

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM870882

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST
SEQUENCE:	4

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Purple Innovation, Inc.		01/23/2024	Corporation: DELAWARE
Purple Innovation, LLC		01/23/2024	Limited Liability Company: DELAWARE
Intellibed, LLC		01/23/2024	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

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

PROPERTY NUMBERS Total: 89

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

OP \$2240.00 5659565

Property Type	Number	Word Mark
Registration Number:	5224901	HYPER-ELASTIC POLYMER
Registration Number:	5224883	HYPER-ELASTIC POLYMER
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

Property Type	Number	Word Mark
Registration Number:	7075995	SECURESTRETCH
Registration Number:	6971732	
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
Registration Number:	7271782	REJUVENATEPREMIER
Serial Number:	98103045	THE GREATEST PILLOW EVER INVENTED
Serial Number:	98113491	PERFECTSTAY
Serial Number:	98126561	PURPLE LUXE
Serial Number:	98175357	PURPLE MATTRESS
Serial Number:	98264553	SLEEP PURPLE, LIVE BETTER.
Serial Number:	98277980	HARMONY ANYWHERE
Registration Number:	7271781	REJUVENATEPLUS
Registration Number:	7271780	RESTOREPREMIER
Registration Number:	7271779	RESTOREPLUS
Registration Number:	7271778	RESTORE
Registration Number:	7271410	NEWDAY
Registration Number:	7191038	SUCCESS HAPPENS OVERNIGHT
Serial Number:	90658760	PURPLE INFINITE
Serial Number:	88918462	PURPLE PREMIER

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:	506557-00015
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NAME OF SUBMITTER:	Evan Everist
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SIGNATURE:	/Evan Everist/
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DATE SIGNED:	01/24/2024
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Total Attachments: 11

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GRANT OF A SECURITY INTEREST --TRADEMARKS

This Trademark Security Agreement (this “**Trademark Security Agreement**”) is made as of January 23, 2024, by the Grantors listed on the signature pages hereof (collectively, “**Grantor**”), in favor of DELAWARE TRUST COMPANY, 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 an Amended and Restated Pledge and Security Agreement, dated January 23, 2024 (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 Grantors have caused this Trademark Security Agreement to be duly executed by its officer thereunto duly authorized as of the date first set forth above.

GRANTORS:

PURPLE INNOVATION, INC.

By: Todd Vogensen
Name: Todd Vogensen
Title: Chief Financial Officer and Treasurer

PURPLE INNOVATION, LLC

By: Purple Innovation, Inc., as its Manager

By: Tricia McDermott
Name: Tricia S. McDermott
Title: Chief Legal Officer

INTELLIBED, LLC

By: Casey McGarvey
Name: Casey K. McGarvey
Title: President, Treasurer and Secretary

[Signature Page to Grant of Security Interest in Trademarks]

Acknowledged and Accepted:

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

By: 

Name: Deirdra N. Ross

Title: Vice President

[Signature Page to Grant of Security Interest in Trademarks]

TRADEMARK
REEL: 008326 FRAME: 0277

SCHEDULE A TO GRANT OF A SECURITY INTEREST

Trademark Registrations and Applications

Company	Trademark	Application No.	Registration No.	Registration / Filing Date	Country	Status	Owned / Licensed
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
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

Company	Trademark	Application No.	Registration No.	Registration / Filing Date	Country	Status	Owned / Licensed
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
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
Purple Innovation, LLC	PURPLE	88/668,964	6083965	Oct 25, 2019	United States of America	Registered	Owned
Purple Innovation, LLC	SOMNIGEL	85/941,228	4633324	May 23, 2013	United States of America	Registered	Owned
Purple Innovation, LLC	PURPLE PAY	88/815,224	6152374	Feb 28, 2020	United States of America	Registered	Owned
Purple Innovation, LLC	The Purple Mattress	88/891,245	6147600	Apr 28, 2020	United States of America	Registered	Owned

Company	Trademark	Application No.	Registration No.	Registration / Filing Date	Country	Status	Owned / Licensed
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
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
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

Company	Trademark	Application No.	Registration No.	Registration / Filing Date	Country	Status	Owned / Licensed
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
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

Company	Trademark	Application No.	Registration No.	Registration / Filing Date	Country	Status	Owned / Licensed
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	GELTEE	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
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	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	HYPER-ELASTIC POLYMER	97/650,658		Oct 27, 2022	United States of America	Published	Owned
Purple Innovation, LLC	PURPLE HARMONY	90768961		Jun 11, 2021	United States of America	Pending	Owned

Company	Trademark	Application No.	Registration No.	Registration / Filing Date	Country	Status	Owned / Licensed
Purple Innovation, LLC	SLEEP PURPLE, LIVE BETTER.	977778,036		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	SUCCESS HAPPENS OVERNIGHT	97/469,966		Jun 22, 2022	United States of America	Pending	Owned
Purple Innovation, LLC	THE GREATEST P...	98103045		July 26, 2023	United States of America	Pending	Owned
Purple Innovation, LLC	PERFECTSTAY	98113491		August 2, 2023	United States of America	Pending	Owned
Purple Innovation, LLC	PURPLE LUXE	98126561		August 10, 2023	United States of America	Pending	Owned
Purple Innovation, LLC	PURPLE MATTRESS	98175357		September 12, 2023	United States of America	Pending	Owned
Purple Innovation, LLC	SLEEP PURPLE, L...	98264553		November 10, 2023	United States of America	Pending	Owned
Purple Innovation, LLC	HARMONY ANYW...	98277980		November 20, 2023	United States of America	Pending	Owned
Purple Innovation, LLC	PURPLE	97886822		Apr 13, 2023	United States of America	Pending	Owned
Purple Innovation, LLC	REJUVENATEPREMIER	97757365	7271782	Jan 17, 2023	United States of America	Pending	Owned

Company	Trademark	Application No.	Registration No.	Registration / Filing Date	Country	Status	Owned / Licensed
Purple Innovation, LLC	REJUVENATEPLUS	97757324	7271781	Jan 17, 2023	United States of America	Pending	Owned
Purple Innovation, LLC	RESTOREPREMIER	97757263	7271780	Jan 9, 2024	United States of America	Registered	Owned
Purple Innovation, LLC	RESTOREPLUS	97757254	7271779	Jan 9, 2024	United States of America	Registered	Owned
Purple Innovation, LLC	RESTORE	97757232	7271778	Jan 9, 2024	United States of America	Registered	Owned
Purple Innovation, LLC	NEWDAY	97499199	7271410	Jan 9, 2024	United States of America	Registered	Owned
Purple Innovation, LLC	SUCCESS HAPPENS OVERNIGHT	97409217	7191038	Oct 10, 2023	United States of America	Registered	Owned
Purple Innovation, LLC	PURPLE INFINITE	90658760		Apr 20, 2021	United States of America	Pending	Owned
Purple Innovation, LLC	PURPLE PREMIER	88918462		May 15, 2020	United States of America	Pending	Owned

Trademark Licenses:

None.