

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM298686

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
GTRC Services, Inc.		03/20/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Simmons Innovations Limited		
Street Address:	260 The Quorem, Bamwell Road		
City:	Cambridge, CB5 8RE		
State/Country:	UNITED KINGDOM		
Entity Type:	private limited company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3246321	SIMMONS	
Registration Number:	3377141	SIMMONS	
CORRESPONDENCE DATA			
Fax Number:	3122226379		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	312/755-3179		
Email:	mhays@agdglaw.com		
Correspondent Name:	Mary Vidal Hays		
Address Line 1:	330 N. Wabash, Ste. 1700		
Address Line 4:	Chicago, ILLINOIS 60611		
DOMESTIC REPRESENTATIVE			
Name:	Harris Wolin		
Address Line 1:	100 Headquarters Plaza		
Address Line 2:	North Tower, 6th Floor		
Address Line 4:	Morristown, NEW JERSEY 07960-6834		
NAME OF SUBMITTER:	Mary Vidal Hays		
SIGNATURE:	/Mary Vidal Hays/		
DATE SIGNED:	03/20/2014		
Total Attachments: 3			
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TRADEMARK

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TRADEMARK ASSIGNMENT

WHEREAS, GTRC Services, Inc., a corporation organized and existing under the laws of the State of Delaware ("Assignor") is the record owner of, certain trademarks, service marks, trade names, and trademark registrations, listed in Schedule A (collectively referred to as "the Marks"); and

WHEREAS, Simmons Innovations Limited, a UK private limited company ("Assignee"), is desirous of acquiring all right, title, and interest in and to the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, the entire right, title and interest, whether statutory or at common law, in and to the Marks, together with the goodwill of the business symbolized by them throughout the world, and all registrations and pending applications therefor, in all countries throughout the world, together with all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

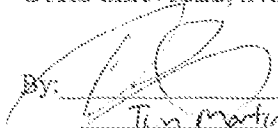
Assignor agrees to execute further papers and to do such other acts as may be necessary and proper to vest full title in and to the Marks and all ancillary rights in the Assignee.

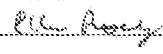
This Trademark Assignment may be executed in several counterparts, each of which shall be deemed to be an original, but all of which together will constitute one and the same instrument.

IN WITNESS WHEREOF, GTRC Services, Inc. has caused this Trademark Assignment to be executed and delivered and Simmons Innovations Limited, accepts

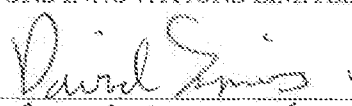
this Trademark Assignment as of this 20th day of March, 2014.

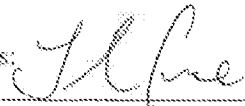
GTRC SERVICES, INC.

By: 
Tim Madis
President Via Product

Witnesses:

Ellen Basenby

SIMMONS INNOVATIONS LIMITED

By: 
DAVID SIMMONS
MANAGING DIRECTOR

Witnesses: 
JOHN GRACE

SCHEDULE A

<u>Trademark Title/Description</u>	<u>Registration No.</u>	<u>Country</u>
1. Simmons	3,246,321	United States
2. Simmons (design mark)	3,377,141	United States
3. Simmons	7,497,896	China

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