

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM499641

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME
<b>SEQUENCE:</b>	2

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Lion Newco, LLC		10/01/2018	Limited Liability Company: DELAWARE

## RECEIVING PARTY DATA

<b>Name:</b>	Tuft & Needle, LLC
<b>Street Address:</b>	735 Grand Avenue
<b>City:</b>	Phoenix
<b>State/Country:</b>	ARIZONA
<b>Postal Code:</b>	85007
<b>Entity Type:</b>	Limited Liability Company: DELAWARE

## PROPERTY NUMBERS Total: 36

Property Type	Number	Word Mark
Registration Number:	5229256	&
Registration Number:	5305851	& PILLOW
Registration Number:	5436262	& POUCH
Registration Number:	5316489	& SHEETS
Registration Number:	5443885	MATTRESS STORES ARE GREEDY
Registration Number:	5394117	TUFT & NEEDLE & PILLOW
Registration Number:	5173090	SNOOZEDUES
Registration Number:	4836760	T&N
Registration Number:	5115227	T&N ADAPTIVE
Registration Number:	5233659	T&N
Registration Number:	5604917	T&N TUFT & NEEDLE TUFT & NEEDLE
Registration Number:	5083389	TN
Registration Number:	5247908	TN.COM
Registration Number:	4616761	TUFT & NEEDLE
Registration Number:	5267021	TUFT & NEEDLE
Registration Number:	5595965	TUFT & NEEDLE
Registration Number:	4836761	TUFT & NEEDLE
Registration Number:	5242547	TUFT & NEEDLE

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	4964252	TUFT & NEEDLE
Registration Number:	5143379	WAKE UP BETTER
Registration Number:	5197050	WE CHARGE WHAT WE NEED, NOT WHAT WE CAN
Registration Number:	5490964	& FRAME
Serial Number:	86601205	&
Serial Number:	87573452	& PROTECTOR
Serial Number:	88015382	BEDS FOR SMART PEOPLE
Serial Number:	87512565	DEAR MATTRESS INDUSTRY
Serial Number:	86966296	MATTRESS STORES ARE GREEDY
Serial Number:	87740540	MINT
Serial Number:	88076111	NOD
Serial Number:	86601200	T&N
Serial Number:	87046756	THE HATE LIST
Serial Number:	87328669	THE PEOPLE'S STANDARD
Serial Number:	87177368	TN.COM
Serial Number:	86926977	TRUTH
Serial Number:	86601194	TUFT & NEEDLE
Serial Number:	86729016	WAKE UP BETTER

**CORRESPONDENCE DATA**

Fax Number: 2028576395

*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.*

Phone: 2023503695

Email: kristen.koines@arentfox.com

Correspondent Name: Diana S. Bae

Address Line 1: Arent Fox LLP 1717 K Street, NW

Address Line 4: Washington, D.C. 20006

ATTORNEY DOCKET NUMBER:	035503.000000
NAME OF SUBMITTER:	N. Christopher Norton
SIGNATURE:	/N. Christopher Norton/
DATE SIGNED:	11/27/2018

**Total Attachments: 3**

source=Cert. of Amendment (Name Change to Tuft Needle) 2018.10.01 LION NEWCO LLC - DE - Cert#page1.tif  
source=Cert. of Amendment (Name Change to Tuft Needle) 2018.10.01 LION NEWCO LLC - DE - Cert#page2.tif  
source=Cert. of Amendment (Name Change to Tuft Needle) 2018.10.01 LION NEWCO LLC - DE - Cert#page3.tif

# Delaware

The First State

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I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "LION NEWCO, LLC", CHANGING ITS NAME FROM "LION NEWCO, LLC" TO "TUFT & NEEDLE, LLC", FILED IN THIS OFFICE ON THE FIRST DAY OF OCTOBER, A.D. 2018, AT 3:49 O`CLOCK P.M.



  
Jeffrey W. Bullock, Secretary of State

7019666 8100  
SR# 20186921820

You may verify this certificate online at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

Authentication: 203528706  
Date: 10-01-18

**TRADEMARK**  
**REEL: 006489 FRAME: 0157**

STATE OF DELAWARE  
CERTIFICATE OF AMENDMENT TO  
CERTIFICATE OF FORMATION OF  
LION NEWCO, LLC

Lion Newco, LLC (the "LLC"), a limited liability company formed and existing under and by virtue of the Delaware Limited Liability Company Act (the "Act") does hereby certify:

**FIRST:** That the LLC's certificate of formation was originally filed with the Secretary of State of the State of Delaware on August 17, 2018 (the "Certificate of Formation").

**SECOND:** That the name of the LLC is Lion Newco, LLC.

**THIRD:** The Certificate of Formation is hereby amended by changing the Article thereof captioned "FIRST:" so that, as amended, said Article shall be and shall read as follows:

"The name of the limited liability company formed hereby is Tuft & Needle, LLC."

**FOURTH:** The Certificate of Formation is hereby amended by changing the Article thereof captioned "SECOND:" so that, as amended, said Article shall be and shall read as follows:

"The address of the registered office of the Company in the State of Delaware and the name and address of the registered agent for service of process on the Company in the State of Delaware are: Corporation Service Company, 251 Little Falls Drive, Wilmington, Delaware 19808, County of New Castle."

**FIFTH:** That said amendment was duly adopted in accordance with the provisions of Section 18-202 of the Act.

[signature page follows]

IN WITNESS WHEREOF, Lion Newco, LLC has caused this certificate to be signed on this 1st day of October, 2018.

LION NEWCO, LLC

By:   
Name: Kristen K. McGuffey  
Title: Secretary

[CERTIFICATE OF AMENDMENT TO CERTIFICATE OF FORMATION]