

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM775586

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DYOB, LLC		07/15/2022	Limited Liability Company: ARIZONA
RECEIVING PARTY DATA			
Name:	KNOBBE, MARTENS, OLSON & BEAR, LLP		
Street Address:	2040 MAIN STREET		
Internal Address:	14TH FLOOR		
City:	IRVINE		
State/Country:	CALIFORNIA		
Postal Code:	92614		
Entity Type:	Limited Liability Partnership: CALIFORNIA		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	5892079	ME	
Registration Number:	5927369	HEXICOIL	
Registration Number:	5892080	DYOB	
Registration Number:	5682345	DESIGN YOUR OWN BED	
Registration Number:	6158571	BUILD A BED	
Serial Number:	87811416	BUILD YOUR OWN BED	
Registration Number:	5944859	BEDMATE	
CORRESPONDENCE DATA			
Fax Number:	9497609502		
<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:	(949) 760-0404		
Email:	MICHELL.DO@KNOBBE.COM		
Correspondent Name:	KNOBBE, MARTENS, OLSON & BEAR, LLP		
Address Line 1:	2040 MAIN STREET		
Address Line 2:	14TH FLOOR		
Address Line 4:	IRVINE, CALIFORNIA 92614		
ATTORNEY DOCKET NUMBER:	ADMIN - DYOB.UCC1		

CH \$190.00 5892079

NAME OF SUBMITTER:	STEVEN J. NATAUPSKY
SIGNATURE:	/Steven J. Nataupsky/
DATE SIGNED:	12/20/2022
Total Attachments: 3 source=2022-07-15 Recorded UCC1 Lien (AZ) - DYOB#page1.tif source=2022-07-15 Recorded UCC1 Lien (AZ) - DYOB#page2.tif source=2022-07-15 Recorded UCC1 Lien (AZ) - DYOB#page3.tif	

UCC FINANCING STATEMENT

FOLLOW INSTRUCTIONS

A. NAME & PHONE OF CONTACT AT FILER (optional)
Michell Do / (949) 721-5265

B. E-MAIL CONTACT AT FILER (optional)
Michell.Do@Knobbe.com

C. SEND ACKNOWLEDGMENT TO: (Name and Address)

Knobbe, Martens, Olson & Bear, LLP
Attn: Michell Do
2040 Main St., 14th Floor
Irvine, CA 92614



THE ABOVE SPACE IS FOR FILING OFFICE USE ONLY

1. DEBTOR'S NAME: Provide only one Debtor name (1a or 1b) (use exact, full name; do not omit, modify, or abbreviate any part of the Debtor's name); if any part of the Individual Debtor's name will not fit in line 1b, leave all of item 1 blank, check here and provide the Individual Debtor information in item 10 of the Financing Statement Addendum (Form UCC1Ad)

1a. ORGANIZATION'S NAME
DYOB, LLC

OR

1b. INDIVIDUAL'S SURNAME FIRST PERSONAL NAME ADDITIONAL NAME(S)/INITIAL(S) SUFFIX

2a. MAILING ADDRESS CITY STATE POSTAL CODE COUNTRY
8245 E Bell Rd. #136 **Scottsdale** **AZ** **85260** **USA**

2. DEBTOR'S NAME: Provide only one Debtor name (2a or 2b) (use exact, full name; do not omit, modify, or abbreviate any part of the Debtor's name); if any part of the Individual Debtor's name will not fit in line 2b, leave all of item 2 blank, check here and provide the Individual Debtor information in item 10 of the Financing Statement Addendum (Form UCC1Ad)

2a. ORGANIZATION'S NAME

OR

2b. INDIVIDUAL'S SURNAME FIRST PERSONAL NAME ADDITIONAL NAME(S)/INITIAL(S) SUFFIX

2c. MAILING ADDRESS CITY STATE POSTAL CODE COUNTRY

3. SECURED PARTY'S NAME (or NAME of ASSIGNEE or ASSIGNOR SECURED PARTY): Provide only one Secured Party name (3a or 3b)

3a. ORGANIZATION'S NAME
Knobbe, Martens, Olson & Bear, LLP

OR

3b. INDIVIDUAL'S SURNAME FIRST PERSONAL NAME ADDITIONAL NAME(S)/INITIAL(S) SUFFIX

3c. MAILING ADDRESS CITY STATE POSTAL CODE COUNTRY
2040 Main St., 14th Floor **Irvine** **CA** **92614** **USA**

4. COLLATERAL: This financing statement covers the following collateral:

Please see attachment.

5. Check only if applicable and check only one box. Collateral is held in a Trust (see UCC1A6, item 17 and instructions) being administered by a Decedent's Personal Representative

6a. Check only if applicable and check only one box: Public-Finance Transaction Manufactured-Home Transaction Debtor is a Transmitting Utility Agricultural Lien Non-UCC Filing

7. ALTERNATIVE DESIGNATION (if applicable): Lessee/Lessor Consignor/Consignee Seller/Buyer Bailee/Bailor Licensee/Licensee

8. OPTIONAL FILER REFERENCE DATA:

DYOB - UCC1

All of debtor's intellectual property that is or has ever been the subject of secured party's representation and all files and records relating thereto, any recoveries from litigation involving such intellectual property, including, without limitation, any judgments, amounts paid in settlement, insurance proceeds and any awards of attorneys' fees and costs, and any other proceeds of such intellectual property, including, but not limited to, the property described below.

US Patent & Patent Applications

Application No.	Filing Date	Patent No.	Date issued:	Title of Invention
		10582779	03/10/2020	MODULAR MATTRESS SYSTEMS AND METHODS
		11344134	08/31/2022	MODULAR MATTRESS SYSTEMS AND METHODS
17212763	03/29/2021			MODULAR AND ADJUSTABLE MATTRESS

All of debtor's intellectual property that is or has ever been the subject of secured party's representation and all files and records relating thereto, any recoveries from litigation involving such intellectual property, including, without limitation, any judgments, amounts paid in settlement, insurance proceeds and any awards of attorneys' fees and costs, and any other proceeds of such intellectual property, including, but not limited to, the property described below.

US Trademark & Trademark Applications

Application No.	Filing Date	Reg. No.	Reg. Date	Trademark Name
		5892079	10/22/2019	ME
		5927369	12/03/2019	HEXICOLL
		5892080	10/22/2019	DYOB
		5623345	02/19/2019	DESIGN YOUR OWN BED
		6158571	09/23/2020	BUILD A BED
87811416	02/26/2018			BUILD YOUR OWN BED
		5944859	12/24/2019	BEDMATE