

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM831197

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Purple Innovation, LLC		08/07/2023	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Bank of Montreal		
Street Address:	320 South Canal St.		
Internal Address:	Floor 16		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60606		
Entity Type:	multinational investment bank: CANADA		
PROPERTY NUMBERS Total: 74			
Property Type	Number	Word Mark	
Registration Number:	5659565	PURPLE	
Registration Number:	5659866	PURPLE	
Registration Number:	5661555	PURPLE	
Registration Number:	5661556	PURPLE	
Registration Number:	6075633	THE PURPLE POWERBASE	
Registration Number:	5906644	PURPLE	
Registration Number:	5906645	PURPLE	
Registration Number:	5906646	PURPLE	
Registration Number:	5906647	PURPLE	
Registration Number:	4060095	EQUAPRESSURE	
Registration Number:	4060026	WONDERGEL	
Registration Number:	4060027	EQUAGEL	
Registration Number:	5005282	PURPLE	
Registration Number:	5277682	NO PRESSURE	
Registration Number:	5277596	NO PRESSURE	
Registration Number:	5224901	HYPER-ELASTIC POLYMER	
Registration Number:	5224883	HYPER-ELASTIC POLYMER	
Registration Number:	5352289		

OP \$1865.00 5659565

Property Type	Number	Word Mark
Registration Number:	5466468	
Registration Number:	5590875	NO PRESSURE
Registration Number:	5416146	HYPER-ELASTIC POLYMER
Registration Number:	6240543	PURPLE GRID
Registration Number:	6083965	PURPLE
Registration Number:	4633324	SOMNIGEL
Registration Number:	6152374	PURPLE PAY
Registration Number:	6147600	THE PURPLE MATTRESS
Registration Number:	6603673	PURPLE PLUS
Registration Number:	6147601	PURPLE HYBRID
Registration Number:	6147602	PURPLE HYBRID PREMIER
Registration Number:	6393109	PURPLE PLUSH
Registration Number:	6393108	PURPLE PLUSH PILLOW
Registration Number:	6393107	PURPLE PILLOW
Registration Number:	6393090	PURPLE PILLOW BOOSTERS
Registration Number:	6393089	PURPLE DUVET
Registration Number:	6393088	PURPLE SHEETS
Registration Number:	6769789	SOFTSTRETCH SHEETS
Registration Number:	6769788	SOFTSTRETCH
Registration Number:	6393110	PURPLE MATTRESS PROTECTOR
Registration Number:	6423325	PURPLE POWERBASE
Registration Number:	6393127	PURPLE FOUNDATION
Registration Number:	6393128	PURPLE PLATFORM BED FRAME
Registration Number:	6725502	FURPLE
Registration Number:	6551053	PURPLE
Registration Number:	5441198	INTELLIPILLOW
Registration Number:	5938419	GEL MATRIX
Registration Number:	6546748	REINVENTING COMFORT
Registration Number:	6975208	COMFORT REINVENTED
Registration Number:	6604138	GELFLEX
Registration Number:	6604142	ASCENT
Registration Number:	7108425	PURPLE ASCENT
Registration Number:	6816315	TWINCLOUD
Registration Number:	6890512	PURPLE TWINCLOUD
Registration Number:	6890513	PURPLE CLOUD
Registration Number:	7075995	SECURESTRETCH
Registration Number:	6971732	
Registration Number:	6971733	

Property Type	Number	Word Mark
Registration Number:	6971734	
Registration Number:	7006242	HYPER-ELASTIC POLYMER
Registration Number:	5466487	FIRM AND SOFT
Registration Number:	6647741	GELEE
Registration Number:	2993648	INTELLIBED
Registration Number:	6278886	INTELLIBED
Registration Number:	5504521	INTELLIBED CELESTIAL
Registration Number:	5897567	MATRIX
Registration Number:	6412727	SLEEP GENIUS
Registration Number:	6412728	SLEEP GENIUS
Serial Number:	97650658	HYPER-ELASTIC POLYMER
Serial Number:	90768961	PURPLE HARMONY
Serial Number:	97778036	SLEEP PURPLE, LIVE BETTER.
Serial Number:	97886822	PURPLE
Serial Number:	97927334	
Serial Number:	97931629	
Serial Number:	97931659	
Serial Number:	97469966	SUCCESS HAPPENS OVERNIGHT

CORRESPONDENCE DATA

Fax Number:

