

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM339958

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Back to Bed, Inc.		09/29/2014	CORPORATION: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Mattress Firm, Inc.		
<b>Street Address:</b>	5815 Gulf Freeway		
<b>City:</b>	Houston		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	77023		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4171328	NOBODY BEATS OUR PRICE ON MATTRESSES. NO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2142000795		
<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>			
<b>Phone:</b>	214-651-5193		
<b>Email:</b>	cynthia.holland@haynesboone.com		
<b>Correspondent Name:</b>	Haynes and Boone, LLP Trademark Dept		
<b>Address Line 1:</b>	2323 Victory Avenue, Suite 700		
<b>Address Line 4:</b>	Dallas, TEXAS 75219		
<b>ATTORNEY DOCKET NUMBER:</b>	42032.4		
<b>NAME OF SUBMITTER:</b>	Cynthia Holland		
<b>SIGNATURE:</b>	/Cynthia Holland/		
<b>DATE SIGNED:</b>	04/30/2015		
<b>Total Attachments: 1</b>			
source=Back to Bed#page1.tif			

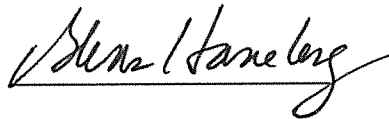
OP \$40.00 4171328

**ASSIGNMENT**

For and in consideration of One Dollar (\$1.00) and other valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Back to Bed, Inc., an Illinois corporation having its principal place of business at 700 Hilltop Drive, Itasca, Illinois 60143 (the "ASSIGNOR"), hereby assigns, sells, conveys, and transfers to Mattress Firm, Inc., a Delaware corporation, having a place of business at 5815 Gulf Freeway, Houston, Texas 77023 (the "ASSIGNEE"), all right, title, and interest in and to the trademarks and service marks set forth below, (the "Marks"), the applications and registrations therefore, and the goodwill of the business in which the Marks are used, together with all claims for damages and other relief by reason of infringement, with the right to sue and collect the same for its own use and for the use of its successors and assigns.

This assignment expressly includes the following US Registrations:

Serial No.	Reg. No.	Mark
85470135	4171328	NOBODY BEATS OUR PRICE ON MATTRESSES. NOBODY.

Signed:   
Printed: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: 9/29/2014