

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM854129

<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>
CVB Inc.		11/09/2023	Corporation: UTAH
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SKY BACON TECHNOLOGY HOLDINGS, LLC		
<b>Street Address:</b>	1525 W 2960 S		
<b>City:</b>	Nibley		
<b>State/Country:</b>	UTAH		
<b>Postal Code:</b>	84321		
<b>Entity Type:</b>	Limited Liability Company: UTAH		
<b>PROPERTY NUMBERS Total: 123</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	7198722	NEW HEIGHTS	
<b>Registration Number:</b>	7147199	LUCID LIMITED	
<b>Registration Number:</b>	6997439	C CIRINA	
<b>Registration Number:</b>	7020505	LUCID ESSENCE	
<b>Registration Number:</b>	6931571	BLOOMINGTON	
<b>Registration Number:</b>	6918572	SLEEP TITE	
<b>Registration Number:</b>	6901482	Z	
<b>Registration Number:</b>	6790980	BROOKSIDE	
<b>Registration Number:</b>	6783397	EDENBROOK	
<b>Registration Number:</b>	6783398	EDENBROOK	
<b>Registration Number:</b>	6783392	NEW HEIGHTS	
<b>Registration Number:</b>	6739581	HYPERCHILL	
<b>Registration Number:</b>	6680861	CIRINA	
<b>Registration Number:</b>	6654264	ALTICOIL	
<b>Registration Number:</b>	6647039	ALTICOIL	
<b>Registration Number:</b>	6622357	M	
<b>Registration Number:</b>	6569787	DUALTECH CHILL	
<b>Registration Number:</b>	6531404	NEEVA	
<b>Registration Number:</b>	6521987	DAYRISE	

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Property Type	Number	Word Mark
Registration Number:	6512702	BRIGHTON BED
Registration Number:	6512709	BRIGHTON BED
Registration Number:	6511850	DAYRISE
Registration Number:	6512703	DAYRISE
Registration Number:	6494578	NEEVA
Registration Number:	6494577	SONGBIRD
Registration Number:	6381821	SALT FLAT
Registration Number:	6381826	SALT FLAT
Registration Number:	6350072	LUCID REFRESH
Registration Number:	6342815	LUCID
Registration Number:	6309089	HYPERCHILL
Registration Number:	6297214	MAYVIEW
Registration Number:	6181287	LINENSPA DREAMER
Registration Number:	6181432	LINENSPA EXPLORER
Registration Number:	6164736	SIMPLYCALM
Registration Number:	6148550	SUPPORTRIGHT
Registration Number:	6142214	BLOOMINGTON
Registration Number:	6136957	LUCID DUSK
Registration Number:	6125466	SONGBIRD
Registration Number:	6045154	GELLED MICROFIBER
Registration Number:	5998401	CARBONCOOL LT
Registration Number:	5963550	WOVEN
Registration Number:	5946285	ANCHOR
Registration Number:	5946169	BROOKSIDE
Registration Number:	5944783	DREAM COLLECTION
Registration Number:	5940271	ERGOLOFT
Registration Number:	5922464	LINENSPA SIGNATURE COLLECTION
Registration Number:	5870168	SECURESTRAP
Registration Number:	5858761	PUREFLOW
Registration Number:	5853251	FOAMCREST
Registration Number:	5846447	LINENSPA ESSENTIALS
Registration Number:	5846099	REST HAVEN
Registration Number:	5800824	LINENSPA
Registration Number:	5802406	SURECOOL
Registration Number:	5764709	LUCID COMFORT COLLECTION
Registration Number:	5704199	LUCID EVO
Registration Number:	5697445	SLEEP TIGHT
Registration Number:	5681246	M

