

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
National Bedding Company L.L.C.		02/27/2007	LIMITED LIABILITY COMPANY: ILLINOIS
RECEIVING PARTY DATA			
Name:	Serta, Inc.		
Street Address:	5401 Trillium Boulevard		
City:	Hoffman Estates		
State/Country:	ILLINOIS		
Postal Code:	60192		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1817944	NEW DAWN	
CORRESPONDENCE DATA			
Fax Number:	(312)569-3469		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	3125691469		
Email:	IPDOCKETCHICAGO@dbr.com		
Correspondent Name:	Drinker Biddle & Reath LLP		
Address Line 1:	191 N. Wacker Drive, Suite 3700		
Address Line 2:	c/o Nicole M. Murray, Esq.		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	NBC006USA		
NAME OF SUBMITTER:	Nicole M. Murray		
Signature:	/Nicole M. Murray/		

CH \$40.00 1817944

Date:

03/05/2007

Total Attachments: 1

source=New Dawn Assign#page1.tif

UNITED STATES TRADEMARK ASSIGNMENT

THIS ASSIGNMENT, made this 21 day of February, 2007, by and between National Bedding Company L.L.C. ("Assignor"), an Illinois limited liability company, located at 5401 Trillium Boulevard, Hoffman Estates, Illinois 60192, and Serta, Inc., a Delaware corporation, located at 5401 Trillium Boulevard, Hoffman Estates, Illinois 60192 ("Assignees").

WHEREAS, Assignor is the owner of United States Trademark Registration No. 1,817,944 for the mark NEW DAWN (hereinafter referred to as "the Mark"); and

WHEREAS, Assignee wishes to acquire Assignor's entire right, title and interest in and to the Mark, together with the goodwill of the business in connection with which the mark is used;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, grant, assign, transfer, convey and deliver to Assignee all of its right, title and interest in and to the Mark, together with the goodwill of the business in connection with which the Mark is used.

IN WITNESS WHEREOF, the Assignor has caused this assignment to be signed and executed by its duly authorized officer as of the date and year above written.

NATIONAL BEDDING COMPANY L.L.C.

By: 

Name: James F. Poemall

Title: VP CFO