

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM685385

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Noveltea Gifts, LLC		03/23/2021	Limited Liability Company: WISCONSIN
RECEIVING PARTY DATA			
Name:	YETI Coolers, LLC		
Street Address:	7601 Southwest Parkway		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78735		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5064441	YETEA	
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:	71 South Wacker Drive		
Address Line 2:	Suite 3600		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	008117.04807		
NAME OF SUBMITTER:	Maurine L. Knutsson		
SIGNATURE:	/maurineknutsson/		
DATE SIGNED:	11/03/2021		
Total Attachments: 1			
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CONFIRMATORY TRADEMARK ASSIGNMENT

1. Noveltea Gifts, LLC, a limited liability company of Wisconsin, with a business address of 9506 Hawthorne Dr., Sturtevant, Wisconsin 53177 (hereinafter "Assignor") is the owner of the following trademark registration together with the goodwill of the business symbolized thereby ("the Mark"):

Reg. No.	Reg. Date	Trademark	Goods
5,064,441	October 18, 2016	YETEA	(Class: 21) Tea infusers

2. YETI Coolers, LLC, a limited liability company of Delaware, with a business address of 7601 Southwest Parkway, Austin, Texas 78735 (hereinafter "Assignee"), desires to acquire all right, title, and interest in and to the Mark, including the goodwill of the business symbolized thereby.

3. Assignor and Assignee are parties to a Trademark Agreement with the same Effective Date as this Confirmatory Trademark Assignment.

4. For good and valuable consideration, the receipt of which is hereby acknowledged, and subject to the terms of the Trademark Agreement, Assignor hereby conveys, transfers, assigns, delivers, and contributes to Assignee all of Assignor's right, title, and interest in and to the Mark together with (1) the goodwill of the business relating to the Mark; (2) all income, royalties, damages, and remedies hereafter due or payable to Assignor with respect to the Mark, including without limitation, payments for past, present, or future infringement or dilution of the Mark; and (3) all rights to sue for past, present, and future infringements or dilutions of the Mark.

The parties have executed this Confirmatory Trademark Assignment:

Assignor
Noveltea Gifts, LLC

By: Edward D. Malinowski
Name: Edward D. Malinowski
Title: Founder
Date: 3/23/21

Assignee
YETI Coolers, LLC

By: Bryan C. Barksdale
Name: Bryan C. Barksdale
Title: SVP, General Counsel & Secretary
Date: March 25, 2021