

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM718412

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SF Home Décor, LLC		03/28/2022	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Bedding Acquisition, LLC		
Street Address:	60 E 42nd Street, #1250		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10165		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3342333	THE ARC	
Registration Number:	3191529	THE CRESCENT ROD	
CORRESPONDENCE DATA			
Fax Number:	9086547866		
<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:	9086545000		
Email:	trademarkadmin@lerner david.com, trademark@lerner david.com		
Correspondent Name:	Gregg A. Paradise		
Address Line 1:	Lerner, David, Littenberg, Krumholz & Me		
Address Line 2:	20 Commerce Drive		
Address Line 4:	Cranford, NEW JERSEY 07016		
NAME OF SUBMITTER:	Dorothy L. Barone		
SIGNATURE:	/Dorothy L. Barone/		
DATE SIGNED:	04/01/2022		
Total Attachments: 2			
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source=Assignment - SF Home Decor, LLC to Bedding Acquisition#page2.tif			

OP \$65.00 3342333

TRADEMARK ASSIGNMENT


WHEREAS, SF Home Décor, LLC, a Delaware limited liability company (the "ASSIGNOR"), is the owner of all right, title and interest in and to the trademark registrations and applications listed in the attached Schedule (the "Trademarks"); and

WHEREAS, Bedding Acquisition, LLC, a Delaware limited liability company ("ASSIGNEE"), wishes to acquire from Assignor all of Assignor's rights in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns to Assignee, all of its rights, title, and interest in and to the Trademarks, together with the portion of the ongoing and existing business of ASSIGNOR pertaining to the Trademarks, and the goodwill associated with the marks symbolized by the Trademarks and including, without limitation, all common law rights in and to the Trademarks and the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present, or future infringements or dilution of or damage or injury to the Trademarks, to be held and enjoyed by Assignee, its successors and assigns to the same extent that such would have been held and enjoyed by Assignor had such assignment not been made.

The parties acknowledge the right to enter into this Agreement as evidenced by the signatures affixed hereto.

SF Home Décor, LLC

By: 

Printed Name: A PRICE

Date: 3/25, 2022

Bedding Acquisition, LLC

By: 

Printed Name: A PRICE

Date: 3/28, 2022

SCHEDULE

SF Home Décor, LLC

Trademark Registrations – United States

Trademark	Country	Registration No.	Registration Date
THE ARC	United States of America	3,342,333	11-20-2007
THE CRESCENT ROD	United States of America	3,191,529	01-02-2007

Trademark Registrations – International

Trademark	Country	Registration No.	Registration Date
GRIP FIT TECHNOLOGY BY READY FIT	Canada	TMA1041601	07-16-2019
READY-FIT	Canada	TMA1029534	06-20-2019
THE ARC (Design)	Canada	TMA699873	10-31-2007
THE CRESCENT ROD	Canada	TMA698050	10-09-2007