



US00D826003S

(12) **United States Design Patent** (10) **Patent No.:** **US D826,003 S**
Seiders et al. (45) **Date of Patent:** **** Aug. 21, 2018**

(54) **BEVERAGE HOLDER**

(71) Applicant: **YETI Coolers, LLC**, Austin, TX (US)

(72) Inventors: **Roy Joseph Seiders**, Austin, TX (US);
John Alan Tolman, Austin, TX (US)

(73) Assignee: **YETI Coolers, LLC**, Austin, TX (US)

(**) Term: **15 Years**

(21) Appl. No.: **29/581,483**

(22) Filed: **Oct. 19, 2016**

Related U.S. Application Data

(63) Continuation of application No. 29/540,989, filed on Sep. 29, 2015, now Pat. No. Des. 780,531, which is a continuation of application No. 29/500,908, filed on Aug. 29, 2014, now Pat. No. Des. 752,397.

(51) **LOC (11) Cl.** **07-06**

(52) **U.S. Cl.**
USPC **D7/624.2; D7/608**

(58) **Field of Classification Search**
USPC D7/603–608, 701–708, 619.1–625;
D9/455
CPC B65D 81/3883; B65D 81/3881; B65D
81/3886; B65D 23/08; A47G 23/0241;
A47G 23/0266; A47G 19/2288; A61F
7/10

See application file for complete search history.

(56) **References Cited**

U.S. PATENT DOCUMENTS

D2,440 S	9/1866	Matthews, Jr.
604,514 A	5/1898	Belden
899,290 A	9/1908	Bricker et al.
1,133,420 A	3/1915	Young
D47,798 S	9/1915	Pick
2,029,429 A	2/1936	Koons

(Continued)

FOREIGN PATENT DOCUMENTS

CN 3606899 2/2007
CN 202104668 U 1/2012

(Continued)

OTHER PUBLICATIONS

United States District Court Western District of Texas Austin Division, “Plaintiffs’ Complaint for Damages and Injunctive Relief,” *YETI Coolers, LLC v. Seth Stevens d/b/a SDS Marketing d/b/a Eskimo Coolers, Panther Group LLC d/b/a Eskimo Coolers, Panther Group Sales, LLC d/b/a Eskimo Coolers, and Silver Fox Sales, LLC*, Case 1:17-cv-00423, Document 1, filed May 5, 2017, 77 pages.

(Continued)

Primary Examiner — Terry A Wallace

(74) *Attorney, Agent, or Firm* — Banner & Witcoff, Ltd.

(57) **CLAIM**

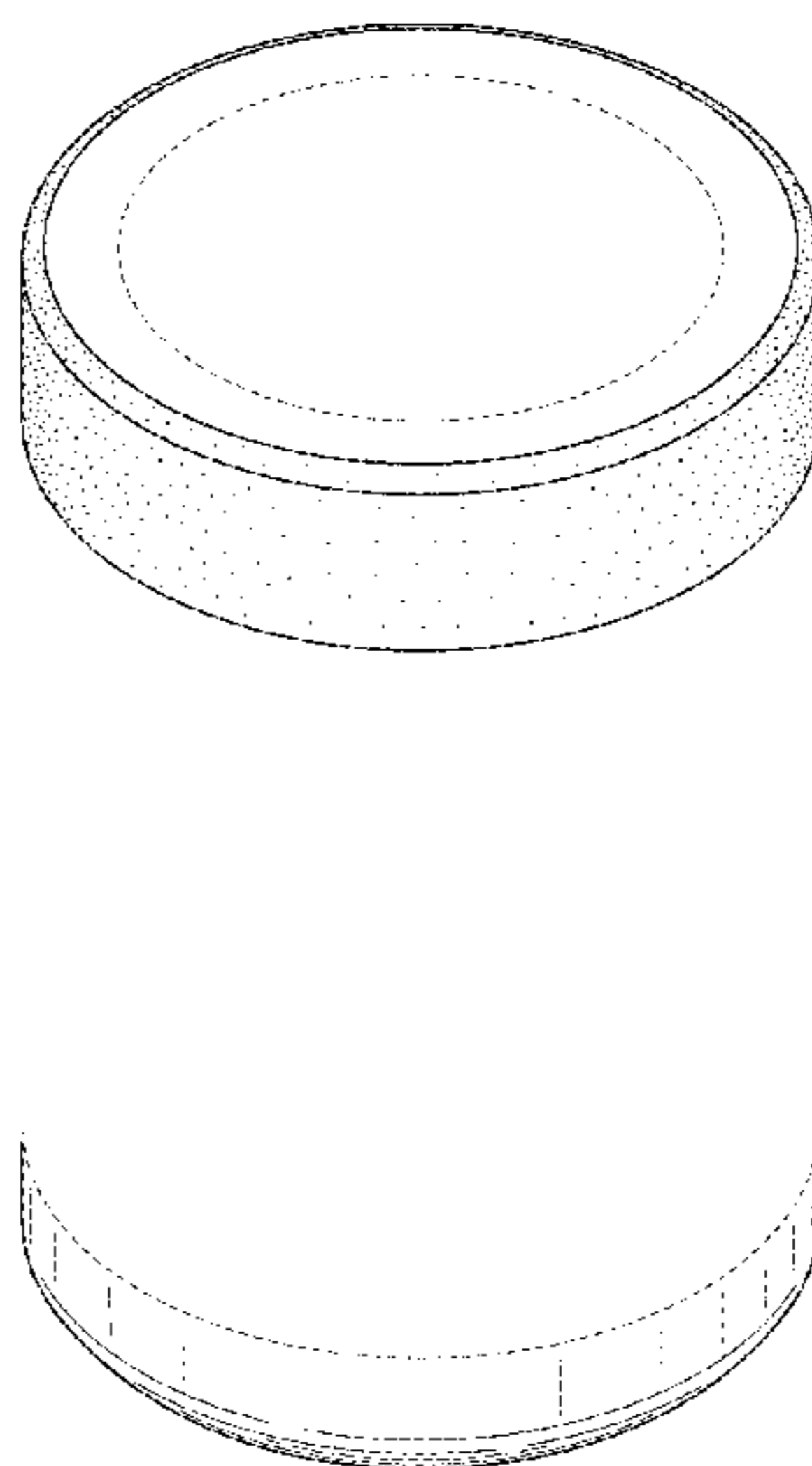
The ornamental design for a beverage holder, as shown and described.

DESCRIPTION

FIG. 1 is a top, front, right perspective view of a beverage holder showing our new design;
FIG. 2 is a front view thereof;
FIG. 3 is a right side view thereof;
FIG. 4 is a rear view thereof;
FIG. 5 is a left side view thereof; and,
FIG. 6 is a top view thereof.

The broken lines immediately adjacent to the shaded areas represent unclaimed boundaries of the design. The unshaded regions within or adjacent to the shaded areas form no part of the claimed design. The broken lines showing the remainder of the beverage holder are for environmental purposes only and form no part of the claimed design.

