.	Reg. Date/ App. Date	Renewal Date
Keeco, LLC	NO FLAT ZONE	U.S.	24	87-388886	03/28/2017	
Keeco, LLC	PACIFIC	U.S.	24	3,857,204	10/05/2010	10/05/2020
Keeco, LLC	PERFECT GEL *amended to 2 words 7/25/18	U.S.	20	5,551,044	08/28/2018	08/28/2028
Keeco, LLC	PERFECTGEL	U.S.	20	88-060744	08/01/2018	
Keeco, LLC	PERFECTGEL	U.S.	20	5,356,630	12/12/2017	12/12/2027
Keeco, LLC	PLUSH MAX	U.S.	20	5,657,474	12/11/2017	
Keeco, LLC	PLUSH MAX	U.S.	24	87-715867	12/11/2017	
Keeco, LLC	POWER CHILL	U.S.	20	87-684025	11/14/2017	
Keeco, LLC	POWER CHILL	U.S.	24	87-684030	11/14/2017	
Keeco, LLC	PREMIER BLEND	U.S.	20	5,293,231	09/19/2017	09/19/2027
Keeco, LLC	PRIMARY COMFORT	U.S.	20	2,140,923	03/03/1998	03/03/2028
Keeco, LLC	PROBALANCE	U.S.	20	87-402459	04/07/2017	
Keeco, LLC	PROBALANCE	U.S.	24	87-402465	04/07/2017	
Keeco, LLC	PROCHILL	U.S.	20	87-402475	04/07/2017	
Keeco, LLC	PROCHILL	U.S.	24	87-402479	04/07/2017	
Keeco, LLC	PUFF UP PROMISE	U.S.	20	87-886592	04/20/2018	
Keeco, LLC	PURE AND FRESH	U.S.	20	5,504,213	06/26/2018	06/26/2028
Keeco, LLC	PURE FRESH & COOL	U.S.	20	5,537,143	08/07/2018	08/07/2028

TRADEMARK
REEL: 006600 FRAME: 0480

OWNER OF RECORD	Trademark Name	Country	Int'l Class	Reg. No./ App No.	Reg. Date/ App. Date	Renewal Date
Keeco, LLC	PURE FRESH & COOL	U.S.	24	87-573065	08/17/2017	
Keeco, LLC	PURE FRESH & COOL	U.S.	24	87-807347	02/22/2018	
Keeco, LLC	PUREBLU	U.S.	20	87-388644	03/28/2017	
Keeco, LLC	PUREBLU	U.S.	24	87-388657	03/28/2017	
Keeco, LLC	QUIET ASSURANCE	U.S.	24	4,539,522	05/27/2014	05/27/2024
Keeco, LLC	QUIET NATURALS	U.S.	20	87-712206	12/07/2017	
Keeco, LLC	QUIET NATURALS	U.S.	24	87-712214	12/07/2017	
Keeco, LLC	QUILTEDSUPPORT	U.S.	20	5,415,883	03/06/2018	03/06/2028
Keeco, LLC	RECOVERYLAB	U.S.	20	87-796906	02/14/2018	
Keeco, LLC	RECOVERYLAB	U.S.	20	87-797018	02/14/2018	
Keeco, LLC	RECOVERYLAB	U.S.	24	87-797008	02/14/2018	
Keeco, LLC	RED AND WHITE FLOWER DESIGN	U.S.	24	4,023,087	09/06/2011	09/06/2021
Keeco, LLC	RED AND WHITE FLOWER DESIGN	U.S.	24	3,697,080	10/13/2009	10/13/2019
Keeco, LLC	REGAL	U.S.	20	5,381,714	01/16/2018	01/16/2028
Keeco, LLC	REGAL	U.S.	27	841,689	01/02/1968	01/02/2018

