

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

Assignment ID: TMI128354

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bedding Acquisition, LLC		03/25/2024	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Company Name:	Keeco, LLC		
Street Address:	3042 Southcross Blvd # 102		
City:	Rock Hill		
State/Country:	SOUTH CAROLINA		
Postal Code:	29730		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2014240	BEYOND COMFORT	
CORRESPONDENCE DATA			
Fax Number:	8185746026		
<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:	818-584-6460		
Email:	scott@lawlb.com,norm@lawlb.com		
Correspondent Name:	Scott M. Lowry		
Address Line 1:	Lowry Blixseth APC		
Address Line 2:	30423 Canwood St., Ste. 215		
Address Line 4:	Agoura Hills, CALIFORNIA 91301		
ATTORNEY DOCKET NUMBER:	KEECO-57051		
NAME OF SUBMITTER:	NORMAN ANDERSON		
SIGNATURE:	NORMAN ANDERSON		
DATE SIGNED:	03/28/2024		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT

This Trademark Assignment is made by and between **Bedding Acquisition, LLC**, a limited liability company of the State of Delaware, having a place of business at 901 Yamato Road, Suite 250, Boca Raton, FL 33431, **Assignor**, and **Keeco, LLC**, a California corporation, having a place of business at 3042 Southcross Blvd # 102, Rock Hill, SC 29730, **Assignee**.

WHEREAS, Assignor, as indicated on the records of the U.S. Patent and Trademark Office, owns U.S. Trademark Registration No. 2,014,240, registered November 5, 1996 for the mark **BEYOND COMFORT**;

WHEREAS, Assignee is desirous of acquiring the above-identified U.S. Trademark Registration, together with all associated goodwill of the business related thereto;

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, or maintaining the title of Assignee, its successors and assigns, to said registered



trademark.

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:

Scott M. Lowry, 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: Bedding Acquisition, LLC

Amy Price, CCO Date

ASSIGNEE: Keeco, LLC

Amy Price, CCO Date

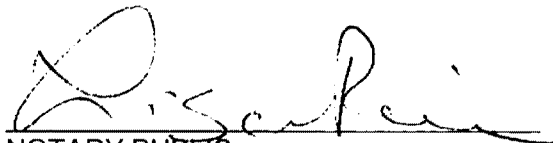
ACKNOWLEDGEMENT

State of Florida)
) ss.
County of Palm Beach)

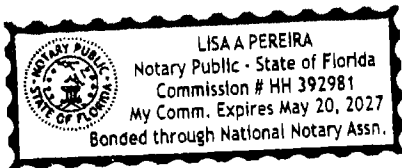
On March 25, 2024, before me, Lisa Pereira, a Notary Public in and for said State, personally appeared **Amy Price**, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized 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 Florida that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.


NOTARY PUBLIC

(s e a l)



ACKNOWLEDGEMENT

State of Florida)
) ss.
County of Palm Beach)

On March 25, 2024, before me, Lisa Pereira, 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.

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NOTARY PUBLIC

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