Property Type	Number	Word Mark
Registration Number:	5613645	DUO-FOAM
Registration Number:	5607906	LUCID
Registration Number:	5596416	LUCID
Registration Number:	5591191	MALOUF
Registration Number:	5591981	REST HAVEN BEDDING
Registration Number:	5582416	REST HAVEN
Registration Number:	5572977	CITRUS PEAR
Registration Number:	5577160	DUV8T
Registration Number:	5572020	ZONED GEL ACTIVE DOUGH
Registration Number:	5506440	ENCASE
Registration Number:	5477296	ZONED ACTIVE DOUGH
Registration Number:	5471509	ACTIVE DOUGH
Registration Number:	5466369	LUCID ADAPT
Registration Number:	5466368	LUCID BOUNDER
Registration Number:	5466371	LUCID ENERGY
Registration Number:	5466370	LUCID NIMBLE
Registration Number:	5466372	LUCID PRIME
Registration Number:	5466230	WEEKENDER
Registration Number:	5408994	BROOKSIDE
Registration Number:	5376718	WEEKENDER
Registration Number:	5371541	BROOKSIDE
Registration Number:	5371612	CARBON COOL
Registration Number:	5342946	STRUCTURES
Registration Number:	5267695	LINEN SPA
Registration Number:	5267696	LUCID
Registration Number:	5267793	OMNIPHASE
Registration Number:	5172445	CARBON COOL
Registration Number:	5167942	BRIGHTON BED
Registration Number:	5033248	BROOKSIDE
Registration Number:	5033223	LINEN SPA
Registration Number:	5033222	ZONED GEL DOUGH
Registration Number:	5019327	CONVOLUTION
Registration Number:	4990474	LUCID
Registration Number:	4990431	WEEKENDER
Registration Number:	4809491	WELLSVILLE
Registration Number:	4810073	ZONED DOUGH
Registration Number:	4783552	LINEN SPA
Registration Number:	4783427	UNIVERSAL FIT

Property Type	Number	Word Mark
Registration Number:	4761542	DOUGH
Registration Number:	4701362	GEL DOUGH
Registration Number:	4701371	Z
Registration Number:	4660920	OMNIPHASE
Registration Number:	4661271	STRUCTURES
Registration Number:	4646886	GELLED MICROFIBER
Registration Number:	4626304	SEAL TITE
Registration Number:	4626398	SLEEP TITE
Registration Number:	4610769	PR1ME
Registration Number:	4607063	H2PRO
Registration Number:	4585876	WOOL TITE
Registration Number:	4581378	GEL DOUGH
Registration Number:	4503250	LINENSPA
Registration Number:	4503224	MALOUF
Registration Number:	4503225	MALOUF
Registration Number:	4476393	GELLED MICROFIBER
Registration Number:	4452422	ISOLUS
Registration Number:	4359189	BY MALOUF
Registration Number:	4329467	LINENSPA
Registration Number:	4325913	MICRO TITE
Registration Number:	4325912	STEELock
Registration Number:	4296941	Z
Registration Number:	4203570	BRINDLE
Registration Number:	4182728	LINENSPA
Registration Number:	4135356	LUCID
Registration Number:	4127040	ENCASE
Registration Number:	4099834	DOUGH
Registration Number:	4084583	FIVE 5IDED

#### **CORRESPONDENCE DATA**

**Fax Number:** 6142290045

*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:** 6142290044

**Email:** jcsmith@ulmer.com

**Correspondent Name:** Jocelyn C Smith

**Address Line 1:** 65 E STATE ST

**Address Line 4:** COLUMBUS, OHIO 43215

**ATTORNEY DOCKET NUMBER:** 44980.0057

<b>NAME OF SUBMITTER:</b>	Jocelyn C Smith
<b>SIGNATURE:</b>	/jocelyn c smith/
<b>DATE SIGNED:</b>	11/16/2023
<b>Total Attachments: 7</b> source=IP Assignment (Registered Trademarks) - CVB to Sky Bacon#page1.tif source=IP Assignment (Registered Trademarks) - CVB to Sky Bacon#page2.tif source=IP Assignment (Registered Trademarks) - CVB to Sky Bacon#page3.tif source=IP Assignment (Registered Trademarks) - CVB to Sky Bacon#page4.tif source=IP Assignment (Registered Trademarks) - CVB to Sky Bacon#page5.tif source=IP Assignment (Registered Trademarks) - CVB to Sky Bacon#page6.tif source=IP Assignment (Registered Trademarks) - CVB to Sky Bacon#page7.tif	

**Deed of Assignment**

WHEREAS, CVB, Inc., a corporation organized and existing under Utah law, with its principal place of business at 1525 W 2960 S, Nibley, UT 84321 ("**Assignor**"), has adopted, owns and is using the marks ("**the Registered Marks**") and owns federal trademark registrations in connection therewith as listed on Schedule A;

WHEREAS, SKY BACON TECHNOLOGY HOLDINGS, LLC, a limited liability company organized and existing under Utah law, with its principal place of business at 1525 W 2960 S, Nibley, UT 84321 ("**Assignee**"), desires to acquire the Registered Marks and the referenced registrations in Schedule A;

NOW THEREFORE, for US \$10.00 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all right, title, interest and goodwill in and to the Registered Marks and the registrations thereof, and the right to sue for past, present and future infringement, dilution, misappropriation, violation, or breach thereof, and the right to recover, collect and own any monetary or other damages, and to obtain injunctive relief, as a result thereof.

