

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM830243

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
KEYBANK NATIONAL ASSOCIATION		08/07/2023	National Banking Association:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	PURPLE INNOVATION, LLC		
<b>Street Address:</b>	4100 North Chapel Ridge Rd.		
<b>Internal Address:</b>	Suite 200		
<b>City:</b>	Lehi		
<b>State/Country:</b>	UTAH		
<b>Postal Code:</b>	84043		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 57</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85301809	WONDERGEL	
<b>Serial Number:</b>	85301823	EQUAGEL	
<b>Serial Number:</b>	85302923	EQUAPRESSURE	
<b>Serial Number:</b>	85941228	SOMNIGEL	
<b>Serial Number:</b>	86671335	PURPLE	
<b>Serial Number:</b>	87057091	NO PRESSURE	
<b>Serial Number:</b>	87057122	HYPER-ELASTIC POLYMER	
<b>Serial Number:</b>	87070760	NO PRESSURE	
<b>Serial Number:</b>	87070748	HYPER-ELASTIC POLYMER	
<b>Serial Number:</b>	87195495		
<b>Serial Number:</b>	87195482		
<b>Serial Number:</b>	87226822	NO PRESSURE	
<b>Serial Number:</b>	87495203	HYPER-ELASTIC POLYMER	
<b>Serial Number:</b>	87865202	PURPLE	
<b>Serial Number:</b>	87919763	PURPLE	
<b>Serial Number:</b>	88028622	PURPLE	
<b>Serial Number:</b>	88028625	PURPLE	
<b>Serial Number:</b>	88093922	THE PURPLE POWERBASE	

OP \$1440.00 85301809

Property Type	Number	Word Mark
Serial Number:	88093928	THE PURPLE POWERBASE PLUS
Serial Number:	88093935	THE PURPLE POWERBASE PREMIER
Serial Number:	88109289	PURPLE GLOVE
Serial Number:	88150390	PURPLE
Serial Number:	88150393	PURPLE
Serial Number:	88150407	PURPLE
Serial Number:	88150411	PURPLE
Serial Number:	88169440	EIDERTECH
Serial Number:	88429120	PURPLE GRID
Serial Number:	88667257	HARMONY
Serial Number:	88668964	PURPLE
Serial Number:	88752253	FURRPLES
Serial Number:	88815224	PURPLE PAY
Serial Number:	88884365	SOFT WHERE YOU WANT IT, FIRM WHERE YOU N
Serial Number:	88891245	THE PURPLE MATTRESS
Serial Number:	88891282	PURPLE HYBRID
Serial Number:	88892955	PURPLE +
Serial Number:	88892977	PURPLE PLUS
Serial Number:	88893018	PURPLE HYBRID PREMIER
Serial Number:	88899486	TRUE COMFORT INNOVATION
Serial Number:	88899474	TAKE COMFORT
Serial Number:	88899496	FIND COMFORT
Serial Number:	88899944	FURPLE
Serial Number:	88918462	PURPLE PREMIER
Serial Number:	90006179	SOFTSTRETCH
Serial Number:	90015950	PURPLE PILLOW BOOSTERS
Serial Number:	90015935	PURPLE DUVET
Serial Number:	90015883	PURPLE SHEETS
Serial Number:	90015861	PURPLE SOFTSTRETCH SHEETS
Serial Number:	90013740	SOFTSTRETCH SHEETS
Serial Number:	90020483	PURPLE PLUSH
Serial Number:	90020446	PURPLE PLUSH PILLOW
Serial Number:	90020407	PURPLE PILLOW
Serial Number:	90020558	PURPLE MATTRESS PROTECTOR
Serial Number:	90025731	PURPLE POWERBASE
Serial Number:	90025744	PURPLE FOUNDATION
Serial Number:	90025751	PURPLE PLATFORM BED FRAME
Serial Number:	90056050	DREAMS ON DREAMS

Property Type	Number	Word Mark
Serial Number:	90056068	PRPL

**CORRESPONDENCE DATA**

**Fax Number:** 2033255001

*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:** 2033255049

**Email:** mholmes@fdh.com

**Correspondent Name:** Matthew Holmes

**Address Line 1:** Six Landmark Square

**Address Line 4:** Stamford, CONNECTICUT 06901

<b>NAME OF SUBMITTER:</b>	Matthew Holmes
<b>SIGNATURE:</b>	/Matthew Holmes/
<b>DATE SIGNED:</b>	08/08/2023

**Total Attachments: 10**

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**RELEASE OF SECURITY INTEREST IN TRADEMARKS**

This **RELEASE OF SECURITY INTEREST IN TRADEMARKS** (this “Release”), dated as of August 7, 2023 is made by KEYBANK NATIONAL ASSOCIATION, as Administrative Agent (as defined below), in favor of PURPLE INNOVATION, LLC, a Delaware limited liability company (the “Pledgor”). Unless otherwise defined herein or the context otherwise requires, terms used in this Release shall have the meanings assigned to such terms in the Credit Agreement or the Security Agreement (each, as defined below), as applicable.

