

Form PTO-1595 (Rev. 03-11)  
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To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies)**

RINDERER, Matthias, BRENNEIS, Jürgen, and McDELL, Toby

Additional name(s) of conveying party(ies) attached?  Yes  No

**3. Nature of conveyance/Execution Date(s):**

Execution Date(s) April 3, 2012

- Assignment  Merger
- Security Agreement  Change of Name
- Joint Research Agreement
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other

**2. Name and address of receiving party(ies)**

Name: Red Bull GmbH

Internal Address: \_\_\_\_\_

Street Address: Am Brunnen 1

City: Fuschl Am See

State: \_\_\_\_\_

Country: AUSTRIA Zip: A-5330

Additional name(s) & address(es) attached?  Yes  No

**4. Application or patent number(s):**

A. Patent Application No.(s)

29/395,662

This document is being filed together with a new application.

B. Patent No.(s)

Additional numbers attached?  Yes  No

**5. Name and address to whom correspondence concerning document should be mailed:**

Name: TechMark a Law Corporation

Internal Address: Attn: Martin R. Greenstein

Street Address: 4820 Harwood Road, 2nd Floor

City: San Jose

State: CA Zip: 95124-5273

Phone Number: 408-266-4700

Docket Number: RB-OPENCOOLER

Email Address: MRG@TechMark.com

**6. Total number of applications and patents involved: 1**

**7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40**

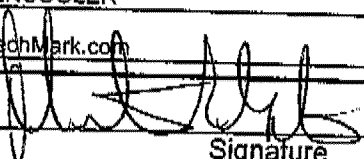
- Authorized to be charged to deposit account
- Enclosed
- None required (government interest not affecting title)

**8. Payment Information**

Deposit Account Number 20-0330 (TechMark)

Authorized User Name Martin R. Greenstein

**9. Signature:**



Signature

June 7, 2012

Date

Martin R. Greenstein

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents:

2

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PATENT

REEL: 028365 FRAME: 0948

CH \$40.00 200330 29395662

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

IN RE THE APPLICATION OF )  
 )  
 Applicants: RINDERER, Matthias, Jürgen BRENNIS )  
 and Toby McDELL )  
 Ser. No.: 29/395,662 ) Docket No: RB-OPENCoolER  
 Filed: March 8, 2012 )  
 For: DESIGN OF AN OPEN-FRONT )  
 REFRIGERATED COOLER )

ASSIGNMENT OF DESIGN PATENT APPLICATION

WHEREAS I/WE, Matthias RINDERER, an Austrian Citizen, of Pfeiferstrasse 11, 5330 Fuchel Am See, AUSTRIA, Jürgen BRENNIS, an Austrian Citizen, of Kaltbrunnstrasse 27, 4812 Pinsdorf, AUSTRIA, and Toby McDELL, a New Zealand Citizen, of Kreuzbichlstrasse 15/1, 5330 Fuchel Am See, AUSTRIA, hereafter referred to as Applicant(s), have invented a new, original and ornamental design for AN OPEN-FRONT REFRIGERATED COOLER

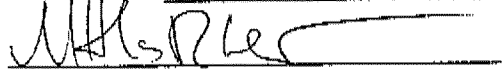
\_\_\_ for which an application for a United States Design Patent was executed on \_\_\_ February 2012;

X for which an application for a United States Design Patent was filed on March 8 2012, Application Ser. No. 29/395,662; and

Whereas, RED BULL GMBH, and Austrian Limited Liability Company, herein referred to as Assignee, whose mailing address is Am Brunnen 1, A-5330, Fuschl Am See, AUSTRIA, is desirous of acquiring the entire right, title and interest in the same,

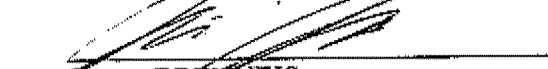
NOW THEREFORE, in return for good and valuable consideration, the receipt of which is hereby acknowledged, I/We, the Applicant(s), hereby do sell, assign and transfer unto said Assignee the full and exclusive right to the said invention in the United States and the entire world, and the full, entire and exclusive rights, title and interest in and to any and all Patents which may be granted therefor in the United States and elsewhere throughout the world. I/We hereby authorize and request the U.S. Patent and Trademark Office to issue said United States Patent(s) to said Assignee of the entire right, title and interest in and to the same, for his/its sole use and benefit; and for the use and benefit of his/its legal representatives, to the full end of the term for which said Patent(s) may be granted, as fully and entirely as the same would have been held by me/us has this assignment and sale not be made.

Executed at: Fuschl Am See, Austria



Matthias RINDERER  
Date: 3 April 2012

Executed at: Fuschl Am See, Austria



Jürgen BRENNIS  
Date: 3 April 2012

Executed at: Fuschl Am See, Austria



Toby McDELL  
Date: 3 April 2012

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