

<b>PATENT ASSIGNMENT COVER SHEET</b>
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Electronic Version v1.1  
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EPAS ID: PAT5251048

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
JAMES MATTHEW JACOBSEN	10/29/2018
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	RTIC IP, LLC
<b>Street Address:</b>	20702 HEMPSTEAD ROAD
<b>Internal Address:</b>	SUITE 110
<b>City:</b>	HOUSTON
<b>State/Country:</b>	TEXAS
<b>Postal Code:</b>	77065-5670
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	29668451
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(877)769-7945
<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>	214-292-4039
<b>Email:</b>	apsi@fr.com
<b>Correspondent Name:</b>	FISH & RICHARDSON P.C.
<b>Address Line 1:</b>	P.O. BOX 1022
<b>Address Line 4:</b>	MINNEAPOLIS, MINNESOTA 55440-1022
<b>ATTORNEY DOCKET NUMBER:</b>	45498-0133001
<b>NAME OF SUBMITTER:</b>	PEGGY C. HARRIS
<b>SIGNATURE:</b>	/Peggy C. Harris/
<b>DATE SIGNED:</b>	11/26/2018
<b>Total Attachments: 2</b>	
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source=45498-0133001_Assignment#page2.tif	

ASSIGNMENT

For valuable consideration, the receipt of which I acknowledge, and intending to be bound legally, I, JAMES MATTHEW JACOBSEN, assign to RTIC IP, LLC, a limited liability company formed under the laws of Texas and having a principal place of business at 20702 Hempstead Road, Ste 110, Houston, TX 77065-5670, and its successors, transferees, and assignees (collectively the "Assignee"), all of my right, title, and interest throughout the world in the invention(s) (the "Subject Matter") described in a patent application that names me as inventor, is titled "BEVERAGE HOLDER," and was or will be filed in the United States Patent and Trademark Office on October 30, 2018, as application 29/668,451 (the "Application"). I authorize the insertion of the filing date and application number above.

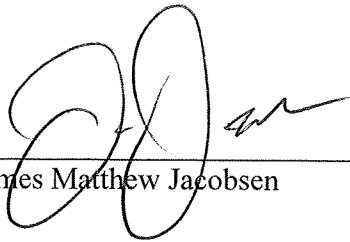
This Assignment assigns, in addition to the Subject Matter of the Application, (a) the Application and all other applications that may be made for, and all patents, utility models, design registrations, and other rights of exclusion and inventors' certificates for, any of the Subject Matter (collectively the "Applications and Granted Rights") in every country or region and under every treaty or convention, (b) the right to claim priority based on and the benefit of the filing date of any of the Applications and Granted Rights under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other applicable treaties or conventions, and (c) the right to pursue, collect, and retain in the Assignee's name or otherwise, damages and any other remedies arising from any past, present, or future infringement of the Subject Matter, the Applications and Granted Rights, and any other rights assigned by this Assignment.

I authorize the Assignee to apply for and pursue protection for any or all of the Subject Matter, the Applications and Granted Rights, and any other rights assigned by this Assignment in all countries, regions, and territories of the world, in my name or in the Assignee's name.

I represent and warrant that I have the right and power to make this Assignment and that I have not made and will not make any other assignment that conflicts with this Assignment.

I will communicate to the Assignee (or, at the request of the Assignee to other parties) all known facts in any form relating to the Subject Matter; will execute and provide all oaths and declarations, statements, testimony, assignments, powers of attorney, applications, and

documents; and will perform all other lawful acts necessary or desirable to secure fully to the Assignee the rights, titles, and interests assigned by this Assignment.

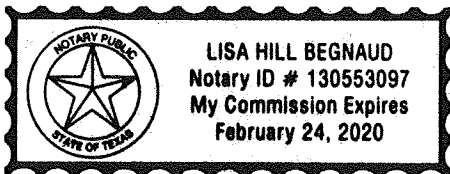
  
James Matthew Jacobsen

DATE: 10/29/2018

STATE OF TEXAS       §  
                                  §  
COUNTY OF Harris   §

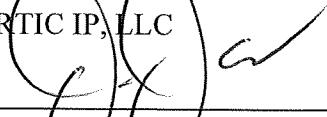
Before me, Lisa Hill Begnaud, on this day personally appeared James Matthew Jacobsen, known to me (or proved to me on the oath of \_\_\_\_\_ or through (description of identity card or other document) to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he executed the same for the purposes and consideration therein expressed..

Given under my hand and seal of office this 29<sup>th</sup> day of October, 2018  
Lisa Hill Begnaud  
Notary Public's Signature



The Assignee hereby acknowledges and accepts the foregoing assignment.

Assignee: RTIC IP, LLC

Signature: 

Date: 10/29/2018

Name: James Matthew Jacobsen

Title: CEO