

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM870876

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Assignment of Trademark Security Agreement
SEQUENCE:	1

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Bank of Montreal, in its capacity as current and resigning agent		01/23/2024	multinational investment bank: CANADA

RECEIVING PARTY DATA

Name:	Delaware Trust Company, in its capacity as successor agent
Street Address:	251 Little Falls Drive
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19808
Entity Type:	Corporation: DELAWARE

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

OP \$1865.00 5659565

Property Type	Number	Word Mark
Registration Number:	5352289	
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	

Property Type	Number	Word Mark
Registration Number:	6971733	
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: 6123408827

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: 612.492.6819

Email: IP.Docket@dorsey.com

Correspondent Name: Evan P. Everist

Address Line 1: Dorsey & Whitney LLP

Address Line 2: 50 South Sixth Street, Suite 1500

Address Line 4: Minneapolis, MINNESOTA 55402-1498

ATTORNEY DOCKET NUMBER: M316894

NAME OF SUBMITTER: Evan Everist

SIGNATURE: /Evan Everist/

DATE SIGNED: 01/24/2024

Total Attachments: 26

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ASSIGNMENT OF TRADEMARK SECURITY AGREEMENT

THIS ASSIGNMENT OF TRADEMARK SECURITY AGREEMENT (this “Agreement”), dated as of January 23, 2024, is by BANK OF MONTREAL, acting in its capacity as the current and resigning agent (the “Resigning Agent”) and DELAWARE TRUST COMPANY, acting in its capacity as the successor agent (in such capacity, the “Successor Agent”) for the Lenders (as defined below).

WITNESSETH:

WHEREAS, Purple Innovation, LLC, a Delaware limited liability company (the “Grantor”) and the Resigning Agent are parties to that certain Trademark Security Agreement, dated as of August 7, 2023 (as amended, restated, supplemented or otherwise modified from time to time, the “Trademark Security Agreement”), pursuant to which the Grantor granted to the Resigning Agent a security interest in all of the Grantor’s Trademarks (as defined in the Trademark Security Agreement), including those set forth on Schedule A attached hereto;

WHEREAS, the Trademark Security Agreement was recorded with the United States Patent and Trademark Office on August 11, 2023 at Reel 8163, Frame 0789; and

WHEREAS, pursuant to that certain Assignment of Loan Documents, Resignation, Appointment and Acceptance Agreement dated as of the date hereof (the “Non-Recourse Assignment”), by and among the Resigning Agent, the Successor Agent, and the other parties thereto, the Resigning Agent has assigned (except as expressly provided therein, without representation or warranty) to Successor Agent all of its rights, remedies, duties and other obligations under, among other documents, the Trademark Security Agreement, in each instance, in its capacity as administrative agent.

NOW, THEREFORE, in consideration of the mutual promises and covenants contained herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Resigning Agent and the Successor Agent agree as follows:

1. Definitions. Unless otherwise defined herein or the context otherwise requires, terms used in this Agreement, including its preamble and recitals, have the meanings provided in the Trademark Security Agreement.

2. Assignment by Resigning Agent. Effective as of the date hereof, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Resigning Agent hereby assigns, transfers and conveys to the Successor Agent all of its right, title and interest in, to and under the Trademark Security Agreement, including, without limitation, a continuing security interest in, to, and under the Trademarks. Except as otherwise provided in Section 3 of the Non-Recourse Assignment, this Agreement is made without any representations or warranties by the Resigning Agent whatsoever, whether express, implied or imposed by law. Without limiting the generality of the foregoing exclusion of representations and warranties, this Agreement is made without any representations or warranties, and the Resigning Agent assumes no responsibility with respect to the matters specified in Section 4 of the Non-Recourse Assignment as they pertain to this Agreement.

3. Assumption by Successor Agent. Effective as of the date hereof, Successor Agent hereby assumes all such right, title and interest of the Resigning Party in, to and under the Trademark Security Agreement as of the Effective Date (as defined in the Non-Recourse Assignment).

4. Authorization. Effective as of the date hereof, Resigning Agent hereby authorizes Successor Agent to file, register and/or record this Agreement with the United States Patent and Trademark Office and any other similar office. The Resigning Agent shall use commercially reasonable efforts to execute and deliver, from time to time, upon the reasonable written request of the Successor Agent, and at the sole expense of the Grantor, any and all such further instruments and documents and take such further reasonable action as the Successor Agent may reasonably deem necessary to obtain the full benefits of the assignment described herein.

5. Credit Agreement. This Agreement has been executed and delivered by the parties hereto for the purpose of registering the security interest of the Successor Agent (as successor-in-interest to the Resigning Agent and for the benefit of the Lenders (as defined in the Trademark Security Agreement)) in the Trademarks with the United States Patent and Trademark Office. The security interest granted by the Grantor pursuant to the Trademark Security Agreement was granted as a supplement to, and not in limitation of, the security interest granted to the Successor Agent (as successor-in-interest to the Resigning Agent and for the benefit of the Lenders) for its benefit under the Credit Agreement and the other Loan Documents (as defined in the Credit Agreement). The Credit Agreement and the other Loan Documents (and all rights and remedies of the Successor Agent thereunder) shall remain in full force and effect in accordance with their terms.

7. Collateral Document, etc. This Agreement is a Loan Document executed pursuant to the Credit Agreement and shall (unless otherwise expressly indicated herein) be construed, administered and applied in accordance with the terms and provisions of the Credit Agreement.

8. Counterparts. This Agreement may be executed by the parties hereto in several counterparts, each of which shall constitute together but one and the same agreement.

[SIGNATURE PAGES FOLLOW]

IN WITNESS WHEREOF, each of the parties hereto has executed this Agreement as of the date first written above.

BANK OF MONTREAL, as Resigning Agent

By: 
Name: Steve Friedlander
Title: Managing Director

[Signatures Continued Next Page]

[Signature Page to Assignment of Trademark Security Agreement]

TRADEMARK
REEL: 008326 FRAME: 0222

DELAWARE TRUST COMPANY, not in its
individual capacity, but solely as Successor Agent

By:  _____

Name: Deirdra N. Ross

Title: Vice President

Schedule A to Assignment of Trademark Security Agreement

(See attached.)

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

<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)	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

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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

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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