

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM369091

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Partial Assignment of Trademark Registration: Assignment of the entire interest and the goodwill for Class 25		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Yeti Cycling, LLC		12/31/2015	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	YETI COOLERS, LLC		
Street Address:	5301 Southwest Parkway Suite 200		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78735		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3323853	YETI	
Registration Number:	4097890	YETI	
CORRESPONDENCE DATA			
Fax Number:	3124635001		
<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>			
Phone:	3124635000		
Email:	bwptotm@bannerwitcoff.com		
Correspondent Name:	Joseph J. Berghammer		
Address Line 1:	10 S Wacker Dr, Suite 3000		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	008117.00517		
NAME OF SUBMITTER:	Maurine L. Knutsson		
SIGNATURE:	/maurineknutsson/		
DATE SIGNED:	01/13/2016		
Total Attachments: 10			
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CONFIDENTIAL

Exhibit G-Confirmatory Trademark Assignment

EXHIBIT G

CONFIRMATORY TRADEMARK ASSIGNMENT

Whereas, Yeti Cycling, LLC, a Delaware limited liability company having a place of business at 621 Corporate Circle, Unit B Golden, Colorado 80401 USA ("ASSIGNOR") is the owner of the following trademark applications and registrations listed in Exhibit G-1 hereto, together with the goodwill of the business symbolized thereby (collectively, the "Marks");

Whereas, Yeti Coolers, LLC, a Delaware limited liability company having a place of business at 5301 Southwest Parkway, Suite 200 Austin, Texas 78735 USA ("ASSIGNEE"), desires to acquire all right title and interest in and to the Marks for the goods and services listed in Exhibit G-1, including the goodwill of the business symbolized thereby;

Whereas, ASSIGNOR and ASSIGNEE are parties to a Trademark Purchase Agreement of the Effective Date herewith (the "Trademark Purchase Agreement").

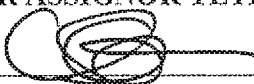
Whereas, in some instances with respect to the Marks listed on Exhibit G-1, the registrations or applications identified therein cover additional goods and services not included on Exhibit G-1 for which the rights to the Marks are not being transferred, and ASSIGNOR and ASSIGNEE agree to take all steps necessary to complete division or partial assignment of the applications and registrations through the relevant trademark offices and/or partial assignments, so that the ownership of the rights to the Marks for the specific goods and services is correctly recorded at the relevant trademark office and reflects the terms of this agreement; and

Whereas, ASSIGNOR will execute and deliver or shall cause to be delivered all such transfers, assignments, conveyances, powers of attorney, assurances, declarations, and any other documents, and take all such further action necessary to confirm, effectuate, or record the assignment, as ASSIGNEE may request from time to time.

Now, Therefore, in consideration of good and valuable consideration paid by the ASSIGNEE to ASSIGNOR, the receipt of which is hereby acknowledged, and subject to the terms of the Trademark Purchase Agreement, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR's right, title, and interest of any kind in and to the Marks for the goods and services listed in Exhibit G-1, including all common law rights and all rights in and to the Marks and registration, together with (1) the goodwill of the business relating to the Marks; (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Marks, including without limitation, damages, and payments for past, present or future infringements and misappropriations of the Marks; and (3) all rights to sue for past, present and future infringements or misappropriations of the Marks.

FOR ASSIGNOR YETI CYCLING, LLC:

FOR ASSIGNEE YETI COOLERS, LLC:



Signature

Signature



Signature

CONFIDENTIAL
Exhibit G-Confirmatory Trademark Assignment

Written Name CHRIS CONROY
PRESIDENT - YETI CYCLES

Written Name _____

Title _____

Title _____

12/31/15

Date _____

Date _____

In Witness Whereof, ASSIGNOR has executed this Assignment by an officer thereof, duly authorized, this 31 day of December, 2015.

By: Chris Conroy
Title: President

STATE OF Colorado)

) ss:-

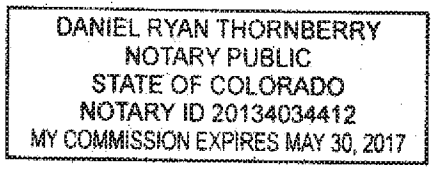
COUNTY OF Jefferson)

Subscribed and sworn to before me this 31 day of December, 2015.