CVB, Inc.

By: \_\_\_\_\_

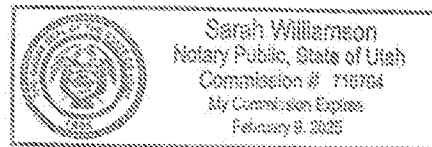
Name: Jeffrey D. Steed

Title: Chief Legal Officer

Dated effective as of: November 9, 2023

SUBSCRIBED and SWORN to before  
me this 9<sup>th</sup> of November, 2023.

\_\_\_\_\_  
Notary Public



My Commission Expires: 2/9/2025

Schedule A – Registered Marks

MARK	SERIAL NUMBER	STATUS	REGIS. NUMBER	REGIS. DATE	OWNER INFORMATION
NEW HEIGHTS	90390042	Registered	7198722	10/24/2023	CVB, Inc.
LUCID LIMITED	97428335	Registered	7147199	8/22/2023	CVB, Inc.
C CIRINA	90566200	Registered	6997439	05/07/2023	CVB, Inc.
LUCID ESSENCE	97104952	Registered	7020505	4/4/2023	CVB, Inc.
BLOOMINGTON	90085334	Registered	6931571	12/20/2022	CVB, Inc.
SLEEP TITE	88352927	Registered	6918572	12/6/2022	CVB, Inc.
Z	88347299	Registered	6901482	11/15/2022	CVB, Inc.
BROOKSIDE	90520483	Registered	6790980	7/12/2022	CVB, Inc.
EDENBROOK	90491421	Registered	6783397	7/5/2022	CVB, Inc.
EDENBROOK	90491429	Registered	6783398	7/5/2022	CVB, Inc.
NEW HEIGHTS	90487473	Registered	6783392	7/5/2022	CVB, Inc.
HYPERCHILL	87760066	Registered	6739581	5/24/2022	CVB, Inc.
CIRINA	90390042	Registered	6680861	3/22/2022	CVB, Inc.
ALTICOIL	88735685	Registered	6654264	2/22/2022	CVB, Inc.
ALTICOIL	88735744	Registered	6647039	2/15/2022	CVB, Inc.
M	90624649	Registered	6622357	1/18/2022	CVB, Inc.
DUALTECH CHILL	88420313	Registered	6569787	11/23/2021	CVB, Inc.
NEEVA	88645205	Registered	6531404	10/19/2021	CVB, Inc.
DAYRISE	90086025	Registered	6521987	10/12/2021	CVB, Inc.
BRIGHTON BED	90085346	Registered	6512702	10/5/2021	CVB, Inc.
BRIGHTON BED	90086017	Registered	6512709	10/5/2021	CVB, Inc.
DAYRISE	88263544	Registered	6511850	10/5/2021	CVB, Inc.
DAYRISE	90085360	Registered	6512703	10/5/2021	CVB, Inc.

MARK	SERIAL NUMBER	STATUS	REGIS. NUMBER	REGIS. DATE	OWNER INFORMATION
NEEVA	90031235	Registered	6494578	9/21/2021	CVB, Inc.
SONGBIRD	90031222	Registered	6494577	9/21/2021	CVB, Inc.
SALT FLAT	88900111	Registered	6381821	6/8/2021	CVB, Inc.
SALT FLAT	88901338	Registered	6381826	6/8/2021	CVB, Inc.
LUCID REFRESH	90011101	Registered	6350072	5/11/2021	CVB, Inc.
LUCID	88766359	Registered	6342815	5/4/2021	CVB, Inc.
HYPERCHILL	86878601	Registered	6309089	3/30/2021	CVB, Inc.
MAYVIEW	90085263	Registered	6297214	3/16/2021	CVB, Inc.
LINENSPA DREAMER	88587157	Registered	6181287	10/20/2020	CVB, Inc.
LINENSPA EXPLORER	88639449	Registered	6181432	10/20/2020	CVB, Inc.
SIMPLYCALM	88172895	Registered	6164736	9/29/2020	CVB, Inc.
SUPPORTRIGHT	88371755	Registered	6148550	9/8/2020	CVB, Inc.
BLOOMINGTON	87574903	Registered	6142214	9/1/2020	CVB, Inc.
LUCID DUSK	88141988	Registered	6136957	8/25/2020	CVB, Inc.
SONGBIRD	88275040	Registered	6125466	8/11/2020	CVB, Inc.
GELLED MICROFIBER	88301230	Registered	6045154	5/5/2020	CVB, Inc.
CARBONCOOL LT	88371734	Registered	5998401	2/25/2020	CVB, Inc.
WOVEN	88048047	Registered	5963550	1/14/2020	CVB, Inc.
ANCHOR	88392694	Registered	5946285	12/24/2019	CVB, Inc.
BROOKSIDE	88349446	Registered	5946169	12/24/2019	CVB, Inc.
DREAM COLLECTION	87725554	Registered	5944783	12/24/2019	CVB, Inc.
ERGOLOFT	88420690	Registered	5940271	12/17/2019	CVB, Inc.



