

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM711170

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|-----------------------------------|---|-------------------------------------|--|
| SUBMISSION TYPE: | | NEW ASSIGNMENT | |
| NATURE OF CONVEYANCE: | | COLLATERAL ASSIGNMENT OF TRADEMARKS | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| PURPLE INNOVATION, LLC | | 02/28/2022 | Limited Liability Company: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | KEYBANK NATIONAL ASSOCIATION | | |
| Street Address: | 127 PUBLIC SQUARE | | |
| City: | CLEVELAND | | |
| State/Country: | OHIO | | |
| Postal Code: | 44114 | | |
| Entity Type: | National Banking Association: UNITED STATES | | |
| PROPERTY NUMBERS Total: 33 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 6604142 | ASCENT | |
| Registration Number: | 6604138 | GELFLEX | |
| Registration Number: | 6551053 | PURPLE | |
| Registration Number: | 6546748 | REINVENTING COMFORT | |
| Registration Number: | 5441198 | INTELLIPILLOW | |
| Registration Number: | 5938419 | GEL MATRIX | |
| Serial Number: | 97146521 | PERFECTSTAY | |
| Serial Number: | 97166327 | TEMPBALANCE | |
| Serial Number: | 97166299 | PURPLE TEMPBALANCE | |
| Serial Number: | 97131961 | | |
| Serial Number: | 97131916 | | |
| Serial Number: | 97131861 | | |
| Serial Number: | 97102439 | PRECISE COMFORT | |
| Serial Number: | 97062296 | REINVENTING SLEEP | |
| Serial Number: | 97004006 | INVENT A BETTER WAY | |
| Serial Number: | 90447124 | THE GRID WITH GELFLEX TECHNOLOGY | |
| Serial Number: | 90452905 | PURPLE ASCENT | |
| Serial Number: | 90596792 | PURPLE CLOUD | |
| Serial Number: | 90596772 | PURPLE TWINCLOUD | |

CH \$840.00 6604142

| Property Type | Number | Word Mark |
|----------------|----------|---------------------|
| Serial Number: | 90465693 | |
| Serial Number: | 90777526 | NEVER UNCOMFORTABLE |
| Serial Number: | 90658738 | COMFORT2 |
| Serial Number: | 90623547 | SECURESTRETCH |
| Serial Number: | 90768961 | PURPLE HARMONY |
| Serial Number: | 90658772 | PURPLE HUE |
| Serial Number: | 90658760 | PURPLE INFINITE |
| Serial Number: | 90658717 | PURPLE EVOREST |
| Serial Number: | 90658698 | EVOREST |
| Serial Number: | 90623651 | PURPLE HARMINI |
| Serial Number: | 90623611 | PURPLE SQUISHY |
| Serial Number: | 90387360 | |
| Serial Number: | 90596716 | TWINCLOUD |
| Serial Number: | 90447083 | COMFORT REINVENTED |

CORRESPONDENCE DATA

Fax Number: 2165790212

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: 216-586-3939

Email: jsamblanet@jonesday.com, sgazdag@jonesday.com, pcyngier@jonesday.com

Correspondent Name: Steven W. Gazdag/JONES DAY

Address Line 1: 325 John H. McConnell Boulevard, Suite 6

Address Line 4: CLEVELAND, OHIO 44114

ATTORNEY DOCKET NUMBER: 601755-185120

NAME OF SUBMITTER: STEVEN W. GAZDAG

SIGNATURE: /STEVEN W. GAZDAG/

DATE SIGNED: 03/01/2022

Total Attachments: 7

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COLLATERAL ASSIGNMENT OF TRADEMARKS

COLLATERAL ASSIGNMENT OF TRADEMARKS, dated as of February 28, 2022 (“Agreement”), between Purple Innovation, LLC, a Delaware limited liability company (together with its successors and assigns, the “Assignor”), and KeyBank National Association, as administrative agent (together with its successors and assigns in such capacity, the “Administrative Agent”), for the benefit of the Secured Creditors (as defined in the Security Agreement referred to below):

RECITALS:

(1) This Agreement is made pursuant to the Credit Agreement, dated as of September 3, 2020 (as amended by the First Amendment to Credit Agreement, dated as of February 28, 2022, and as further amended, restated, supplemented or otherwise modified from time to time, the “Credit Agreement”), among the Assignor (together with its successors and assigns, the “Borrower”), Purple Innovation, Inc., a Delaware corporation (“Holdings”), the lenders party thereto (the “Lenders”), and the Administrative Agent.

