

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Andrew Gross</td> <td>03/04/2011</td> </tr> <tr> <td>Brett A. Woodley</td> <td>03/11/2011</td> </tr> <tr> <td>Jerry Barone</td> <td>03/07/2011</td> </tr> <tr> <td>Matthew R. Whitmer</td> <td>03/04/2011</td> </tr> <tr> <td>Robin Brower</td> <td>03/11/2011</td> </tr> </tbody> </table>		Name	Execution Date	Andrew Gross	03/04/2011	Brett A. Woodley	03/11/2011	Jerry Barone	03/07/2011	Matthew R. Whitmer	03/04/2011	Robin Brower	03/11/2011
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Matthew R. Whitmer	03/04/2011												
Robin Brower	03/11/2011												
RECEIVING PARTY DATA													
Name:	Serta, Inc.												
Street Address:	2600 Forbes Avenue												
City:	Hoffman Estates												
State/Country:	ILLINOIS												
Postal Code:	60192-3411												
PROPERTY NUMBERS Total: 1													
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>29383791</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29383791								
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CORRESPONDENCE DATA													
Fax Number:	(602)417-2991												
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
Phone:	(602) 230-5583												
Email:	Lmansur@quarles.com												
Correspondent Name:	May M. Mowzoon, Quarles & Brady LLP												
Address Line 1:	One Renaissance Square												
Address Line 2:	Two North Central Avenue												
Address Line 4:	Phoenix, ARIZONA 85004												
ATTORNEY DOCKET NUMBER:	135845.00958												
NAME OF SUBMITTER:	May M. Mowzoon												

CH \$40.00 29383791

Total Attachments: 2

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RECORDATION FORM COVER SHEET PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)
Andrew Gross (Executed 03/04/2011)
Brett A. Woodley (Executed 03/11/2011)
Jerry Barone (Executed 03/07/2011)
Matthew R. Whitmer (Executed 03/04/2011)
Robin Brower (Executed 03/11/2011)
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: Serta, Inc.
Internal Address: _____
Street Address: 2600 Forbes Avenue
City: Hoffman Estates
State: Illinois
Country: USA Zip: 60192-3411
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance/Execution Date(s):
Execution Date(s) _____
 Assignment Merger
 Security Agreement Change of Name
 Joint Research Agreement
 Government Interest Assignment
 Executive Order 9424, Confirmatory License
 Other _____

4. Application or patent number(s): This document is being filed together with a new application.
A. Patent Application No.(s)
29/383,791
B. Patent No.(s)
Additional numbers attached? Yes No

5. Name and address to whom correspondence concerning document should be mailed:
Name: May M. Mowzoon, Quarles & Brady LLP
Internal Address: _____
Street Address: One Renaissance Square, Two North Central Avenue
City: Phoenix
State: Arizona Zip: 85004-2391
Phone Number: (602) 230-5583
Fax Number: (602) 417-2991
Email Address: Lmansur@quarles.com

6. Total number of applications and patents involved: 1
7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00
 Authorized to be charged by credit card
 Authorized to be charged to deposit account
 Enclosed
 None required (government interest not affecting title)

8. Payment Information
a. Credit Card Last 4 Numbers _____
Expiration Date _____
b. Deposit Account Number 17-0055
Authorized User Name May M. Mowzoon

9. Signature: May Mowzoon Signature March 14, 2011 Date
May M. Mowzoon, Reg. No. 57,996 Name of Person Signing
Total number of pages including cover sheet, attachments, and documents: 2

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

ASSIGNMENT

This Assignment is entered into as of the date(s) listed below. Inventor(s) (singly and collectively, "Assignor") of the addresses indicated below, have invented the subject matter disclosed in the Design patent application entitled BED DISPLAY, (the "Invention") filed in the United States Patent and Trademark Office as Serial No. 29/383,791 on January 21, 2011 or concurrently herewith. In the event that the Application Number and/or filing date is not available when this Assignment is executed, Assignor hereby authorize and request any attorney associated with Quarles & Brady LLP, to insert above the filing date and/or the application number of said application when known.

Serta, Inc., of 2600 Forbes Avenue, Hoffman Estates, Illinois, 60192-3411 ("Assignee"), is desirous of acquiring the entire domestic and foreign right, title, and interest in and under the Invention described in the patent application.

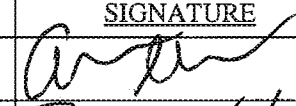


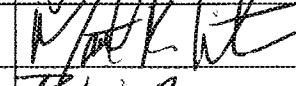

Assignor confirms that Assignor is a full time salaried employee, past employee or a contractor of Assignee or one of it's subsidiary companies; that Assignor developed the subject matter of the invention on Assignee's time, at Assignee expense, and within the scope of Assignor's duties to Assignee; and thereby Assignor recognizes that the Assignee owns the invention as described in the aforesaid application. Nonetheless, Assignor memorializes the ownership of the Invention in the form of this assignment.

Assignor assigns to the Assignee its successors, assigns and legal representatives: the entire right, title and interest to the Invention, including patent, copyright and any other intellectual property rights, any provisional, non-provisional, continuation, continuation in part, divisional, reissue, reexamination, foreign, PCT or other patent application or like document, or any other application which claims priority to said application, in the United States and all foreign countries, together with the right of priority under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States adheres.

Assignor also transfers to Assignee, its successors, assigns and legal representatives, without further remuneration, a like interest in and to any improvements, derivative works, and applications based thereon, growing out of or relating to the invention; and agrees to provide all reasonable assistance and execute any papers, if accurate, desired by Assignee, its successors, assigns and legal representatives, to preserve, acquire and/or perfect Assignee's full protection and title in and to the invention and any improvements and to file any of the aforementioned applications.

Assignor authorizes and requests the United States Commissioner of Patents and Trademarks, and such Patent Office officials in foreign countries as are duly authorized by their patent laws to issue patents, to issue any and all patents on said invention to the Assignee as the owner of the entire interest, for the sole use and behalf of the said Assignee, its successors, assigns and legal representatives.

This assignment and agreement is binding upon all Assignor's heirs and legal representatives.

<u>INVENTOR'S NAME</u>	<u>ADDRESS</u>	<u>CITIZENSHIP</u>	<u>SIGNATURE</u>	<u>DATE</u>
Andrew Gross	38 Crescent Place, Wilmette, IL 60091	US		3/4/11
Brett A. Woodley	2028 Highland Ave., Wilmette, IL 60091	US		3/11/11
Jerry Barone	854 N. Marshfield Ave., Unit 2 South, Chicago, IL 60622	US		3/7/11
Matthew R. Whitmer	735 Braewood Drive, Algonquin, IL 60102	US		3/4/11
Robin Brower	541 Fern, Elmhurst, IL 60126	US		3/11/11