

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM597719

<b>SUBMISSION TYPE:</b>	RESUBMISSION		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>RESUBMIT DOCUMENT ID:</b>	900565314		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
EdiZONE, LLC		08/13/2020	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: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5938419	GEL MATRIX	
<b>Registration Number:</b>	5441198	INTELLIPILLOW	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8013753865		
<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)375-6600		
<b>Email:</b>	ipmail@djplaw.com		
<b>Correspondent Name:</b>	Brick G.Power, Durham Jones & Pinegar,		
<b>Address Line 1:</b>	3301 North Thanksgiving Way		
<b>Address Line 2:</b>	Suite 400		
<b>Address Line 4:</b>	Lehi, UTAH 84043		
<b>ATTORNEY DOCKET NUMBER:</b>	54023-GEL MATRIX		
<b>NAME OF SUBMITTER:</b>	Brick G. Power		
<b>SIGNATURE:</b>	/brick g power/		
<b>DATE SIGNED:</b>	09/15/2020		
<b>Total Attachments: 3</b>			
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## TRADEMARK ASSIGNMENT

This Trademark Assignment is effective August 14, 2020, and is between EdIZONE, LLC, a Delaware limited liability company ("Assignor"), and Purple Innovation, LLC, a Delaware limited liability company, with an address of 123 East 200 North, Alpine, Utah 84004 ("Assignee").

WHEREAS, Assignor is the owner of certain trademarks represented by the trademark registrations more fully described in Schedule A (the "Marks"); and

WHEREAS, Assignor desires to assign and Assignee desires to receive all of Assignor's right, title and interest in the Marks and any goodwill associated with the Marks.

The parties therefore agree as follows:

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor now assigns to Assignee all of Assignor's right, title and interest in the Marks as they exist anywhere in the world and as may be created or acquired at any date in the future, along with any goodwill associated with the Marks. This assignment includes without limitation all applications and registrations for the Marks, all priority rights or claims based on International Conventions, all rights to proceeds of the Marks, including income, royalties, damages, profits, and payments now or hereafter payable, all rights of action of Assignor, and the right to take proceedings and to seek damages and all other available remedies, against third parties for past, present, or future infringement of the Marks.

Assignor shall execute and deliver any other documents and perform any other reasonable acts Assignee may request, that may be necessary and appropriate to effectuate the provisions of this agreement and establish Assignee's rights in the Marks.

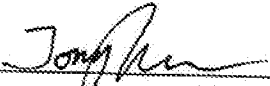
At the request and expense of Assignee, Assignor shall provide all reasonable assistance which Assignee considers necessary in connection with bringing or defending any proceedings in relation to the Marks.

Assignee hereby accepts this assignment of Marks.


Each party has signed this Trademark Assignment effective on the date stated in the introductory clause.

[SIGNATURES ON THE FOLLOWING PAGE]

EDIZONE, LLC  
ASSIGNOR

By:   
Name: Tony M. Pearce  
Title: Manager  
Date: 13 Aug 2020

PURPLE INNOVATION, LLC  
ASSIGNEE

By:   
Name: JAMES A. LARSON  
Title: Deputy General Counsel  
Date: 18 Aug 2020

[SIGNATURE PAGE TO TRADEMARK ASSIGNMENT]

SCHEDULE A  
to  
Trademark Assignment

Country/ Jurisdiction	Mark	Status	Appl. No. Filing Date	Reg. No. Reg. Date	IC: Goods/Services
United States	GEL MATRIX	Registered	App 87312145 App 24-JAN-2017	Reg 5938419 Reg 17-DEC-2019	INT. CL. 20 Mattress component, namely, elastic gel material layer or layers located in mattresses sold as an integral component of the mattresses; Furniture; Beds; Mattresses; Mattress foundations; Mattress bases; Pillows; Mattress toppers; Sleeping pads
United States	INTELLIPILLOW	Registered	App 87271822 App 16-DEC-2016	Reg 5441198 Reg 10-APR-2018	INT. CL. 20 Pillows

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