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: 6172485000

Email: tmadmin@choate.com

Correspondent Name: Sara M. Bauer

Address Line 1: Two International Place

Address Line 2: Choate Hall & Stewart LLP

Address Line 4: Boston, MASSACHUSETTS 02110

ATTORNEY DOCKET NUMBER:	2013546-0012
NAME OF SUBMITTER:	Sara M. Bauer
SIGNATURE:	/sara bauer/
DATE SIGNED:	08/11/2023

Total Attachments: 25

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GRANT OF A SECURITY INTEREST --TRADEMARKS

This Trademark Security Agreement (this “**Trademark Security Agreement**”) is made as of August 7, 2023, by PURPLE INNOVATION, LLC (“**Grantor**”), in favor of BANK OF MONTREAL, in its capacity as administrative agent for itself and the other Secured Parties (together with its successors and assigns in such capacity, “**Grantee**”).

WHEREAS, the Grantor has adopted, used and is using, and holds all right, title and interest in and to, the trademarks and service marks listed on the attached Schedule A, which trademarks and service marks are registered or applied for in the United States Patent and Trademark Office (the “**Trademarks**”);

WHEREAS, the Grantor, among others, has entered into a Pledge and Security Agreement, dated August 7, 2023 (as amended, restated, supplemented, modified or otherwise changed from time to time, the “**Security Agreement**”), in favor of Grantee; and

WHEREAS, pursuant to the Security Agreement, the Grantor has granted to the Grantee for the benefit of the Secured Parties (as defined in the Security Agreement), a continuing security interest in all right, title and interest of the Grantor in, to and under the Trademarks, together with, among other things, the goodwill of the business symbolized by the Trademarks and the applications and registrations thereof, and all proceeds thereof, including, without limitation, any and all causes of action which may exist by reason of infringement thereof and any and all damages arising from past, present and future violations thereof (the “**Collateral**”), to secure the payment, performance and observance of the Secured Obligations (as defined in the Security Agreement).

NOW, THEREFORE, as collateral security for the payment, performance and observance of all of the Secured Obligations, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Grantor does hereby grant to the Grantee and grant to the Grantee for the benefit of the Secured Parties, a continuing security interest in the Collateral to secure the prompt payment, performance and observance of the Secured Obligations. Notwithstanding anything herein to the contrary, the term “Collateral” shall not include, and no Grantor is pledging, nor granting a security interest hereunder in, any Excluded Assets; provided, however, that if and when any asset shall cease to be an Excluded Asset, a Lien on and security interest in such property shall immediately be deemed granted hereunder.

All capitalized terms used but not otherwise defined herein have the meanings given to them in the Security Agreement.

The Grantor does hereby further acknowledge and affirm that the rights and remedies of the Grantee with respect to the Collateral are more fully set forth in the Security Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein.

This Trademark Security Agreement shall be governed by, and construed in accordance with, the laws of the State of New York.

This Trademark Security Agreement may be executed in any number of counterparts and by different parties in separate counterparts, each of which when so executed shall be deemed to


be an original and all of which taken together shall constitute one and the same agreement. Delivery of an executed counterpart by facsimile or electronic mail shall be equally effective as delivery of an original executed counterpart.

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IN WITNESS WHEREOF, the Grantor has caused this Trademark Security Agreement to be duly executed by its officer thereunto duly authorized as of the date first set forth above.

PURPLE INNOVATION, LLC

By: Purple Innovation, Inc., its Manager

By: 

Name: Bennett Nussbaum

Title: Chief Financial Officer and
Treasurer

Acknowledged and Accepted:

BANK OF MONTREAL,
as the Administrative Agent

By: Kara Goodwin

Name: Kara Goodwin

Title: Managing Director

SCHEDULE A TO GRANT OF A SECURITY INTEREST

Trademarks:

<u>Company</u>	<u>Trademark</u>	<u>Application No.</u>	<u>Registration No.</u>	<u>Registration / Filing Date</u>	<u>Country</u>	<u>Status</u>	<u>Owned / Licensed</u>
Purple Innovation, LLC	NO PRESSURE (Classes 20, 24)	1860226	1357042	May 1, 2017	Australia	Registered	Owned
Purple Innovation, LLC	PURPLE GLOVE	1,921,228	1,109,038	Sep 20, 2018	Canada	Registered	Owned
Purple Innovation, LLC	PURPLE	1,760,844	TMA1012279	Dec 22, 2015	Canada	Registered	Owned
Purple Innovation, LLC	PURPLE (Class 20, 24)	1,835,184	TMA1037437	May 1, 2017	Canada	Registered	Owned
Purple Innovation, LLC	NO PRESSURE (Classes 20, 24)	1,835,187	TMA1060001	May 1, 2017	Canada	Registered	Owned
Purple Innovation, LLC	HYPER-ELASTIC POLYMER	1,846,215	5224883	Jul 7, 2017	Canada	Registered	Owned
Purple Innovation, LLC	Purple Grid	1,963,613	1,963,613	May 17, 2019	Canada	Registered	Owned
Purple Innovation, LLC	PURPLE +	2,036,294	1,163,264	Jun 24, 2020	Canada	Registered	Owned
Purple Innovation, LLC	PURPLE PLUS	2,036,304	1,163,265	Jun 24, 2020	Canada	Registered	Owned

