PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 EPAS ID: PAT4810267

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
ERIK STEVEN LARSON	11/02/2017
DEREK G. SULLIVAN	11/02/2017
LAURA FLORES	11/06/2017

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:	29580946

CORRESPONDENCE DATA

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ATTORNEY DOCKET NUMBER:	008117.01257\US	
NAME OF SUBMITTER:	BRADLEY J. VAN PELT	
SIGNATURE:	/Bradley J. Van Pelt/	
DATE SIGNED:	02/05/2018	
T. 140 1 0 0		

Total Attachments: 2

PATENT REEL: 044834 FRAME: 0834 source=Executed Assignment#page1.tif
source=Executed Assignment#page2.tif

PATENT REEL: 044834 FRAME: 0835

ASSIGNMENT

WHEREAS, We, Erik Steven Larson, Derek G. Sullivan and Laura Flores, (ASSIGNORS), are inventors of certain inventions and improvements described in a U.S. design patent application and having the title:

INSULATING DEVICE

which application was filed on October 14, 2016 and assigned Application No. 29/580,946; 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 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;

11/2/2017Date:

Derek G. Sullivan

11/2/2017Date:

11/2/2017Date:

11/2/2017Date:

11/2/2017Date:

11/2/2017Derek G. Sullivan

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.