1 Claim, 4 Drawing Sheets



US D826,003 S

(56)	<p style="text-align: center;">References Cited</p> <p style="text-align: center;">U.S. PATENT DOCUMENTS</p>				
		4,798,063	A *	1/1989	Rimmer B65D 81/3886 62/371
		D300,495	S	4/1989	Minuti
		D301,821	S	6/1989	Bartolo
		4,848,625	A	7/1989	Lucia
		4,993,675	A	2/1991	Walker
		D318,428	S	7/1991	Kowk
		D322,753	S	12/1991	Sussman
		D324,281	S	2/1992	Brussing
		D324,976	S	3/1992	Katz
		D327,093	S	6/1992	Evenson
		D334,869	S	4/1993	Mills
		D337,029	S	7/1993	McKechnie
		5,249,703	A	10/1993	Karp
		D345,676	S	4/1994	Biffle
		D352,210	S	11/1994	Cousins et al.
		5,390,804	A	2/1995	Beggins
		5,398,842	A	3/1995	Sokolski et al.
		5,400,907	A	3/1995	Chen
		D357,387	S	4/1995	Davidson et al.
		5,427,269	A	6/1995	Willbrandt
		5,433,337	A	7/1995	Willbrandt
		D363,642	S	10/1995	Goto et al.
		5,467,891	A *	11/1995	Perry B65D 81/3886 220/62.11
		D366,186	S	1/1996	Kato
		D368,830	S	4/1996	Lu
		D370,300	S	5/1996	Gottvald et al.
		5,531,353	A	7/1996	Ward et al.
		D372,839	S	8/1996	Laib
		D375,870	S	11/1996	Stonehouse
		5,573,141	A	11/1996	Chen
		D377,741	S	2/1997	Bennett et al.
		D379,738	S	6/1997	Liming et al.
		D382,174	S	8/1997	Grimm
		5,655,805	A	8/1997	Shaddy
		D384,557	S	10/1997	Goza
		D386,948	S	12/1997	Wissinger
		D395,200	S	6/1998	Bidwell
		D395,238	S	6/1998	Freitas
		5,769,262	A	6/1998	Yamada et al.
		D395,825	S	7/1998	Freitas
		D396,381	S	7/1998	Chung
		D396,605	S	8/1998	Benson
		5,788,298	A	8/1998	Cheng
		5,799,369	A	9/1998	Schulein
		5,816,631	A	10/1998	Kochan
		D402,766	S	12/1998	Smith et al.
		5,848,722	A	12/1998	Hanes
		D404,974	S	2/1999	Kristinik
		D405,609	S	2/1999	Fu et al.
		5,868,310	A	2/1999	Leszczynski
		D408,689	S	4/1999	Kato
		D412,806	S	8/1999	Pierce
		D416,444	S	11/1999	Jørgensen
		D416,757	S	11/1999	Ginuntoli
		D417,589	S	12/1999	Parker
		D417,590	S	12/1999	Kato
		D417,593	S	12/1999	Ruegg
		D417,819	S	12/1999	Kelly-Pollet
		6,050,443	A	4/2000	Tung
		6,065,609	A	5/2000	Lake
		6,065,632	A	5/2000	Moore, Jr.
		6,085,931	A	7/2000	Sadow
		D429,607	S	8/2000	Prim
		6,094,935	A	8/2000	Stein
		6,102,458	A	8/2000	Scace
		6,135,312	A	10/2000	Chen et al.
		D433,599	S	11/2000	Kristiansen et al.
		D433,876	S	11/2000	Freed
		6,149,028	A	11/2000	Yu
		6,161,720	A	12/2000	Castle
		D436,295	S	1/2001	Furman et al.
		D437,187	S	2/2001	Cheng
		6,216,909	B1	4/2001	Lin
		D442,833	S *	5/2001	Shuman D7/608
		6,237,801	B1	5/2001	Liu
		6,241,415	B1	6/2001	Stark
		6,260,732	B1	7/2001	Khodush

(56)

