ESTTA Tracking number: **ESTTA486889**
Filing date: **08/02/2012**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	92054201
Party	Plaintiff Dan Foam ApS
Correspondence Address	AMY SULLIVAN CAHILL STITES HARBISON PLLC 400 WEST MARKET STREET , SUITE 1800 LOUISVILLE, KY 40202 3352 UNITED STATES acahill@stites.com
Submission	Confidential Plaintiff's Summary Judgment
Filer's Name	Amy Sullivan Cahill
Filer's e-mail	acahill@stites.com
Signature	/Amy Sullivan Cahill/
Date	08/02/2012
Attachments	Petitioner's Summary Judgment Motion - Part 3.pdf (25 pages)(5098819 bytes)

(Gigliotta) traded me for the primitive cabinet in my living room and she made me promise to give it back to her if I ever got tired of it.

The most I have ever paid for an item in my home...

my down-filled Pottery Barn couch was a present to myself when I retired in November.

Three items homeowners definitely need are... a Dyson vacuum cleaner for all the dust on the hardwood floors, a 7.1 home entertainment system with surround sound and my contractor Hunt McKee at Gulf Cost Property Inspections and Design.

Best home advice I ever received: James Gill from Gill Nursery created a landscape design for both my front and back yard. He suggested I get rid of the palm tree in front of the house that was cutting into the roof and install new landscaping. This is a work in progress, but it gave me a plan and a starting place.

I have an impressive collection of... vintage religious memorabilia. I was raised Catholic and attend church at St. Patrick's. I love collecting statues, rosaries, medals, pictures, crosses, etc. that remind of me of growing up in Kingsville, Texas and attending St. Gertrude School.

My prized possession is...

my grandfather's clock. It was the first thing my father saw when he was born and he grew up with the sound of that clock in his home. His father, Ernest H. Pinkerton had bought the clock from a lady who owed him $8 for milk (he had a cow) in 1924. He paid her a few extra dollars besides what she owed him for the milk. The clock was a Calumet Baking Powder Company clock that the company used for advertisement in little grocery stores. My grandmother pulled out the baking powder advertisement and put in a picture of a man carrying Bibles spreading the word.

I will always have space in my home for... my granddaughter, Faith, and her toys. My original 1940s red tamale cart with yellow wheels that I bought at an estate sale in Keller. My grandmother's molcajete and the metate that belonged to Diana Grime's mother. The 1940s handcarved and hand-painted country western dance figurine set in the glass case. This set was made by a man who lived outside of San Antonio. The set includes the bandstand, instruments, band members, singers, and an assortment of dancers who were members of the volunteer fire department.

Send home nominations to Eddie Seal at eddieseal@gmail.com or 688-0887.

GRAPHIC: Julie Wallace's dining room has a farmhouse table and a 1940s tamale cart, a framed statue of St. Anthony, a pair of antique columns and host of interesting items. The screened porch is cool and comfortable with metal furniture that she had powdercoated white. Pink pillows from the Pottery Barn add a splash of color. LEFT: A 1950s prom dress with a mink stole and a 1940s kitchen cabinet displaying vintage sewing notions adorns a corner of the master bedroom. BELOW: Julie Wallace had Hibler's taxidermy make a display case with an oak wood floor for her hand carved and painted dance hall scene complete with a bandstand, band and dancers. An antique rocking chair turned into a planter, a vintage painting and a primitive cabinet from the late 1800s sit in the living room. An original Kingsville Produce Co. sign reflects Julie Wallace's hometown roots and a collection of 1950s Bartlett-Collins cookie jars are displayed in the kitchen. White, red and green colors with the home's original vent hood and a porcelain table from the 1940s and chairs give the kitchen a nostalgic, casual feel. The metal sign above the stove came from Canada and is in French from the early 1900s. The guest bed is covered in a hand-crocheted bedspread, curtains made from handkerchiefs with hand-crocheted valances. The wardrobe was originally a elementary school cabinet that was used for books.

LOAD-DATE: June 19, 2012

Copyright 2012 Furniture Today Media Group, LLC
All Rights Reserved

FURNITURE Today

Furniture Today

May 28, 2012

SECTION: NEWS

LENGTH: 980 words

HEADLINE: New features enhance appeal of recliners

BYLINE: Larry Thomas

BODY:

HIGH POINT - Taking cues from the marketing-savvy auto and mattress industries, recliner manufacturers have introduced a slew of recent innovations that further distance the product from its Archie Bunker stereotype. Not only are power reclining mechanisms becoming the norm (think power windows and power seats in cars), producers have developed a variety of other enhancements that are making this furniture store staple a product that will become more widely accepted in practically any room of the house. And perhaps more importantly, the recent developments are making the product more acceptable to female consumers - who make the vast majority of furniture purchasing decisions, but are known to loathe recliners. With recent innovations such as adjustable lumbar support, moveable headrests, memory foam cushioning, gel-infused foam cushioning and chairs that recline to a lay-flat position, producers believe women will at least like them, if not love them.