(2) In connection with the Credit Agreement, the Assignor is a party to a Pledge and Security Agreement, dated as of September 3, 2020 (as amended, restated, supplemented or otherwise modified from time to time, the “Security Agreement”), among the Assignor, Holdings, the other Grantors party thereto and the Administrative Agent, pursuant to which the Assignor has granted to the Administrative Agent, for the benefit of the Secured Creditors, a continuing security interest in, assignment of and lien on substantially all of its assets, whether now owned or existing or hereafter acquired or arising.

NOW, THEREFORE, in consideration of the foregoing, the mutual covenants contained herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor hereby covenants and agrees with the Administrative Agent and the other Secured Creditors as follows:

Section 1. Defined Terms. Terms used herein without definition shall have the respective meanings ascribed thereto in the Security Agreement.

Section 2. Assignment and Grant of Security Interest. As security for the prompt payment and performance of the Secured Obligations, the Assignor hereby assigns, transfers, conveys and grants to the Administrative Agent, for the benefit of the Secured Creditors, a security interest in, a general lien upon and/or a right of set-off against (whether now owned or hereafter acquired by the Assignor and whether acquired in the United States or elsewhere in the world) all right, title and interest of the Assignor in and to the following, whether now existing or hereafter acquired:

(i) all trademarks, trade names and service marks registered with the United States Patent and Trademark Office (including, without limitation, those listed on Schedule A to this Agreement);

(ii) all applications for the registration of trademarks, trade names and service marks filed with the United States Patent and Trademark Office (including, without limitation, those listed on Schedule A to this Agreement);

(iii) all trademarks, trade names and service marks registered with any office, agency or other Governmental Authority of any State, the District of Columbia or any possession or territory of the United States;

(iv) all trademarks, trade names and service marks registered with any office, agency or other Governmental Authority of any other country or any province, department or other governmental subdivision thereof;

(v) all registrations and recordings with respect to any of the foregoing;

(vi) all reissues, extensions and renewals of any of the foregoing;

(vii) all corporate names, business names, trade styles, logos, other source or business identifiers; all information, customer lists, identification of supplier, data, plans, blueprints, specifications, designs, drawings, recorded knowledge, surveys, engineering reports, test reports, manuals, materials standards, processing standards, performance standards, catalogs, computer and automatic machinery software and programs, and the like pertaining to operations by the Assignor in, on or about any of its plants or warehouses; all field repair data, sales data and other information relating to sales or service of products now or hereafter manufactured on or about any of its plants; and all accounting information pertaining to operations in, on or about any of its plants and all media in which or on which all of the information or knowledge or data or records relating to its plants and warehouses may be recorded or stored and all computer programs used for the compilation or printout of such information, knowledge, records or data, and the Administrative Agent shall keep all such information, knowledge, records or data strictly confidential in accordance with the Credit Agreement;

(viii) all licenses and other agreements relating in whole or in part to any of the foregoing, including all rights to payments in respect thereof;

(ix) all rights to sue for past, present or future infringements of any of the foregoing;

(x) all goodwill related to any of the foregoing;

(xi) to the extent not included above, all general intangibles (as such term is defined in the UCC) of the Assignor related to the foregoing; and

(xii) all proceeds of any and all of the foregoing.

Section 3. Reference to Separate Security Agreement. This Agreement has been entered into by the Assignor and the Administrative Agent primarily for recording purposes as contemplated by the Security Agreement. In the event of any inconsistency between any of the terms or provisions hereof and the terms and provisions of such Security Agreement, the terms and provisions of such Security Agreement shall govern.


Section 4. Governing Law. This Agreement and the rights of the parties hereunder shall be construed and interpreted in accordance with the laws of the State of New York, without application of the rules regarding conflicts of laws.

Section 5. Miscellaneous. Delivery of an executed signature page to this Agreement by facsimile or other electronic transmission shall be effective as delivery of a manually executed copy of this Agreement.

[Signature Page Follows.]

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed and delivered by their duly authorized officers as of the date first set forth above.

PURPLE INNOVATION, LLC,
as Assignor

By: 

Name: Bennett Nussbaum

Title: Interim Chief Financial Officer and Treasurer

{Signature Page to Collateral Assignment of Trademarks}

Accepted and acknowledged by:

KEYBANK NATIONAL ASSOCIATION, as
Administrative Agent

By: 
Name: _____
Title: MARIANNE T. MCIL
SR. VICE PRESIDENT

[Signature Page to Collateral Assignment of Trademarks]

NAI-1526993112

RECORDED: 03/01/2022

TRADEMARK
REEL: 007645 FRAME: 0563