

## PATENT ASSIGNMENT COVER SHEET

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
BROCK HARRIS	09/20/2019
DHYEY Y. ACHARYA	09/23/2019
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	PURPLE INNOVATION, LLC
<b>Street Address:</b>	123 EAST 200 NORTH
<b>City:</b>	ALPINE
<b>State/Country:</b>	UTAH
<b>Postal Code:</b>	84004
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	29706731
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(801)375-3865
<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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<b>ATTORNEY DOCKET NUMBER:</b>	54023-2007USP1
<b>NAME OF SUBMITTER:</b>	JAMES A. LARSON
<b>SIGNATURE:</b>	/James A Larson/
<b>DATE SIGNED:</b>	10/16/2019
<b>Total Attachments: 2</b>	
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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) Application for United States Design Patent Application titled MATTRESS COVER ("the Design Application"); (ii) any and all designs, design features, and improvements disclosed in the Design Application (the "Improvements"); (iii) all divisional, 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 (each, a "Related Application"); (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; 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, apply for and receive in any jurisdiction any and all patents or their legal equivalents relating to 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 ASSIGNEE's rights to the Intellectual Property Rights has been or will be made or entered into by the ASSIGNOR, and that ASSIGNOR possesses the full right to convey the same as herein expressed and to provide 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 Related Applications; to execute all rightful oaths, declarations, powers of attorney, assignments, and other papers for the Design Application and for any Related Application; to communicate to the ASSIGNEE all facts and provide to the ASSIGNEE all documents and things known and accessible to the ASSIGNOR relating to 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, any of the Improvements, the Design Application, any Related Application, and/or the history of any of the foregoing, and generally to do everything possible which the ASSIGNEE shall consider

Attorney Docket No. 54023-2007USU1

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 any of 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:

*Brock Harris*

9/20/2019

Dated \_\_\_\_\_

1B853A01A72B489...

Name Brock Harris  
Address: 123 East 200 North  
Alpine, UT 84004

DocuSigned by:

*Dhyey Y. Acharya*

9/23/2019

Dated \_\_\_\_\_

09A8526685124ED...

Name Dhyey Y. Acharya  
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Lehi, Utah 84043