<u>Company</u>	<u>Trademark</u>	<u>Application No.</u>	<u>Registration No.</u>	<u>Registration / Filing Date</u>	<u>Country</u>	<u>Status</u>	<u>Owned / Licensed</u>
Purple Innovation, LLC	PURPLE HYBRID	2,036,283	1,163,263	Jun 24, 2020	Canada	Registered	Owned
Purple Innovation, LLC	PURPLE HYBRID PREMIER	2,036,316	1,163,266	Jun 24, 2020	Canada	Registered	Owned
Purple Innovation, LLC	PURPLE HARMONY	2053256	1141389	Sep 23, 2020	Canada	Registered	Owned
Purple Innovation, LLC	PURPLE HARMONY PILLOW	2053258	1141390	Sep 23, 2020	Canada	Registered	Owned
Purple Innovation, LLC	PURPLE PILLOW BOOSTER	2053263	1168148	Sep 23, 2020	Canada	Registered	Owned
Purple Innovation, LLC	Purple PowerBase	2,040,522	1166530	Jul 17, 2020	Canada	Registered	Owned
Purple Innovation, LLC	True Comfort Innovation	2,036,327	1,163,267	Jun 24, 2020	Canada	Registered	Owned
Purple Innovation, LLC	PURPLE PREMIER	2,036,355	1,163,268	Jun 24, 2020	Canada	Registered	Owned
Purple Innovation, LLC	Reinventing Comfort	2076479	1,163,595	Jan 8, 2021	Canada	Registered	Owned
Purple Innovation, LLC	Comfort Reinvented	2076482	1,163,596	Jan 8, 2021	Canada	Registered	Owned
Purple Innovation, LLC	ASCENT	2076490	1164694	Jan 8, 2021	Canada	Registered	Owned

<u>Company</u>	<u>Trademark</u>	<u>Application No.</u>	<u>Registration No.</u>	<u>Registration / Filing Date</u>	<u>Country</u>	<u>Status</u>	<u>Owned / Licensed</u>
Purple Innovation, LLC	PURPLE ASCENT	2076493	1,164,695	Jan 8, 2021	Canada	Registered	Owned
Purple Innovation, LLC	Ascent Adjustable Frame	2076494	1164696	Jan 8, 2021	Canada	Registered	Owned
Purple Innovation, LLC	Purple Ascent Adjustable Frame	2076496	1163597	Jan 8, 2021	Canada	Registered	Owned
Purple Innovation, LLC	GEL MATRIX	1,847,628	TMA1026098	Jul 14, 2017	Canada	Registered	Owned
Purple Innovation, LLC	INTELLIBED	1,835,394	TMA1012151	Jun 12, 2003	Canada	Registered	Owned
Purple Innovation, LLC	INTELLI-BED	1,283,015	TMA758145	Dec 9, 2005	Canada	Registered	Owned
Purple Innovation, LLC	Purple No Pressure	3551020	3551020	Sep 12, 2018	China	Registered	Owned
Purple Innovation, LLC	Purple (Word Mark)	51326621	51326621	Nov 17, 2020	China	Registered	Owned
Purple Innovation, LLC	Purple (Logo)	51326621	51326621	Nov 17, 2020	China	Registered	Owned
Purple Innovation, LLC	PURPLE	1290946	1290946	Dec 22, 2015	European Union	Registered	Owned
Purple Innovation, LLC	PURPLE (Class 20, 24)	016479933	016479933	Mar 17, 2017	European Union	Registered	Owned

