

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM830247

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: 12			
Property Type	Number	Word Mark	
Serial Number:	87312159	FIRM AND SOFT	
Serial Number:	87312145	GEL MATRIX	
Serial Number:	90221419	GELEE	
Serial Number:	76523822	INTELLIBED	
Serial Number:	88749021	INTELLIBED	
Serial Number:	87464171	INTELLIBED CELESTIAL	
Serial Number:	87271822	INTELLIPILLOW	
Serial Number:	87312155	MATRIX	
Serial Number:	88750542	SLEEP GENIUS	
Serial Number:	88979284	SLEEP GENIUS	
Serial Number:	88979285	SLEEP GENIUS	
Serial Number:	88751000	SLEEP GENIUS	
CORRESPONDENCE DATA			
Fax Number:	2033255001		
<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:	2033255049		
Email:	mholmes@fdh.com		

OP \$315.00 87312159

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: 5

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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 and INTELLIBED, LLC, a Delaware limited liability company (collectively, the “Pledgors”). 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 Pledgors, Purple Innovation, Inc. (“Holdings”), 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 Pledgors, Holdings and the Administrative Agent, and (iii) certain Collateral Assignment of Trademarks, dated as of October 7, 2022 (the “Trademark Security Agreement”), executed by the Pledgors in favor of the Administrative Agent, the Pledgors pledged and granted to the Administrative Agent a security interest in and continuing lien on all of the Pledgors’ 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 Pledgors to the Administrative Agent under the Trademark Security Agreement was recorded at the United States Patent and Trademark Office on October 10, 2022, at Reel 007873, and Frame 0118; 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 Pledgors’ 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 Pledgors.

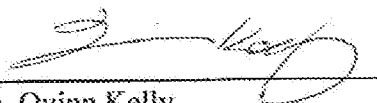
2. The Administrative Agent authorizes and requests that the United States Commissioner for Trademarks and any other applicable officer in any successor office or any similar office in any other country record this Release.

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 (October 7, 2022)}

NAI-1537419949

TRADEMARK
REEL: 008159 FRAME: 0210

Schedule 1
to
Release of Security Interest in Trademarks

Mark	Status	Owner	Filing Date Reg. Date	Serial No. Reg. No.
FIRM AND SOFT	Registered	Purple Innovation, LLC	1/24/2017 5/8/2018	87/312,159 5466487
GEL MATRIX	Registered	Purple Innovation, LLC	1/24/2017 12/17/2019	87/312,145 5938419
GELEE	Registered	Purple Innovation, LLC	9/29/2020 2/15/2022	90/221,419 6647741
INTELLIBED	Registered	Purple Innovation, LLC	6/12/2003 9/13/2005	76/523,822 2993648
INTELLIBED	Registered	Purple Innovation, LLC	1/7/2020 2/23/2021	88/749,021 6278886
INTELLIBED CELESTIAL	Registered	Purple Innovation, LLC	5/25/2017 6/26/2018	87/464,171 5504521
INTELLIPILLOW	Registered	Purple Innovation, LLC	12/16/2016 4/10/2018	87/271,822 5441198
MATRIX	Registered	Purple Innovation, LLC	1/24/2017 10/29/2019	87/312,155 5897567
SLEEP GENIUS	Pending	Intellibed, LLC (f/k/a Advanced Comfort Technologies, Inc.)	1/8/2020	88/750,542

Mark	Status	Owner	Filing Date Reg. Date	Serial No. Reg. No.
SLEEP GENIUS	Registered	Purple Innovation, LLC	1/8/2020 7/6/2021	88/979,284 6412727
SLEEP GENIUS (and Design)	Registered	Purple Innovation, LLC	1/8/2020 7/6/2021	88/979,285 6412728
SLEEP GENIUS (and Design)	Registered	Purple Innovation, LLC	1/8/2020	88/751,000