Exhibit 10.3  
 AMENDED AND RESTATED REGISTRATION RIGHTS AGREEMENT  
 THIS AMENDED AND RESTATED REGISTRATION RIGHTS AGREEMENT (this “Agreement”) is entered into as of January 23, 2024, by and among Purple Innovation, Inc., a Delaware corporation (including any successor entity thereto, “Parent”), and the undersigned parties listed under Investors on the signature page hereto (each an “Investor” and collectively, the “Investors”). This Agreement amends and restates in its entirety that certain Registration Rights Agreement, dated as of February 26, 2019, among the Parent and the Investors set forth therein (the “Prior Agreement”).  
 WHEREAS, Purple Innovation, LLC, a wholly owned subsidiary of Parent, and certain of the Investors are entering into that certain Amended and Restated Credit Agreement, dated as of the date of this Agreement (the “Credit Agreement”), together with Delaware Trust Company, as Administrative Agent;  
 WHEREAS, in connection with the entering into of the Credit Agreement, Parent is issuing to the Investors warrants to purchase shares of Class A Common Stock of Parent (the “Warrants”); and  
 WHEREAS, the parties desire to amend and restate the Prior Agreement to provide the Investors with certain rights relating to the registration of the Warrants, shares of Class A Common Stock issuable upon exercise of the Warrants (the “Warrant Shares”) and the other Registrable Securities (as defined below).  
 NOW, THEREFORE, in consideration of the mutual covenants and agreements set forth herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:  
 1. DEFINITIONS. The following capitalized terms used herein have the following meanings:  
 “Agreement” means this Agreement, as amended, restated, supplemented, or otherwise modified from time to time.