

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM864138

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mattress Media LLC		12/27/2023	Limited Liability Company: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	Mattress Advisor LLC d/b/a Pillar 4 Media		
Street Address:	2101 Thrift Road		
City:	Charlotte		
State/Country:	NORTH CAROLINA		
Postal Code:	28208		
Entity Type:	Limited Liability Company: NORTH CAROLINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5369003	MATTRESS NERD	
CORRESPONDENCE DATA			
Fax Number:	8443978265		
<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:	9198294296		
Email:	tmgroup@hutchlaw.com		
Correspondent Name:	Trevor P. Schmidt		
Address Line 1:	701 Corporate Center Drive		
Address Line 2:	Suite 250		
Address Line 4:	Raleigh, NORTH CAROLINA 27607		
ATTORNEY DOCKET NUMBER:	MATAD.21005		
NAME OF SUBMITTER:	Trevor P. Schmidt		
SIGNATURE:	/Trevor P. Schmidt/		
DATE SIGNED:	12/27/2023		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (“Assignment”), effective as of December 27, 2023 (the “Effective Date”) is entered into by and between Mattress Media LLC, a North Carolina limited liability company (“Assignor”) and Mattress Advisor LLC d/b/a Pillar 4 Media, a North Carolina limited liability company (“Assignee”), each individually referred to as a “Party” and collectively referred to as the “Parties.”

WHEREAS, Assignor is the owner of all right, title, and interest in and to the trademarks identified on Exhibit A (the “Assigned Marks”), including the corresponding trademark applications and registrations therefor, and the goodwill of the business associated therewith; and

WHEREAS, Assignor and Assignee are desirous of transferring all of Assignor’s rights, title and interests in, and to the Assigned Marks to Assignee;

NOW, THEREFORE, in consideration of the foregoing, and the mutual promises, covenants and conditions contained herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties hereto, intending to be legally bound, hereby agree as follows:

Assignment. Assignor does hereby assign, transfer, convey and set over unto Assignee its full rights, title and interests in and to the Assigned Marks, together with the goodwill of the business symbolized by said Assigned Marks, and all rights appurtenant thereto, including without limitation any and all common law rights, applications, registrations, renewals or extensions in any country or locality worldwide and the right to recover damages and profits for past, present, or future infringements or unauthorized uses of the Assigned Marks, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made.

Further Assurances. Upon request of Assignee, its successors and assigns, Assignor agrees to reasonably cooperate with Assignee, its successors and assigns, and execute and deliver without further compensation any and all instruments or documents reasonably necessary or desirable to secure to Assignee, its successors and assigns, the full enjoyment of the rights and properties conveyed by this Assignment.

IN WITNESS WHEREOF, the Parties, intending to be legally bound thereby, have executed this Assignment by its duly authorized officer.

<p>Assignor: Mattress Media LLC</p> <p>By : <u>Jeff Ross</u></p> <p>Name: Jeff Ross</p> <p>Title: CFO</p>	<p>Assignee: Mattress Advisor LLC d/b/a Pillar 4 Media</p> <p>By : <u>Jeff Ross</u></p> <p>Name: Jeff Ross</p> <p>Title: CFO</p>
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EXHIBIT A

Trademark Registration

Trademark	Application Number	Registration Number	Jurisdiction
MATTRESS NERD	87/459,148	5,369,003	US