

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM666681

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Eastern Sleep Products Co., Inc.		08/10/2021	Corporation: VIRGINIA
RECEIVING PARTY DATA			
Name:	Corsicana Bedding, LLC		
Street Address:	4901 Fitzhugh Avenue		
Internal Address:	Suite #300		
City:	Richmond		
State/Country:	VIRGINIA		
Postal Code:	75109		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Serial Number:	88790743	J BECKON	
Registration Number:	5282303	SLEEPFRESH	
Registration Number:	5266862	SYMBOL USA	
Registration Number:	5037953	SYMBOL	
Registration Number:	4073967	COMFORT INNOVATIONS	
Registration Number:	1195738	SYMBOL MATTRESS SYMBOL OF SLEEP	
Registration Number:	0374725	DREAM KING	
CORRESPONDENCE DATA			
Fax Number:	2155683439		
<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:	215-568-3100		
Email:	bhipdocket@bakerlaw.com		
Correspondent Name:	Jacqueline M. Lesser		
Address Line 1:	2929 Arch Street		
Address Line 2:	Cira Centre, 12th Floor		
Address Line 4:	Philadelphia, PENNSYLVANIA 19104-2891		
ATTORNEY DOCKET NUMBER:	113209.000066		

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NAME OF SUBMITTER:	Judy Dale-Paralegal
SIGNATURE:	/Judy Dale/
DATE SIGNED:	08/11/2021
Total Attachments: 2 source=Trademark Assignment-Eastern Sleep to Corsicana Bedding#page1.tif source=Trademark Assignment-Eastern Sleep to Corsicana Bedding#page2.tif	

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT, by and between Eastern Sleep Products Co., Inc., a Virginia corporation, with a principal address of 4901 Fitzhugh Avenue, Suite #300, Richmond, Virginia 23230 (“Assignor”), and Corsicana Bedding, LLC, a Delaware limited liability company, with a principal address of 3001 South US Highway 287, Corsicana, Texas 75109 (“Assignee”) (collectively the “Parties”);

WHEREAS, Assignor is the owner of the trademark listed in Exhibit A (hereinafter “the Mark”);

WHEREAS, Assignee is desirous of acquiring all right, title, and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, intending to be legally bound, Assignor does hereby assign, transfer and convey to Assignee, effective as of the date of last signature hereto, all right, title, and interest in and to the Mark, including without limitation any and all registrations, applications, and/or common law rights in the Mark throughout the world, together with any choses in action relating to the Mark and the right to bring suit for past infringement of the Mark and all of the goodwill of the business symbolized therefrom. Assignor shall take all actions necessary to effect the transfer of the trademark registration for the Mark, to record Assignee as the owner of the Mark, to issue all corresponding registration(s) and renewal(s) of registrations to Assignee, its successors, legal representatives and assigns, in accordance with the terms of this Assignment.


IN WITNESS WHEREOF, the Parties have caused this Trademark Assignment to be executed as of the day and year written below.

EASTERN SLEEP PRODUCTS CO., INC.

By: 
Name: Mathew Veedon
Title: Chief Financial Officer

Date: August 10, 2021

CORSICANA BEDDING, LLC

By: 
Name: Mathew Veedon
Title: Chief Financial Officer

Date: August 10, 2021

Exhibit A

Trademark	U.S. Serial No.
J BECKON	88/790743

Trademark	U.S. Registration No.
SLEEPFRESH	5282303
SYMBOL USA	5266862
SYMBOL	5037953
COMFORT INNOVATIONS	4073967
SYMBOL MATTRESS SYMBOL OF SLEEP	1195738
DREAM KING	0374725

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