

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT4247823

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
ROY JOSEPH SEIDERS	11/23/2011
RECEIVING PARTY DATA	
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	
Property Type	Number
Application Number:	15402018
CORRESPONDENCE DATA	
Fax Number:	(312)463-5001
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	3124635000
Email:	BWPTOPAT@BANNERWITCOFF.COM, JPOWELL@BANNERWITCOFF.COM
Correspondent Name:	BANNER & WITCOFF, LTD.
Address Line 1:	TEN SOUTH WACKER DRIVE
Address Line 2:	SUITE 3000
Address Line 4:	CHICAGO, ILLINOIS 60606-7407
ATTORNEY DOCKET NUMBER:	008177.01364
NAME OF SUBMITTER:	JEAN POWELL
SIGNATURE:	/JEAN POWELL/
DATE SIGNED:	01/27/2017
Total Attachments: 2	
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ASSIGNMENT AND AGREEMENT

WHEREAS, Roy Joseph Seiders of 3100 Gentry Drive, Austin, TX 78746 (hereinafter referred to as "Assignor") has invented a certain invention entitled **INSULATING CONTAINER AND LATCHING MECHANISM** (Atty. Dkt. No. YET001US) for which a provisional application for United States Letters Patent, serial number 61/458,603 was filed November 29, 2010; and

WHEREAS, Yeti Coolers, Inc., a corporation duly organized and existing under the laws of the State of Texas, and having its principal place of business at 3411 Hidalgo Street, Austin, TX78702 (hereinafter referred to as "Assignee") is desirous of acquiring the entire interest therein:

NOW THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor has sold, assigned and transferred, and by these presents hereby sells, assigns and transfers, unto Assignee, its successors and assigns, the full and exclusive right, title, and interest in and to (a) the above-identified invention or inventions and all improvements and modifications thereof, (b) the above-identified application and all other applications for Letters Patent of the United States and countries foreign thereto for the above-identified invention or inventions and all improvements and modifications thereof, (c) all Letters Patent which may issue from said applications in the United States and countries foreign thereto, (d) all divisions, continuations, reissues, and extensions of said applications and Letters Patent, and (e) the right to claim for any of said applications the full benefits and priority rights under the International Convention and any other international agreement to which the United States adheres; such right, title, and interest to be held and enjoyed by Assignee, its successors and assigns, to the full end of the term or terms for which any and all such Letters Patent may be granted as fully and entirely as would have been held and enjoyed by Assignor had this Assignment not been made.

ASSIGNOR HEREBY AUTHORIZES AND REQUESTS the Commissioner of Patents and Trademarks to issue said Letters Patent to Assignee as assignee of the entire interest, for the sole use and benefit of Assignee, its successors and assigns.

ASSIGNOR HEREBY AGREES (a) to communicate to Assignee, its successors and assigns, or their representatives or agents, all facts and information known or available to Assignor respecting said invention or inventions, improvements, and modifications including evidence for interference, reexamination, reissue, opposition, revocation, extension, or infringement purposes or other legal, judicial, or administrative proceedings, whenever requested by Assignee; (b) to testify in person or by affidavit as required by Assignee, its successors and assigns, in any such proceeding in the United States or a country foreign thereto; (c) to execute and deliver, upon request by Assignee, all lawful papers including, but not limited to, original, divisional, continuation, and reissue applications, renewals, assignments, powers of attorney, oaths, affidavits, declarations, depositions; and (d) to provide all reasonable assistance to Assignee, its successors and assigns, in obtaining and enforcing proper title in and protection for said

invention or inventions, improvements, and modifications under the intellectual property laws of the United States and countries foreign thereto.

ASSIGNOR HEREBY REPRESENTS AND WARRANTS that Assignor has the full and unencumbered right to sell, assign, and transfer the interests sold, assigned, and transferred herein, and that Assignor has not executed and will not execute any document or instrument in conflict herewith.

ASSIGNOR HEREBY GRANTS to Lisa J. Moyles, Attorney for Assignee (hereinafter referred to as Attorney), the power and authority to insert in this Assignment any further identification which may be necessary or desirable to comply with the rules of the United States Patent and Trademark Office, and countries foreign thereto, for recordation of this Assignment.

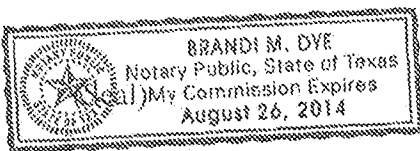
ASSIGNOR UNDERSTANDS AND AGREES that Attorney does not personally represent Assignor or Assignor's legal interests, but instead represent the interests of Assignee; since Attorney cannot provide legal advice to Assignor with respect to this Assignment, Assignor acknowledges its right to seek its own independent legal counsel.

Executed this 23rd day of November, 2011.

Roy Seiders

State of Texas)
County of Travis)SS.

On this 3rd day of November, 2011, before me, a notary public in and for said county, appeared Roy Seiders, who is personally known to me to be the same person whose name is subscribed to the foregoing instrument, and he/she acknowledged that he/she signed, sealed, and delivered the said instrument as his/her free and voluntary act for the uses and purposes set forth.



Notary Public

My Commission Expires: Aug 26, 2014