TRADEMARK
REEL: 006600 FRAME: 0481

OWNER OF RECORD	Trademark Name	Country	Int'l Class	Reg. No./ App No.	Reg. Date/ App. Date	Renewal Date
Keeco, LLC	REGAL	U.S.	24	87-813987	02/28/2018	
Keeco, LLC	REVITAL	U.S.	20	87-797032	02/14/2018	
Keeco, LLC	REVITAL	U.S.	24	87-797041	02/14/2018	
Keeco, LLC	SAVAGE	U.S.	20	87-861523	04/03/2018	
Keeco, LLC	SAVAGE	U.S.	24	87-861553	04/03/2018	
Keeco, LLC	SELF EXPRESSION	U.S.	20	4,183,663	07/31/2012	07/31/2022
Keeco, LLC	SIMPLY CLASSIC	U.S.	20	4,756,334	06/16/2015	06/16/2025
Keeco, LLC	SIMPLY CLASSIC	U.S.	24	4,576,568	07/29/2014	07/29/2024
Keeco, LLC	SIMPLY PLUSH	U.S.	20	88-031942	07/10/2018	
Keeco, LLC	SLEEP BASICS	U.S.	20	2,183,453	08/25/1998	08/25/2018
Keeco, LLC	SLEEP BASICS	U.S.	24	86-787938	10/14/2015	
Keeco, LLC	SLEEP CANDY	U.S.	20	87-388250	03/28/2017	
Keeco, LLC	SLEEP CANDY	U.S.	24	87-388624	03/28/2017	
Keeco, LLC	SLEEP CANDY ONE SWEET PILLOW	U.S.	20	87-415578	04/18/2017	
Keeco, LLC	SLEEPOLOGY	U.S.	20	5,317,762	10/24/2017	10/24/2027
Keeco, LLC	SLEEPOLOGY	U.S.	20	87-545507	07/27/2017	

OWNER OF RECORD	Trademark Name	Country	Int'l Class	Reg. No./ App No.	Reg. Date/ App. Date	Renewal Date
Keeco, LLC	SLEEPOLOGY	U.S.	20	87-594062	09/01/2017	
Keeco, LLC	SLEEPOLOGY	U.S.	24	86-890898	01/29/2016	
Keeco, LLC	SLEEPOLOGY	U.S.	35	87-758701	01/17/2018	
Keeco, LLC	SLUMBER GEL	U.S.	20	5,210,933	05/23/2017	05/23/2027
Keeco, LLC	SMART COMFORT *changed to 2 words 9/21/2015 and dropped class 24 - no use	U.S.	20	3,688,657	09/29/2009	09/29/2019
Keeco, LLC	SMART COMFORT	U.S.	24	5,120,702	01/10/2017	01/10/2027
Keeco, LLC	SMART COMFORT	U.S.	24	5,341,707	11/21/2017	11/21/2027
Keeco, LLC	SMART DEFENSE	U.S.	20	5,463,435	05/08/2018	05/08/2028
Keeco, LLC	SMART DEFENSE	U.S.	24	5,448,018	04/17/2018	04/17/2028
Keeco, LLC	SMART SOLUTIONS	U.S.	20	4,799,990	08/25/2015	08/25/2025
Keeco, LLC	SMARTLOFT	U.S.	20	4,552,724	06/17/2014	06/17/2024

TRADEMARK
REEL: 006600 FRAME: 0483

OWNER OF RECORD	Trademark Name	Country	Int'l Class	Reg. No./ App No.	Reg. Date/ App. Date	Renewal Date
Keeco, LLC	SMARTLOFT	U.S.	24	5,499,130	06/19/2018	06/19/2028
Keeco, LLC	SNOOZE ON THE MOVE	U.S.	20	5,531,692	07/31/2018	07/31/2028
Keeco, LLC	SOFTNITES	U.S.	20	87-827158	03/09/2018	
Keeco, LLC	SOLARIS	U.S.	24	3,517,758	10/14/2008	10/14/2018
Keeco, LLC	SOLID8	U.S.	20	87-906228	05/03/2018	
Keeco, LLC	SOLID8	U.S.	24	87-906235	05/03/2018	
Keeco, LLC	SPRING	U.S.	24	87-904373	05/02/2018	
Keeco, LLC	SPRING	U.S.	20	87-904367	05/02/2018	
Keeco, LLC	SPRINGMAID	U.S.	18	87-943350	05/31/2018	
Keeco, LLC	SPRINGMAID	U.S.	20, 24	1,723,820	10/13/1992	10/13/2022
Keeco, LLC	SPRINGMAID	U.S.	20	5,607,161	11/13/2018	11/13/2028

TRADEMARK
REEL: 006600 FRAME: 0484

OWNER OF RECORD	Trademark Name	Country	Int'l Class	Reg. No./ App No.	Reg. Date/ App. Date	Renewal Date
Keeco, LLC	SPRINGMAID	U.S.	24	2,517,979	12/11/2001	02/11/2021
Keeco, LLC	SPRINGMAID SPRINGMAID & FLOWER DESIGN	U.S.	20	5,622,138	12/04/2018	12/04/2028
Keeco, LLC	SPRINGMAID	U.S.	20	88-018524	06/28/2018	
Keeco, LLC	SPRINGMAID	U.S.	21	4,298,660	6/5/2011	
Keeco, LLC	SPRINGMAID	U.S.	25	4,298,661	6/5/2011	
Keeco, LLC	SPRINGMAID SPRINGMAID & FLOWER DESIGN	U.S.	24	4,023,086	09/06/2011	09/06/2021