The Norfolk recliner from Mac Motion Chairs features a pair of adjustable air bladders in the back of the chair providing lumbar support.

One of Franklin's newer recliners doubles as a bed once it is moved to the lay-flat position. An adjustable headrest also makes TV viewing and reading comfortable from this position.

"It gives a whole new perspective to the reclining chair market," said Butch McCracken, president of Mac Motion Chairs. At the April High Point Market, McCracken's company introduced a contemporary recliner that not only lies flat when used with a matching ottoman, but has air bladders in the back of the chair that can be adjusted to provide varying levels of lumbar support. McCracken said the supplier of the dual air bladders, which are controlled by a button on the side of the chair, makes a similar product for Mercedes-Benz and BMW automobile seats - a fact he urges dealers to share with consumers. Reclining chair sales leader La-Z-Boy also unveiled a lumbar support mechanism in April, but with a different twist. The La-Z-Boy system, called PowerRecline XR Plus, gently pushes the lumbar area of the chair outward by as much as 3 inches. It also comes with a separate power headrest adjustment that allows the headrest to tilt from zero to 55 degrees. The power headrest allows a consumer who is fully reclined, for example, to maintain an appropriate "line of sight" while watching TV or reading, the company says. "Introducing these innovative upgrades to our recliners takes the reclining experience to a whole new level," said Paula Hoyas, La-Z-Boy's vice president of merchandising. "We are pleased to provide unique upgrades that allow consumers to truly customize their

reclining experience." Initially, PowerRecline XR Plus is available on four recliners, but she said it is likely to be made available on other models in the near future. The company also took a cue from the mattress industry by offering memory foam - a cushioning material made popular by Tempur-Pedic in the past decade - as an upgrade for its seat cushioning. Hoyas said the memory foam option is available on nine recliners, including three that have matching motion seating groups. Also having success with memory foam is Southern Motion, which introduced its three-chair Reclina-Pedic line more than a year ago. The memory foam story helped make it an instant success, and the lineup has more than doubled in size since then, said Teresa Parris, the company's merchandise manager. "The perceived value is huge," she said. "It has sold through very well at retail." Dealers who sign up for the program can get signage and other point-of-purchase materials that reinforce the memory foam story, Parris said. Catnapper is hoping to have similar success with a gel-infused foam cushioning that it unveiled in April. The cushioning currently is available only on the company's new Gibson recliner, but Anthony Teague, senior vice president of sales and merchandising, said it's likely to be added to other chairs soon. "It was very well received at market," he said. "It's a great story to go along with our Comfort Coil (foam encased coil) seating." The Gibson also can recline to the lay-flat position - a configuration that has gained several adherents in the past year.

The Chesapeake is the featured piece in Palliser's new My Comfort recliner program. It is available in two seat widths, and features a batterypowered mechanism that swivels, rocks and reclines.

Catnapper's new Gibson recliner features gel-infused foam in the seat cushion. It is available with a swivel/ glider mechanism, or a lay-flat reclining mechanism.

Franklin was among the first producers to bring the lay-flat concept to market more than a year ago, and the company says it has been extremely successful. "It takes the power reclining option to a whole new dimension," said Chuck Tidwell, vice president of merchandising and product development. "It's great for sleeping, and with the adjustable headrest, it's also great for reading or watching TV." At the April market, Tidwell said the lay-flat configuration was added to a motion sectional that was very well received by dealers. Another well-received recliner program was at Palliser, which unveiled what it believes is the first power reclining mechanism that also allows the chair to swivel and rock. "It was the hit of the market," said Cary Benson, Palliser's president of sales and marketing. "It offers a new alternative to the traditional recliner." In addition, the mechanism is battery powered, which eliminates the need to place the chair near an electrical outlet. Benson said the battery, roughly the size of a laptop computer battery, will stay charged for about a month. It can be easily removed and plugged into an electrical outlet overnight for recharging.

LOAD-DATE: June 2, 2012

Copyright 2012 Crain Communications
All Rights Reserved

TIRE BUSINESS
Tire Business

July 2, 2012

SECTION: Pg. 1 Vol. 30

LENGTH: 1809 words

HEADLINE: Eco tires advance, but many buyers not shopping for them

BYLINE: Jeff Yip

DATELINE: AKRON

BODY:

Fuel economy is overwhelmingly the top "gotta have" when car buyers go shopping, a recent Consumer Reports survey found.