MARK	SERIAL NUMBER	STATUS	REGIS. NUMBER	REGIS. DATE	OWNER INFORMATION
LINENSPA SIGNATURE COLLECTION	88185540	Registered	5922464	11/26/2019	CVB, Inc.
SECURESTRAP	88142164	Registered	5870168	9/24/2019	CVB, Inc.
PUREFLOW	88142097	Registered	5858761	9/10/2019	CVB, Inc.
FOAMCREST	88142082	Registered	5853251	9/3/2019	CVB, Inc.
LINENSPA ESSENTIALS	87886195	Registered	5846447	8/27/2019	CVB, Inc.
REST HAVEN	87603190	Registered	5846099	8/27/2019	CVB, Inc.
LINENSPA	87320568	Registered	5800824	7/9/2019	CVB, Inc.
SURECOOL	88142127	Registered	5802406	7/9/2019	CVB, Inc.
LUCID COMFORT COLLECTION	87781355	Registered	5764709	5/28/2019	CVB, Inc.
LUCID EVO	87571302	Registered	5704199	3/19/2019	CVB, Inc.
SLEEP TIGHT	88132593	Registered	5697445	3/12/2019	CVB, Inc.
M	87435057	Registered	5681246	2/19/2019	CVB, Inc.
DUO-FOAM	87785103	Registered	5613645	11/20/2018	CVB, Inc.
LUCID	87434167	Registered	5607906	11/13/2018	CVB, Inc.
LUCID	87320564	Registered	5596416	10/30/2018	CVB, Inc.
MALOUF	87434160	Registered	5591191	10/23/2018	CVB, Inc.
REST HAVEN BEDDING	87978475	Registered	5591981	10/23/2018	CVB, Inc.
REST HAVEN	87978317	Registered	5582416	10/9/2018	CVB, Inc.
CITRUS PEAR	87387336	Registered	5572977	10/2/2018	CVB, Inc.
DUV8T	87636576	Registered	5577160	10/2/2018	CVB, Inc.
ZONED GEL ACTIVEDOUGH	87656780	Registered	5572020	9/25/2018	CVB, Inc.
ENCASE	87533820	Registered	5506440	7/3/2018	CVB, Inc.

