

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM830246

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
KEYBANK NATIONAL ASSOCIATION		08/07/2023	National Banking Association:
RECEIVING PARTY DATA			
Name:	PURPLE INNOVATION, LLC		
Street Address:	4100 North Chapel Ridge Rd.		
Internal Address:	Suite 200		
City:	Lehi		
State/Country:	UTAH		
Postal Code:	84043		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 33			
Property Type	Number	Word Mark	
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	
Serial Number:	90465693		
Serial Number:	90777526	NEVER UNCOMFORTABLE	
Serial Number:	90658738	COMFORT2	
Serial Number:	90623547	SECURESTRETCH	
Serial Number:	90768961	PURPLE HARMONY	

OP \$840.00 97146521

Property Type	Number	Word Mark
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
Serial Number:	90452896	ASCENT
Serial Number:	90447102	GELFLEX
Serial Number:	90240655	PURPLE
Serial Number:	90447072	REINVENTING COMFORT
Serial Number:	87271822	INTELLIPILLOW
Serial Number:	87312145	GEL MATRIX

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 2: Floor Six

Address Line 4: Stamford, CONNECTICUT 06901

NAME OF SUBMITTER: Matthew Holmes

SIGNATURE: /Matthew Holmes/

DATE SIGNED: 08/08/2023

Total Attachments: 6

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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 February 28, 2022 (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 March 1, 2022, at Reel 007645, and Frame 0558; 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.

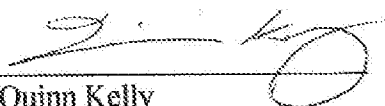
2. The Administrative Agent authorizes and requests that the United States Commissioner for Trademarks and any other applicable officer in any successor office or any similar office in any other country record this Release.

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



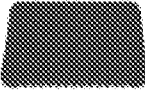
By: 
Name: Quinn Kelly
Title: Senior Vice President



[Signature Page to Release of Security Interest in Trademarks (February 28, 2022)]

NAL-1537419897

TRADEMARK
REEL: 008159 FRAME: 0202

Schedule 1
to
Release of Security Interest in Trademarks

CREDIT PARTY	TITLE	DATE FILED	COUNTRY	STATUS	APP. NO.	REG. NO.
Purple Innovation, LLC	PERFECTSTAY	11/9/21	United States of America	Pending	97146521	
Purple Innovation, LLC	TEMPBALANCE	12/10/21	United States of America	Pending	97166327	
Purple Innovation, LLC	PURPLE TEMPBALANCE	12/10/21	United States of America	Pending	97166299	
Purple Innovation, LLC	Purple seat cushion design only 	11/18/21	United States of America	Pending	97131961	
Purple Innovation, LLC	Purple mattress design only 	11/18/21	United States of America	Pending	97131916	
Purple Innovation, LLC	Purple pillow design only 	11/18/21	United States of America	Pending	97131861	
Purple Innovation, LLC	PRECISE COMFORT	11/1/21	United States of America	Pending	97102439	
Purple Innovation, LLC	REINVENTING SLEEP	10/6/21	United States of America	Pending	97062296	
Purple Innovation, LLC	INVENT A BETTER WAY	8/31/21	United States of America	Pending	97004006	
Purple Innovation, LLC	THE GRID WITH GELFLEX TECHNOLOGY	1/4/21	United States of America	Pending	90447124	
Purple Innovation, LLC	PURPLE ASCENT	1/7/21	United States of America	Pending	90452905	
Purple Innovation, LLC	PURPLE CLOUD	3/23/21	United States of America	Pending	90596792	
Purple Innovation, LLC	PURPLE TWIN CLOUD	3/23/21	United States of America	Pending	90596772	

CREDIT PARTY	TITLE	DATE FILED	COUNTRY	STATUS	APP. NO.	REG. NO.
Purple Innovation, LLC	Plus symbol design only 	1/14/21	United States of America	Pending	90465693	
Purple Innovation, LLC	NEVER UNCOMFORTABLE	6/16/21	United States of America	Pending	90777526	
Purple Innovation, LLC	COMFORT?	4/28/21	United States of America	Pending	90658738	
Purple Innovation, LLC	SECURESTRETCH	4/5/21	United States of America	Pending	90623547	
Purple Innovation, LLC	PURPLE HARMONY	6/11/21	United States of America	Pending	90768961	
Purple Innovation, LLC	PURPLE HUE	4/20/21	United States of America	Pending	90658772	
Purple Innovation, LLC	PURPLE INFINITE	4/20/21	United States of America	Pending	90658760	
Purple Innovation, LLC	PURPLE EVOREST	4/20/21	United States of America	Pending	90658717	
Purple Innovation, LLC	EVOREST	4/28/21	United States of America	Pending	90658698	
Purple Innovation, LLC	PURPLE HARMINI	4/5/21	United States of America	Pending	90623651	
Purple Innovation, LLC	PURPLE SQUISHY	4/5/21	United States of America	Pending	90623611	
Purple Innovation, LLC	Retail store design only 	12/16/20	United States of America	Pending	90387360	
Purple Innovation, LLC	TWENCLOUD	3/23/21	United States of America	Pending	90596716	
Purple Innovation, LLC	COMFORT REINVENTED	1/4/21	United States of America	Pending	90447883	
Purple Innovation, LLC	ASCENT	1/7/21	United States of America	Registered	90453896	6604142
Purple Innovation, LLC	GELFLEX	1/4/21	United States of America	Registered	90447102	6604138

CREDIT PARTY	TITLE	DATE FILED	COUNTRY	STATUS	APP. NO.	REG. NO.
Purple Innovation, LLC	PURPLE	10/7/20	United States of America	Registered	90240655	6531053
Purple Innovation, LLC	REINVENTING COMFORT	1/4/21	United States of America	Registered	90447072	6546748
Purple Innovation, LLC	INTELLIPILLOW	12/16/16	United States of America	Registered	87271822	5441198
Purple Innovation, LLC	GEL MATRIX	1/24/17	United States of America	Registered	87312145	5938419