References Cited

U.S. PATENT DOCUMENTS

D446,687 S	8/2001	Furman et al.	D587,967 S	3/2009	Wahl	
6,332,557 B1	12/2001	Moran	D588,912 S	3/2009	Christensen et al.	
6,352,168 B1	3/2002	Lin	D592,015 S	5/2009	Carpenter	
6,352,235 B2	3/2002	Cizek	D592,058 S	5/2009	Rapaport	
6,360,913 B1	3/2002	Bruinsma et al.	7,527,310 B2	5/2009	Shaskey, Sr.	
D455,052 S	4/2002	Gullickson et al.	D593,372 S	6/2009	Carreno	
D455,610 S	4/2002	Bridges	D593,811 S	6/2009	Carreno	
D455,612 S	4/2002	Gullickson et al.	D593,859 S	6/2009	Barnum	
D455,613 S	4/2002	Bruinsma et al.	D594,687 S	6/2009	Bodum	
D456,578 S	4/2002	Smith et al.	D595,133 S	6/2009	Lewis	
D457,245 S	5/2002	Royal et al.	D598,747 S	8/2009	Caldwell	
D457,389 S	5/2002	Snell	D600,073 S	9/2009	Carreno	
6,392,206 B1	5/2002	Von Arx et al.	7,581,704 B1	9/2009	Pugsley	
D458,081 S	6/2002	Bodum	7,581,770 B2	9/2009	Jones	
D460,895 S	7/2002	Lin	7,604,270 B1	10/2009	McCarthy	
D462,879 S	9/2002	Martens	D608,133 S	1/2010	Choi	
6,450,363 B1	9/2002	Lin	D609,534 S	2/2010	Traficante et al.	
D463,715 S	10/2002	Dretzka	D610,176 S	2/2010	Nagamine et al.	
D465,132 S	11/2002	Janky et al.	7,686,183 B2	3/2010	Ziegler	
D466,371 S	12/2002	Parker	D613,554 S	4/2010	Koennecke	
D466,814 S	12/2002	Hurlburt	D615,366 S	5/2010	Berezansky	
D470,724 S	2/2003	Basara	D615,817 S	5/2010	George	
D471,064 S	3/2003	Renz	D616,248 S	5/2010	George	
D471,763 S	3/2003	Hurlbut et al.	D617,608 S	6/2010	Yang et al.	
D472,101 S	3/2003	Janky	D617,640 S	6/2010	Jones	
D474,651 S	5/2003	Ward	D618,964 S	7/2010	Eisenhardt	
6,557,751 B2	5/2003	Puerini	D622,548 S	8/2010	Jensen et al.	
D476,193 S	6/2003	Janky	D622,554 S	8/2010	Carreno	
D476,528 S	7/2003	Janky et al.	D626,414 S	11/2010	Cresswell et al.	
D477,185 S	7/2003	Janky	D629,657 S *	12/2010	Carreno	D7/629
6,588,064 B2	7/2003	Baum	D629,691 S	12/2010	Cresswell et al.	
6,626,326 B2	9/2003	Murakami	D631,699 S	2/2011	Moreau	
D483,165 S	12/2003	Dretzka	D635,400 S	4/2011	Snyder	
D483,610 S	12/2003	Kerman	D636,640 S	4/2011	Latham	
D483,995 S	12/2003	Otake	D641,591 S	7/2011	Tsukida	
D484,361 S	12/2003	Jeung	D643,289 S	8/2011	Harlan	
6,658,701 B1	12/2003	DeHart et al.	D648,599 S	11/2011	Watanabe et al.	
D488,673 S	4/2004	Farce	D652,256 S	1/2012	Eyal	
D489,574 S	5/2004	Copeland	D653,082 S	1/2012	George	
D490,274 S	5/2004	Irvine	D655,134 S	3/2012	Gilbert	
6,729,665 B1	5/2004	Posey et al.	D656,361 S	3/2012	Gilbert	
D493,068 S	7/2004	Slater et al.	D658,922 S	5/2012	Fallon et al.	
D497,778 S	11/2004	Rich	D659,474 S	5/2012	Wahl et al.	
6,864,462 B2	3/2005	Sanoner et al.	D660,082 S	5/2012	Wahl	
6,962,265 B1	11/2005	Zhang	D660,084 S *	5/2012	Gilbert	D7/510
D512,272 S	12/2005	Avrish	D660,655 S	5/2012	Wahl et al.	
D512,275 S	12/2005	Kent-Fawkes	D663,169 S *	7/2012	Beggins	D7/608
6,979,031 B2	12/2005	Coppotelli et al.	D664,001 S	7/2012	Liu	
D524,607 S	7/2006	Kent-Fawkes	8,225,957 B1	7/2012	Volan	
D527,222 S	8/2006	Liu	D665,491 S	8/2012	Goel et al.	
D530,852 S	10/2006	Zheng	D666,061 S	8/2012	Ying	
D533,748 S	12/2006	Bresler	8,251,247 B1 *	8/2012	Breckner	A47G 23/0266 220/592.16
D534,396 S	1/2007	Kramer	D669,735 S	10/2012	Wong	
D537,676 S	3/2007	Kingsley	D670,525 S	11/2012	Fallon et al.	
D537,677 S	3/2007	Bresler	D675,063 S	1/2013	Wahl	
7,195,137 B2	3/2007	Belcastro	D675,066 S	1/2013	Conlin et al.	
D540,124 S	4/2007	Ross	D675,100 S	1/2013	Herbst	
7,207,538 B2	4/2007	Kent-Fawkes	8,364,542 B2	1/2013	Grauel et al.	
D548,012 S	8/2007	Tien	D679,949 S	4/2013	Meritt	
D552,932 S	10/2007	Carlson	D679,960 S *	4/2013	Hopkins	D7/629
D553,440 S	10/2007	Bodum	D680,375 S	4/2013	Pousard et al.	
7,284,777 B1	10/2007	Kraemer	D680,387 S	4/2013	Hopkins et al.	
D557,567 S	12/2007	Gronikowski et al.	D682,625 S	5/2013	Lane	
D561,590 S	2/2008	Kingsley	D682,626 S	5/2013	Lane	
D562,072 S	2/2008	Wahl	D684,459 S	6/2013	Stowe et al.	
D565,901 S	4/2008	Edelstein et al.	D685,231 S	7/2013	Lane	
D566,471 S	4/2008	Bodum	8,499,951 B1	8/2013	McDonald et al.	
D568,685 S	5/2008	Bodum	D693,176 S	11/2013	Kaiser	
D569,183 S	5/2008	Blake	D693,649 S	11/2013	Yeung	
H2217 H *	6/2008	Smay	D694,112 S	11/2013	Brown	
D572,136 S	7/2008	Boni	D695,138 S	12/2013	Ball	
D573,390 S	7/2008	Ablo	8,608,019 B2	12/2013	Wren	
D577,260 S	9/2008	Bodum	D698,200 S	1/2014	Lauwagie	
D585,245 S	1/2009	Brouillette	8,684,430 B1	4/2014	Brandon	
D587,523 S	3/2009	Moon	D705,012 S	5/2014	Lapsker	
			D709,737 S	7/2014	Weinert et al.	
			D709,738 S	7/2014	Weinert et al.	
			D710,155 S *	8/2014	Tatsukawa	D7/608

(56)

References Cited

U.S. PATENT DOCUMENTS

D711,684 S 8/2014 Perdomo
 D712,701 S 9/2014 Boroski
 D713,686 S 9/2014 Eyal
 D715,101 S 10/2014 Grcic
 D717,605 S 11/2014 Kristinik
 D717,606 S 11/2014 Kristinik
 D719,785 S 12/2014 Grcic
 D719,788 S 12/2014 Soltz et al.
 D720,187 S 12/2014 Romley
 8,899,644 B2 12/2014 Hancey
 8,919,603 B2 12/2014 Greene
 D721,250 S 1/2015 Chen et al.
 D721,546 S 1/2015 Davidson
 D724,385 S 3/2015 Hurley et al.
 D727,688 S * 4/2015 Hewitt D7/608
 D728,311 S 5/2015 Eyal
 D728,314 S 5/2015 Carstensen et al.
 D729,581 S 5/2015 Boroski
 9,021,662 B1 5/2015 Jones
 9,038,850 B1 5/2015 Wilson
 D731,251 S * 6/2015 Lane D7/523
 D732,338 S 6/2015 Boroski
 D732,343 S 6/2015 Romley
 D732,347 S * 6/2015 Katterheinrich D7/603
 D734,096 S 7/2015 George et al.
 D740,073 S 10/2015 Zorovich et al.
 D740,077 S 10/2015 Strepkoff
 D740,618 S 10/2015 Knoll
 D743,207 S 11/2015 Pendleton et al.
 D747,929 S 1/2016 Arseneau et al.
 D752,397 S 3/2016 Seiders et al.
 D754,536 S 4/2016 Arriaga
 D764,870 S 8/2016 Choi
 D766,661 S 9/2016 Bodum
 D773,250 S 12/2016 Miller
 D779,285 S 2/2017 Seiders et al.
 D779,891 S 2/2017 Seiders et al.
 D779,892 S 2/2017 Seiders et al.
 D780,527 S 3/2017 Salama
 D780,530 S 3/2017 Seiders et al.
 D780,531 S 3/2017 Seiders et al.
 D780,532 S 3/2017 Seiders et al.
 D780,533 S 3/2017 Seiders et al.
 D784,137 S 4/2017 Cates
 D786,023 S 5/2017 Polack et al.
 D786,025 S 5/2017 Seiders et al.
 D787,893 S 5/2017 Seiders et al.
 D793,172 S 8/2017 Medina
 D799,906 S 10/2017 Seiders et al.
 D801,753 S 11/2017 Piper et al.
 D803,001 S 11/2017 Bodum
 D804,556 S 12/2017 Harada et al.
 D807,125 S 1/2018 Seiders et al.
 D808,733 S 1/2018 Spivey et al.
 2002/0066758 A1 6/2002 Fadal et al.
 2004/0080930 A1 4/2004 Winters et al.
 2004/0187265 A1 9/2004 Ho
 2005/0218109 A1 10/2005 Semersky et al.
 2006/0175506 A1 8/2006 Lan
 2007/0295738 A1 12/2007 Hussain
 2008/0012368 A1 1/2008 Kent-Fawkes
 2008/0023434 A1 1/2008 Takayama
 2008/0101056 A1 5/2008 Bhavnani
 2009/0008399 A1 1/2009 Mayled et al.
 2009/0065469 A1 3/2009 McClellan et al.
 2009/0200322 A1 8/2009 Hunter
 2011/0204017 A1 8/2011 O’Sullivan
 2011/0233219 A1 9/2011 Proskey
 2012/0074155 A1 3/2012 Yeung
 2012/0261408 A1 10/2012 White
 2013/0098932 A1 4/2013 Hunt
 2013/0186849 A1 7/2013 Iwashita
 2015/0041480 A1 2/2015 Ramsey
 2015/0108150 A1 4/2015 Garcia
 2015/0108152 A1 4/2015 Franzen et al.