MARK	SERIAL NUMBER	STATUS	REGIS. NUMBER	REGIS. DATE	OWNER INFORMATION
ZONED ACTIVEDOUGH	87617827	Registered	5477296	5/22/2018	CVB, Inc.
ACTIVEDOUGH	87599285	Registered	5471509	5/15/2018	CVB, Inc.
LUCID ADAPT	87571274	Registered	5466369	5/8/2018	CVB, Inc.
LUCID BOUNDER	87571266	Registered	5466368	5/8/2018	CVB, Inc.
LUCID ENERGY	87571296	Registered	5466371	5/8/2018	CVB, Inc.
LUCID NIMBLE	87571287	Registered	5466370	5/8/2018	CVB, Inc.
LUCID PRIME	87571317	Registered	5466372	5/8/2018	CVB, Inc.
WEEKENDER	87507168	Registered	5466230	5/8/2018	CVB, Inc.
BROOKSIDE	87434178	Registered	5408994	2/20/2018	CVB, Inc.
WEEKENDER	87303174	Registered	5376718	1/9/2018	CVB, Inc.
BROOKSIDE	87313527	Registered	5371541	1/2/2018	CVB, Inc.
CARBONCOOL	87351384	Registered	5371612	1/2/2018	CVB, Inc.
STRUCTURES	87320612	Registered	5342946	11/21/2017	CVB, Inc.
LINENSPA	87212997	Registered	5267695	8/15/2017	CVB, Inc.
LUCID	87213004	Registered	5267696	8/15/2017	CVB, Inc.
OMNIPHASE	87303136	Registered	5267793	8/15/2017	CVB, Inc.
CARBONCOOL	86811952	Registered	5172445	3/28/2017	CVB, Inc.
BRIGHTON BED	86893173	Registered	5167942	3/21/2017	CVB, Inc.
BROOKSIDE	86841558	Registered	5033248	8/30/2016	CVB, Inc.
LINENSPA	86812350	Registered	5033223	8/30/2016	CVB, Inc.
ZONED GEL DOUGH	86812135	Registered	5033222	8/30/2016	CVB, Inc.
CONVOLUTION	86812163	Registered	5019327	8/9/2016	CVB, Inc.
LUCID	86812192	Registered	4990474	6/28/2016	CVB, Inc.
WEEKENDER	86765676	Registered	4990431	6/28/2016	CVB, Inc.
WELLSVILLE	86217848	Registered	4809491	9/8/2015	CVB, Inc.

MARK	SERIAL NUMBER	STATUS	REGIS. NUMBER	REGIS. DATE	OWNER INFORMATION
ZONED DOUGH	86382941	Registered	4810073	9/8/2015	CVB, Inc.
LINENSPA	86443957	Registered	4783552	7/28/2015	CVB, Inc.
UNIVERSAL FIT	86382875	Registered	4783427	7/28/2015	CVB, Inc.
DOUGH	86247622	Registered	4761542	6/23/2015	CVB, Inc.
GEL DOUGH	86252712	Registered	4701362	3/10/2015	CVB, Inc.
Z	86256105	Registered	4701371	3/10/2015	CVB, Inc.
OMNIPHASE	86139709	Registered	4660920	12/23/2014	CVB, Inc.
STRUCTURES	86181610	Registered	4661271	12/23/2014	CVB, Inc.
GELLED MICROFIBER	86238486	Registered	4646886	11/25/2014	CVB, Inc.
SEAL TITE	86150813	Registered	4626304	10/21/2014	CVB, Inc.
SLEEP TITE	86975653	Registered	4626398	10/21/2014	CVB, Inc.
PRIME	85951148	Registered	4610769	9/23/2014	CVB, Inc.
H2PRO	86054168	Registered	4607063	9/16/2014	CVB, Inc.
WOOL TITE	86019000	Registered	4585876	8/12/2014	CVB, Inc.
GEL DOUGH	85938193	Registered	4581378	8/5/2014	CVB, Inc.
LINENSPA	85934183	Registered	4503250	3/25/2014	CVB, Inc.
MALOUF	85922639	Registered	4503224	3/25/2014	CVB, Inc.
MALOUF	85922690	Registered	4503225	3/25/2014	CVB, Inc.
GELLED MICROFIBER	86055316	Registered	4476393	1/28/2014	CVB, Inc.
ISOLUS	85767238	Registered	4452422	12/17/2013	CVB, Inc.
BY MALOUF	85655482	Registered	4359189	6/25/2013	CVB, Inc.
LINENSPA	85655454	Registered	4329467	4/30/2013	CVB, Inc.
MICRO TITE	85655418	Registered	4325913	4/23/2013	CVB, Inc.
STEELock	85655401	Registered	4325912	4/23/2013	CVB, Inc.
Z	85047970	Registered	4296941	3/5/2013	CVB, Inc.
BRINDLE	85413929	Registered	4203570	9/4/2012	CVB, Inc.

MARK	SERIAL NUMBER	STATUS	REGIS. NUMBER	REGIS. DATE	OWNER INFORMATION
LINENSPA	85486704	Registered	4182728	7/31/2012	CVB, Inc.
LUCID	85413954	Registered	4135356	5/1/2012	CVB, Inc.
ENCASE	85125990	Registered	4127040	4/10/2012	CVB, Inc.
DOUGH	85107676	Registered	4099834	2/14/2012	CVB, Inc.
Five Sided	85047852	Registered	4084583	1/10/2012	CVB, Inc.