Daniel Ryan Thornberry
Notary Public

My commission expires:

5/30/2017



SEAL

In Witness Whereof, ASSIGNEE has executed this Assignment by an officer thereof, duly authorized, this _____ day of _____, 2015.

By: _____
Title: _____

STATE OF _____)

) ss:-

COUNTY OF _____)

Subscribed and sworn to before me this _____ day of _____, 2015.

Notary Public

My commission expires:

SEAL

CONFIDENTIAL

Exhibit G-Confirmatory Trademark Assignment

EXHIBIT G

CONFIRMATORY TRADEMARK ASSIGNMENT

Whereas, Yeti Cycling, LLC, a Delaware limited liability company having a place of business at 621 Corporate Circle, Unit B Golden, Colorado 80401 USA ("ASSIGNOR") is the owner of the following trademark applications and registrations listed in Exhibit G-1 hereto, together with the goodwill of the business symbolized thereby (collectively, the "Marks");

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Whereas, ASSIGNOR and ASSIGNEE are parties to a Trademark Purchase Agreement of the Effective Date herewith (the "Trademark Purchase Agreement").

Whereas, in some instances with respect to the Marks listed on Exhibit G-1, the registrations or applications identified therein cover additional goods and services not included on Exhibit G-1 for which the rights to the Marks are not being transferred, and ASSIGNOR and ASSIGNEE agree to take all steps necessary to complete division or partial assignment of the applications and registrations through the relevant trademark offices and/or partial assignments, so that the ownership of the rights to the Marks for the specific goods and services is correctly recorded at the relevant trademark office and reflects the terms of this agreement; and

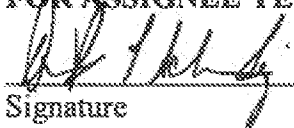
Whereas, ASSIGNOR will execute and deliver or shall cause to be delivered all such transfers, assignments, conveyances, powers of attorney, assurances, declarations, and any other documents, and take all such further action necessary to confirm, effectuate, or record the assignment, as ASSIGNEE may request from time to time.

Now, Therefore, in consideration of good and valuable consideration paid by the ASSIGNEE to ASSIGNOR, the receipt of which is hereby acknowledged, and subject to the terms of the Trademark Purchase Agreement, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR's right, title, and interest of any kind in and to the Marks for the goods and services listed in Exhibit G-1, including all common law rights and all rights in and to the Marks and registration, together with (1) the goodwill of the business relating to the Marks; (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Marks, including without limitation, damages, and payments for past, present or future infringements and misappropriations of the Marks; and (3) all rights to sue for past, present and future infringements or misappropriations of the Marks.

FOR ASSIGNOR YETI CYCLING, LLC:

FOR ASSIGNEE YETI COOLERS, LLC:

.....
Signature


.....
Signature

.....
DAVID L. SHAW

CONFIDENTIAL
Exhibit G-Confirmatory Trademark Assignment

Written Name

Written Name

Title

Title

Date

Date

Vice President

January 6, 2016

In Witness Whereof, ASSIGNOR has executed this Assignment by an officer thereof, duly authorized, this _____ day of _____, 2015.

By: _____

Title: _____

STATE OF _____)

) ss:-

COUNTY OF _____)

Subscribed and sworn to before me this _____ day of _____, 2015.

SEAL

Notary Public
My commission expires:

In Witness Whereof, ASSIGNEE has executed this Assignment by an officer thereof, duly authorized, this 6 day of January, 2016.