**WHEREAS**, pursuant to that (i) certain Credit Agreement, dated as of September 3, 2020 (as amended, restated, amended and restated, supplemented, waived or otherwise modified from time to time on or before the date hereof, the “Credit Agreement”), among the Pledgor, Purple Innovation, Inc. (“Holdings”), Intellibed, LLC (“Intellibed”), the lenders party thereto from time to time and KEYBANK NATIONAL ASSOCIATION, as administrative agent (the “Administrative Agent”), (ii) certain Pledge and Security Agreement, dated as of September 3, 2020 (as amended, restated, amended and restated, supplemented, waived or otherwise modified from time to time on or before the date hereof, the “Security Agreement”), between the Pledgor, Holdings, Intellibed and the Administrative Agent, and (iii) certain Collateral Assignment of Trademarks, dated as of September 3, 2020 (the “Trademark Security Agreement”), executed by the Pledgor in favor of the Administrative Agent, the Pledgor pledged and granted to the Administrative Agent a security interest in and continuing lien on all of the Pledgor’s right, title and interest in, to and under Trademarks, including but not limited to the Trademarks listed on Schedule 1 attached hereto (collectively, the “Trademark Collateral”); and

**WHEREAS**, the security interest in the Trademark Collateral pledged and granted by the Pledgor to the Administrative Agent under the Trademark Security Agreement was recorded at the United States Patent and Trademark Office on September 4, 2020, at Reel 007045, and Frame 0439; and

**WHEREAS**, the Administrative Agent has agreed to terminate, release and discharge its security interest and lien on all of the Trademark Collateral.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Administrative Agent hereby agrees as follows:

1. The Administrative Agent hereby releases, terminates and discharges all of its mortgages, liens and security interests in all of the Pledgor’s right, title and interest in, to and under the Trademark Collateral, which had been granted under the Trademark Security Agreement and hereby reassigns any and all such right, title and interest (if any) that the Administrative Agent may have in the Trademark Collateral to the Pledgor.

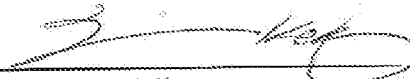
2. The Administrative Agent authorizes and requests that the United States Commissioner for Trademarks and any other applicable officer in any successor office or any similar office in any other country record this Release.

3. THIS RELEASE AND THE RIGHTS AND OBLIGATIONS OF THE PARTIES UNDER THIS RELEASE SHALL BE CONSTRUED IN ACCORDANCE WITH AND GOVERNED BY THE LAW OF THE STATE OF NEW YORK, WITHOUT REGARD TO CONFLICTS OF LAW PRINCIPLES THAT WOULD REQUIRE THE APPLICATION OF THE LAWS OF ANOTHER JURISDICTION.

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IN WITNESS WHEREOF, the Administrative Agent has caused this Release of Security Interest in Trademarks to be duly executed as of the date first set forth above.

**KEYBANK NATIONAL ASSOCIATION,**  
as Administrative Agent

By:   
Name: Quinn Kelly  
Title: Senior Vice President

[Signature Page to Release of Security Interest in Trademarks (September 3, 2020)]

