

PATENT ASSIGNMENT COVER SHEET

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 Stylesheet Version v1.2

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
ROBERT WAYNE TAYLOR	06/13/2019
JON WANDVIK	06/12/2019
RECEIVING PARTY DATA	
Name:	PURPLE INNOVATION, LLC
Street Address:	123 EAST 200 NORTH
City:	ALPINE
State/Country:	UTAH
Postal Code:	84004
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29694851
CORRESPONDENCE DATA	
Fax Number:	
<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>	
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Email:	ipmail@djplaw.com
Correspondent Name:	DURHAM JONES & PINEGAR P.C. INTELLECTUAL PROPERTY
Address Line 1:	3301 N. THANKSGIVING WAY
Address Line 4:	LEHI, UTAH 84043
ATTORNEY DOCKET NUMBER:	54023-2006US02
NAME OF SUBMITTER:	JAMES A. LARSON
SIGNATURE:	/James A Larson/
DATE SIGNED:	06/13/2019
Total Attachments: 2	
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ASSIGNMENT

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency, and adequacy of which are hereby acknowledged, each undersigned ASSIGNOR does hereby:

SELL, ASSIGN, AND TRANSFER to Purple Innovation, LLC, a Utah limited liability company having a place of business at 123 East 200 North Alpine, UT 84004, United States of America ("ASSIGNEE"), the ASSIGNOR's entire rights, titles, and interests for the United States and all other jurisdictions in and to (i) U.S. Design Patent Application titled CUSHION WITH OFFSET CELLS ("the Design Application"); (ii) any and all improvements disclosed in the Design Application ("the Improvements"); (iii) all divisional, non-provisional, continuing, substitute, renewal, reissue, and all other applications for patent or the legal equivalent thereof which have been or may be filed in the United States and all other jurisdictions relating to any of the Improvements; (iv) all original, reissued, reexamined, and reviewed patents or their legal equivalents which have been or shall be issued in the United States and all other jurisdictions on the Improvements ("the Related Applications"); and specifically including (v) the right to file the Related Applications for patents or their legal equivalents under the provisions of any statute, convention, or treaty and claim priority based on such applications (all of the foregoing collectively "the Intellectual Property Rights");

AUTHORIZE the ASSIGNEE to, in its own name and in any jurisdiction, apply for and receive any and all patents or their legal equivalents relating to any of the Improvements;

AUTHORIZE AND REQUEST the issuing authority in each jurisdiction to issue any and all patents or their legal equivalents for any of the Improvements to and in the name of the ASSIGNEE;

WARRANT AND COVENANT that no assignment, grant, security interest, license, or other agreement or encumbrance affecting the Intellectual Property Rights or the ASSIGNEE's rights to the Intellectual Property Rights has been or will be made or entered into by the ASSIGNOR, and that the ASSIGNOR possesses the full right to convey the same as herein expressed and to provide the ASSIGNEE with all rights, titles, and interests in and to the Intellectual Property Rights;

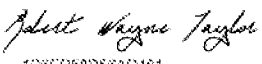
COVENANT, when requested and at the expense of the ASSIGNEE, to carry out in good faith the intent and purpose of this assignment, to execute all divisional, continuing, substitute, renewal, reissue, and all other applications for patents or their legal equivalents relating to any and all of the Improvements; to execute all rightful oaths, declarations, powers of attorney, assignments, and other papers; to communicate to the ASSIGNEE all facts and provide to the ASSIGNEE all documents and things known and accessible to the ASSIGNOR relating to any of the Intellectual Property Rights, including, but not limited to, the Improvements, the Design Application, the Related Applications, and the histories thereof, and to testify as to the same in any interference, derivation, or review proceeding, litigation, or other proceeding relating to the Intellectual Property Rights, including, but not limited to, the Improvements, the Design

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Application, the Related Applications, and the histories thereof; and generally to do everything possible which the ASSIGNEE shall consider desirable for vesting title to all of the Intellectual Property Rights in the ASSIGNEE, and to secure, maintain, defend, and enforce valid and enforceable patent protection for the Improvements;

AGREE AND ACKNOWLEDGE that the SALE, ASSIGNMENT, AND TRANSFER of the Intellectual Property Rights, as set forth herein, is and shall be IRREVOCABLE and BINDING upon the heirs, assigns, representatives, and successors of the ASSIGNOR and EXTEND to the successors, assigns, and nominees of the ASSIGNEE.

ASSIGNOR:

DocuSigned by:

1B8ED68D668AD401
Name Robert Wayne Taylor
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Dated 6/13/2019

DocuSigned by:

6CA14332286E34C7
Name Jon Wandvik
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Highland, UT 84003
Dated 6/12/2019