

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Warner Bros. Studio Facilities	07/26/2012
RECEIVING PARTY DATA	
Name:	Red Bull GmbH
Street Address:	Am Brunnen 1
City:	Fuschl am See
State/Country:	AUSTRIA
Postal Code:	5330
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29398450
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	BOEH137425
NAME OF SUBMITTER:	Kevan L. Morgan
Total Attachments: 2 source=37425_Assignment_Warner_to_Red_Bull#page1.tif source=37425_Assignment_Warner_to_Red_Bull#page2.tif	

OP \$40.00 29398450

## ASSIGNMENT OF DESIGN AND PRIORITY RIGHTS

We, Warner Bros. Studio Facilities, a division of WB Studio Enterprises Inc.

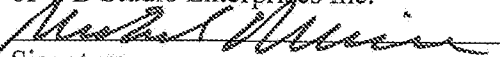
of 4000 Warner Boulevard, Burbank, California, 91522 USA

are the rightful owner of all contributions of former employee Mr. Ron Stansberry to the Wooden Cooler design and the Rusty Cooler design (hereinafter referred to as the Designs). Exemplary representations are attached hereto.

Red Bull GmbH, Am Brunnen 1, 5330 Fuschl am See, Austria (hereinafter also referred to as the Assignee) has for good and sufficient consideration agreed to acquire an undivided share of all our rights in and to the Designs from us on a worldwide basis, in particular with respect to the Republic of South Africa, Brazil and the United States of America, and any patent applications directed to the Designs, including US Application No. 29/398450, and we hereby assign to the Assignee on a worldwide basis, in particular, with respect to the Republic of South Africa, Brazil and the United States of America, an undivided share of all our rights in and to the Designs and to any patent applications directed to the Designs including US Application No. 29/398450, including the right to apply for a registration, in particular in the Republic of South Africa, Brazil and the United States of America, in their own name and also the right to claim priority in terms of the International Convention, from any and all earlier applications filed in a Convention country in respect of the Designs. This Assignment is made effective from the date of filing of the earliest application relating the Designs.

Executed at Burbank (city), CA (country or state), this 26th day of July, 2012.

Warner Bros. Studio Facilities, a division  
of WB Studio Enterprises Inc.

  
Signature

Michael Messina  
Printed or Typed Name


Senior Vice President  
Title

## CERTIFICATION OF WITNESS

I certify that I know or have satisfactory evidence that Michael Messina is the person who appeared before me, and said person acknowledged that he signed this instrument and

acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.

Dated: July 26, 2012



\_\_\_\_\_  
Witness's Signature

Mark Pincus

\_\_\_\_\_  
Witness's Name (Print or Type)