

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Cooler Concepts, Inc.	12/23/2009
RECEIVING PARTY DATA	
Name:	Coolers by Design
Street Address:	7733 Forsyth Blvd., Suite 1400
City:	St. Louis
State/Country:	MISSOURI
Postal Code:	63105
PROPERTY NUMBERS Total: 2	
Property Type	Number
Application Number:	60080419
Application Number:	12331135
CORRESPONDENCE DATA	
Fax Number:	(314)345-7600
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Correspondent Name:	Kurt F. James
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Address Line 4:	St. Louis, MISSOURI 63102
ATTORNEY DOCKET NUMBER:	WINK 5462.1 (KFJ/DSS)
NAME OF SUBMITTER:	Debra S. Staas
Total Attachments: 3 source=01127785#page1.tif source=01127785#page2.tif source=01127785#page3.tif	

OP \$80.00 60080419

ASSIGNMENT

1. **WHEREAS**, Cooler Concepts, Inc. of St. Louis, Missouri, a corporation duly organized and existing under and by virtue of the laws of the State of Missouri (hereinafter referred to as Assignor), is the owner of the entire right, title, and interest in and to certain applications for letters patent of the United States and the invention disclosed therein; and

2. **WHEREAS**, Coolers by Design of St. Louis, Missouri, a Limited Liability Company duly organized and existing under and by virtue of the laws of the State of Missouri (hereinafter referred to as Assignee), is desirous of acquiring said right, title, and interest of Assignor;

3. **NOW, THEREFORE**, in consideration of the sum of one dollar (\$1.00) and other good and valuable consideration by Assignee to Assignor in hand paid, receipt of all of which is hereby acknowledged, Assignor has agreed to and does hereby sell, assign, and transfer unto Assignee, its successors and assigns, all of Assignor's right, title, and interest in and throughout the United States of America (including its territories and dependencies) and all countries foreign thereto, in and to said invention, said United States applications, any other United States applications (including provisional, non-provisional, divisional, continuing or reissue applications) based in whole or in part on said United States applications or in whole or in part on said invention, any foreign applications based in whole or in part on any of the aforesaid United States applications or in

whole or in part on said invention, and any and all patents (including extensions thereof) of any country which have been or may be granted on any of the aforesaid applications or on said invention or any part thereof; including specifically, without limiting the generality of the foregoing, the United States patent applications listed below.

4. **TO BE HELD AND ENJOYED BY** Assignee, its successors and assigns, to the ends of the respective full terms for which said patents have been or may be granted, as fully and entirely as the same would have been held and enjoyed by Assignor had this sale and assignment not been made.

5. **AND** Assignor hereby authorizes and requests the Director of the United States Patent and Trademark Office of the United States of America to issue any and all United States patents which may be granted upon said United States patent applications to assignee, its successors and assigns.

6. **AND** Assignor hereby agrees to execute without further consideration any further lawful documents and any further assurances, and any provisional, non-provisional, divisional, continuing, reissue, or other applications for patents of any country, that may be deemed necessary by said Assignee, its successors or assigns fully to secure its interest as aforesaid in and to said invention or any part thereof, and in and to said patent applications or any of them, and in and to said several patents or any of them.

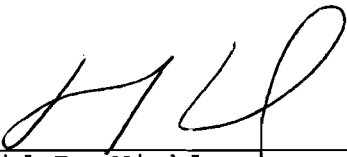
7. **AND** Assignor covenants that Assignor has granted no right or license to make, use or sell said invention to anyone except said Assignee, that prior to the execution of this deed Assignor's right, title, and interest in said invention has not been otherwise encumbered, and that Assignor has not executed and will not execute any instrument in conflict herewith.

8. **THE UNITED STATES PATENT APPLICATIONS ARE AS FOLLOWS:**

<u>Serial No.</u>	<u>Date</u>	<u>Inventor(s)</u>	<u>Title</u>
60/080,419	07/14/08	David R. Winkler	Insulated Cooler with Guarded Multiple Panel Display
12/331,135	12/09/08	David R. Winkler	Insulated Cooler

9. **IN WITNESS WHEREOF**, Assignor has caused these presents to be executed by its officers thereunto duly authorized and its corporate seal to be affixed this 23rd day of December, 2009.

Cooler Concepts, Inc.

By 
David R. Winkler
President

KFJ/dss