2015/0164256 A1 6/2015 Helton
 2015/0291316 A1 10/2015 Fietz
 2016/0318692 A1 11/2016 Wilson

FOREIGN PATENT DOCUMENTS

CN 202891397 U 4/2013
 CN 303263048 7/2015
 EM 000564778-0001 8/2006
 EM 001360911-0001 3/2013
 EM 004374155-0003 9/2017
 GB 3024951 7/2006
 IN 250749-0001 8/2013
 JP 1219538 10/2004
 JP 1288694 12/2006
 JP 1302290 6/2007
 JP 1370441 10/2009
 JP 1483261 11/2013
 JP 1546179 S 3/2016
 JP D2016-4373 11/2017
 KR 300840850 2/2016
 WO 0162614 A1 8/2001
 WO 2006048119 A1 5/2006
 WO 2011022857 A2 3/2011
 WO 2012064184 A1 5/2012
 WO 2013163725 A1 11/2013

OTHER PUBLICATIONS

“Tervis Tumbler Black 24oz. Handle.” Amazon.com. Accessed Aug. 31, 2016. Available online at URL: <<https://www.amazon.com/Tervis-Tumbler-Black-24oz-Handle/dp/B004VVHORG>>.
 “Spare Parts for Those Mugs or Tumblers with No Handles.” Accessed Aug. 31, 2016. Available online at URL: <https://www.etsy.com/listing/255089724/parts-parts-parts-mug-or-tumbler-metal?ga_order=most_relevant&ga_search_type=all&ga_view_type=gallery&ga_search_query=metal+handled+mugs&ref=sr_gallery_8>.
 Pictures of Great American Products Tumbler, published date unknown, but prior to the filing date of the present application.
 Photographic image of YETI 30oz Rambler Tumbler, published date unknown, but prior to the filing date of the present application.
 Second photographic image of YETI 30oz Rambler Tumbler, published date unknown, but prior to the filing date of the present application.
 Promotional Items, Inc., “Stainless Steel 14oz. Deluxe Coffee Insulated Tumbler Lid”, retrieved from <http://www.promotional-items-inc.com/catalog/stainless_steel_18oz_commuter_coffee_mug_lid.html> on Aug. 27, 2015.
 The Product Farm, “BeerNStein Rocks Tumbler Lid—Blue”, retrieved from <<http://store.theproductfarm.com/beerstein-rocks-tumbler-lid-blue/>> on Aug. 27, 2015.
 Hit Promotional Products, “24 Oz. Biggie Tumbler with Lid”, retrieved from <<http://www.hitpromo.net/product/show/5853/24-oz-biggie-tumbler-with-lid>> on Aug. 27, 2015.
 The Alexon Group, “16 Oz. Stainless Steel Travel Mug with Slide Action Lid and Plastic Inner Liner”, retrieved from <<https://alexongroup.com/16-oz-stainless-steel-travel-mug-with-slide-action-lid-and-plastic-inner-liner>> on Aug. 27, 2015.
 “New 16oz Insulated Coffee Travel Mug Stainless Steel Double Wall Thermos Tumbler”, retrieved from <<http://www.ebay.com/itm/New-16oz-Insulated-COFFEE-TRAVEL-MUG-Stainless-Steel-Double-Wall-Thermos-Tumbler-/171416296921>> on Aug. 27, 2015.
 “Stainless Steel Travel Mug with Slide Action Lid and Plastic Inner Liner—16oz.”, retrieved from <<http://waterbottles.com/stainless-steel-travel-mug-with-slide-action-lid-and-plastic-inner-liner-16-oz>> on Aug. 27, 2015.
 Vat19, “16 oz. Dual Auto/USB Heated Mug”, retrieved from <<https://www.vat19.com/item/16-oz-dual-auto-usb-heater-coffee-mug>> on Aug. 27, 2015.

(56)

References Cited

OTHER PUBLICATIONS

Timolino, "Signature Thermal Travel Mug Slide—Tab Lid", retrieved from <<http://timolino.com/products/signature-thermal-travel-mug-slide-tab-lid>> on Aug. 27, 2015.

Eshine Industrial & Maoyuan International, "400ml Double Wall Stainless Steel Travel Mug with Sliding Drink Lid", retrieved from <<http://www.chinawaterbottle.com/product/400ml-double-wall-stainless-steel-travel-mug-with-sliding-drink-lid-77-520.html>> on Aug. 27, 2015.

Photo USA Electronic Graphic Inc., "17fl oz Personalised Travel Mug (Plastic Insert and Metal Shell, Reverse Screw)", retrieved from <<http://www.meikeda.com/stainless-steel-mug/item/15-oz-personalised-travel-mug.html>> on Aug. 27, 2015.

Promo Industrial Co., Limited, "16 Oz. Blue Bullet Travel Mug W/ Handle", retrieved from <http://www.oempromo.com/Bottle-cup-and-mug/Mugs/index_73.htm> on Aug. 27, 2015.

Gold Bond Inc., "16CT—16 oz Cafe Tumbler", retrieved from <<http://www.goldbondinc.com/16ct>> on Aug. 27, 2015.

"YETI Rambler 20 and 30 oz", published on Apr. 19, 2014, retrieved from <https://web.archive.org/web/20140419041951/http://yeticoolers.com/rambler-tumblers/> on Sep. 2, 2015.

Photographic image of YETI 20oz Rambler Tumbler, published date unknown, but prior to the filing date of the present application.

United States District Court Western District of Texas Austin Division, "Plaintiff YETI Coolers, LLC's Original Complaint," *YETI Coolers, LLC v. Ontel Products Corporation and World Pack USA, LLC*, Case: 1:17-cv-00091-RP, Document #1, filed Feb. 8, 2017, 65 pages.

United States District Court Western District of Texas Austin Division, "Defendants' Answers and Defenses to Plaintiffs Original Complaint," *YETI Coolers, LLC v. Ontel Products Corporation and World Pack USA, LLC*, Case: 1:17-cv-00091-RP, Document #14, filed Feb. 21, 2017, 45 pages.

United States District Court Western District of Texas Austin Division, "Complaint for Damages and Injunctive Relief," *YETI Coolers, LLC v. Tree Leaf Marketing, LLC, d/b/a Big Frig*, Case: 1:16-cv-00699-RP, Document #26, filed Apr. 7, 2017, 39 pages.

