

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM601713

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cool Yeti Coffee LLC		09/10/2020	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	YETI Coolers, LLC		
Street Address:	7601 Southwest Pkey		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78735		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88251732	COOL YETI COFFEE	
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:	Suite 3600		
Address Line 2:	71 South Wacker Drive		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	008117.04350		
NAME OF SUBMITTER:	Maurine L. Knutsson		
SIGNATURE:	/maurineknutsson/		
DATE SIGNED:	10/07/2020		
Total Attachments: 1			
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CONFIRMATORY TRADEMARK ASSIGNMENT

Whereas, Cool Yeti Coffee LLC, a California limited liability company whose address of record is P.O. Box 1138, Alamo, California, 94507 (hereinafter "Assignor") is the owner of the following trademark application together with the goodwill symbolized thereby ("the Mark"):

Application No.	Publication Date	Trademark	Goods as Amended
88/251,732	June 25, 2019	COOL YETI COFFEE	Int'l Cl. 25: Headwear; Tops as clothing Int'l Cl. 30: Coffee and coffee substitutes

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 symbolized thereby;

Whereas, Assignor and Assignee are parties to a Trademark Assignment and License Agreement of the Effective Date (September 10, 2020); 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 relating to 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 Whereof, Assignor has executed this Assignment by an officer thereof, duly authorized, this 10 day of September, 2020.

By: _____ *Nicholas Kirkpatrick* _____

Title: _____ CEO _____