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Purple Innovation, LLC	NO PRESSURE (Classes 20, 24)	1357042	1357042	May 1, 2017	European Union	Registered	Owned
Purple Innovation, LLC	Purple	018060266	01806266	May 2, 2019	European Union	Registered	Owned
Purple Innovation, LLC	PURPLE GLOVE	3339583	3339583	Sep 18, 2018	United Kingdom	Registered	Owned
Purple Innovation, LLC	HYPER-ELASTIC POLYMER	1395349	W00000001395349	Nov 22, 2017	United Kingdom	Registered	Owned
Purple Innovation, LLC	PURPLE INNOVATION	305625171	305625171	May 14, 2021	Hong Kong	Registered	Owned
Purple Innovation, LLC	PURPLE	1290946	1290946	Dec 22, 2015	International Bureau (WIPO)	Registered	Owned
Purple Innovation, LLC	NO PRESSURE (Classes 20, 24)	1357042	1357042	May 1, 2017	International Bureau (WIPO)	Registered	Owned
Purple Innovation, LLC	HYPER-ELASTIC POLYMER	1395349	1395349	Nov 22, 2017	International Bureau (WIPO)	Registered	Owned
Purple Innovation, LLC	GELBEE	1581718	1581718	Feb 8, 2021	International Bureau (WIPO)	Registered	Owned
Purple Innovation, LLC	PURPLE	DIID2019005436	IDM000928311	Jan 31,	Indonesia	Registered	Owned

<u>Company</u>	<u>Trademark</u>	<u>Application No.</u>	<u>Registration No.</u>	<u>Registration / Filing Date</u>	<u>Country</u>	<u>Status</u>	<u>Owned / Licensed</u>
LLC				2019			
Purple Innovation, LLC	PURPLE	40-2017-0053385	401490464	Apr 26, 2017	Republic of Korea	Registered	Owned
Purple Innovation, LLC	NO PRESSURE (Classes 20, 24)	1071903	1357042	May 1, 2017	New Zealand	Registered	Owned
Purple Innovation, LLC	purple	87/865,202	5659565	Apr 5, 2018	United States of America	Registered	Owned
Purple Innovation, LLC	PURPLE	87/919,763	5659866	May 14, 2018	United States of America	Registered	Owned
Purple Innovation, LLC	PURPLE	88/028,622	5661555	Jul 6, 2018	United States of America	Registered	Owned
Purple Innovation, LLC	PURPLE	88/028,625	5661556	Jul 6, 2018	United States of America	Registered	Owned
Purple Innovation, LLC	The Purple PowerBase	88/093,922	6075633	Aug 27, 2018	United States of America	Registered	Owned
Purple Innovation, LLC	Purple (logo) - Bed Frames	88/150,390	5906644	Oct 10, 2018	United States of America	Registered	Owned

<u>Company</u>	<u>Trademark</u>	<u>Application No.</u>	<u>Registration No.</u>	<u>Registration / Filing Date</u>	<u>Country</u>	<u>Status</u>	<u>Owned / Licensed</u>
Purple Innovation, LLC	PURPLE - Bed Frames	88/150,393	5906645	Oct 10, 2018	United States of America	Registered	Owned
Purple Innovation, LLC	Purple (logo) - Bedding	88/150,407	5906646	Oct 10, 2018	United States of America	Registered	Owned
Purple Innovation, LLC	PURPLE - Bedding	88/150,411	5906647	Oct 10, 2018	United States of America	Registered	Owned
Purple Innovation, LLC	EQUAPRESSURE	85/302,923	4060095	Apr 23, 2011	United States of America	Registered	Owned
Purple Innovation, LLC	WONDERGEL	85/301,809	4060026	Apr 21, 2011	United States of America	Registered	Owned
Purple Innovation, LLC	EQUAGEL	85/301,823	4060027	Apr 21, 2011	United States of America	Registered	Owned
Purple Innovation, LLC	PURPLE	86/671,335	5005282	Jun 23, 2015	United States of America	Registered	Owned
Purple Innovation, LLC	NO PRESSURE	87/070,760	5277682	Jun 14, 2016	United States of America	Registered	Owned

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Purple Innovation, LLC	NO PRESSURE	87/057,091	5277596	Jun 1, 2016	United States of America	Registered	Owned
Purple Innovation, LLC	HYPER-ELASTIC POLYMER	87/070,748	5224901	Jun 14, 2016	United States of America	Registered	Owned
Purple Innovation, LLC	HYPER-ELASTIC POLYMER	87/057,122	5224883	Jun 1, 2016	United States of America	Registered	Owned
Purple Innovation, LLC	[COLOR] PURPLE	87/195,495	5352289	Oct 6, 2016	United States of America	Registered	Owned
Purple Innovation, LLC	[COLOR] PURPLE	87/195,482	5466468	Oct 6, 2016	United States of America	Registered	Owned
Purple Innovation, LLC	NO PRESSURE (Classes 20, 24)	87/226,822	5590875	Nov 4, 2016	United States of America	Registered	Owned
Purple Innovation, LLC	HYPER-ELASTIC POLYMER	87/495,203	5416146	Jun 19, 2017	United States of America	Registered	Owned
Purple Innovation, LLC	PURPLE GRID	88/429,120	6240543	May 14, 2019	United States of America	Registered	Owned