Snow Peak H860, posted by copperbrier at YouTube.com [online], posted on Nov. 13, 2013. Available on the Internet, <URL: <https://youtu.be/rotGiNY6ms>>.

Snow Peak 450ml, posted by keegansreviews at YouTube.com [online], posted on Jun. 5, 2015. Available on the Internet, <URL: <https://youtu.be/S9dSBijmxsM>>.

"Snow Peak Detail Specs", published earlier than Jan. 6, 2014, retrieved from <<http://global.rakuten.com/en/store/mitsuyoshi/item/tw-137-snowpeak/>> on May 22, 2017.

"Hooler the handheld cooler", published on Apr. 12, 2014, retrieved from <https://web.archive.org/web/20140412062054/http://www.hoolercooler.com/> on Aug. 4, 2015.

United States District Court Western District of Texas Austin Division, "Complaint for Damages and Injunctive Relief," *YETI Coolers, LLC v. Jennifer Leverne Bootz Evans d/b/a Bling and Burlap Buy In's and Blanks*, Case: 1:15-cv-00995, Document #1, filed Nov. 2, 2015, 128 pages.

United States District Court Western District of Texas Austin Division, "Order Dismissing Case," *YETI Coolers, LLC v. Jennifer Leverne Bootz Evans d/b/a Bling and Burlap Buy In's and Blanks*, Case: 1:15-cv-00995-RP, Document #18, filed Apr. 18, 2016, 1 page.

United States District Court Western District of Texas Austin Division, "Complaint for Damages and Injunctive Relief," *YETI Coolers, LLC v. RTIC Coolers, LLC*, Case: 1:16-cv-00264, Document #1, filed Mar. 2, 2016, 34 pages.

United States District Court Western District of Texas Austin Division, "Defendants' Answer and Counterclaims to YETI's First Amended Complaint for Damages and Injunctive Relief," *YETI Coolers, LLC v. RTIC Coolers, LLC, RTIC Drinkware, LLC, RTIC Web Services, LLC, Corporate Support & Fulfillment, LLC, John Jacobsen, and James Jacobsen*, Case: 1:16-cv-00264-RP, Document #25, filed Jun. 13, 2016, 42 pages.

United States District Court Western District of Texas Austin Division, "YETI Coolers, LLC's First Amended Complaint," *YETI Coolers, LLC v. RTIC Coolers, LLC, RTIC Drinkware, LLC, RTIC Web Services, LLC, Corporate Support & Fulfillment, LLC, John Jacobsen, and James Jacobsen*, Case: 1:16-cv-00264-RP, Document #15, filed May 16, 2016, 110 pages.

United States District Court Western District of Texas Austin Division, "Complaint for Damages and Injunctive Relief," *YETI Coolers, LLC v. Tree Leaf Marketing, LLC, d/b/a Big Frig*, Case: 1:16-cv-00699, Document #1, filed Jun. 17, 2016, 33 pages.

United States District Court Western District of Texas Austin Division, "Complaint for Damages and Injunctive Relief," *YETI Coolers, LLC v. Wal-Mart Stores, Inc.*, Case: 1:16-cv-00454, Document #1, filed Apr. 8, 2016, 29 pages.

United States District Court Western District of Texas Austin Division, "Joint Rule 26(f) Report and Discovery Plan," *YETI Coolers, LLC v. Wal-Mart Stores, Inc. and Olympia Tools International, Inc.*, Case: 1:16-cv-00454-RP, Document 129, filed Jul. 28, 2016, 8 pages.

United States District Court Western District of Texas Austin Division, "Olympia Tools International, Inc.'s Answer to YETI Coolers, LLC's First Amended Complaint," *YETI Coolers, LLC v. Wal-Mart Stores, Inc. and Olympia Tools International, Inc.*, Case: 1:16-cv-00454-RP, Document #28, filed Jul. 14, 2016, 12 pages.

United States District Court Western District of Texas Austin Division, "Wal-Mart Stores, Inc.'s Answer to First Amended Complaint," *YETI Coolers, LLC v. Wal-Mart Stores, Inc. and Olympia Tools International, Inc.*, Case: 1:16-cv-00454-RP, Document #22, filed Jun. 7, 2016, 13 pages.

United States District Court Western District of Texas Austin Division, "First Amended Complaint for Damages and Injunctive Relief," *YETI Coolers, LLC v. Wal-Mart Stores, Inc. and Olympia Tools International, Inc.*, Case: 1:16-cv-00454-RP, Document #17, filed May 24, 2016, 26 pages.

United States District Court Western District of Texas Austin Division, "Complaint for Damages and Injunctive Relief," *YETI Coolers, LLC v. Magnum Solace LLC*, Case: 1:16-cv-00663-RP, Document #1, filed Jun. 7, 2016, 24 pages.

United States District Court Western District of Texas Austin Division, "Joint Rule 26(f) Report and Discovery Plan," *YETI Coolers, LLC v. RTIC Coolers, LLC, RTIC Drinkware, LLC, RTIC Web Services, LLC, Corporate Support & Fulfillment, LLC, John Jacobsen, and James Jacobsen*, Case: 1:16-cv-00264-RP, Document #26, filed Jun. 23, 2016, 7 pages.

United States District Court Western District of Texas Austin Division, "Defendant's Rule 12(B)(6) Motion to Dismiss," *YETI Coolers, LLC v. Magnum Solace LLC*, Case: 1:16-cv-00663-RP, Document #10, filed Aug. 5, 2016, 30 pages.

United States District Court Western District of Texas Austin Division, "YETI's Opposition to Defendant's Motion to Dismiss," *YETI Coolers, LLC v. Magnum Solace LLC*, Case: 1:16-cv-00663-RP, Document #12, filed Aug. 19, 2016, 17 pages.

United States District Court Western District of Texas Austin Division, "Complaint for Damages and Injunctive Relief," *YETI Coolers, LLC v. MyCrew, LLC, MyCrew Drinkware, LLC, and NNRiverLife, LLC*, Case: 1:16-cv-01008, Document 11, filed Aug. 26, 2016, 29 pages.

United States District Court Western District of Texas Austin Division, "Defendant's Reply in Support of its Rule 12(B)(6) Motion to Dismiss," *YETI Coolers, LLC v. Magnum Solace LLC*, Case: 1:16-cv-00663-RP, Document #13, filed Aug. 29, 2016, 18 pages.

"Siskiyou Sports CCS48F Oklahoma Sooners Flame Can Cooler", published on Jul. 9, 2014, retrieved from <<http://www.sears.com/siskiyou-sports-ccs48f-oklahoma-sooners-flame-can-cooler/p-SPM7376348303>> on Sep. 16, 2016.

"Mini Keg Coozies! Beer Inside Kegs!", published by Chad Dukes on Dec. 18, 2013, retrieved from <<http://beerandpig.com/category/beer/page/2/>> on Sep. 16, 2016.

"Stainless Steel Can Cooler", published on Apr. 6, 2014, retrieved from <<http://www.belpromo.com/nd/detail.php?c=34&p=KZSS001&s=mvp23g56>> on Sep. 22, 2016.

