

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM830615

<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>
Mellow, Inc.		08/08/2023	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Zinus Inc.		
<b>Street Address:</b>	8th Floor, 10, Yatap-ro, 81beon-gil, Bundang-gu		
<b>Internal Address:</b>	Gyeonggi-do		
<b>City:</b>	Seongnam-si		
<b>State/Country:</b>	KOREA, REPUBLIC OF		
<b>Postal Code:</b>	13497		
<b>Entity Type:</b>	Corporation: KOREA, REPUBLIC OF		
<b>PROPERTY NUMBERS Total: 8</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4718336	BEST PRICE QUALITY	
<b>Registration Number:</b>	6881673	BEST PRICE MATTRESS	
<b>Registration Number:</b>	5347545	COMFORT EXCELLENCE	
<b>Registration Number:</b>	5351742	COMFORT PRIORITY	
<b>Registration Number:</b>	5108541	COMFORT SENSATION	
<b>Registration Number:</b>	4808465	CROWN COMFORT	
<b>Registration Number:</b>	5215283	DREAM TREE	
<b>Registration Number:</b>	5478818	OTTO & BEN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Phone:</b>	212-692-6704		
<b>Email:</b>	egguillouet@mintz.com		
<b>Correspondent Name:</b>	Karen Won		
<b>Address Line 1:</b>	One Financial Center		
<b>Address Line 4:</b>	Boston, MASSACHUSETTS 02111		
<b>NAME OF SUBMITTER:</b>	Karen Won		

CH \$215.00 4718336

<b>SIGNATURE:</b>	/kkw/
<b>DATE SIGNED:</b>	08/09/2023
<b>Total Attachments: 3</b> source=Trademark Assignment from Mellow Inc. to Zinus Inc_ (003)#page1.tif source=Trademark Assignment from Mellow Inc. to Zinus Inc_ (003)#page2.tif source=Trademark Assignment from Mellow Inc. to Zinus Inc_ (003)#page3.tif	

## **TRADEMARK ASSIGNMENT AGREEMENT**

This TRADEMARK ASSIGNMENT AGREEMENT, made effective as of the date of last signature below (this “**Assignment**”), is made and entered into by and among Mellow, Inc. a corporation organized under the laws of California (the “**Assignor**”), and Zinus Inc., a company organized under the laws of the Republic of Korea (“Assignee”) (the “**Assignee**”). Assignor and Assignee are herein referred to collectively as the “**Parties**” and individually as a “**Party**.”

**WHEREAS**, Assignor owns all right, title, and interest in and to the trademarks set forth on Schedule A attached hereto (“Trademarks”), along with the goodwill symbolized thereby;

**WHEREAS**, Assignee desires to acquire all of Assignor’s right, title, and interest, in and to the Trademarks together with the goodwill symbolized thereby;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. Assignor irrevocably assigns to Assignee and its successors and assigns, and Assignee hereby accepts, all of Assignor’s right, title, and interest in and to Trademarks throughout the world, together with the goodwill symbolized thereby, as well as all rights and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages. Assignor further assigns to Assignee and its successors and assigns the right to grant releases for past infringements or misappropriation.

2. This Agreement will inure to the benefit of, and be binding upon, the Parties, together with their respective representatives, successors, and assigns.

3. If any provision of this Agreement is held to be invalid by any court of competent jurisdiction, such invalidity will not affect the validity, operation or enforcement of any other provision, and the invalid provision will be deemed severed from this Agreement.

4. This Agreement may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed one and the same agreement.

*[Remainder of page intentionally left blank; signature page follows]*

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed by their respective duly authorized representatives.

**ASSIGNORS:**

**MELLOW, INC.**

By: 

Name: Hyung Hwan An

Title: President

Date: 08/07/23

**ASSIGNEE:**

**ZINUS INC.**

By: 

Name: Charles Kim

Title: General Counsel

Date: 08/08/23

[Signature Page to Trademark Assignment Agreement]

**SCHEDULE A****Trademarks**

<b>MARK / TITLE</b>	<b>COUNTRY</b>	<b>STATUS</b>	<b>APPLICATION NUMBER</b>	<b>REGISTRATION NUMBER</b>
BEST PRICE QUALITY	US	Registered	86272947	4718336
BEST PRICE MATTRESS (STYLIZED)	US	Registered	90790955	6881673
COMFORT EXCELLENCE	US	Registered	87191419	5347545
COMFORT PRIORITY	US	Registered	87191490	5351742
COMFORT SENSATION	US	Registered	87023719	5108541
CROWN COMFORT	US	Registered	86529337	4808465
DREAM TREE	US	Registered	87079418	5215283
OTTO & BEN	US	Registered	87434665	5478818