OWNER OF RECORD	Trademark Name	Country	Int'l Class	Reg. No./ App No.	Reg. Date/ App. Date	Renewal Date
Keeco, LLC	SPRINGMAID SPRINGMAID & FLOWER DESIGN	U.S.	24	3,694,141	10/06/2009	10/06/2019
Keeco, LLC	SPRINGS	U.S.	6, 20, 21, 24,	1,854,448	09/20/1994	09/20/2024
Keeco, LLC	SPRINGS	U.S.	24	4,894,975	02/02/2016	02/02/2026
Keeco, LLC	SPRINGS HOME	U.S.	20, 27	4,692,614	02/24/2015	02/24/2025
Keeco, LLC	STAYMADE	U.S.	24	4,777,131	07/21/2015	07/21/2025
Keeco, LLC	SUBDUO°	U.S.	20	87-402854	04/07/2017	
Keeco, LLC	SUBDUO°	U.S.	24	87-402866	04/07/2017	
Keeco, LLC	SUPPORT SOLUTIONS	U.S.	20	4,659,903	12/23/2014	12/23/2024
Keeco, LLC	SUPRALOFT	U.S.	20	4,328,944	04/30/2013	04/30/2023
Keeco, LLC	TAME RESTLESS NIGHTS	U.S.	20	87-943199	50/31/2018	

TRADEMARK
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OWNER OF RECORD	Trademark Name	Country	Int'l Class	Reg. No./ App No.	Reg. Date/ App. Date	Renewal Date
Keeco, LLC	TAME RESTLESS NIGHTS	U.S.	24	87-943223	05/31/2018	
Keeco, LLC	TAME WILD NIGHTS	U.S.	20	87-943151	05/31/2018	
Keeco, LLC	TAME WILD NIGHTS	U.S.	24	87-943211	05/31/2018	
Keeco, LLC	TAME YOUR SLEEPLESS NIGHTS	U.S.	20	87-861531	04/03/2018	
Keeco, LLC	TAME YOUR SLEEPLESS NIGHTS	U.S.	24	87-861566	04/03/2018	
Keeco, LLC	THE GREAT MATTRESS PAD	U.S.	24	2,244,064	05/04/1999	05/04/2019
Keeco, LLC	THERMAGEN	U.S.	24	88-266832	01/18/2019	
Keeco, LLC	THERMAGEN	U.S.	20	88-266766	01/18/2019	
Keeco, LLC	TRE MODE	U.S.	24	1,741,379	12/22/1992	
Keeco, LLC	TWO GRAND	U.S.	20	87-819830	03/05/2018	
Keeco, LLC	ULTRAAIR	U.S.	20	4,332,504	05/07/2013	04/07/2023
Keeco, LLC	VERICOOL	U.S.	20	87-632126	10/03/2017	

TRADEMARK
REEL: 006600 FRAME: 0487

OWNER OF RECORD	Trademark Name	Country	Int'l Class	Reg. No./ App No.	Reg. Date/ App. Date	Renewal Date
Keeco, LLC	VERICOOL	U.S.	24	87-632134	10/03/2017	
Keeco, LLC	WEESNOOZE	U.S.	20	87-819865	03/05/2018	
Keeco, LLC	WEESNOOZE	U.S.	24	87-819870	03/05/2018	
Keeco, LLC	WICK 'n COMFORT	U.S.	20	87-683618	11/14/2017	
Keeco, LLC	WICK 'n COMFORT	U.S.	24	87-683624	11/14/2017	
Keeco, LLC	WOOLPERFECT	U.S.	20	87-585625	08/28/2017	
Keeco, LLC	WOOLPERFECT	U.S.	24	87-585634	08/28/2017	
Keeco, LLC	X CROSS COMFORT	U.S.	24	87-853829	03/28/2018	
Keeco, LLC	XCOMFORT	U.S.	24	87-877871	04/16/2018	
Keeco, LLC	ZEN CHILL	U.S.	20	5,537,140	08/07/2018	08/07/2028
Keeco, LLC	ZEN CHILL	U.S.	24	87-572894	08/17/2017	
Keeco, LLC	ZEN FUSION	U.S.	20	87-554931	08/03/2017	

TRADEMARK
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OWNER OF RECORD	Trademark Name	Country	Int'l Class	Reg. No./ App No.	Reg. Date/ App. Date	Renewal Date
Keeco, LLC	ZEN PLUSH	U.S.	20	87-554557	08/03/2017	
Keeco, LLC	ZEN REST	U.S.	20	5,657,364	11/14/2017	
Keeco, LLC	ZEN REST	U.S.	24	87-684055	11/14/2017	

RECORDED: 03/25/2019

TRADEMARK
REEL: 006600 FRAME: 0489