



Form PTO-1594  
(Rev. 03/01)  
OMB No. 0651-0027 (exp. 5/31/2002)

U.S. DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Simmons Company

5 23 '02

- Individual(s)
- General Partnership
- Corporation-State
- Other Delaware
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies)

Name: Dreamwell, Ltd.

Internal

Address: \_\_\_\_\_

Street Address: 2325-B Renaissance Drive

City: Las Vegas State: NV Zip: 89119

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other Limited Liability Company

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)  
Additional name(s) & address(es) attached?  Yes  No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: 4/19/02

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) \_\_\_\_\_

B. Trademark Registration No.(s) \_\_\_\_\_

732,490 & 1,689,575

Additional number(s) attached  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Vivian E. Lee

Internal Address: ROPES & GRAY

Street Address: 1 International Place

City: Boston State: MA Zip: 02110

6. Total number of applications and registrations involved: \_\_\_\_\_

2

7. Total fee (37 CFR 3.41).....\$ 65.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

18-1945

MAY 23 2002

DO NOT USE THIS SPACE

9. Signature.

Vivian E. Lee  
Name of Person Signing

*Vivian E. Lee*  
Signature

May 23, 2002  
Date

Total number of pages including cover sheet, attachments, and document: 6

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patent & Trademarks, Box Assignments  
Washington, D.C. 20231

06/03/2002 TBIAZ1 0000035 181945 732490

01 FC:481 40.00 CH  
02 FC:482 25.00 CH

## ASSIGNMENT OF TRADEMARKS

WHEREAS, Simmons Company, a corporation organized and existing under the laws of the State of Delaware, having principal offices at One Concourse Parkway, Suite 800, Atlanta, GA 30328 (hereinafter "Assignor"), has adopted and used in its business, and is the owner of all right, title and interest ("Rights") in and to the U.S. and foreign marks set forth in Schedule A attached hereto ("Marks").

WHEREAS, Dreamwell, Ltd., a limited liability company organized and existing under the laws of the State of Nevada, having principal offices at 2325-B Renaissance Drive, Las Vegas, Nevada 89119 (hereinafter "Assignor"), desires to acquire the Marks, all goodwill associated therewith, and all registrations thereof.

NOW, THEREFORE, in consideration of the mutual benefits and obligations arising from that certain Asset Contribution Agreement by and between the Parties, dated as of December 29, 2001, the receipt and sufficiency of which is hereby acknowledged by Assignor, and intending to be legally bound hereby, said Assignor, does hereby assign, transfer and set over unto the said Assignee, all Rights in and to the Marks, and all variations thereof, together with the goodwill of the business symbolized by the Marks and: (i) all registrations and applications to register such marks, (ii) all files, records, specimens and materials directly arising from the prosecution, exploitation or defense of rights and registrations pertaining to the Marks; (iii) and all choses in action pertaining to the Marks including Assignor's right to sue for and collect damages and other recoveries for past infringement thereof (collectively, "Marks and Related Rights"); the same to be held and enjoyed by the Assignee, its successors and assigns, as fully as the same would have been held and enjoyed by the Assignor had this assignment not been made. If after the date of this Assignment the Assignor or the Assignee (the "Parties") discover that any Marks were listed on Schedule A, or were not listed on Schedule A as the case may be, in contravention to the rights and intents of the Parties pursuant to this Assignment ("Listing Error"), then such Listing Error shall be corrected to the full satisfaction of the Parties by amendment to this Assignment.

At Assignee's request and expense, Assignor will provide all cooperation requested by Assignee in connection with any effort by Assignee to establish, perfect or defend its Rights in or to the Marks and Related Rights, including, without limitation, executing further consistent assignments, transfers and releases, and providing good faith testimony by affidavit, declaration, deposition or other means.

And for the consideration aforesaid, Assignor agrees that it will communicate to said Assignee and the representatives thereof any facts known to Assignor respecting said Marks and Related Rights, and will, upon request, execute and deliver to Assignee any and all additional papers and generally do all other and further lawful acts deemed necessary by said Assignee to carry out the terms of this Assignment.

[Remainder of this Page Intentionally Left Blank. Signature Pages to Follow]

The Commissioner of Patents and Trademarks is requested to issue the Certificate of Registration for the Marks to said Assignee.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed and the seal affixed hereto this 19<sup>th</sup> day of April, 2002.

ASSIGNOR:

SIMMONS COMPANY.

(Seal)

By: William S. Creekmuir

Name: WILLIAM S. CREEKMUIR

Title: EXECUTIVE VICE PRESIDENT & CHIEF FINANCIAL OFFICER

Attest:

Brian P. Bue  
~~Secretary~~ ASSISTANT SECRETARY, TREASURER

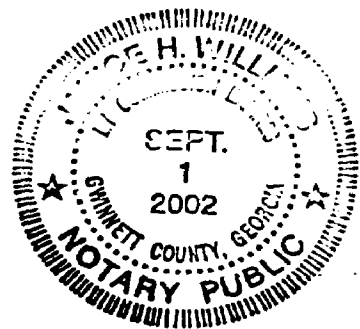
STATE OF GEORGIA )  
 ) ss.  
COUNTY OF [ Fulton ] )

On this 19<sup>th</sup> day of April, 2002, before me appeared, William S. Creekmuir [NAME], to me personally known, who, being by me duly sworn, did say that he is the EVP + CFO [TITLE] of Simmons, a corporation organized under the laws of the State of Delaware, and that the seal affixed to the foregoing instrument is the seal of said limited liability company, and that said instrument was signed and sealed on behalf of the corporation, by authority of its Board of Directors, and William S. Creekmuir [NAME] acknowledged said instrument to be the free act and deed of said corporation.

IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed my official seal in the County and State aforesaid, the day and year first above written.

Janice H. Williams  
Notary Public

My term expires: 9/1/02



ASSIGNEE:

DREAMWELL, LTD.

(Seal)

By: David R. Hancock

Name: David R. Hancock

Title: Secretary

Attest:

\_\_\_\_\_  
Secretary

STATE OF NEVADA            )  
  ) ss.  
COUNTY OF [Clark]        )

On this 9<sup>th</sup> day of April, 2002, before me appeared, David Hancock,  
[NAME] to me personally known, who, being by me duly sworn, did say that he is the  
Secretary [OFFICE] of Dreamwell, Ltd., a limited liability corporation organized  
under the laws of the State of Delaware, and that the seal affixed to the foregoing instrument is  
the seal of said limited liability company, and that said instrument was signed and sealed on  
behalf of the limited liability company, by authority of its Board of Managers, and  
\_\_\_\_\_  
[NAME] acknowledged said instrument to be the free act and deed of said  
limited liability company.

IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed my official seal  
in the County and State aforesaid, the day and year first above written.

Kristine W. Eppe  
Notary Public

My term expires: Oct. 17, 2004



**SCHEDULE A**

**TRADEMARK**

**U.S. REG. NO.:**

**REG. DATE:**

ALEXANDRIA

1,689,575

May 26, 1992

BELMONT

732,490

August 22, 1961