

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM846293

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Springs Global US, Inc.		09/25/2023	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Keeco, LLC		
<b>Street Address:</b>	3042 Southcross Boulevard, Suite 102		
<b>City:</b>	Rock Hill		
<b>State/Country:</b>	SOUTH CAROLINA		
<b>Postal Code:</b>	29730		
<b>Entity Type:</b>	Limited Liability Company: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 56</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	5649366	PERFECTGEL	
Registration Number:	5247570	DUAL INFUSION	
Registration Number:	5238445	ALLERGEN PROTECTION	
Registration Number:	5504213	PURE AND FRESH	
Registration Number:	5607161	SPRINGMAID	
Registration Number:	5622138	SPRINGMAID	
Registration Number:	5729634	XCOMFORT	
Registration Number:	5711289	SOFTNITES	
Registration Number:	5723545	TWO GRAND	
Registration Number:	5723534	REGAL	
Registration Number:	5723519	DOWN ILLUSION PLATINUM	
Registration Number:	5723514	ELITE COMFORT	
Registration Number:	5723513	COPPERLOFT	
Registration Number:	5657474	PLUSH MAX	
Registration Number:	5657364	ZEN REST	
Registration Number:	5459082	COMFY SLEEP	
Registration Number:	5591669	COOL & CRISP	
Registration Number:	5676165	COOL AND FRESH	
Registration Number:	5463435	SMART DEFENSE	

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Property Type	Number	Word Mark
Registration Number:	5582043	COPPERSENSE
Registration Number:	5537143	PURE FRESH & COOL
Registration Number:	5537140	ZEN CHILL
Registration Number:	5531692	SNOOZE ON THE MOVE
Registration Number:	5752026	ZEN FUSION
Registration Number:	5370069	ELITE COMFORT
Registration Number:	5415883	QUILTEDSUPPORT
Registration Number:	5354697	GELSUPPORT
Registration Number:	5346315	ALLERGY SUPPORT
Registration Number:	5499130	SMARTLOFT
Registration Number:	5499129	CROWN MAX
Registration Number:	5504263	MAGIC GEL 2.0
Registration Number:	5504262	MAGIC GEL 2.0
Registration Number:	5525747	ALLERGY FRESH
Registration Number:	5498948	ALLERGY FRESH
Registration Number:	5293231	PREMIER BLEND
Registration Number:	5356630	PERFECTGEL
Registration Number:	5381714	REGAL
Registration Number:	5397324	FRESH & COOL
Registration Number:	5210933	SLUMBER GEL
Registration Number:	5341707	SMART COMFORT
Registration Number:	5267336	COOL LOFT
Registration Number:	5317762	SLEEPOLOGY
Registration Number:	5433798	MADE FOR THE LIFE YOU'RE LIVING
Registration Number:	5448889	MADE FOR THE LIFE YOU'RE LIVING
Registration Number:	5551044	PERFECT GEL
Registration Number:	4328944	SUPRALOFT
Registration Number:	4332504	ULTRAAIR
Registration Number:	4332503	FRESH INFUSION
Registration Number:	3697080	
Registration Number:	3517758	SOLARIS
Registration Number:	2140923	PRIMARY COMFORT
Registration Number:	2183453	SLEEP BASICS
Registration Number:	1965631	CROWN ELITE
Registration Number:	1854448	SPRINGS
Registration Number:	1489819	DUNDEE
Registration Number:	0841689	REGAL

**CORRESPONDENCE DATA****Fax Number:** 8185746026

*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:** 818-584-6460**Email:** scott@lawlb.com**Correspondent Name:** Scott M. Lowry**Address Line 1:** 30423 Canwood St., Ste. 215**Address Line 4:** Agoura Hills, CALIFORNIA 91301

<b>NAME OF SUBMITTER:</b>	Scott M. Lowry
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<b>SIGNATURE:</b>	/Scott M. Lowry/
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<b>DATE SIGNED:</b>	10/16/2023
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**Total Attachments: 6**

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## TRADEMARK ASSIGNMENT

This Trademark Assignment is made by and between **Springs Global US, Inc.**, a Delaware corporation, having a place of business at 205 North White Street, Fort Mill, South Carolina 29715, **Assignor**, and **Keeco, LLC**, a California Limited Liability Company, having a place of business at 3042 Southcross Boulevard, Suite 102, Rock Hill, South Carolina 29730, **Assignee**.