NAI-1537418639

**TRADEMARK**  
**REEL: 008159 FRAME: 0187**

**Schedule 1**  
to  
**Release of Security Interest in Trademarks**

CREDIT PARTY	TITLE	DATE FILED	COUNTRY	STATUS	APP. NO.	REC. NO.
Purple Innovation, LLC	WONDERGEL	Apr 21, 2011	United States of America	Registered	85/301,809	4060026
Purple Innovation, LLC	EQUAGEL	Apr 21, 2011	United States of America	Registered	85/301,823	4060027
Purple Innovation, LLC	EQUAPRESSURE	Apr 23, 2011	United States of America	Registered	85/302,923	4060095
Purple Innovation, LLC	SOMNIGEL	May 23, 2013	United States of America	Registered	85941228	4633324
Purple Innovation, LLC	PURPLE	Jun 23, 2015	United States of America	Registered	86/671,335	5005282
Purple Innovation, LLC	PURPLE	Dec 22, 2015	Australia	Pending	1290946	
Purple Innovation, LLC	PURPLE	Dec 22, 2015	Canada	Registered	1,760,844	TMA1012279
Purple Innovation, LLC	PURPLE	Dec 22, 2015	European Union	Pending	1290946	
Purple Innovation, LLC	PURPLE	Dec 22, 2015	International Bureau (WIPO)	Registered	1290946	1290946
Purple Innovation, LLC	PURPLE	Dec 22, 2015	New Zealand	Pending	1290946	
Purple Innovation, LLC	NO PRESSURE	Jun 1, 2016	United States of America	Registered	87/057,091	5277596
Purple Innovation, LLC	HYPER-ELASTIC POLYMER	Jun 1, 2016	United States of America	Registered	87/057,122	5224883
Purple Innovation, LLC	NO PRESSURE	Jun 14, 2016	United States of America	Registered	87/070,760	5277682
Purple Innovation, LLC	HYPER-ELASTIC POLYMER	Jun 14, 2016	United States of America	Registered	87/070,748	5224901
Purple Innovation, LLC	[COLOR] PURPLE	Oct 6, 2016	United States of America	Registered	87/195,495	5352389

CREDIT PARTY	TITLE	DATE FILED	COUNTRY	STATUS	APP. NO.	REG. NO.
Purple Innovation, LLC	[COLOR] PURPLE	Oct 6, 2016	United States of America	Registered	87/195,482	5466468
Purple Innovation, LLC	NO PRESSURE (Classes 20, 24)	Nov 4, 2016	United States of America	Registered	87/226,822	5590875
Purple Innovation, LLC	PURPLE (Class 20, 24)	Mar 17, 2017	European Union	Registered	016479933	016479933
Purple Innovation, LLC	PURPLE	Apr 26, 2017	Republic of Korea	Registered	40-2017-0033385	401490464
Purple Innovation, LLC	NO PRESSURE (Classes 20, 24)	May 1, 2017	Australia	Registered	1860226	1357042
Purple Innovation, LLC	PURPLE (Class 20, 24)	May 1, 2017	Canada	Registered	1,835,184	TMA1037437
Purple Innovation, LLC	NO PRESSURE (Classes 20, 24)	May 1, 2017	Canada	Registered	1,835,187	TMA1060001
Purple Innovation, LLC	NO PRESSURE	May 1, 2017	European Union	Pending	87070760	1357042
Purple Innovation, LLC	NO PRESSURE (Classes 20, 24)	May 1, 2017	European Union	Registered	1357042	1357042
Purple Innovation, LLC	NO PRESSURE (Classes 20, 24)	May 1, 2017	International Bureau (WIPO)	Registered	1357042	1357042
Purple Innovation, LLC	NO PRESSURE (Classes 20, 24)	May 1, 2017	Republic of Korea	Pending	1357042	
Purple Innovation, LLC	NO PRESSURE (Classes 20, 24)	May 1, 2017	New Zealand	Registered	1071903	1357042
Purple Innovation, LLC	PURPLE (Class 24)	May 11, 2017	China	Pending	24070950	
Purple Innovation, LLC	PURPLE (Class 20)	May 11, 2017	China	Pending	24070950	
Purple Innovation, LLC	HYPER-ELASTIC POLYMER	Jun 19, 2017	United States of America	Registered	87/495,203	5416146
Purple Innovation, LLC	NO PRESSURE	Jun 28, 2017	South Africa	Registered	2017/17902	201717901
Purple Innovation, LLC	NO PRESSURE	Jun 28, 2017	South Africa	Registered	2017/17901-2	201717902



CREDIT PARTY	TITLE	DATE FILED	COUNTRY	STATUS	APP. NO.	REG. NO.
Purple Innovation, LLC	HYPER-ELASTIC POLYMER	Jun 29, 2017	South Africa	Registered	2017/18159	201718159
Purple Innovation, LLC	HYPER-ELASTIC POLYMER	Jun 29, 2017	South Africa	Registered	2017/18157	201718157
Purple Innovation, LLC	HYPER-ELASTIC POLYMER	Jul 7, 2017	Canada	Registered	1,846,215	5224883
Purple Innovation, LLC	[COLOR] PURPLE	Aug 17, 2017	South Africa	Pending	2017/23808	
Purple Innovation, LLC	[COLOR] PURPLE	Aug 17, 2017	South Africa	Pending	2017/23809	
Purple Innovation, LLC	[COLOR] PURPLE	Aug 17, 2017	South Africa	Pending	2017/23807	
Purple Innovation, LLC	HYPER-ELASTIC POLYMER	Nov 22, 2017	China	Pending	1395349	
Purple Innovation, LLC	HYPER-ELASTIC POLYMER	Nov 23, 2017	European Union	Pending	1395349	
Purple Innovation, LLC	HYPER-ELASTIC POLYMER	Nov 23, 2017	United Kingdom	Pending	1395349	
Purple Innovation, LLC	HYPER-ELASTIC POLYMER	Nov 22, 2017	International Bureau (WIPO)	Registered	1395349	1395349
Purple Innovation, LLC	HYPER-ELASTIC POLYMER	Nov 23, 2017	Japan	Pending	1395349	
Purple Innovation, LLC	HYPER-ELASTIC POLYMER	Nov 23, 2017	Australia	Pending	1395349	1395349
Purple Innovation, LLC	purple	Apr 5, 2018	United States of America	Registered	87/865,202	5659565
Purple Innovation, LLC	PURPLE	May 14, 2018	United States of America	Registered	87/919,763	5659866
Purple Innovation, LLC	PURPLE	Jul 6, 2018	United States of America	Registered	88/028,622	5661355

