

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

| SUBMISSION TYPE: | NEW ASSIGNMENT | | | | | | | | | | |
|---|-----------------------|---------------|----------------------|------------------------|------------------|------------------|------------|----------------|---------|--------------|-------|
| NATURE OF CONVEYANCE: | ASSIGNMENT | | | | | | | | | | |
| CONVEYING PARTY DATA | | | | | | | | | | | |
| <table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Gregory Joseph Sanchez</td><td>05/20/2009</td></tr><tr><td>Troy Allen Goins</td><td>05/20/2009</td></tr></tbody></table> | | Name | Execution Date | Gregory Joseph Sanchez | 05/20/2009 | Troy Allen Goins | 05/20/2009 | | | | |
| Name | Execution Date | | | | | | | | | | |
| Gregory Joseph Sanchez | 05/20/2009 | | | | | | | | | | |
| Troy Allen Goins | 05/20/2009 | | | | | | | | | | |
| RECEIVING PARTY DATA | | | | | | | | | | | |
| <table border="1"><tr><td>Name:</td><td>Cooler Concepts, LLC</td></tr><tr><td>Street Address:</td><td>150 S Ash Avenue</td></tr><tr><td>City:</td><td>Tempe</td></tr><tr><td>State/Country:</td><td>ARIZONA</td></tr><tr><td>Postal Code:</td><td>85281</td></tr></table> | | Name: | Cooler Concepts, LLC | Street Address: | 150 S Ash Avenue | City: | Tempe | State/Country: | ARIZONA | Postal Code: | 85281 |
| Name: | Cooler Concepts, LLC | | | | | | | | | | |
| Street Address: | 150 S Ash Avenue | | | | | | | | | | |
| City: | Tempe | | | | | | | | | | |
| State/Country: | ARIZONA | | | | | | | | | | |
| Postal Code: | 85281 | | | | | | | | | | |
| PROPERTY NUMBERS Total: 1 | | | | | | | | | | | |
| <table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>29337459</td></tr></tbody></table> | | Property Type | Number | Application Number: | 29337459 | | | | | | |
| Property Type | Number | | | | | | | | | | |
| Application Number: | 29337459 | | | | | | | | | | |
| CORRESPONDENCE DATA | | | | | | | | | | | |
| Fax Number: (602)944-4056 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | | | | | | | | | | |
| Phone: 602-944-2277 | | | | | | | | | | | |
| Email: cathy@vonhellenslaw.com | | | | | | | | | | | |
| Correspondent Name: The von Hellens Law Firm, Ltd | | | | | | | | | | | |
| Address Line 1: 7330 N 16th Street | | | | | | | | | | | |
| Address Line 2: Suite C-201 | | | | | | | | | | | |
| Address Line 4: Phoenix, ARIZONA 85020 | | | | | | | | | | | |
| ATTORNEY DOCKET NUMBER: | 7500-D-8 | | | | | | | | | | |
| NAME OF SUBMITTER: | C. Robert von Hellens | | | | | | | | | | |
| Total Attachments: 3 source=7500-D-8-ASN-2009-06-02#page1.tif source=7500-D-8-ASN-2009-06-02#page2.tif | | | | | | | | | | | |

OP \$40.00 29337459

500874601

PATENT
REEL: 022766 FRAME: 0504

ASSIGNMENT

This Assignment is made and executed this 26 day of MAY, 2009 by and between:

GREGORY JOSEPH SANCHEZ)

an individual residing at)
2173 E. Sanoque Court)
Gilbert, Arizona 85298)

Hereinafter referred to
as "ASSIGNORS"

and)

TROY ALLEN GOINS)

an individual residing at)
4087 E. Libra Avenue)
Gilbert, Arizona 85236)

and)

COOLER CONCEPTS, INC.)

an Arizona corporation having)
a principal place of business at)
150 S. Ash Avenue)
Tempe, Arizona 85281)

Hereinafter referred to
as "ASSIGNEE"

WITNESSETH:

WHEREAS, ASSIGNORS are joint inventors of the improvements described and claimed in the design application for United States Letters Patent entitled "EXPANDABLE ONE-PIECE SLEEVE FOR AN ICE CHEST", filed May 21, 2009 and assigned Serial No. 29/337,459, hereinafter referred to as "PATENT RIGHTS"; and

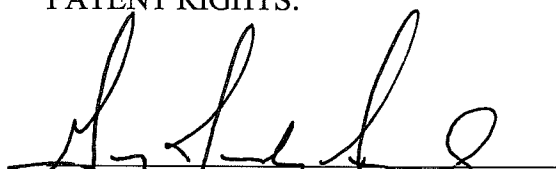
WHEREAS, ASSIGNORS desires to assign all of their right, title and interest in and to the above-identified PATENT RIGHTS to ASSIGNEE.

NOW, THEREFORE, in consideration of Ten Dollars (\$10.00) and other valuable consideration, the receipt of which is hereby acknowledged:

1. ASSIGNORS does hereby sell and assign to ASSIGNEE, its successors and assigns, their entire right, title and interest in and to the improvements described and claimed in the above identified PATENT RIGHTS, including: (a) any and all domestic and foreign patents and applications therefor based upon said improvements; (b) any and all divisions, reissues, continuations, and extensions based upon the above-identified patents and applications therefor; and (c) any and all rights of priority resulting from the filing of any of the above identified patent applications in the United States or any foreign country.

2. ASSIGNORS hereby authorize and request any official whose duty it is to issue patents, to issue any improvements described and claimed in the above identified PATENT RIGHTS to ASSIGNEE or its successors or assigns.

3. ASSIGNORS hereby agree upon request and without further reconsideration, but at the expense of ASSIGNEE: (a) to communicate to ASSIGNEE, or its representatives or nominees, any facts known to ASSIGNORS relating to the above identified PATENT RIGHTS; (b) to testify in any legal proceeding relating to the above identified PATENT RIGHTS; (c) to sign and execute all lawful papers and to make all lawful oaths relating to the above identified PATENT RIGHTS, including documents relating to divisional, continuing, reissue and foreign applications; and (d) to perform all acts reasonably necessary to aid ASSIGNEE, its successors, assigns and nominees in obtaining and enforcing patent protection in the United States and foreign countries covering those improvements described and claimed in the above identified PATENT RIGHTS.

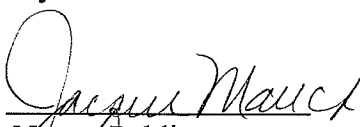

GREGORY JOSEPH SANCHEZ

STATE OF ARIZONA)
) ss.
County of Maricopa)

On this the 26 day of May, 2009, before me the undersigned, personally appeared GREGORY JOSEPH SANCHEZ, known to me to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the foregoing Assignment for the purposes therein contained.

IN WITNESS WHEREOF, I have set my hand and official seal.




Notary Public

Troy Allen Goins
TROY ALLEN GOINS

STATE OF ARIZONA)
) ss.
County of Maricopa)

On this the 26 day of May, 2009, before me the undersigned, personally appeared TROY ALLEN GOINS, known to me to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the foregoing Assignment for the purposes therein contained.

IN WITNESS WHEREOF, I have set my hand and official seal.



Jacques Mauck
Notary Public