

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT4251101

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
ROY JOSEPH SEIDERS	08/22/2014
JOHN ALAN TOLMAN	08/22/2014
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	YETI COOLERS, LLC
<b>Street Address:</b>	5301 SOUTHWEST PARKWAY
<b>Internal Address:</b>	SUITE 200
<b>City:</b>	AUSTIN
<b>State/Country:</b>	TEXAS
<b>Postal Code:</b>	78735
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	29568985
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(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>	
<b>Phone:</b>	312-463-5000
<b>Email:</b>	BWPTOPAT@bannerwitcoff.com, designteamchicago@bannerwitcoff.com
<b>Correspondent Name:</b>	BANNER & WITCOFF, LTD.
<b>Address Line 1:</b>	TEN SOUTH WACKER DRIVE
<b>Address Line 2:</b>	SUITE 3000
<b>Address Line 4:</b>	CHICAGO, ILLINOIS 60606
<b>ATTORNEY DOCKET NUMBER:</b>	008117.01120\US
<b>NAME OF SUBMITTER:</b>	EVA ARAMBULA
<b>SIGNATURE:</b>	/Eva Arambula/
<b>DATE SIGNED:</b>	01/31/2017
<b>Total Attachments: 2</b>	
source=YETI Assignment from 8117.68#page1.tif	
source=YETI Assignment from 8117.68#page2.tif	

## ASSIGNMENT

WHEREAS, We, Roy Joseph Seiders and John Alan Tolman, (ASSIGNORS), are inventors of certain inventions and improvements described in a U.S. design patent application and having the title:

### BEVERAGE HOLDER

which application was filed on 8/29/2014 and assigned Application No. 29/500908; and

WHEREAS,

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

(ASSIGNEE) desires to acquire ASSIGNOR'S 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,

We hereby assign, to the above named ASSIGNEE, its successors, assigns and legal representatives (NOMINEES) our 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).

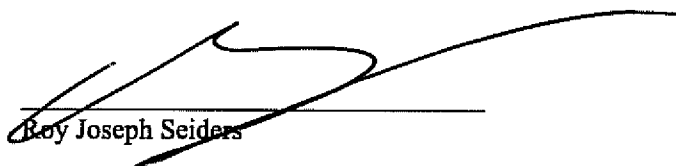
And we covenant that we have full right to convey our entire interest herein assigned, and that we have not executed and will not execute any agreement or do anything in conflict herewith;

And we further covenant and agree that we 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 we 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;

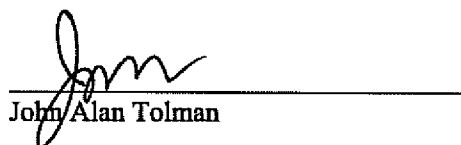
And we authorize the ASSIGNEE or its NOMINEES to file in our name or their own, as appropriate, application for LETTERS PATENT in any and all countries of the world, and we authorize and request the Commissioner of Patents and Trademarks of the United States, and any proper official of any country, to 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 we 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.

8/22/2014  
\_\_\_\_\_  
Date:

  
\_\_\_\_\_  
Roy Joseph Seiders

8/22/14  
\_\_\_\_\_  
Date:

  
\_\_\_\_\_  
John Alan Tolman