WHEREAS, Assignor, as indicated on the records of the U.S. Patent and Trademark Office, owns the registered trademarks and pending trademark applications identified in **SCHEDULE A** (collectively "Marks") appended hereto;

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest in and to the Marks, all goodwill of the business associated with or symbolized by the Marks in connection with the goods and/or services so specified in the applications and registrations and, for the pending applications filed under 15 U.S.C. §1051(b), the portion of the ongoing and existing business to which such marks pertain as required by 15 U.S.C. § 1060, and any trademarks that may be granted from said Marks in the United States and throughout the world;

NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and of other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby transfers, assigns, conveys and delivers to Assignee, and its successors and assigns, all right, title and interest in and to said registered trademark, together with all goodwill of the business associated with or symbolized by the mark in connection with the goods and/or services so specified in the registration, including all rights to sue and recover for any past, present or future infringement, dilution, damage or injury (including the right to take over and continue any and all existing suits) to any of the foregoing and collect profits or damages with respect to the same.

Further, Assignor agrees that, upon request and without further compensation, but at no expense to Assignor, Assignor and its legal representatives and assigns will do all lawful acts, including the execution of papers and the giving of testimony, that may be necessary or desirable for obtaining, sustaining, or enforcing said registered trademark in the United States and throughout the world, and for perfecting, recording,

KEECO-56885  
ASSIGNMENT

The Commissioner of Patents and Trademarks is requested to record this Assignment in the files of the U.S. Patent and Trademark Office and return it to the attorneys of record:


Chris Kao, Esq.  
Lowry Blixseth APC  
30423 Canwood St., Ste. 215  
Agoura Hills, California 91301

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment on the date written below.

ASSIGNOR: Springs Global US, Inc.

Name: HOPE MARQUEL Date: 9/25/23  
Title: CEO

ASSIGNEE: Keeco, LLC

 9/25/23  
\_\_\_\_\_  
Amy Price, CCO Date

ACKNOWLEDGEMENT

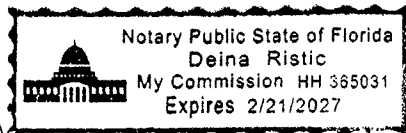
State of FL)  
County of Palm Beach) ss.

On August 25, 2023, before me, Deina Ristic, a Notary Public in and for said State, personally appeared Hope Margela, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of FL that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

  
\_\_\_\_\_  
NOTARY PUBLIC



( seal )


**ACKNOWLEDGEMENT**

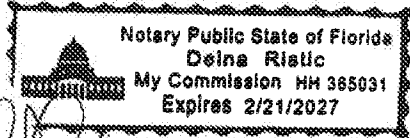
State of FL)  
County of Palm Beach) ss.

On August 25, 2023, before me, Deina Ristic, a Notary Public in and for said State, personally appeared **Amy Price**, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of FL that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

  
NOTARY PUBLIC



( s e a l )