(56)

References Cited

OTHER PUBLICATIONS

“Stanley Vacuum Insulated Container—Thermos bottle”, published on Feb. 24, 2012, retrieved from <<https://www.youtube.com/watch?v=UCMjqZiNU3o>> on Sep. 23, 2016.

United States District Court Western District of Texas Austin Division, “Complaint,” *YETI Coolers, LLC v. Wadley Holdings, LLC d/b/a Meadowcraft, and Southern Sales & Marketing Group, Inc. d/b/a nICE*, Case 1:17-cv-00421, Document 1, filed May 5, 2017, 121 pages.

United States District Court Western District of Texas Austin Division, “Complaint,” *YETI Coolers, LLC v. JDS Industries, Inc., Lionel Laundry Jr., d/b/a Accolades Awards & Engraving, Creating and Fast LLC d/b/a Promotional Products San Antonio, Kelly Scoggins d/b/a King Engraving, Jamey Z. Apps d/b/a Roberts Trophies, and Eagle Media, Inc.*, Case 1:17-cv-00424, Document 1, filed May 5, 2017, 62 pages.

United States District Court Western District of Texas Austin Division, “Complaint,” *YETI Coolers, LLC v. Glacier Coolers, LLC, and Tecomate Holdings, LLC*, Case 1:17-cv-00586, Document 1, filed Jun. 15, 2017, 161 pages.

United States District Court Western District of Texas Austin Division, “Complaint,” *YETI Coolers, LLC v. Gametime Sidekicks, LLC*, Case 1:17-cv-00413, Document 1, filed May 5, 2017, 107 pages.

United States District Court Western District of Texas Austin Division, “Complaint,” *YETI Coolers, LLC v. Kodiak Coolers, LLC and Flexible Automation LLC*, Case 1:17-cv-00422, Document 1, filed May 5, 2017, 51 pages.

United States District Court Western District of Texas Austin Division, “Complaint,” *YETI Coolers, LLC v. Gourmet Home Products, LLC*, Case: 1:17-cv-00533, Document #1, filed Jun. 2, 2017, 25 pages.

United States District Court Western District of Texas Austin Division, “Complaint,” *YETI Coolers, LLC v. Godinger Silver Art, Ltd., Cathy’s Concepts, Inc., Viatek Consumer Products Group, Inc.*, Case: 1:17-cv-00467, Document #1, filed May 16, 2017, 22 pages.

United States District Court Western District of Texas Austin Division, “Complaint,” *YETI Coolers, LLC v. Vickery Products, LLC d/b/a Axis Cups, f/d/b/a Frio Cups*, Case: 1:17-cv-00260, Document #1, filed Mar. 24, 2017, 52 pages.

United States District Court Western District of Texas Austin Division, “Complaint,” *YETI Coolers, LLC v. Jennifer Leverne Bootz Evans d/b/a Bling and Burlap Buy In’s and Blanks*, Case: 1:15-cv-00995, Document #1, filed Nov. 2, 2015, 128 pages.

United States District Court Western District of Texas Austin Division, “Order,” *YETI Coolers, LLC v. Jennifer Leveme Bootz Evans d/b/a Bling and Burlap Buy In’s and Blanks*, Case: 1:15-cv-00995-RP, Document #18, filed Apr. 18, 2016, 1 page.

United States District Court Western District of Texas Austin Division, “Complaint,” *YETI Coolers, LLC v. Magnum Solace LLC*, Case: 1:16-cv-00663-RP, Document #1, filed Jun. 7, 2016, 24 pages.

United States District Court Western District of Texas Austin Division, “Defendant’s Rule 12(B)(6) Motion to Dismiss =For Failure to State a Claim,” *YETI Coolers, LLC v. Magnum Solace LLC*, Case: 1:16-cv-00663-RP, Document #10, filed Aug. 5, 2016, 30 pages.

United States District Court Western District of Texas Austin Division, “Defendant’s Answer,” *YETI Coolers, LLC v. Magnum Solace LLC*, Case: 1:16-cv-00663-RP, Document #34, filed Apr. 13, 2017, 7 pages.

United States District Court Western District of Texas Austin Division, “Defendant’s Answer to Plaintiffs Complaint and Affirmative Defenses,” *YETI Coolers, LLC v. MyCrew, LLC, MyCrew Drinkware, LLC and NNRiverLife, LLC*, Case: 1:16-cv-01008-RP, Document #14, filed Nov. 29, 2016, 12 pages.

United States District Court Western District of Texas Austin Division, “Complaint,” *YETI Coolers, LLC v. MyCrew, LLC, MyCrew Drinkware, LLC and NNRiverLife, LLC*, Case: 1:16-cv-01008, Document #1, filed Aug. 26, 2016, 29 pages.

United States District Court Western District of Texas Austin Division, “RTIC Drinkware’s First Amended Complaint for Declaratory Judgment,” *RTIC Drinkware, LLC v. YETI Coolers, LLC*, Case: 1:16-cv-00907-RP, Document #52, filed Nov. 14, 2016, 124 pages.

United States District Court Western District of Texas Austin Division, “YETI Coolers, LLC’s Answer to RTIC Drinkware’s First Amended Complaint,” *RTIC Drinkware, LLC v. YETI Coolers, LLC*, Case: 1:16-cv-00907-RP, Document #58, filed Dec. 1, 2016, 15 pages.

United States District Court Western District of Texas Austin Division, “YETI Coolers, LLC’s Answer to RTIC Drinkware LLC’s Complaint,” *RTIC Drinkware, LLC v. YETI Coolers, LLC*, Case: 1:16-cv-00907-RP, Document #35, filed Aug. 3, 2016, 27 pages.

United States District Court for the Southern District of Texas Houston Division, “RTIC Drinkware’s Original Complaint for Declaratory Judgment, Damages, and Injunctive Relief,” *RTIC Drinkware, LLC v. YETI Coolers, LLC*, Case: 4:16-cv-01201, Document #1, filed May 2, 2016, 58 pages.

United States District Court Western District of Texas Austin Division, “Order,” *RTIC Drinkware, LLC v. YETI Coolers, LLC*, Case: 1:16-cv-00907-RP, Document #47, filed Oct. 13, 2016, 3 pages.

United States District Court Western District of Texas Austin Division, “Defendant RTIC Drinkware, LLC, RTIC Web Services, LLC, Corporate Support & Fulfillment, LLC, John Jacobsen, and James Jacobsen’s Answer and counterclaims to YETI’s First Amended Complaint for Damages and Injunctive Relief,” *Yeti Coolers, LLC v. RTIC Coolers, LLC, RTIC Drinkware, LLC, RTIC Web Services, LLC, Corporate Support & Fulfillment, LLC; John Jacobsen; and James Jacobsen*, Case: 1:16-cv-00264-RP, Document #25, filed Jun. 13, 2016, 42 pages.

United States District Court Western District of Texas Austin Division, “Complaint,” *YETI Coolers, LLC v. RTIC Coolers, LLC*, Case: 1:16-cv-00264, Document #1, filed Mar. 2, 2016, 34 pages.