Quality, safety, value and performance, while considerations, took a distinct back seat in the magazine's survey. Other revelations: nearly three-quarters of drivers said they would consider an alternative fuel vehicle for their next car. And 62 percent even said they wanted to be more environmentally friendly.

So, with more tires than ever marketed as fuel savers and touting low-rolling resistance are shoppers coming in and telling their tire retailers they want eco-friendly tires?

Barry Harmon stops and thinks. "You know, I've never had anyone come in and ask for an eco-tire or one with low rolling resistance," he said. Mr. Harmon, who operates Dayton Tire Sales Inc. in Sherman, Texas, is not alone.

"I talked with all five stores and they all said they don't have people coming in asking for low rolling-resistance tires or 'eco tires,'" Kim Sigman, co-owner and general manager of Community Tire Pros & Auto Repair in Phoenix, Ariz., told Tire Business.

While customers coming in retailers' front doors may not exactly be screaming for green tires, many of the tires entering the storerooms and warehouses are designed and built with the environment in mind.

Green's going mainstream. Tire makers all over the globe are not only coming out with fuel-efficient products, they are making environmental stewardship-reduced waste and carbon emissions, saving natural resources and requiring recycling-part of their core corporate values.

Bridgestone Corp., for example, said it's committed to reducing its carbon dioxide emissions globally by 35 percent by 2020 vs. the levels in 2005.

And doing good can be glamorous. Take motorsports. IndyCar racers run on ethanol, a renewable fuel derived from plants.

And last month, for the first time in the endurance race's storied history, a hybrid won the 24 Hours of Le Mans. The winning Audi diesel prototypes even duked it out with Toyota's gasoline hybrid race cars before the latter were eliminated due to crashes.

Eco-tires are even showing up at race circuits. Yokohama Rubber Co. Ltd.'s Advan ENV-R2, which uses citrus extracts in its compound, is the spec tire in the IMSA GT3 Cup Challenge and the American LeMans Series' GTC Class.

Of course, most tire dealers serve road warriors whose only battle is the daily commute. Or the customer may be a commercial truck fleet. With fuel costs so high, both drivers pay strict attention to operating expenses, which can mean opportunities to advise customers.

"We're not hearing the people come in and say, 'Oh, can you give me a tire that's going to improve my gas mileage?' We're just not hearing that at all," said Barry Steinberg, president of Direct Tire & Auto Service in Watertown, Mass.

"It's more that the person has been asked to buy an inappropriate tire to accomplish either the same or better gas mileage than they're experiencing now. Some of these chain operations, quite candidly, don't care what they sell. They just want to make the sale."

One out of 10 customers winds up buying eco-friendly tires, Mr. Steinberg said.

"If fuel economy is an issue for them, we will always talk about the availability of the low-rolling resistance green tire for them, if they're interested. The rabid fans-the ones who are jotting down every gallon they use and what kind of driving they're doing-those educated consumers are really really into it; they already know what they want to buy.

"They're aware of the difference in the tires, they're aware of the lower-weight tires, the lower rolling-resistance tires-they've already sort of made their buying decision," he continued, "and they come in for our opinion on the information they've put together."

New England's winter climate presents a problem for hybrid owners, who not only have to deal with snow and ice but the eventuality that their vehicles' batteries can "take a big hit" from cold and lose 20 percent fuel efficiency, Mr. Steinberg said. "We focus on making sure the consumer is aware that if they buy a non low-rolling-resistance tire, there will be an adverse effect on gas mileage.

"The low rolling-resistance tires may not always have the best wet traction capabilities or snow traction capabilities that a lot of other tires do, just because of the tread design, but if they're buying a premium tire, either a premium Michelin, a premium Kumho, a premium Toyo, a premium Yokohama in that green category, I think they're going to find that all the characteristics they want in a tire are going to be there as far as traction."

The push to build easy-rolling tires is also driven by auto makers that face increasingly strict mandates on fleet fuel economy and greenhouse-gas emissions. The federal government has ordered that auto makers' new products must average 34.1 mpg by 2016 and 54.5 mpg 2025.

Rolling resistance

To reduce wasted energy and improve rolling resistance, tire manufacturers are looking at reduced weight, cooler running temperatures, tread and sidewall designs and tire compounding.

"If you look at traditional compounds, the carbon molecules are actually bunching up in the polymer. You get heat generation and poor dispersion of carbon, which results in energy loss," Julie K. Porter, formerly product manager for Bridgestone Americas, said at a Tire Industry Association (TIA) seminar on green tires at last fall's Global Tire Expo in Las Vegas.

"Improving carbon dispersion helps improve the rolling resistance and fuel economy," she said.