By: David Schnadig

Title: Vice President

STATE OF Texas)

) ss:-

COUNTY OF Travis)

Subscribed and sworn to before me this 6 day of January, 2016

SEAL

Whitney Stafford
Notary Public
My commission expires:

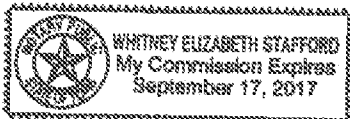
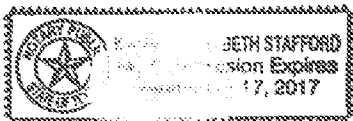
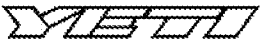


EXHIBIT G-1

ASSIGNED MARKS

Country	Trademark	Reg Date/App Date	Serial No./Reg. No.	Goods/Services/International Class
USA	YETI and Design 	RD: February 14, 2012	RN: 4097890 (Partial Assignment)	Int'l Class: 25
USA	YETI	RD: October 30, 2007	RN: 3323853 (Partial Assignment)	Int'l Class: 25
Canada	YETI	AD: April 24, 2015	AN: 1725423	leather and imitations of leather; animal skins, hides; trunks and travelling bags; umbrellas and parasols; walking sticks; whips, harness and saddlery; backpacks; duffel bags; dry bags; bags for sports
Canada	YETI	RD: March 20, 1998	RN: 491726	Sport and fitness clothing, namely t-shirts, shorts, pants, hats, caps, sweatshirts, sweatpants, sweatsuits, socks, jackets, aprons, headbands and gloves; clothing, namely t-shirts and jerseys.
Mexico	YETI	AD: April 23, 2015	AN: M1602555	Int'l Class: 18
Mexico	YETI	RD: May 31, 2000	RN: 657266	Int'l Class: 25
WIPO	YETI	RD: February 16, 1996	RN: 650381 (Partial Assignment)	Int'l Class: 25 Int'l Class: 28
WIPO-Austria	YETI	RD: February 16, 1996	RN: 650381 (Partial Assignment)	Int'l Class: 25 Int'l Class: 28
WIPO-Benelux	YETI	RD: February 16, 1996	RN: 650381 (Partial Assignment)	Int'l Class: 25 Int'l Class: 28






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Exhibit G-1-Exhibit to Confirmatory Trademark Assignment

Country	Trademark	Reg Date/App Date	Serial No./Reg. No.	Goods/Services/International Class
WIPO-China	YETI	RD: February 16, 1996	RN: 650381 (Partial Assignment)	Int'l Class: 28
WIPO-Czech Republic	YETI	RD: February 16, 1996	RN: 650381 (Partial Assignment)	Int'l Class: 25 Int'l Class: 28
WIPO-Germany	YETI	RD: February 16, 1996	RN: 650381 (Partial Assignment)	Int'l Class: 25 Int'l Class: 28
WIPO-France	YETI	RD: February 16, 1996	RN: 650381 (Partial Assignment)	Int'l Class: 25 Int'l Class: 28
WIPO-Croatia	YETI	RD: February 16, 1996	RN: 650381 (Partial Assignment)	Int'l Class: 25 Int'l Class: 28
WIPO-Hungary	YETI	RD: February 16, 1996	RN: 650381	Int'l Class: 25 Int'l Class: 28
WIPO-Italy	YETI	RD: February 16, 1996	RN: 650381 (Partial Assignment)	Int'l Class: 25 Int'l Class: 28
WIPO-Liechtenstein	YETI	RD: February 16, 1996	RN: 650381 (Partial Assignment)	Int'l Class: 25 Int'l Class: 28
WIPO-Monaco	YETI	RD: February 16, 1996	RN: 650381 (Partial Assignment)	Int'l Class: 25 Int'l Class: 28
WIPO-Portugal	YETI	RD: February 16, 1996	RN: 650381 (Partial Assignment)	Int'l Class: 25 Int'l Class: 28







