

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM690304

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Helix Sleep, Inc.		11/22/2021	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Brooklyn Bedding, LLC		
Street Address:	30 Irving Place, Floor 9		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10003		
Entity Type:	Limited Liability Company: ARIZONA		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Serial Number:	88876153	LAZY FOR GOOD	
Serial Number:	88775824	MUZZY	
Serial Number:	88775832	MUZZY BY HELIX	
Registration Number:	6155409	ALLFORM	
Registration Number:	6154623	BIRCH BY HELIX	
Registration Number:	5698395	BOUNDLESS	
Registration Number:	5459800	HELIX	
Registration Number:	5303547	HELIX	
Registration Number:	4868432	H	
Registration Number:	4868431	HELIX SLEEP	
CORRESPONDENCE DATA			
Fax Number:	9735972400		
<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:	(973)597-2500		
Email:	lstrademark@lowenstein.com		
Correspondent Name:	Matthew Hintz, Esq.		
Address Line 1:	Lowenstein Sandler LLP		
Address Line 2:	One Lowenstein Drive		
Address Line 4:	Roseland, NEW JERSEY 07068		

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ATTORNEY DOCKET NUMBER:	30506.7
NAME OF SUBMITTER:	Matthew P. Hintz
SIGNATURE:	/Matthew P. Hintz/
DATE SIGNED:	11/24/2021

Total Attachments: 3

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT, having an effective date of November 22, 2021, is made by and between Helix Sleep, Inc., a Delaware corporation ("Assignor"), and Brooklyn Bedding, LLC, an Arizona limited liability company, having an address at 30 Irving Place, Floor 9, New York, NY 10003 ("Assignee").

WHEREAS, subject to the terms and conditions of this Trademark Assignment, Assignor wishes to assign to Assignee, and Assignee wishes to receive, all right, title, and interest in and to the trademark registrations set forth on Schedule A and all common law and other rights, worldwide, in and to the trademarks that are the subject of such registration (such rights, collectively, the "Trademarks").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows:

1. Assignor hereby sells, grants, assigns, transfers, and delivers to Assignee all of its rights, title and interests in and to the Trademarks, including without limitation the goodwill of the business appurtenant thereto and which is symbolized thereby, provided that, with respect to the United States intent-to-use trademark applications, the transfer of such applications accompanies the transfer of Assignor's business, or that portion of the business to which the mark pertains, and that business is ongoing and existing, and the right to renew any registration therefor, to be held and enjoyed by Assignee for its own use and benefit and for the use and benefit of its successors, assigns and legal representatives, to be used as fully and entirely as said rights would have been held and enjoyed by Assignor had this assignment and sale not been made, together with all claims for damage by reason of past, present or future infringement of said Trademarks with the right to sue and collect the same for its own use or for the use of its successors, assigns or other legal representatives.
2. This Trademark Assignment may be executed simultaneously in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.
3. Assignor hereby requests the Commissioner of Patents and Trademarks, and the corresponding entities or agencies in any applicable foreign countries, to record Assignee as the assignee and owner of the Trademarks.

{Signatures to follow}

IN WITNESS WHEREOF, Assignor has duly executed this Trademark Assignment as of the first date written above.

Helix Sleep, Inc., Assignor

DocuSigned by:
Adam M. Tishman
By: _____

Name: Adam M. Tishman

Title: CEO and Co-Founder

Schedule A
Trademarks

Trademark	Country	Application No.	Filing Date	Registration No.	Registration Date
HELIX	Canada	1,798,669	02-Sep-2016	TMA992,302	13-Mar-2018
HELIX Logo	Canada	1,798,690	02-Sep-2016	TMA998,497	07-Jun-2018
ALLFORM	United States of America	88/788,539	07-Feb-2020	6,155,409	15-Sep-2020
BIRCH BY HELIX	United States of America	88/514,880	15-Jul-2019	6,154,623	15-Sep-2020
BOUNDLESS	United States of America	87/604,074	11-Sep-2017	5,698,395	12-Mar-2019
HELIX	United States of America	87/156,623	31-Aug-2016	5,459,800	01-May-2018
HELIX	United States of America	87/975,662	31-Aug-2016	5,303,547	03-Oct-2017
Helix Logo	United States of America	86/571,776	20-Mar-2015	4,868,432	08-Dec-2015
HELIX SLEEP	United States of America	86/571,774	20-Mar-2015	4,868,431	08-Dec-2015
LAZY FOR GOOD	United States of America	88/876,153	17-Apr-2020		
MUZZY	United States of America	88/775,824	28-Jan-2020		
MUZZY BY HELIX	United States of America	88/775,832	28-Jan-2020		