Sidewalls also do their part. According to Ms. Porter, Bridgestone's newest Ecopia tires, including the Turanza Serenity Plus and Firestone's Destination LE2, have a "fuel-saver" sidewall compound that reduces rolling resistance "by returning more energy back into the tire.

"As the tire is rolling, the sidewall nearest the road (surface) deflects and it has to regain its shape as it rolls to the top of its rotation," she explained. "With our fuel-saver sidewall, we're able to use less energy to get the tire back to its original shape.

"Think of the fuel-saver sidewall as the extreme opposite of the Tempur-Pedic mattress. If you take your hand off a Tempur-Pedic mattress with memory foam, and you slam it down on the bed, you see a hand print. This is the extreme opposite of that. So instead of leaving a mark, (the sidewall) just takes back its original shape more quickly and uses less energy to do that."

Payoff in mpg

Big advancements in fuel economy from improved rolling resistance don't come easily. Speaking at the same TIA seminar, Mark Cherveny, enterprise project leader for Goodyear North American Tire, said that it takes a 10-percent drop in rolling resistance to gain 1- to 2-percent fuel efficiency.

Only 13 percent of the energy of a gasoline-powered car actually makes it to the drive wheels, he pointed out. And of that 13 percent, only 4 percent is used to overcome rolling resistance.

The best way to make fuel-efficient tires relevant to consumers is to not talk about pounds of force, friction coefficients or other technical criteria, Ms. Porter and Mr. Cherveny agreed, but instead communicate in terms of their wallets.

For example, Mr. Cherveny said, Goodyear's Assurance FuelMax can deliver 4-percent fuel savings over the 65,000-mile projected life of that tire. That calculation holds true regardless of the vehicle's fuel economy or the price of gas.

Continental Tire North America's new PureContact, a luxury performance tire that will be out in September, could save up to 172 gallons of fuel, or about $645-based on $3.75 per gallon-over the life of the tire, depending on tire size and vehicle, said Travis Roffler, Conti's marketing director.

He pointed out that eco tires, while typically more expensive to make due to newer technologies, are offered at prices similar to other, non-eco tires in the market. That's important because the green that counts with most customers is the upfront cost of a set of replacement tires.

"Today, our market feedback is that consumers are not willing to pay more for this additional performance attribute," Mr. Roffler said.

New tire fuel-efficiency labeling requirements coming later this year from the National Highway Traffic Safety Administration-similar to those in effect in Europe-should clear up confusion and could help grow the market for fuel-efficient tires, Hiromasa Nakahara, adviser, product management for Bridgestone Americas, told Tire Business.

"We believe that the new tire labeling requirements will change the consumer's buying experience," Mr. Nakahara said. "It will provide reliable data for making informed decisions related to fuel economy and other performance attributes."

Innovation

The race to deliver fuel economy and produce a tire that uses renewable materials (about seven gallons of oil go into a typical passenger car tire, according to the Rubber Manufacturers Association) is heating up.

With the world's motor vehicle tire production expected to reach 1.9 billion units in 2015, that means the industry potentially could save 13.3 billion gallons of oil, if research into alternative renewable materials being conducted bears fruit.

Fruit has actually helped Yokohama Tire lower the rolling resistance of street and race tires. Its newest "orange oil" tire, the Avid Ascend, was introduced in March and fits cars, minivans and crossover vehicles.

Yokohama calls its orange-oil infused tread, "Super Nano-Power Rubber Compound," and says the citrus oil, which substitutes for some of the petroleum oil used in a conventional tire compound, helps lower rolling resistance during normal operation of the vehicle.

"When you're just driving, say at 65 mph, the compound is at steady state, but when you want to change lanes quickly, brake or accelerate, the traction between the tire and the roadway goes much higher. It's kind of dual mode compound," said Dan Guiney, Yokohama's director of technical services.

Don't be surprised by more technical innovation, said John Emerson, director of industry standards and government regulations for Michelin North America Inc., which is on its fourth generation of fuel-efficient consumer tires-the Energy Saver all-season line. "We still believe that significant additional reductions in rolling resistance are possible within the next ten years," Mr. Emerson said.

One development could be a return to taller, higher-aspect ratio tires on future new cars, Goodyear's Mr. Cherveny said.

In the meantime, tire dealers can help their customers hang on to a little more of their own "green" by keeping their tires aired up.

"We need to continue to educate consumers on how important air inflation is," Goodyear's Mr. Cherveny said. "It doesn't matter if you have the best rolling resistance tire in the world if the consumer doesn't keep the right inflation pressure in the tire."