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Purple Innovation, LLC	PURPLE	88668964	6083965	Oct 25, 2019	United States of America	Registered	Owned
Purple Innovation, LLC	SOMNIGEL	85941228	4633324	May 23, 2013	United States of America	Registered	Owned
Purple Innovation, LLC	PURPLE PAY	88815224	6152374	Feb 28, 2020	United States of America	Registered	Owned
Purple Innovation, LLC	The Purple Mattress	88891245	6147600	Apr 28, 2020	United States of America	Registered	Owned
Purple Innovation, LLC	PURPLE PLUS	88892977	6603673	Apr 29, 2020	United States of America	Registered	Owned
Purple Innovation, LLC	PURPLE HYBRID	88891282	6147601	Apr 28, 2020	United States of America	Registered	Owned
Purple Innovation, LLC	PURPLE HYBRID PREMIER	88893018	6147602	Apr 29, 2020	United States of America	Registered	Owned
Purple Innovation, LLC	PURPLE PLUSH	90020483	6393109	Jun 25, 2020	United States of America	Registered	Owned

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Purple Innovation, LLC	PURPLE PLUSH PILLOW	90020446	6393108	Jun 25, 2020	United States of America	Registered	Owned
Purple Innovation, LLC	PURPLE PILLOW	90020407	6393107	Jun 25, 2020	United States of America	Registered	Owned
Purple Innovation, LLC	PURPLE PILLOW BOOSTER	90015950	6393090	Jun 23, 2020	United States of America	Registered	Owned
Purple Innovation, LLC	PURPLE DUVET	90015935	6393089	Jun 23, 2020	United States of America	Registered	Owned
Purple Innovation, LLC	PURPLE SHEETS	90015883	6393088	Jun 23, 2020	United States of America	Registered	Owned
Purple Innovation, LLC	SoftStretch Sheets	90013740	6769789	Jun 22, 2020	United States of America	Registered	Owned
Purple Innovation, LLC	SOFTSTRETCH	90006179	6769788	Jun 17, 2020	United States of America	Registered	Owned
Purple Innovation, LLC	Purple Mattress Protector	90020558	6393110	Jun 25, 2020	United States of America	Registered	Owned

<u>Company</u>	<u>Trademark</u>	<u>Application No.</u>	<u>Registration No.</u>	<u>Registration / Filing Date</u>	<u>Country</u>	<u>Status</u>	<u>Owned / Licensed</u>
Purple Innovation, LLC	Purple PowerBase	90025731	6423325	Jun 29, 2020	United States of America	Registered	Owned
Purple Innovation, LLC	PURPLE FOUNDATION	90025744	6393127	Jun 29, 2020	United States of America	Registered	Owned
Purple Innovation, LLC	PURPLE PLATFORM BED FRAME	90025751	6393128	Jun 29, 2020	United States of America	Registered	Owned
Purple Innovation, LLC	FURPLE	88899944	6725502	May 4, 2020	United States of America	Registered	Owned
Purple Innovation, LLC	PURPLE	90240655	6551053	Oct 7, 2020	United States of America	Registered	Owned
Purple Innovation, LLC	INTELLIPILLOW	87271822	5441198	Dec 16, 2016	United States of America	Registered	Owned
Purple Innovation, LLC	GEL MATRIX	87312145	5938419	Jan 24, 2017	United States of America	Registered	Owned
Purple Innovation, LLC	Reinventing Comfort	90447072	6546748	Jan 4, 2021	United States of America	Registered	Owned

<u>Company</u>	<u>Trademark</u>	<u>Application No.</u>	<u>Registration No.</u>	<u>Registration / Filing Date</u>	<u>Country</u>	<u>Status</u>	<u>Owned / Licensed</u>
Purple Innovation, LLC	Comfort Reinvented	90447083	6975208	Jan 4, 2021	United States of America	Registered	Owned
Purple Innovation, LLC	GELFLEX	90447102	6604138	Jan 4, 2021	United States of America	Registered	Owned
Purple Innovation, LLC	ASCENT	90452896	6604142	Jan 7, 2021	United States of America	Registered	Owned
Purple Innovation, LLC	PURPLE ASCENT	90452905	7108425	Jan 7, 2021	United States of America	Registered	Owned
Purple Innovation, LLC	TWINCLOUD	90/596,716	6816315	Mar 23, 2021	United States of America	Registered	Owned
Purple Innovation, LLC	PURPLE TWINCLOUD	90/596,772	6890512	Mar 23, 2021	United States of America	Registered	Owned
Purple Innovation, LLC	PURPLE CLOUD	90/596,792	6890513	Mar 23, 2021	United States of America	Registered	Owned
Purple Innovation, LLC	SecureStretch	90/623,547	7075995	Apr 5, 2021	United States of America	Registered	Owned

