PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
RTIC DRINKWARE, LLC	08/22/2017

RECEIVING PARTY DATA

Name:	RTIC IP, LLC
Street Address:	20702 HEMPSTEAD ROAD
Internal Address:	STE 110
City:	HOUSTON
State/Country:	TEXAS
Postal Code:	77065-5670

PROPERTY NUMBERS Total: 4

Property Type	Number
Application Number:	29606199
Application Number:	29606206
Application Number:	29612515
Application Number:	29612518

CORRESPONDENCE DATA

Fax Number: (877)769-7945

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.

Correspondent Name: FISH & RICHARDSON P.C.

Address Line 1: P.O. BOX 1022

Address Line 4: MINNEAPOLIS, MINNESOTA 55440-1022

ATTORNEY DOCKET NUMBER:	45498-0006;0007;0009;0023	
NAME OF SUBMITTER:	PEGGY C. HARRIS	
SIGNATURE:	/Peggy C. Harris/	
DATE SIGNED:	09/18/2017	

Total Attachments: 2

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PATENT REEL: 043616 FRAME: 0556

Attorney Docket No.: 43401

ASSIGNMENT

WHEREAS, RTIC DRINKWARE, LLC, a Limited Liability Company formed under the laws of TEXAS, and its successors and assigns (hereinafter the "ASSIGNOR"), wishes to transfer its ownership of certain inventions and improvements which are subject of an application for United States Design Patent entitled "BOTTLE", filed June 2, 2017, and assigned U.S. Application Serial Number 29/606,199; for United States Design Patent entitled "BOTTLE", filed June 2, 2017, and assigned U.S. Application Serial Number 29/606,206; for United States Design Patent entitled "BOTTLE", filed August 1, 2017, and assigned U.S. Application Serial Number 29/612,515; and for United States Design Patent entitled "LID AND LANYARD", filed August 1, 2017, and assigned U.S. Application Serial Number 29/612,518; (hereinafter the foregoing patent application collectively referred to as the "PATENT" APPLICATION") to RTIC IP, LLC, a Limited Liability Company formed under the laws of Texas, and its successors and assigns (hereinafter the "ASSIGNEE");

WHEREAS, the ASSIGNEE wishes to obtain RTIC DRINKWARE, LLC's right, title and interest throughout the world in the inventions and improvements which are subject of the PATENT APPLICATION;

Now, THEREFORE, for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby sell, transfer, and assign unto the ASSIGNEE, its successors, assigns and other legal representatives, for the territory of the United States of America and throughout the world, its right, title and interest in and to the inventions and improvements that are the subject of the PATENT APPLICATION; this ASSIGNMENT including the PATENT APPLICATION, together with any and all reissues, reexaminations, statutory invention registrations, modifications and extensions thereof, together with any and all continuations, divisionals, continuations-in-part, and all of the inventions and improvements relating to the foregoing, and including the right to claim priority, and hereby authorizes and requests the Commissioner of Patents for the country involved to issue any and all patents on inventions resulting from the PATENT APPLICATION or other applications claiming priority/benefit on the PATENT APPLICATION to ASSIGNEE as assignee of the entire right, title and interest therein the rights of inventor, James Matthew Jacobsen, having previously been assigned to ASSIGNEE, all of the foregoing to be held and enjoyed by ASSIGNEE for its own

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use and for the use of its successors, assigns or other legal representatives, together with all of the income, royalties, damages and payments now or hereafter due or payable with respect thereto, and all claims for damages by reason of past, present and future infringement of the rights assigned under this ASSIGNMENT with the right to sue for and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by ASSIGNOR if this transfer to ASSIGNEE had not been made;

ASSIGNOR covenants that it will, when requested, execute deliver and acknowledge all such further instruments of conveyance and do and perform all such other acts and things as ASSIGNEE may reasonably require to more effectively accomplish the assignment, transfer and recordation thereof of the PATENT APPLICATION and other applications claiming priority/benefit on the PATENT APPLICATION;

The undersigned warrants that he/she has full authority to execute this ASSIGNMENT and obligate the ASSIGNOR hereunder; and

This agreement shall inure to the benefit of ASSIGNEE and its successors and assigns and shall be binding on ASSIGNOR and its successors and assigns.

RTIC DRINKWARE, LLC (ASSIGNOR)

Signature:

By: James Mathley Jacobson

Title: CEC

Date: 8/22/2017