LOAD-DATE: July 5, 2012

Exhibit M

(Exhibit includes digital media filed by hand)

Exhibit N

CONFIDENTIAL
Filed Under Seal

Exhibit O

CONFIDENTIAL
Filed Under Seal

Exhibit P

http://www.overstock.com/Home-Garden/Memory-Foam/2795/subcat.html?index=121

Edit View Favorites Tools Help

Vendor Central | Memory Foam... | Amazon.com: Co... | Edit Product | Page | Tools

Sarah Peyton Queen-size Cool Sensations Memory Foam Mattress

Sale: $398.99
Was: ~~$419.99~~
Review: ★★★★½

Memory Foam Standard Molded Pillow

Sale: $23.74
Was: ~~$24.99~~
Compare at: ~~$44.99~~
You Save: 47% off
Review: ★★★★½

8-inch Queen Memory Foam Mattress

Sale: $332.49
Was: ~~$349.99~~
Compare at: ~~$675.06~~
You Save: 51% off
Review: ★★★★☆

13-inch Twin-size Accu-Gold 5.3 Memory Foam RV Bed Component Sleep System

Sale: $205.19
Was: ~~$215.99~~
Compare at: ~~$3,499.99~~
You Save: 94% off
Review: ★★★★★

Sarah Peyton Memory Foam Leg Spacer Pillow

Sale: $13.82
Was: ~~$14.55~~
Compare at: ~~$21.99~~
You Save: 37% off
Review: ★★★★☆

Memory Foam Standard Size Contour Pillow

Sale: $17.57
Was: ~~$18.49~~
Compare at: ~~$24.99~~
You Save: 30% off
Review: ★★★☆☆

Sarah Peyton Twin 10-inch Cool Sensations Memory Foam Mattress

Sale: $237.49
Was: ~~$249.99~~
Review: ★★★★½

Sarah Peyton 36-inch Memory Foam Body Pillow

Sale: $20.81
Was: ~~$21.91~~
Compare at: ~~$35.00~~
You Save: 41% off
Review: ★★★½☆

10-inch Accu-Gold 5.3 Queen Memory Foam RV Bed Sleep System

Sale: $284.99
Was: ~~$299.99~~

14-inch Select-A-Firmness Memory Foam King Size Mattress

Sale: $712.49
Was: ~~$749.99~~
Compare at: ~~$893.90~~
You Save: 20% off
Review: ★★★★★

Sarah Peyton Memory Foam 50x18.5 Body Pillow (Pack of 2)

Sale: $45.59
Was: ~~$47.99~~
Review: ★★★★☆

Sarah Peyton Full-size Cool Sensations Memory Foam Mattress

Sale: $341.99
Was: ~~$359.99~~
Review: ★★★★½

Internet | 100%

http://www.overstock.com/30588/static.html?TID=D:MOD_C4

Google

Edit View Favorites Tools Help

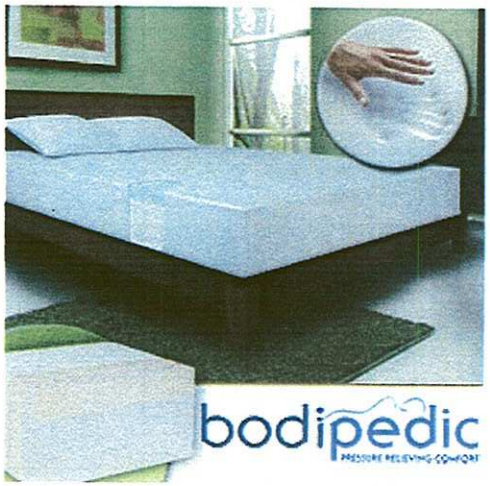
Overstock.com

Page Tools

Always $2.95 Shipping on Your Entire Order

Furniture | Home & Garden | Bedding & Bath | Clothing & Shoes | Jewelry | Watches | Electronics | Sports | Books & Media | Worldstock | More | Sales

Guaranteed by 2/13 Look for this image for **free shipping and guaranteed delivery** by February 13th. **More Details›**



View Larger Image

Featured Product

Bodipedic Memory Foam 10-inch Mattress

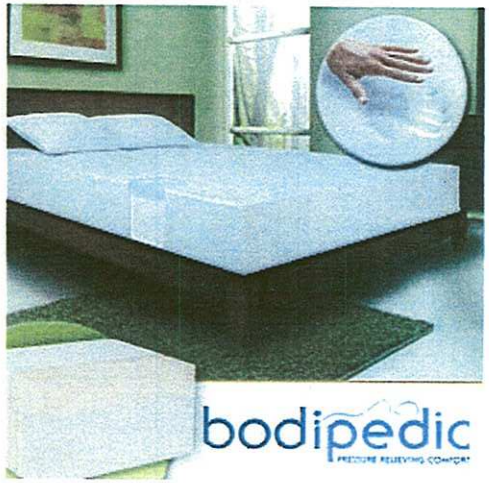
20% Off Coupon

Full: $349.99

Queen: $418.99

King: $529.99

Click Here For More Information



View Larger Image

Featured Product

Bodipedic 10-inch Memory Foam Mattress

20% Off Coupon

Full: $349.99

Queen: $418.99

King: $529.99

Click Here For More Information

Shop Other Memory Foam

Shop All Memory Foam

Internet 100%

http://www.overstock.com/bedding/29/store.html

Google

Edit View Favorites Tools Help

Bedding & Bath from Overstock.com

Page Tools

Bedding & Bath

Search within Bedding & Bath Go

Down Bedding
- Featherbeds
- Down Comforters
- Down Comforter Sets
- Down Alternatives