<u>Company</u>	<u>Trademark</u>	<u>Application No.</u>	<u>Registration No.</u>	<u>Registration / Filing Date</u>	<u>Country</u>	<u>Status</u>	<u>Owned / Licensed</u>
Purple Innovation, LLC	Purple Pillow	97/131,861	6971732	Nov 18, 2021	United States of America	Registered	Owned
Purple Innovation, LLC	Purple Mattress	97/131,916	6971733	Nov 18, 2021	United States of America	Registered	Owned
Purple Innovation, LLC	Purple Seat Cushion	97/131,961	6971734	Nov 18, 2021	United States of America	Registered	Owned
Purple Innovation, LLC	HYPER-ELASTIC POLYMER	97/369,654	7006242	Apr 19, 2022	United States of America	Registered	Owned
Purple Innovation, LLC	FIRM AND SOFT	87/312,159	5466487	Jan 24, 2017	United States of America	Registered	Owned
Purple Innovation, LLC	GELBEE	90/221,419	6647741	Sep 29, 2020	United States of America	Registered	Owned
Purple Innovation, LLC	INTELLIBED	76/523,822	2993648	Jun 12, 2003	United States of America	Registered	Owned
Purple Innovation, LLC	INTELLIBED	88/749,021	6278886	Jan 7, 2020	United States of America	Registered	Owned

<u>Company</u>	<u>Trademark</u>	<u>Application No.</u>	<u>Registration No.</u>	<u>Registration / Filing Date</u>	<u>Country</u>	<u>Status</u>	<u>Owned / Licensed</u>
Purple Innovation, LLC	INTELLIBED CELESTIAL	87/464,171	5504521	May 25, 2017	United States of America	Registered	Owned
Purple Innovation, LLC	MATRIX	87/312,155	5897567	Jan 24, 2017	United States of America	Registered	Owned
Purple Innovation, LLC	[COLOR] PURPLE	2017/23808	201723808	Aug 17, 2017	South Africa	Registered	Owned
Purple Innovation, LLC	[COLOR] PURPLE	2017/23809	201723809	Aug 17, 2017	South Africa	Registered	Owned
Purple Innovation, LLC	[COLOR] PURPLE	2017/23807	201723807	Aug 17, 2017	South Africa	Registered	Owned
Purple Innovation, LLC	NO PRESSURE	2017/17902	201717901	Jun 28, 2017	South Africa	Registered	Owned
Purple Innovation, LLC	NO PRESSURE	2017/17901-2	201717902	Jun 28, 2017	South Africa	Registered	Owned
Purple Innovation, LLC	HYPER-ELASTIC POLYMER	2017/18159	201718159	Jun 29, 2017	South Africa	Registered	Owned
Purple Innovation, LLC	HYPER-ELASTIC POLYMER	2017/18157	201718157	Jun 29, 2017	South Africa	Registered	Owned
Purple Innovation, LLC	GELBEE	2,092,919	1149447	Feb 8, 2021	Canada	Registered	Owned

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Purple Innovation, LLC	SLEEP GENIUS	88/979,284	6412727	Jan 8, 2020	United States of America	Registered	Owned
Purple Innovation, LLC	SLEEP GENIUS and Design	88/979,285	6412728	Jan 8, 2020	United States of America	Registered	Owned
Purple Innovation, LLC	Purple (Logo)	18060266	UK00918060266	May 2, 2019	United Kingdom	Registered	Owned
Purple Innovation, LLC	PURPLE	1290946	UK00801290946	Dec 22, 2015	United Kingdom	Registered	Owned
Purple Innovation, LLC	PURPLE (Classes 20, 24)	16479933	UK00916479933	Mar 17, 2017	United Kingdom	Registered	Owned
Purple Innovation, LLC	NO PRESSURE (Classes 20, 24)	1357042	UK00801357042	May 1, 2017	United Kingdom	Registered	Owned
Purple Innovation, LLC	HYPER-ELASTIC POLYMER	97/650,658		Oct 27, 2022	United States of America	Published	Owned
Purple Innovation, LLC	PURPLE	1290946		Dec 22, 2015	Australia	Pending	Owned
Purple Innovation, LLC	Purple	2005723		Apr 26, 2019	Australia	Pending	Owned
Purple Innovation, LLC	PURPLE LOGO	2005690		Apr 26, 2019	Australia	Pending	Owned

