

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|--|------------------------|
| SUBMISSION TYPE: | | NEW ASSIGNMENT | |
| NATURE OF CONVEYANCE: | | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Cooler Concepts, Inc. | | 04/15/2010 | CORPORATION: MINNESOTA |
| RECEIVING PARTY DATA | | | |
| Name: | Nucoat, Inc. | | |
| Street Address: | 13055 15th Ave N | | |
| City: | Plymouth | | |
| State/Country: | MINNESOTA | | |
| Postal Code: | 55442 | | |
| Entity Type: | CORPORATION: MINNESOTA | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3101751 | DIGITALL BY COOLER CONCEPTS | |
| Registration Number: | 3132459 | DIGITALL BY COOLER CONCEPTS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (612)334-3312 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 612 852 0600 | | |
| Email: | cholt@wck.com | | |
| Correspondent Name: | WCK - Attn: Christopher L. Holt | | |
| Address Line 1: | 900 2nd Ave South | | |
| Address Line 2: | Suite 1400 | | |
| Address Line 4: | Minneapolis, MINNESOTA 55402 | | |
| ATTORNEY DOCKET NUMBER: | 111.22-0007 | | |
| NAME OF SUBMITTER: | Christopher L. Holt | | |
| Signature: | /christopher l holt/ | | |

OP \$65.00 3101751

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**TRADEMARK
 REEL: 004186 FRAME: 0390**

Date:

04/15/2010

Total Attachments: 2

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ASSIGNMENT

Between COOLER CONCEPTS, INC.
(a Minnesota corporation)
13055 15th Ave N
Plymouth, Minnesota, USA

Hereinafter "Assignor"

And NUCOAT, INC.
(a Minnesota corporation)
13055 15th Ave N
Plymouth, Minnesota 55442-2515 USA

Hereinafter "Assignee"

It has been agreed as it is agreed hereby that:

By this deed the Assignor assigns sells and transfers to Assignee the ownership of all trademark rights (including common law rights, accrued goodwill and corresponding registrations) for:

U.S. Reg. No. 3101751 (DIGITALL BY COOLER CONCEPTS); and
U.S. Reg. No. 3132459 (DIGITALL BY COOLER CONCEPTS); and

And this so that the Assignee may enjoy and benefit from any and all rights to said trademarks and deriving from said registrations as the Assignor could enjoy and benefit therefrom, taking its place in any and all rights and obligations which may derive therefrom, inclusive of the rights and actions for violations of said rights prior to the date of this deed.

The present assignment has been made for good and valuable consideration of which is hereby acknowledged by the Assignor and Assignee.

The assignment is full and complete so that the Assignee should become hereby the sole and only proprietors of the indicated trademarks and registrations, and the Assignor declares not to have in any way assigned before now to others the rights on the subject trademark and registration.

The Assignor warrants that it has not restricted or encumbered in any way the subject trademark and that no party other than Assignee hereafter retains any right or interest in the subject trademark and registration by virtue of any act or omission of assignor.

It is confirmed that together with subject trademarks and registrations the Assignor has transferred to the Assignee the specific information and experience necessary for keeping the characters of the products distinguished by the subject trademarks.

Both parties give hereby full authorization and power of attorney to the attorneys (including Christopher L. Holt) of the law firm of Westman, Champlin, & Kelly, P.A., of Minneapolis, Minnesota to take any actions necessary for the recordal of this assignment.

ASSIGNOR:

Signed By: [Signature]

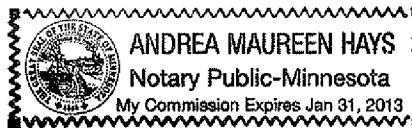
Title : Officer

Date

Signed before me this 15 day of April, 2003-08-12

Signed by [Signature]

Notary Public



(SEAL)

ASSIGNEE:

Signed By: [Signature]

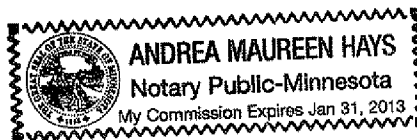
Title : Officer

Date

Signed before me this 15 day of April, 2003-08-12

Signed by [Signature]

Notary Public



(SEAL)