Pillows
- Pillowcases
- Down Pillows
- Memory Foam Pillows
- Throw Pillows

Sheets
- Egyptian Cotton Sheets
- Sateen Sheets
- Flannel Sheets
- Luxury Sheets
- Deep Pocket Sheets

Memory Foam
- Mattress Toppers
- Memory Foam Mattresses
- Memory Foam Pillows

Mattresses
- Serta
- Air Beds

Fashion Bedding
- Bed-in-a-Bag
- Bedspreads
- Comforter Sets
- Duvet Covers
- Kids' Bedding
- Luxury Bedding
- Quilts

Other Bedding
- Baby Bedding
- Bedskirts
- Blankets
- Canopies
- Mattress Pads
- Throws

Clearance Bedding

Bath
- Bath Accessories
- Bath Rugs & Mats
- Bath Robes
- Fashion Towels
- Solid Towels
- Shower Curtains

Extra 10% Off
Select Memory Foam

Shop Now ›

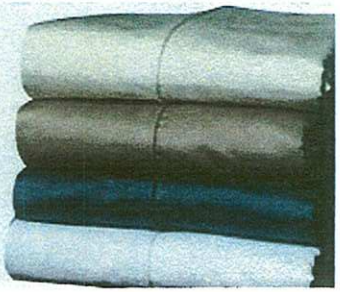
1 2 3 4

Serta Deals
Extra 15% Off or a **Free Comforter**
Gift with Purchase on Select Serta*

*Special offer mentioned above only applies to Serta mattresses featured.

Shop Now ›

Sheets
Snuggle Up



Shop Now ›

Bath Memory Tommy Hilfiger

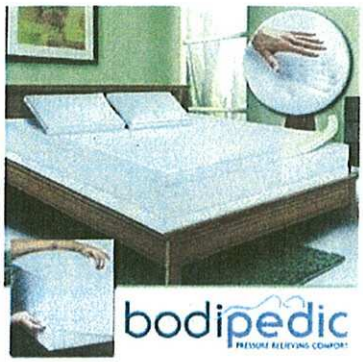
Internet 100%

Hello. Sign in to get personalized recommendations. New customer? Start here.

New Year, New You: Essentials for 2012
Sponsored by Philips

Your Amazon.com | Today's Deals | Gifts & Wish Lists | Gift Cards | Your Digital Items | Your Account | Help

Shop All Departments Search Everything Else Cart Wish List



Bodipedic 3-inch Memory Foam Mattress Topper and Cover Set, Size King

by Bodipedic

Be the first to review this item | (0)

Price: $209.99

In stock.
Processing takes an additional 4 to 5 days for orders from this seller.
Ships from and sold by **TradecoZone**.

2 new from $185.00

Quantity: 1

$209.99 + Free Shipping
In stock. Processing takes an additional 4 to 5 days. Sold by **TradecoZone**

or
Sign in to turn on 1-Click ordering.

More Buying Choices
2 new from $185.00

Have one to sell?
Share

Share your own customer images

Customers Who Viewed This Item Also Viewed

Page 1 of 3

Queen Size 3 Inch Thick, 4 Pound Density Memory Fo... by Memory Foam
(104)
$139.99