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Purple Innovation, LLC	HARMONY	2,021,260		Apr 7, 2020	Canada	Pending	Owned
Purple Innovation, LLC	The Purple Mattress	2,036,272		Jun 24, 2020	Canada	Pending	Owned
Purple Innovation, LLC	Harmony Pillow	2053259		Sep 23, 2020	Canada	Pending	Owned
Purple Innovation, LLC	PURPLE PLUSH	2,040,516		Jul 17, 2020	Canada	Pending	Owned
Purple Innovation, LLC	PURPLE PLUSH PILLOW	2,040,519		Jul 17, 2020	Canada	Pending	Owned
Purple Innovation, LLC	PURPLE PILLOW	2,040,520		Jul 17, 2020	Canada	Pending	Owned
Purple Innovation, LLC	PURPLE DUVET	2053265		Sep 23, 2020	Canada	Pending	Owned
Purple Innovation, LLC	PURPLE SHEETS	2053266		Sep 23, 2020	Canada	Pending	Owned
Purple Innovation, LLC	Purple SoftStretch Sheets	2053267		Sep 23, 2020	Canada	Pending	Owned
Purple Innovation, LLC	SoftStretch Sheets	2,053,262		Sep 23, 2020	Canada	Pending	Owned
Purple Innovation, LLC	Purple Mattress Protector	2,040,521		Jul 17, 2020	Canada	Pending	Owned

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Purple Innovation, LLC	PURPLE FOUNDATION	2,040,524		Jul 17, 2020	Canada	Pending	Owned
Purple Innovation, LLC	PURPLE PLATFORM BED FRAME	2,040,527		Jul 17, 2020	Canada	Pending	Owned
Purple Innovation, LLC	FIND COMFORT	2,036,336		Jun 24, 2020	Canada	Pending	Owned
Purple Innovation, LLC	FURPLE	2,036,347		Jun 24, 2020	Canada	Pending	Owned
Purple Innovation, LLC	GELFLEX	2076483		Jan 8, 2021	Canada	Pending	Owned
Purple Innovation, LLC	The Grid with GelFlex Technology	2076484		Jan 8, 2021	Canada	Pending	Owned
Purple Innovation, LLC	SecureStretch	2097223		Apr 5, 2021	Canada	Pending	Owned
Purple Innovation, LLC	PURPLE HARMINI	2097507		Apr 6, 2021	Canada	Pending	Owned
Purple Innovation, LLC	PURPLE SHEET SET	2125514		Aug 5, 2021	Canada	Pending	Owned
Purple Innovation, LLC	PURPLE SOFTSTRETCH SHEET SET	2125515		Aug 5, 2021	Canada	Pending	Owned
Purple Innovation, LLC	TWINCLOUD	2134737		Sep 21,	Canada	Pending	Owned

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LLC				2021			
Purple Innovation, LLC	PURPLE TWINCLOUD	2134738		Sep 21, 2021	Canada	Pending	Owned
Purple Innovation, LLC	PURPLE CLOUD	2134740		Sep 21, 2021	Canada	Pending	Owned
Purple Innovation, LLC	RESTORE	2241929		Feb 24, 2023	Canada	Pending	Owned
Purple Innovation, LLC	RESTOREPLUS	2241931		Jan 17, 2023	Canada	Pending	Owned
Purple Innovation, LLC	RESTORPREMIER	2241932		Feb 24, 2023	Canada	Pending	Owned
Purple Innovation, LLC	REJUVENATE	2241933		Feb 24, 2023	Canada	Pending	Owned
Purple Innovation, LLC	REJUVENATEPLUS	2241934		Feb 24, 2023	Canada	Pending	Owned
Purple Innovation, LLC	REJUVENATEPREMIER	2241935		Feb 24, 2023	Canada	Pending	Owned
Purple Innovation, LLC	PremiumRegenerate	2247048		Mar 22, 2023	Canada	Pending	Owned
Purple Innovation, LLC	PremiumRevitalize	2247049		Mar 22, 2023	Canada	Pending	Owned