# SCHEDULE A

No.	Item	Country	TM Appl. No.	TM Filing Date	Filing Basis	TM Reg. No.	TM Reg. Date	Goods/Services
1	PERFECTGEL	United States	88/060,744	2018-08-01	1(a)	5,649,366	2019-01-08	020 - Fibertill sold as an integral component of pillows
2	DUAL INFUSION	United States	87/061,577	2016-06-06	1(a)	5,247,570	2017-07-18	020 - pillows, fibertill sold as an integral component of pillows
3	ALLERGEN PROTECTION	United States	87/150,837	2016-08-25	1(a)	5,238,445	2017-07-04	020 - Pillows
4	PURE AND FRESH	United States	87/388,664	2017-03-28	1(a)	5,504,213	2018-06-26	020 - Pillows
5	SPRINGMAID	United States	87/885,761	2018-04-20	1(a)	5,607,161	2018-11-13	020 - Pillows
6	SPRINGMAID	United States	87/884,775	2018-04-19	1(a)	5,622,138	2018-12-04	020 - Pillows
7	XCOMFORT	United States	87/877,871	2018-04-16	1(a)	5,729,634	2019-04-16	024 - Bed blankets
8	SOFINITES	United States	87/827,158	2018-03-09	1(a)	5,711,289	2019-03-26	020 - Pillows
9	TWO GRAND	United States	87/819,830	2018-03-05	1(a)	5,723,545	2019-04-09	020 - Pillows
10	REGAL	United States	87/813,987	2018-02-28	1(a)	5,723,534	2019-04-09	024 - Mattress pads
11	DOWN ILLUSION PLATINUM	United States	87/808,314	2018-02-23	1(a)	5,723,519	2019-04-09	020 - Pillows
12	ELITE COMFORT	United States	87/807,264	2018-02-22	1(a)	5,723,514	2019-04-09	024 - Mattress pads
13	COPPERLOFT	United States	87/806,733	2018-02-22	1(a)	5,723,513	2019-04-09	020 - Pillows containing copper
14	PUSH MAX	United States	87/715,855	2017-12-11	1(a)	5,657,474	2019-01-15	020 - Pillows
15	ZEN REST	United States	87/684,044	2017-11-14	1(a)	5,657,364	2019-01-15	020 - Pillows
16	COOL & CRISP	United States	87/650,349	2017-10-18	1(a)	5,591,669	2018-10-23	020 - Pillows
17	COMFY SLEEP	United States	87/632,119	2017-10-03	1(a)	5,459,082	2018-05-01	020 - Pillows
18	COOL AND FRESH	United States	87/632,055	2017-10-03	1(a)	5,676,165	2019-02-12	020 - Pillows
19	SMART DEFENSE	United States	87/606,852	2017-09-13	1(a)	5,463,435	2018-05-08	020 - Pillows
20	COPPERSENSE	United States	87/585,615	2017-08-28	1(a)	5,582,043	2018-10-09	020 - Copper infused pillows
21	PURE FRESH & COOL	United States	87/573,076	2017-08-17	1(a)	5,537,143	2018-08-07	020 - Pillows
22	ZEN CHILL	United States	87/572,890	2017-08-17	1(a)	5,537,140	2018-08-07	020 - Pillows
23	SNOOZE ON THE MOVE	United States	87/559,828	2017-08-08	1(a)	5,531,692	2018-07-31	020 - Pillows
24	ZEN FUSION	United States	87/554,931	2017-08-03	1(a)	5,752,026	2019-05-14	020 - Pillows
25	ELITE COMFORT	United States	87/486,795	2017-06-13	1(a)	5,370,069	2018-01-02	020 - Pillows
26	QUILT ED SUPPORT	United States	87/444,111	2017-05-10	1(a)	5,415,883	2018-03-06	020 - Pillows
27	GELSUPPORT	United States	87/444,011	2017-05-10	1(a)	5,354,697	2017-12-12	020 - Pillows
28	ALLERGY SUPPORT	United States	87/443,959	2017-05-10	1(a)	5,346,315	2017-11-28	020 - Pillows
29	SMARTLOFT	United States	87/427,487	2017-04-27	1(a)	5,499,130	2018-06-19	024 - Mattress pads
30	CROWN MAX	United States	87/427,477	2017-04-27	1(a)	5,499,129	2018-06-19	020 - Pillows
31	MAGIC GEL 2.0	United States	87/402,896	2017-04-07	1(a)	5,504,263	2018-06-26	024 - Mattress pads
32	MAGIC GEL 2.0	United States	87/402,885	2017-04-07	1(a)	5,504,262	2018-06-26	020 - Pillows
33	ALLERGY FRESH	United States	87/389,933	2017-03-29	1(a)	5,525,747	2018-07-24	024 - Mattress pads
34	ALLERGY FRESH	United States	87/389,902	2017-03-29	1(a)	5,498,948	2018-06-19	020 - Pillows