CREDIT PARTY	TITLE	DATE FILED	COUNTRY	STATUS	APP. NO.	REG. NO.
Purple Innovation, LLC	PURPLE	Jul 6, 2018	United States of America	Registered	88/028,625	5661556
Purple Innovation, LLC	The Purple PowerBase	Aug 27, 2018	United States of America	Registered	88/093,922	6075633
Purple Innovation, LLC	The Purple PowerBase Plus	Aug 27, 2018	United States of America	Allowed	88/093,928	
Purple Innovation, LLC	The Purple PowerBase Premier	Aug 27, 2018	United States of America	Allowed	88/093,935	
Purple Innovation, LLC	PURPLE GLOVE	Sep 7, 2018	United States of America	Allowed	88/109,289	
Purple Innovation, LLC	Purple No Pressure	Sep 12, 2018	China	Registered		3551020
Purple Innovation, LLC	PURPLE GLOVE	Sep 18, 2018	United Kingdom	Registered	3339583	3339583
Purple Innovation, LLC	PURPLE GLOVE	Sep 20, 2018	Canada	Pending	1,921,228	
Purple Innovation, LLC	Purple (logo) - Bed Frames	Oct 10, 2018	United States of America	Registered	88/150,390	5906644
Purple Innovation, LLC	PURPLE - Bed Frames	Oct 10, 2018	United States of America	Registered	88/150,393	5906645
Purple Innovation, LLC	Purple (logo) - Bedding	Oct 10, 2018	United States of America	Registered	88/150,407	5906646
Purple Innovation, LLC	PURPLE - Bedding	Oct 10, 2018	United States of America	Registered	88/150,411	5906647
Purple Innovation, LLC	EIDERTECH	Oct 25, 2018	United States of America	Pending	88/169,440	
Purple Innovation, LLC	PURPLE	Jan 31, 2019	Indonesia	Pending	DID2019005436	
Purple Innovation, LLC	Purple	Apr 26, 2019	Australia	Pending	2005723	

CREDIT PARTY	TITLE	DATE FILED	COUNTRY	STATUS	APP. NO.	REG. NO.
Purple Innovation, LLC	PURPLE LOGO	Apr 26, 2019	Australia	Pending	2005690	
Purple Innovation, LLC	Purple	May 2, 2019	European Union	Registered	018060266	01806266
Purple Innovation, LLC	PURPLE GRID	May 14, 2019	United States of America	Allowed	88/429,120	
Purple Innovation, LLC	Purple Grid	May 17, 2019	Canada	Pending	1,963,613	
Purple Innovation, LLC	HARMONY	Oct 24, 2019	United States of America	Pending	88667257	
Purple Innovation, LLC	PURPLE	Oct 25, 2019	United States of America	Registered	88668964	6083965
Purple Innovation, LLC	FURPLES	Jan 9, 2020	United States of America	Allowed	88752253	
Purple Innovation, LLC	PURPLE PAY	Feb 28, 2020	United States of America	Pending	88815224	
Purple Innovation, LLC	HARMONY	Apr 7, 2020	Canada	Pending	2,021,260	
Purple Innovation, LLC	soft where you want it, firm where you need it	Apr 23, 2020	United States of America	Pending	88884365	
Purple Innovation, LLC	The Purple Mattress	Apr 28, 2020	United States of America	Pending	88891245	
Purple Innovation, LLC	PURPLE HYBRID	Apr 28, 2020	United States of America	Pending	88891282	
Purple Innovation, LLC	PURPLE +	Apr 29, 2020	United States of America	Pending	88892955	
Purple Innovation, LLC	PURPLE PLUS	Apr 29, 2020	United States of America	Allowed	88892977	
Purple Innovation, LLC	PURPLE HYBRID PREMIER	Apr 29, 2020	United States of America	Pending	88893018	
Purple Innovation, LLC	True Comfort Innovation	May 4, 2020	United States of America	Pending	88894886	