United States District Court Western District of Texas Austin Division, “YETI Coolers, LLC’s Answer to RTIC Drinkware, LLC’s, RTIC Web Services, LLC’s, Corporate Support & Fulfillment, LLC’s, John Jacobsen’s, and James Jacobsen’s Counterclaims,” *YETI Coolers, LLC v. RTIC Coolers, LLC, RTIC Drinkware, LLC, RTIC Web Services, LLC, Corporate Support & Fulfillment, LLC, John Jacobsen, and James Jacobsen*, Case: 1:16-cv-00264-RP, Document #31, filed Jul. 7, 2016, 7 pages.

United States District Court Western District of Texas Austin Division, “Answer,” *YETI Coolers, LLC v. Tree Leaf Marketing, LLC d/b/a Big Frig*, Case: 1:16-cv-00699-RP, Document #11, Oct. 21, 2016, 8 pages.

United States District Court Western District of Texas Austin Division, “Complaint,” *YETI Coolers, LLC v. Tree Leaf Marketing, LLC d/b/a Big Frig*, Case: 1:16-cv-00699, Document #1, Jun. 17, 2016, 33 pages.

United States District Court Western District of Texas Austin Division, “Complaint,” *YETI Coolers, LLC v. Vickery Products, LLC d/b/a Axis Cups, f/d/b/a Frio Cups*, Case: 1:17-cv-00260, Document #1, Mar. 24, 2017, 52 pages.

United States District Court Western District of Texas Austin Division, “First Amended Complaint,” *YETI Coolers, LLC v. Wal-Mart Stores, Inc. and Olympia Tools International, Inc.*, Case: 1:16-cv-00454-RP, Document #17, May 24, 2016, 26 pages.

United States District Court Western District of Texas Austin Division, “Complaint,” *YETI Coolers, LLC v. Wal-Mart Stores, Inc.*, Case: 1:16-cv-00454, Document #1, Apr. 8, 2016, 29 pages.

United States District Court Western District of Texas Austin Division, “Olympia Tools International, Inc.’s Answer to YETI Coolers, LLC’s First Amended Complaint,” *YETI Coolers, LLC v. Wal-Mart Stores, Inc. and Olympia Tools International, Inc.*, Case: 1:16-cv-00454-RP, Document #28, Jul. 14, 2016, 12 pages.

United States District Court Western District of Texas Austin Division, “Wal-Mart Stores, Inc.’s Answer to First Amended Complaint,” *YETI Coolers, LLC v. Wal-Mart Stores, Inc. and Olympia Tools International, Inc.*, Case: 1:16-cv-00454-RP, Document #22, Jun. 7, 2016, 13 pages.

(56)

References Cited

OTHER PUBLICATIONS

United States District Court Western District of Texas Austin Division, “Second Amended Complaint,” *YETI Coolers, LLC v. Sam’s West, Inc., and Sam’s East, Inc., and CY Top, Ltd.*, Case: 1:16-cv-00829-RP, Document #51, filed Sep. 22, 2017, 49 pages.

United States District Court Western District of Texas Austin Division, “Complaint,” *YETI Coolers, LLC v. Bonanza.com, Inc.*, Case: 1:17-cv-00935, Document #1, filed Sep. 28, 2017, 142 pages.

United States District Court Western District of Texas Austin Division, “Complaint,” *YETI Coolers, LLC v. Alibaba Group Holding Limited, Alibaba (China) Technology Co., Ltd., Alibaba.com Hong Kong Limited, Alibaba.com Singapore E-Commerce Private Limited, Hangzhou Alibaba Advertising Co. Ltd., and Huizhou Dashu Trading Co., Ltd.*, Case: 1:17-cv-00936, Document #1, filed Sep. 28, 2017, 272 pages.

United States District Court Western District of Texas Austin Division, “Complaint,” *YETI Coolers, LLC v. ContextLogic, Inc. d/b/a Wish.com*, Case: 1:17-cv-00937, Document #1, filed Sep. 28, 2017, 238 pages.

United States District Court Western District of Texas Austin Division, “Complaint,” *YETI Coolers, LLC v. Dunhuang Group, SZ Flowerfairy Technology Co., Ltd., Tan Er Pa Technology Co., Ltd., Shenzhen Great Electronic Technology Co., Ltd., and Huangong Trading Co.*, Case: 1:17-cv-00938, Document #1 filed Sep. 28, 2017, 272 pages.

“Hooler the handheld cooler”, published on Apr. 12, 2014, retrieved from <https://web.archive.org/web/20140412062054/http://www.hoolercooler.com/> on Aug. 4, 2015.

United States District Court Western District of Texas Austin Division, “YETI Coolers, LLC’s First Amended Complaint,” *YETI Coolers, LLC v. RTIC Coolers, LLC, RTIC Drinkware, LLC, RTIC Web Services, LLC, Corporate Support & Fulfillment, LLC, John Jacobsen, and James Jacobsen*, Case: 1:16-cv-00264-RP, Document #15, filed May 16, 2016, 110 pages.

United States District Court Western District of Texas Austin Division, “Olympia Tools International, Inc.’s Answer to YETI Coolers, LLC’s First Amended Complaint,” *YETI Coolers, LLC v. Wal-Mart Stores, Inc. and Olympia Tools International, Inc.*, Case: 1:16-cv-00454-RP, Document #28, filed Jul. 14, 2016, 12 pages.

United States District Court Western District of Texas Austin Division, “Complaint for Damages and Injunctive Relief,” *YETI Coolers, LLC v. MyCrew, LLC, MyCrew Drinkware, LLC, and NNRiverLife, LLC*, Case: 1:16-cv-01008, Document #1, filed Aug. 26, 2016, 29 pages.

United States District Court Western District of Texas Austin Division, “Defendant’s Reply in Support of its Rule 12(B) (6) Motion to Dismiss,” *YETI Coolers, LLC v. Magnum Solace LLC*, Case: 1:16-cv-00663-RP, Document #13, filed Aug. 29, 2016, 18 pages.

United States District Court Western District of Texas Austin Division, “YETI’s Supplemental Brief in Opposition to Magnum’s Motion to Dismiss,” *YETI Coolers, LLC v. Magnum Solace LLC*, Case: 1:16-cv-00663-RP, Document #16, filed Sep. 27, 2016, 7 pages.

United States District Court Western District of Texas Austin Division, “Defendant’s Opposed Motion for a Protective Order and Stay of Discovery,” *YETI Coolers, LLC v. Magnum Solace LLC*, Case: 1:16-cv-00663-RP, Document #17, filed Oct. 3, 2016, 47 pages.

United States District Court Western District of Texas Austin Division, “YETI’s Opposition to Magnum’s Motion for a Protective Order and Stay of Discovery,” *YETI Coolers, LLC v. Magnum Solace LLC*, Case: 1:16-cv-00663-RP, Document #20, filed Oct. 11, 2016, 16 pages.

United States District Court Western District of Texas Austin Division, “Defendant’s Reply in Support of its Motion for a Protective Order and Stay of Discovery,” *YETI Coolers, LLC v. Magnum Solace LLC*, Case: 1:16-cv-00663-RP, Document #22, filed Oct. 18, 2016, 5 pages.

JPO Prior art Reference No. HJ20071600.

English translation of Office Action dated Oct. 18, 2016 for JP Application No. 2016-004372, 3 pages.