**SCHEDULE A**

35	PREMIER BLEND	United States	87/388,864	2017-03-28	1(a)	5,293,231	2017-09-19	020 - Pillows
36	PERFECTGEL	United States	87/388,667	2017-03-28	1(a)	5,356,630	2017-12-12	020 - Pillows
37	REGAL	United States	87/175,804	2016-09-19	1(a)	5,381,714	2018-01-16	020 - Pillows
38	FRESH & COOL	United States	87/150,847	2016-08-25	1(a)	5,397,324	2018-02-06	020 - Pillows
39	SLEEPER GEL	United States	87/105,063	2016-07-15	1(a)	5,210,933	2017-05-23	020 - Pillows
40	SMART COMFORT	United States	87/061,558	2016-06-06	1(a)	5,341,707	2017-11-21	024 - bed sheets, mattress encasements
41	COOL LOFT	United States	87/061,476	2016-06-06	1(a)	5,267,336	2017-08-15	024 - Mattress pads
42	SLEEPLOGY	United States	86/890,883	2016-01-29	1(a)	5,317,762	2017-10-24	020 - Pillows
43	MADE FOR THE LIFE YOU'RE LIVING	United States	86/735,257	2015-08-24	1(a)	5,433,798	2018-03-27	027 - Rugs
44	MADE FOR THE LIFE YOU'RE LIVING	United States	86/735,179	2015-08-24	1(a)	5,448,889	2018-04-17	020 - Bed pillows; pillows
45	PERFECT GEL	United States	86/340,988	2014-07-18	1(a)	5,551,044	2018-08-28	020 - Fiberfill sold as an integral component of pillows
46	SUPRALOFT	United States	85/408,006	2011-08-26	1(a)	4,328,944	2013-04-30	020 - Fiberfill sold as an integral component of pillows
47	ULTRAMAIR	United States	85/408,048	2011-08-26	1(a)	4,332,504	2013-05-07	020 - Fiberfill sold as an integral component of pillows
48	FRESH INFUSION	United States	85/408,014	2011-08-26	1(a)	4,332,503	2013-05-07	020 - Fiberfill sold as an integral component of pillows
49	(logo)	United States	77/977,804	2008-06-25	1(a)	3,697,080	2009-10-13	024 - Bed sheets; Bed skirts; [ Bed spreads; ] Comforters; Pillow cases; Pillow shams
50	SOLARIS	United States	77/290,573	2007-09-27	1(a)	3,517,758	2008-10-14	024 - Curtains; Draperies
51	PRIMARY COMFORT	United States	75/260,313	1997-03-17	1(a)	2,140,923	1998-03-03	020 - pillows
52	SLEEP BASICS	United States	75/213,822	1996-12-16	1(a)	2,183,453	1998-08-25	020 - pillows
53	CROWN ELITE	United States	74/672,538	1995-05-01	1(a)	1,965,631	1996-04-02	020 - bed pillows
54	SPRINGS	United States	74/374,425	1993-04-01	1(a)	1,854,448	1994-09-20	024 - bed sheets, pillowcases, comforters, [ bedspreads, ] dust ruffles, pillow shams, [ draperies, fabric valances, fabric mattress covers, fabric mattress pad, kitchen towels, bath towels, fabric/textile toilet tank covers, fabric/textile toilet lid covers, blankets, washcloths, dish cloths, potholders, unfitted fabric furniture covers, textile wall hangings, window curtains, towels, ] shower curtains, [ shower curtain liners, fabric bath mats; woven, knitted or non-woven fabric made from natural or manmade fibers or blends thereof used for apparel products, home or commercial furnishing products, such as bed sheets, comforters, pillowcases, upholstery, or fabric sold in the piece for the home sewing market ]
55	DUNDEE	United States	73/649,931	1987-03-17	1(a)	1,489,819	1988-05-31	024 - Terry Bath Products, Namely, Bath Towels, Hand Towels, * And * Washcloths [ , Beach Towels, Bath Sheets, And Bath Mats, Underpads And Draw Sheets
56	REGAL	United States	72/263,202	1987-01-24	1(a)	841,889	1988-01-02	IC 022 024 026 027 - [Textile Bathroom Rugs [ Mats, And Covers For Lids And Tanks]