Bodipedic 3 Inch Memory Foam Mattress Topper and Cov... by Bodipedic
$209.99

Bodipedic 3-inch Memory Foam Mattress Topper and Cov... by Bodipedic
$209.99

Bodipedic 3-inch Memory Foam Mattress Topper and Cov... by Bodipedic
$209.99

Grande Hotel Collection 4.5 Inch Memor... by Grande Hotel Collection
$249.99

Serta 4-Inch Memory Foam Topper, Queen by Serta
(47)
$244.99

Serenia 4-Inch Memory Foam Combo Topper, Queen by Serenia Sleep
(25)
$128.39

Isotonic Ultimate Memory Foam Queen Mattress Topp... by Sleep Better
(15)
$93.77

Product Features

- Luxurious mattress topper features 3 inches of 3-pound memory foam, Bedding accessory is perfect for transforming any mattress
- Memory foam mattress topper supports a comfortable and correct sleeping posture, Bedding helps rejuvenate tired muscles and ease back pain
- Polyester/cotton cover with stretch-to-fit skirt slips easily around your mattress to secure your topper in place, Cover is removable and machine washable to keep it fresh
- Memory Foam Do's and Don'ts: 1. To maximize memory foam expansion; remove from packaging within 72 hours of receipt. 2. This product arrives very tightly packed. Please unwrap and allow 48 hours for this product to return to its original shape. 3. Being sealed in plastic packaging sometimes traps odors. A few hours of airing usually removes the odor. 4. Due to machine cutting manufacturing processes, there may be slight variances in the dimensions of this product.

Exhibit Q

CONFIDENTIAL
Filed Under Seal

Exhibit R

CONFIDENTIAL
Filed Under Seal

Exhibit S

CONFIDENTIAL
Filed Under Seal

Exhibit T

Shopping Cars Travel Insurance B2B O.info

Sign In Omail Gift Cards / Wish List Español

Extended: $1 SHIPPING on your entire order

overstock.com® Let's Start Saving.

Search 0 Item(s)

ALL DEPARTMENTS FOR THE HOME FURNITURE BEDDING & BATH CLOTHING & SHOES JEWELRY & WATCHES HEALTH & BEAUTY ELECTRONICS WORLDSTOCK

Online Shopping › Home & Garden › Furniture › Bedroom Furniture › Mattresses

Bodipedic 10-inch Queen-size Memory Foam Mattress

★★★★★ Rating 4.6 1512 reviews

Today $472.99 Save $206.02 (30%)

Compare $679.01

Item #: 1015449

Experience relaxation and comfort with this this Bodipedic 10-inch memory foam mattress. This two-layer mattress provides a therapeutic and rejuvenating sleeping environment....more

Email Like 0 Pin

Image Gallery

Warranty:

- Decline Protection
- 10 Yr. Mattress Service Plan - $49.99

Qty: 1 Add to Cart

Add to Wish List + Save for Later

Free Shipping On Your Entire Order*
Only use per customer. Valid this well only. Click to hide.
HURRY, EXPIRES IN 01:57:36

Earn $23.65 in Club O Dollars™ + Free Shipping

Accept terms & add Club O to cart for $19.95

Overstock.com MasterCard® $20 bonus after first use 5.9% Intro APR*

Buy Together and Save 8% *

This item: Bodipedic 10-inch Queen-size Memory Foam Mattress Today $472.99

DuraBed Queen-size Steel Foldable Platform Bed Today $105.99 × Remove

Scandinavia Queen-size Platform Bed Today $205.99 Select an option × Remove

Subtotal:	$785.97
Discount:	$52.88
Total:	$723.09

Add Bundle to Cart

* Cannot be combined with other promotions.

Product Details Product Reviews Product Q&A Shipping & Returns

Experience relaxation and comfort with this this Bodipedic 10-inch memory foam mattress. This two-layer mattress provides a therapeutic and rejuvenating sleeping environment.

- Hypoallergenic
- Mattress measures 10 inches thick
- 3-inch premium 3-pound memory foam top layer provides a luxurious and therapeutic sleeping surface
- 7-inch foam base layer provides firmness and support
- Memory Foam is resistant to dust mites and is naturally anti-microbial
- Temperature-sensitive memory foam adjusts to your unique sleeping style to provide the ultimate in pressure-relieving comfort
- Decreased motion transfer between sleep partners
- Superior pressure point relief
- Decreased night time awakenings
- Allows for a deeper, more therapeutic sleep

Dimensions

- Full: 74 inches x 54 inches
- Queen: 80 inches x 60 inches
- King: 79 inches x 76 inches

Memory Foam Do's and Don'ts:

- To maximize memory foam expansion, remove from packaging within 72 hours of receipt.
- This product arrives very tightly packed. Please unwrap and allow 48 hours for this product to return to its original shape.

People Who Viewed This Viewed

Bodipedic Essentials 8-inch Queen-size Memory Foam Mattress Today $239.99

Comfort Dreams Select-A-Firmness 11-inch Queen-size Memory Foam Mattress Today $399.99

Grande Hotel Collection Posture Support 11-inch Queen-size Trizone Memory Foam Mattress Today $399.99

Serta 8-inch Queen-size Memory Foam Mattress Today $397.99

Body Flex 11-inch Queen-size Memory Foam Mattress Today $369.99

Swiss Lux 10-inch Queen-size European-style Memory Foam Mattress Today $397.99

Sponsored Links
What's This?

Best Rated Memory Foam
Rated #1 on Viewpoints for memory foam. New! Compare & Save Money $

Memory Foam Mattress Sale
Buy any size bed @ twin price. Free Delivery. 20-year Warranty.