CREDIT PARTY	TITLE	DATE FILED	COUNTRY	STATUS	APP. NO.	REG. NO.
Purple Innovation, LLC	Take Comfort	May 4, 2020	United States of America	Pending	88899474	
Purple Innovation, LLC	FIND COMFORT	May 4, 2020	United States of America	Pending	88899496	
Purple Innovation, LLC	FURPLE	May 4, 2020	United States of America	Pending	88899944	
Purple Innovation, LLC	PURPLE PREMIER	May 15, 2020	United States of America	Pending	88918462	
Purple Innovation, LLC	SOFTSTRETCH	Jun 17, 2020	United States of America	Pending	90006179	
Purple Innovation, LLC	PURPLE PILLOW BOOSTER	Jun 23, 2020	United States of America	Pending	90015950	
Purple Innovation, LLC	PURPLE DUVET	Jun 23, 2020	United States of America	Pending	90015935	
Purple Innovation, LLC	PURPLE SHEETS	Jun 23, 2020	United States of America	Pending	90015883	
Purple Innovation, LLC	Purple SoftStretch Sheets	Jun 23, 2020	United States of America	Pending	90015861	
Purple Innovation, LLC	SoftStretch Sheets	Jun 23, 2020	United States of America	Pending	90013740	
Purple Innovation, LLC	The Purple Mattress	Jun 24, 2020	Canada	Pending	2,036,272	
Purple Innovation, LLC	FURPLE +	Jun 24, 2020	Canada	Pending	2,036,294	
Purple Innovation, LLC	PURPLE PLUS	Jun 24, 2020	Canada	Pending	2,036,304	
Purple Innovation, LLC	PURPLE HYBRID	Jun 24, 2020	Canada	Pending	2,036,283	
Purple Innovation, LLC	PURPLE HYBRID PREMIER	Jun 24, 2020	Canada	Pending	2,036,316	
Purple Innovation, LLC	True Comfort Innovation	Jun 24, 2020	Canada	Pending	2,036,327	
Purple Innovation, LLC	FIND COMFORT	Jun 24, 2020	Canada	Pending	2,036,336	
Purple Innovation, LLC	PURPLE	Jun 24, 2020	Canada	Pending	2,036,347	

CREDIT PARTY	TITLE	DATE FILED	COUNTRY	STATUS	APP. NO.	REG. NO.
Purple Innovation, LLC	PURPLE PREMIER	Jun 24, 2020	Canada	Pending	2,036,355	
Purple Innovation, LLC	PURPLE PLUSH	Jun 25, 2020	United States of America	Pending	90020483	
Purple Innovation, LLC	PURPLE PLUSH PILLOW	Jun 25, 2020	United States of America	Pending	90020446	
Purple Innovation, LLC	PURPLE PILLOW	Jun 25, 2020	United States of America	Pending	90020407	
Purple Innovation, LLC	Purple Mattress Protector	Jun 25, 2020	United States of America	Pending	90020558	
Purple Innovation, LLC	Purple PowerBase	Jun 29, 2020	United States of America	Pending	90025731	
Purple Innovation, LLC	PURPLE FOUNDATION	Jun 29, 2020	United States of America	Pending	90025744	
Purple Innovation, LLC	PURPLE PLATFORM BED FRAME	Jun 29, 2020	United States of America	Pending	90025751	
Purple Innovation, LLC	Dreams On Dreams	Jul 16, 2020	United States of America	Pending	90056050	
Purple Innovation, LLC	FRPL	Jul 16, 2020	United States of America	Pending	90056068	
Purple Innovation, LLC	PURPLE PLUSH	Jul 17, 2020	Canada	Pending	2,040,516	
Purple Innovation, LLC	PURPLE PLUSH PILLOW	Jul 17, 2020	Canada	Pending	2,040,519	
Purple Innovation, LLC	PURPLE PILLOW	Jul 17, 2020	Canada	Pending	2,040,520	
Purple Innovation, LLC	Purple Mattress Protector	Jul 17, 2020	Canada	Pending	2,040,521	
Purple Innovation, LLC	Purple PowerBase	Jul 17, 2020	Canada	Pending	2,040,522	
Purple Innovation, LLC	PURPLE FOUNDATION	Jul 17, 2020	Canada	Pending	2,040,524	
Purple Innovation, LLC	PURPLE PLATFORM BED FRAME	Jul 17, 2020	Canada	Pending	2,040,527	