

900485258 02/12/2019

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM509787

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
King.com Limited		08/08/2018	Corporation: MALTA Limited Company
RECEIVING PARTY DATA			
Name:	YETI Coolers, LLC		
Street Address:	7601 Southwest Parkway		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78735		
Entity Type:	Corporation: DELAWARE Limited Liability Company		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85984362	YETI SHOP	
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:	Maurine L. Knutsson		
Address Line 1:	71 South Wacker Drive		
Address Line 2:	Suite 3600		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	008117.03010		
NAME OF SUBMITTER:	Maurine L. Knutsson		
SIGNATURE:	/maurineknutsson/		
DATE SIGNED:	02/12/2019		
Total Attachments: 5			
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TRADEMARK ASSIGNMENT

Whereas, King.com Ltd., a Maltese limited company located at Aragon House Business Centre, Dragonara Road, St. Julians, Malta (“ASSIGNOR”) is the owner of the following trademark and United States trademark application (the “Mark”) as shown below, together with the goodwill of the business relating to the Mark:

Mark	Goods/Services	Application Date	Application Number
YETI SHOP	(Class 16) Paper, cardboard and goods made from these materials, not included in other classes, namely, boxes of paper or cardboard; Printed matter, namely, paper signs, books, manuals, curriculum, newsletters, informational cards and brochures in the field of video and computer games; Photographs; Stationery; Adhesives for stationery or household purposes; Paint brushes; Printed instructional and teaching material in the field of computer and video games; Adhesive tape dispensers; Adhesive tapes for stationery or household purposes; Printed advertising boards of paper or cardboard; Albums for coins, photographs and stamps; Almanacs; Announcement cards; Bags of paper or plastics, for packaging; Booklets in the field of computer and video games; Bookmarkers; Books in the field of computer and video games; Calendars; Blank Cards; Catalogues in the field of computer and video games; Coasters of paper; Comic books; Book Covers; Decalcomanias; Diaries; Children's activity books; Drawing instruments; Envelopes; Erasers; Face towels of paper; Flags of paper; Flower-pot covers of paper; Informational flyers featuring information about video and computer games; Folders; Fountain pens; Garbage bags of paper or of plastics; Gift wrap paper; Gift bags; Gift boxes made of cardboard; Glue for stationery or household purposes; Graphic art prints; Graphic art representations; Graphic art reproductions; Greeting cards; Handbooks in the field of computer and video games; Handkerchiefs of paper; Index cards; Paper Labels; Luminous paper; Magazines in the field of computer and video games; Modelling clay; Moulds for modelling clays; Money clips; Musical greeting cards; Newsletters in the field of computer and video games; Newspapers; Note books; Note cards; notepads; posters; Packing paper; Paint boxes; Paint trays; Paintbrushes; Paintings, framed or unframed; Painting sets for children; Paper badges; School supply kits containing various combinations of selected school supplies, namely, writing instruments, pens, pencils, mechanical pencils, erasers, markers, crayons, highlighter pens, folders, notebooks, paper, protractors, paper clips, pencil sharpeners, writing grips, glue and book marks; Paper bows for gift wrap; Paper-clips; Paperweights; Paper mâché; Passport holders; Patterns for dressmaking; Patterns for making clothes; Pen and pencil cases; Pencil holders; Pencil sharpeners, electric or non-electric; Pencils; Penholders; Pens; Printed Periodicals in the field of computer and video games; Photograph stands; Pictures; Place mats of paper; Postcards; Posters; Printed	January 22, 2015	85984362