Welcome to Tempur-Pedic®
Find the Right Mattress, Pillow, & Other Restful, Relaxing Products.

Shopping Cars Travel Insurance B2B O.info

Sign In Gmail Gift Cards / Wish List Español

Extended: $1 SHIPPING on your entire order

overstock.com® Let's Start Saving. Search 0 Item(s)

ALL DEPARTMENTS FOR THE HOME FURNITURE BEDDING & BATH CLOTHING & SHOES JEWELRY & WATCHES HEALTH & BEAUTY ELECTRONICS WORLDSTOCK

Online Shopping › Home & Garden › Furniture › Bedroom Furniture › Mattresses

Photos

View larger

Bodipedic Essentials 8-inch Queen-size Memory Foam Mattress

★★★★★ Rating 4.7 350 reviews

Today $239.99 Save $81.29 (25%)

Compare $321.99

Item #: 13811865

Allow yourself to rest comfortably on this Bodipedic Essentials memory foam mattress. The 2-inch SureTemp memory foam top layer offers all the benefits of traditional memory foam while maintaining an ideal sleeping temperature ....more

Like 255

Warranty:

- Decline Protection
- 10 Yr. Mattress Service Plan - $49.99

Qty: 1 Add to Cart

Add to Wish List + Save for Later

Free Shipping
On Your Entire Order*
Order now for delivery: Tues Aug 07 with Expedite
HURRY - EXPIRES IN 01:59:32

Earn $12.00 in Club O Dollars™ + Free Shipping @

Accept terms & add Club O to cart for $19.95

Overstock.com MasterCard®
$20 bonus after first use & 0% Intro APR*

People Who Viewed This Viewed

Tapered Leg Queen-size Platform Bed
Today $104.99

Comfort Dreams Select-A-Firmness 11-inch Queen-size Memory Foam Mattress
Today $399.99

Reversible Comfort Medium Firm 10-inch Queen-size Foam Mattress
Today $289.99

Sleeta 8-inch Full-size Memory Foam Mattress
Today $299.99

Grande Hotel Collection Posture Support 11-inch Queen-size Tribone Memory Foam Mattress
Today $388.99

Swiss Lux 8-inch Full-size European style Memory Foam Mattress
Today $273.99

Buy Together and Save 12% *

This item:
Bodipedic Essentials 8-inch Queen-size Memory Foam Mattress
Today $239.99

DuraBed Queen-size Steel Foldable Platform Bed
Today $106.99
× Remove

Metro Queen Brown Faux Leather Bed
Today $172.99
× Remove

Subtotal:	$519.97
Discount:	$62.40
Total:	$457.57

Add all to cart

* Cannot be combined with other promotions.

Product Details | Product Reviews | Product Q&A | Shipping & Returns

Allow yourself to rest comfortably on this Bodipedic Essentials memory foam mattress. The 2-inch SureTemp memory foam top layer offers all the benefits of traditional memory foam while maintaining an ideal sleeping temperature. This unique, patented formulation and manufacturing process results in improved airflow for a cooler nights sleep. The 6-inch premium base foam layer provides extra support that helps disperse your weight evenly.

- Materials: Memory foam
- Density: 3.25 pounds in the top layer
- Mattress measures 60 inches wide x 80 inches long x 8 inches thick
- Memory foam is resistant to dust mites and is naturally antimicrobial
- Originally designed for NASA, this space age foam cradles your body, reducing pressure points that cause tossing and turning
- SureTemp is the revolutionary Memory Foam that gently conforms to your body natural curves, reduces painful pressure points
- Stretch-to-fit all in one French cut cover included
- Cover care instructions: Spot clean

Memory Foam Tips:

- To maximize memory foam expansion, remove from packaging within 72 hours of receipt.
- This product arrives very tightly packed. Please unwrap and allow 48 hours for this product to return to its original shape
- Being sealed in plastic packaging sometimes traps odors. A few hours of airing usually removes the odor.
- Due to machine cutting manufacturing processes, there may be slight variances in the dimensions of this product.

Sponsored Links
What's This?

Memory Foam Mattress Sale
Buy any size bed @ twin price. Free Delivery. 20-year Warranty.

Tempur-Pedic.com®
Find the Right Mattress, Pillow, & Other Restful, Relaxing Products.

Best Rated Memory Foam
Rated #1 on Viewpoints for memory foam. New! Compare & Save Money

Exhibit U

PLAINTIFF'S EXHIBIT
ALL-STATE LEGAL®
3/30/12

Exhibit V

CONFIDENTIAL
Filed Under Seal

Exhibit W

CONFIDENTIAL
Filed Under Seal