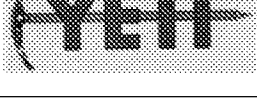

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Country	Trademark	Reg Date/App Date	Serial No./Reg. No.	Goods/Services/International Class
WIPO-Serbia	YETI	RD: February 16, 1996	RN: 650381 (Partial Assignment)	Int'l Class: 25 Int'l Class: 28
WIPO-Russia	YETI	RD: February 16, 1996	RN: 650381 (Partial Assignment)	Int'l Class: 25 Int'l Class: 28
WIPO-Slovenia	YETI	RD: February 16, 1996	RN: 650381 (Partial Assignment)	Int'l Class: 25 Int'l Class: 28
WIPO-Slovakia	YETI	RD: February 16, 1996	RN: 650381 (Partial Assignment)	Int'l Class: 25 Int'l Class: 28
WIPO	YETI and Design 	RD: February 16, 1996	RN: 650360 (Partial Assignment)	Int'l Class: 25 Int'l Class: 28
WIPO-Austria	YETI and Design 	RD: February 16, 1996	RN: 650360 (Partial Assignment)	Int'l Class: 25 Int'l Class: 28
WIPO-Benelux	YETI and Design 	RD: February 16, 1996	RN: 650360 (Partial Assignment)	Int'l Class: 25 Int'l Class: 28
WIPO-China	YETI and Design 	RD: February 16, 1996	RN: 650360 (Partial Assignment)	Int'l Class: 28
WIPO-Czech Republic	YETI and Design 	RD: February 16, 1996	RN: 650360 (Partial Assignment)	Int'l Class: 25 Int'l Class: 28






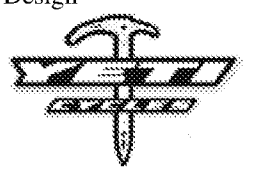
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Country	Trademark	Reg Date/App Date	Serial No./Reg. No.	Goods/Services/International Class
WIPO-Germany	YETI and Design 	RD: February 16, 1996	RN: 650360 (Partial Assignment)	Int'l Class: 25 Int'l Class: 28
WIPO-France	YETI and Design 	RD: February 16, 1996	RN: 650360 (Partial Assignment)	Int'l Class: 25 Int'l Class: 28
WIPO-Croatia	YETI and Design 	RD: February 16, 1996	RN: 650360 (Partial Assignment)	Int'l Class: 25 Int'l Class: 28
WIPO-Hungary	YETI and Design 	RD: February 16, 1996	RN: 650360	Int'l Class: 25 Int'l Class: 28
WIPO-Italy	YETI and Design 	RD: February 16, 1996	RN: 650360 (Partial Assignment)	Int'l Class: 25 Int'l Class: 28
WIPO-Liechtenstein	YETI and Design 	RD: February 16, 1996	RN: 650360 (Partial Assignment)	Int'l Class: 25 Int'l Class: 28
WIPO-Monaco	YETI and Design 	RD: February 16, 1996	RN: 650360 (Partial Assignment)	Int'l Class: 25 Int'l Class: 28
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WIPO-Serbia	YETI and Design 	RD: February 16, 1996	RN: 650360 (Partial Assignment)	Int'l Class: 25 Int'l Class: 28
WIPO-Russia	YETI and Design 	RD: February 16, 1996	RN: 650360 (Partial Assignment)	Int'l Class: 25 Int'l Class: 28
WIPO-Slovenia	YETI and Design 	RD: February 16, 1996	RN: 650360 (Partial Assignment)	Int'l Class: 25 Int'l Class: 28
WIPO-Slovakia	YETI and Design 	RD: February 16, 1996	RN: 650360 (Partial Assignment)	Int'l Class: 25 Int'l Class: 28
Switzerland	YETI	RD: July 6, 2015	RN: 675190	Int'l Class: 18
Switzerland	YETI CYCLES and Design 	RD: January 18, 2006	RN: 541979 (Partial Assignment)	Int'l Class: 25 Int'l Class: 28
Switzerland	YETI	RD: February 16, 1996	RN: 2P-421552 (Partial Assignment)	Int'l Class: 25 Int'l Class: 28
Community (EU CTM)	YETI CYCLES and Design 	RD: October 1, 2007	RN: 005365309 (Partial Assignment)	Int'l Class: 25

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Exhibit G-1-Exhibit to Confirmatory Trademark Assignment

Country	Trademark	Reg Date/App Date	Serial No./Reg. No.	Goods/Services/International Class
Community (EU CTM)	YETI	RD: May 22, 2015	RN: 013403142 (Partial Assignment)	Int'l Class: 18 Int'l Class: 25
China	YETI	AD: November 26, 2014	AN: 15791612	Int'l Class: 18
China	YETI	AD: November 26, 2014	AN: 15791611	Int'l Class: 25
Japan	YETI	AD: April 22, 2015	AN: 2015-039248	Int'l Class: 18