

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT2678443

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>ROY JOSEPH SEIDERS</td> <td>01/09/2014</td> </tr> </tbody> </table>		Name	Execution Date	ROY JOSEPH SEIDERS	01/09/2014								
Name	Execution Date												
ROY JOSEPH SEIDERS	01/09/2014												
RECEIVING PARTY DATA													
<table border="1"> <tr> <td>Name:</td> <td>YETI COOLERS, LLC</td> </tr> <tr> <td>Street Address:</td> <td>5301 SOUTHWEST PARKWAY</td> </tr> <tr> <td>Internal Address:</td> <td>SUITE 200</td> </tr> <tr> <td>City:</td> <td>AUSTIN</td> </tr> <tr> <td>State/Country:</td> <td>TEXAS</td> </tr> <tr> <td>Postal Code:</td> <td>78735</td> </tr> </table>		Name:	YETI COOLERS, LLC	Street Address:	5301 SOUTHWEST PARKWAY	Internal Address:	SUITE 200	City:	AUSTIN	State/Country:	TEXAS	Postal Code:	78735
Name:	YETI COOLERS, LLC												
Street Address:	5301 SOUTHWEST PARKWAY												
Internal Address:	SUITE 200												
City:	AUSTIN												
State/Country:	TEXAS												
Postal Code:	78735												
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>29479076</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29479076								
Property Type	Number												
Application Number:	29479076												
CORRESPONDENCE DATA													
Fax Number:	(312)463-5001												
Phone:	312-463-5000												
Email:	BWPTOPAT@bannerwitcoff.com, designsteamchicago@bannerwitcoff.com												
<i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i>													
Correspondent Name:	BANNER & WITCOFF, LTD.												
Address Line 1:	TEN SOUTH WACKER DRIVE												
Address Line 2:	SUITE 3000												
Address Line 4:	CHICAGO, ILLINOIS 60606												
ATTORNEY DOCKET NUMBER:	008117.00020												
NAME OF SUBMITTER:	GEMMA MARKHAM												
Signature:	/Gemma Markham/												

Date:

01/13/2014

Total Attachments: 2

source=00020\_Assignment#page1.tif

source=00020\_Assignment#page2.tif

## ASSIGNMENT

WHEREAS, I, Roy Joseph Seiders, (ASSIGNOR), am the inventor of certain inventions and improvements described in a U.S. design patent application and having the title:

### LATCH

which application was filed on 1/10/2014 and assigned Application No. 29/479,076; and

WHEREAS,

YETI Coolers, LLC  
5301 Southwest Parkway, Suite 200  
Austin, TX 78735

(ASSIGNEE) desires to acquire the entire right, title and interest in and to the said application, inventions and improvements and any patents that may be granted on or as a result thereof in the United States of America (U.S.) and in any and all foreign countries;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged,

I hereby assign, to the above named ASSIGNEE, its successors, assigns and legal representatives (NOMINEES) my entire right, title and interest in and to said application, inventions and improvements throughout the world and to any and all patents, including but not limited to design patents and registrations, petty patents and utility model patents which may be granted therefor, and all continuations, continuations-in-part, divisions, reissues, extensions, renewals, and any non-provisional based on a provisional thereof (LETTERS PATENT).

And I covenant that I have full right to convey my entire interest herein assigned, and that I have not executed and will not execute any agreement or do anything in conflict herewith;

And I further covenant and agree that I will without undue delay execute without further consideration all such papers as may be necessary to perfect the title to said application, inventions and improvements, and LETTERS PATENT in the ASSIGNEE or its NOMINEES, and I agree to communicate to said ASSIGNEE or its NOMINEES all known facts respecting said application, inventions, improvements, and LETTERS PATENT, to testify in any legal proceedings, to sign all lawful papers, and generally to do all things necessary to aid ASSIGNEE or its NOMINEES to obtain and enforce for their own benefit patent protection for said application, inventions and improvements in any and all countries, all at the expense, however, of the ASSIGNEE or its NOMINEES;

And I authorize the ASSIGNEE or its NOMINEES to file in my name or their own, as appropriate, application for LETTERS PATENT in any and all countries of the world, and I authorize and request the Commissioner of Patents and Trademarks of the United States, and any proper official of any country, to issue to said ASSIGNEE or its NOMINEES any and all LETTERS PATENT for said application, inventions and improvements, for their sole use, to the full end of the term for which such LETTERS PATENT may be granted;

And I hereby grant the attorneys at the law firm of Banner & Witcoff the power to insert into this document information sufficient to identify the patent application to which this assignment pertains.

1/9/14  
Date:

[Signature]  
Roy Joseph Seiders

State of Texas )  
County of Travis )

Roy Joseph Seiders, personally known to me to be the person whose name is subscribed to this document, personally appeared before me and acknowledged to me that he executed this document.

1/9/14  
Date:

[Signature]  
Notary Public  
My Commission Expires: September 17, 2017