	<p>publications, namely, books, hand-outs, workbooks in the field of computer and video games; Prints; Rubber erasers; Rubber stamps; Self-adhesive tapes for stationery or household purposes; Song books; Ink Stamps; Stationery; Stencils; Stickers; Table linen of paper; Table napkins of paper; Tablecloths of paper; Tablemats of paper; Printed Teaching materials in the field of computer and video games; Temporary tattoo transfers; Terrestrial globes; Toilet paper; Towels of paper; Trading cards other than for games; Paper Transparencies; Writing instruments; Blank notebooks for Writing or drawing; Writing pads; Writing paper; Writing slates; Non-magnetically encoded gift cards; Printed Gift vouchers</p> <p>(Class 35) Advertising; Data search in computer files for others; On-line advertising on a computer network; Presentation of goods on communication media, for retail purposes; Production of advertising films; Rental of advertising space; Rental of advertising time on communication media; Retail store services featuring computer software, computer game entertainment software, downloadable computer software, downloadable game software, video game software, interactive multimedia computer game programs, video game software for use on mobile phones, smart phones, tablets and other electronic mobile devices, games software downloadable to mobile phones, smart phones, tablets and other electronic mobile devices, and computer software applications featuring computer games; Retail store services featuring virtual goods, namely, clothing, computer and video game currency, computer and video game characters, computer and video game items, extra computer and video game time, toys, sporting goods, watches, food stuff, drinks, sweets, candy, gifts, chocolates, pets, animals, bombs, hammers, tools, decorations, furniture, music, books, playing cards, rewards, vehicles, plants, boosters and charms for use in online virtual worlds; retail store services featuring computer game software; gift cards and gift vouchers in the field of general merchandise, clothing, footwear, headwear, games, and toys; none of the aforesaid services from this class in relation to ice pops</p> <p>(Class 36) Accident insurance underwriting; Actuarial services; Antique appraisal; Apartment house management; Art appraisal; Banking; Brokerage of carbon credits; Business liquidation services, financial; Charitable fund raising; Check verification; Credit bureaux; Credit card services; Customs brokerage; Debit card services; Debt advisory services; Debt collection agencies; Deposits of valuables; Electronic funds transfer; Exchanging money; Financial analysis; Financial consultancy; Financial evaluation; Financial evaluation of wool; Financial information; Financial management; Financial sponsorship; Financial valuation of standing timber; Financing services; Fire insurance underwriting; Fiscal valuations; Fund investments; Health insurance underwriting; Hire purchase financing; Home banking; Instalment loans;</p>		
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	Insurance brokerage; Insurance consultancy; Insurance information; Insurance underwriting; Issuance of credit cards; Issue of tokens of value; Issuing of travellers' checks; Jewelry appraisal; Leasing of farms; Leasing of real estate; Lending against security; Life insurance underwriting; Marine insurance underwriting; Mortgage banking; Mutual funds; Numismatic appraisal; Organization of collections; Pawn brokerage; Provident fund services; Real estate agencies; Real estate appraisal; Real estate management; Rent collection; Rental of offices; Renting of flats; Repair costs evaluation; Retirement payment services; Safe deposit services; Savings bank services; Securities brokerage; Stamp appraisal; Stock brokerage services; Stock exchange quotations		
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And, Whereas, YETI Coolers, LLC, a limited liability company of Delaware, located at 7601 Southwest Pkwy, Austin, Texas 78735 (“ASSIGNEE”), desires to acquire all right, title and interest in and to the Mark in the United States, including the goodwill of the business relating to the Mark;

Now, Therefore, in consideration of good and valuable consideration paid by the ASSIGNEE to ASSIGNOR, the receipt of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR's right, title, and interest of whatever kind in and to the Mark in the United States, including all common law rights and all rights in and to the Mark and registration, together with (1) the goodwill of the business relating to the Mark; (2) damages hereafter due or payable to ASSIGNOR with respect to the Mark, including damages, and payments for past, present or future infringements and misappropriations of the Mark; and (3) all rights to sue for past, present and future infringements or misappropriations of the Mark.

This Assignment may be executed by facsimile or PDF counterparts, each of which shall be deemed original, which taken together shall constitute one and the same instrument.

In Witness Whereof, ASSIGNOR and ASSIGNEE have caused this Assignment to be executed by their duly authorized representatives as of the date below.

King.com Limited

YETI Coolers, LLC

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____

Insurance brokerage; Insurance consultancy; Insurance information; Insurance underwriting; Issuance of credit cards; Issue of tokens of value; Issuing of travellers' checks; Jewelry appraisal; Leasing of farms; Leasing of real estate; Lending against security; Life insurance underwriting; Marine insurance underwriting; Mortgage banking; Mutual funds; Numismatic appraisal; Organization of collections; Pawn brokerage; Provident fund services; Real estate agencies; Real estate appraisal; Real estate management; Rent collection; Rental of offices; Renting of flats; Repair costs evaluation; Retirement payment services; Safe deposit services; Savings bank services; Securities brokerage; Stamp appraisal; Stock brokerage services; Stock exchange quotations		
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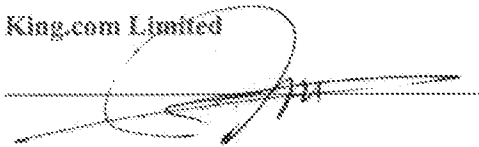
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In Witness Whereof, ASSIGNOR and ASSIGNEE have caused this Assignment to be executed by their duly authorized representatives as of the date below.

King.com Limited

YETI Coolers, LLC



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Name: MARIUS McKEON

Name: _____

Title: DIRECTOR

Title: _____

Date: 01 AUGUST 2018

Date: _____

	Insurance brokerage; Insurance consultancy; Insurance information; Insurance underwriting; Issuance of credit cards; Issue of tokens of value; Issuing of travellers' checks; Jewelry appraisal; Leasing of farms; Leasing of real estate; Lending against security; Life insurance underwriting; Marine insurance underwriting; Mortgage banking; Mutual funds; Numismatic appraisal; Organization of collections; Pawn brokerage; Provident fund services; Real estate agencies; Real estate appraisal; Real estate management; Rent collection; Rental of offices; Renting of flats; Repair costs evaluation; Retirement payment services; Safe deposit services; Savings bank services; Securities brokerage; Stamp appraisal; Stock brokerage services; Stock exchange quotations		
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King.com Limited

YETI Coolers, LLC

[Signature]

Name: _____

Name: *Bryan C. Barksdale*

Title: _____

Title: *General Counsel*

Date: _____

Date: *7/24/18*