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Purple Innovation, LLC	PremiumEnergize	2247050		Mar 22, 2023	Canada	Pending	Owned
Purple Innovation, LLC	PURPLE (Class 24)	24070950		May 11, 2017	China	Pending	Owned
Purple Innovation, LLC	PURPLE (Class 20)	24070950		May 11, 2017	China	Pending	Owned
Purple Innovation, LLC	HYPER-ELASTIC POLYMER	1395439		Nov 22, 2017	China	Pending	Owned
Purple Innovation, LLC	HYPER-ELASTIC POLYMER	1395349		Nov 22, 2017	European Union	Pending	Owned
Purple Innovation, LLC	PURPLE	305402510		Sep 25, 2020	Hong Kong	Pending	Owned
Purple Innovation, LLC	PURPLE	305402529		Sep 25, 2020	Hong Kong	Pending	Owned
Purple Innovation, LLC	PURPLE	4979098		May 20, 2021	India	Pending	Owned
Purple Innovation, LLC	PURPLE	4979097		May 20, 2021	India	Pending	Owned
Purple Innovation, LLC	HYPER-ELASTIC POLYMER	1395349		Nov 22, 2017	Japan	Pending	Owned
Purple Innovation, LLC	NO PRESSURE (Classes 20, 24)	1357042		May 1, 2017	Republic of Korea	Pending	Owned

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Purple Innovation, LLC	Purple	40-2022-0153114		Aug 18, 2022	Republic of Korea	Pending	Owned
Purple Innovation, LLC	PURPLE	1290946		Dec 22, 2015	New Zealand	Pending	Owned
Purple Innovation, LLC	PURPLE HARMONY	90768961		Jun 11, 2021	United States of America	Pending	Owned
Purple Innovation, LLC	SLEEP PURPLE, LIVE BETTER.	97/778,036		Feb 2, 2023	United States of America	Pending	Owned
Purple Innovation, LLC	Purple	97/886,822		Apr 13, 2023	United States of America	Pending	Owned
Purple Innovation, LLC	Pillow Mark (partial color)	97/927,334		May 9, 2023	United States of America	Pending	Owned
Purple Innovation, LLC	Seat Cushion (partial color mark)	97/931,629		May 11, 2023	United States of America	Pending	Owned
Purple Innovation, LLC	Mattress (partial color mark)	97/931,659		May 11, 2023	United States of America	Pending	Owned
Purple Innovation, LLC	HYPER-ELASTIC POLYMER	1395349	1395349	Nov 22, 2017	Australia	Pending	Owned

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Purple Innovation, LLC	SUCCESS HAPPENS OVERNIGHT	97/469,966		Jun 22, 2022	United States of America	Pending	Owned

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Trademark Licenses:

None.

Registered Domain Names:

<u>Id</u>	<u>Domain</u>	<u>Registrar</u>	<u>Expiry</u>	<u>Registrant ORG</u>	<u>Country</u>
idn:comfort-research.com	comfort-research.com	Gandi	12/2/2024	Purple Innovations LLC	REDACTED FOR PRIVACY
idn:comfort-research.org	comfort-research.org	Gandi	12/2/2024	Purple Innovations LLC	REDACTED FOR PRIVACY
idn:comfort-research.us	comfort-research.us	Gandi	12/2/2024	Purple Innovations LLC	REDACTED FOR PRIVACY
idn:intellibed.com	intellibed.com	GoDaddy	11/16/2023	DomainsByProxy LLC	US
idn:intellibed.net	intellibed.net	GoDaddy	11/16/2023	DomainsByProxy LLC	US
idn:intellibed.org	intellibed.org	GoDaddy	11/16/2023	DomainsByProxy LLC	US
idn:onpurple.com	onpurple.com	Gandi	9/5/2023	Contact Privacy Inc. Customer 7151571251	CA
idn:purple.com	purple.com	Gandi	8/30/2027	Purple Innovations LLC	FR
idn:purplebed.com	purplebed.com	Gandi	12/22/2027	Purple Innovations LLC	FR
idn:sleepgenius.com	sleepgenius.com	GoDaddy	9/5/2024	DomainsByProxy LLC	US

idn:sleepgenius.net	sleepgenius.net	GoDaddy	9/4/2024	DomainsByProxy LLC	US
idn:sleepgenius.org	sleepgenius.org	GoDaddy	4/10/2024	DomainsByProxy LLC	US
idn:thepurplebed.com	thepurplebed.com	Gandi	12/22/2027	Purple Innovations LLC	FR
idn:thepurplemattress.ca	thepurplemattress.ca	Gandi	12/22/2027	Purple Innovations LLC	FR
idn:purplemattress.com	purplemattress.com	Gandi	12/22/2027	Purple Innovations LLC	FR
idn:thepurplemattress.com	thepurplemattress.com	Gandi	12/22/2027	Purple Innovations LLC	FR

TRADEMARK
REEL: 008163 FRAME: 0817

RECORDED: 08/11/2023

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