

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM581960

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Yeti's Grind Inc.		06/04/2020	Corporation:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	YETI Coolers, LLC		
<b>Street Address:</b>	7601 Southwest Pkwy		
<b>City:</b>	Austin		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	78735		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	87672455	YETI'S GRIND	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<b>Phone:</b>	3124635000		
<b>Email:</b>	bwptotm@bannerwitcoff.com		
<b>Correspondent Name:</b>	Joseph J. Berghammer		
<b>Address Line 1:</b>	71 South Wacker Drive		
<b>Address Line 2:</b>	Suite 3600		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60606		
<b>ATTORNEY DOCKET NUMBER:</b>	008117.04040		
<b>NAME OF SUBMITTER:</b>	Maurine L. Knutsson		
<b>SIGNATURE:</b>	/maurineknutsson/		
<b>DATE SIGNED:</b>	06/18/2020		
<b>Total Attachments: 2</b>			
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CH \$40.00 87672455

## CONFIRMATORY TRADEMARK ASSIGNMENT

Whereas, Yeti's Grind, Inc., a Colorado corporation whose address of record is P.O. Box 1601, Eagle, Colorado 81631 (hereinafter "Assignor") is the owner of the following trademark application together with the goodwill of the business symbolized thereby (the "Mark"):

Application No.	Publication Date	Trademark	Goods
87/672,455	April 3, 2018	YETI'S GRIND	Int'l Cl. 30: Coffee; Coffee and coffee substitutes; Coffee and tea; Coffee beans; Coffee-based beverages  Int'l Class 35 : Retail shops featuring coffee, coffee-based products, tea, mugs, containers, cups, and apparel; On-line retail store services featuring coffee, coffee-based products, mugs, containers, cups, and apparel

Whereas, YETI Coolers, LLC, a Delaware limited liability company having a place of business at 7601 Southwest Parkway, Austin, Texas 78735 USA (hereinafter "Assignee"), desires to acquire all right, title, and interest in and to the Mark, including the goodwill of the business symbolized thereby;

Whereas, Assignor and Assignee are parties to a Trademark Assignment and License Agreement of the Effective Date (4<sup>th</sup> JUNE, 2020) which sets forth the rights and obligations of Assignor and Assignee in greater detail; 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, for good and valuable consideration, the receipt of which is hereby acknowledged, and subject to the terms of the Trademark Assignment and License Agreement, 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, including all common law rights and all rights in and to the Mark and application, together with (1) the goodwill of the business connected with the use of the Mark; (2) all income, royalties, and damages hereafter due or payable to Assignor with respect to the Mark, including without limitation, 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.

In Witness Thereof, Assignor has executed this Assignment by an officer thereof, duly authorized, this 4<sup>th</sup> day of JUNE, 2020.

yeti's BEIND INC.

By: Samy Leith

Title: OWNER

STATE OF Colorado )

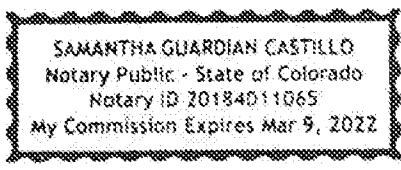
COUNTY OF Eagle )

ss:-

Subscribed and sworn to before me this 4 day of JUNE, 2020.

SEAL

Samantha Castillo  
Notary Public



My commission expires:  
March 9, 2022