

TRADEMARK ASSIGNMENT

Electronic 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
Roy Seiders		06/08/2011	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Yeti Coolers Inc.		
Street Address:	3411 Hidalgo Street		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78702		
Entity Type:	CORPORATION: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3203869	YETI	
CORRESPONDENCE DATA			
Fax Number:	(512)857-9387		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	203-258-6675		
Email:	lisamoyles@moylesandtremblaylaw.com		
Correspondent Name:	Lisa J. Moyles		
Address Line 1:	970 Beaver Dam Rd.		
Address Line 4:	Stratford, CONNECTICUT 06614		
NAME OF SUBMITTER:	Lisa J. Moyles		
Signature:	/Lisa J. Moyles/		
Date:	06/13/2011		
Total Attachments: 1 source=POA_ASSIGNMENT_YETI#page2.tif			

OP \$40.00 3203869

ASSIGNMENT

WHEREAS, Roy Seiders, an individual of P.O. Box 112, Driftwood, Texas 78619 ("Assignor"), is the owner of the trademark listed below (hereinafter, the "Trademark");

TRADEMARK	REGISTRATION NO.
YETI	3203869

and WHEREAS, YETI Coolers Inc., a corporation organized and existing under the laws of the state of Texas, located at 3411 Hidalgo Street, Austin, TX 78702 ("Assignee"), is desirous of acquiring the Trademarks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified applications and/or registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

By:  _____

Name: Roy Seiders _____

Date of Signature: June 8, 2011 _____