English translation of Office Action dated Oct. 18, 2016 for JP Application No. 2016-004373, 3 pages.

United States District Court Western District of Texas Austin Division, “Complaint,” *YETI Coolers, LLC v. Imagen Brands, LLC, d/b/a Crown Products, and Ebsco Industries, Inc.*, Case 1:16-cv-00578-RP, Document #1, filed May 16, 2016, 20 pages.

United States District Court Western District of Texas Austin Division, “Defendants’ Motion to Dismiss Pursuant to Rule 12(b)(6),” *YETI Coolers, LLC v. Imagen Brands, LLC, d/b/a Crown Products, and Ebsco Industries, Inc.*, Case 1:16.w-00578-RP, Document #8, filed Oct. 4, 2016, 27 pages.

United States District Court Western District of Texas Austin Division, “YETI Coolers LLC’s Answer to RTIC Drinkware, LLC’s, RTIC Web Services, LLC’s, Corporate Support & Fulfillment, LLC’s, John Jacobsen’s, and James Jacobsen’s Counterclaims,” *YETI Coolers, LLC v. RTIC Coolers, LLC, RTIC Drinkware, LLC, RTIC Web Services, LLC, Corporate Support & Fulfillment, LLC, John Jacobsen, and James Jacobsen*, Case: 1:16-cv-00264-RP, Document #31, filed Jul. 7, 2016, 7 pages.

United States District Court Western District of Texas Austin Division, “Defendants’ Answer to Plaintiffs Complaint and Affirmative Defenses,” *YETI Coolers, LLC v. MyCrew, LLC, MyCrew Drinkware, LLC and NNRiverLife, LLC*, Case 1:16-cv-01008-RP, Document #14, filed Nov. 29, 2016, 12 pages.

United States District Court Western District of Texas Austin Division, “Answer,” *YETI Coolers, LLC v. Tree Leaf Marketing, LLC, d/b/a Big Frig*, Case: 1:16-cv-00699, Document #11, filed Oct. 21, 2016, 8 pages.

“YETI Press Release—Rambler Lowball”, published on Jul. 15, 2015, retrieved from <http://yeti.com/press-releases/yeti-coolers-unveils-new-rambler-lowball> on Mar. 14, 2017.

“Bekith Kids Water Mugs Stainless Steel Drinking Cups Double Wall Food Grade Durable Safe—Set of 2”, published date unknown but at least as early as Mar. 14, 2017, retrieved from https://www.amazon.com/Bekith-Stainless-Drinking-Double-Durable/dp/B019JNKG7A/ref=pd_sim_79_5?_encoding=UTF8&psc=1&refRID=ZP054HJK7VYT6T39DSYN on Mar. 14, 2017.

“Camp Cup”, published date unknown but at least as early as Mar. 13, 2017, retrieved from <https://www.miir.com/collections/camp-products/campcup> on Mar. 13, 2017.

“Chinook Timberline Double-wall 12.5 Ounces Mug”, published date unknown but at least as early as Mar. 14, 2017, retrieved from https://www.amazon.com/Chinook-Timberline-Double-wall-12-5-Ounces/dp/B00261CO8U/ref=pd_sim_79_3?_encoding=UTF8&psc=1&refRID=C586FMMXYCY44F2AZCJB on Mar. 14, 2017.

“Double Wall Copper Coffee Mug”, published date unknown but at least as early as Mar. 14, 2017, retrieved from http://www.williamssonoma.com/products/1614242/?catalogId=27&sku=1614242&cm_ven=Google_PLA&cm_cat=Shopping&cm_pla=default&cm_ite=default&kwid=productads-adid%5E45527543503-device%5Ec-plaid%5E83089551703-sku%5E1614242-adType%5EPLA&gclid=CIGFx4v9g9ECFYeEsw on Mar. 14, 2017.

“Double Wall Stainless Steel Beer Mug”, published date unknown but at least as early as Mar. 14, 2017, retrieved from <https://www.vat19.com/item/stainless-steel-beer-mug> on Mar. 14, 2017.

“Woodcraft 15oz Shop Mug Insulated Stainless Steel”, published date unknown but at least as early as Mar. 14, 2017, retrieved from https://www.amazon.com/Woodcraft-15oz-Insulated-Stainless-Steel/dp/B004TQGHOS/ref=pd_sim_79_3?_encoding=UTF8&psc=1&refRID=EYMWNJTCKACXEY8YGJMJ on Mar. 14, 2017.

“YETI Press Release—Rambler Colster”, published on Jan. 8, 2015, retrieved from <http://yeti.com/press-releases/rambler-colster> on Mar. 27, 2017.

Alexander, Emmet, “Removable Bicycle Cup Holder by Bookman”, posted Mar. 23, 2014 online, retrieved Jun. 6, 2016 from Internet, URL: <http://coolmensegear.com/removable-bicycle-cup-holder/>.

(56)

References Cited

OTHER PUBLICATIONS

“Meyers California Rainbow Mug With Removable Wood Metal Handle”, retrieved from Internet on Mar. 6, 2016; URL: <https://www.pinterest.com/pin/148618856430252325/>.

“Tervis Tumbler Black 24 Oz. Handle”, retrieved from Internet Jun. 6, 2016; URL: <http://www.amazon.com/Tervis-Tumbler-Black-24oz-Handle/dp/B004VVHORG>.

Purdom, Sandra, “Mug or Tumbler Metal Handles Spare Parts”, retrieved from Internet Jun. 6, 2016; URL: https://www.etsy.com/...r-tumbler-metalhandles-spare-parts?ga_order=most_relevant&ga_search_type=all&ga_view_type=gallery&ga_search_query=metal%20handled%20mugs&ref=sr_gallery_8.

“Red Removable Handle 16-Oz. Travel Tumbler”, retrieved from Internet Jun. 6, 2016, URL: <http://www.zulily.com/p/red-removable-handle-16-oz-travel-tumbler-120715-7353259.html>.

“Red Removable Handle 16-Oz. Travel Tumbler.” Accessed Aug. 31, 2016. Available online at URL: <http://www.zulily.com/p/red-removable-handle-16-oz-travel-tumbler-120715-7353259.html>.

“Removable Bicycle Cup Holder by Bookman.” Published Mar. 23, 2014. Accessed Aug. 31, 2016. Available online at URL: <http://coolmensgear.com/removable-bicycle-cup-holder/>.

“Meyers California Rainbow Mug with Removable Wood/Metal Handle.” Accessed Aug. 31, 2016. Available online at URL: <https://www.pinterest.com/pin/148618856430252325/>.

United States District Court Western District of Texas Austin Division, “Defendant Kelly Scoggins d/b/a King Engraving’s Memorandum in Support of Rule 12(b)(6) Motion to Dismiss and Motion to Take Judicial Notice,” *YETI Coolers, LLC v. JDS Industries, Inc., Lionel Landry Jr., d/b/a Accolades d/b/a Accolades Awards & Engraving, Creative and Fast LLC d/b/a Promotional Products San Antonio, Kelly Scoggins d/b/a King Engraving*, Case: 1:17-cv-00424-RP, Document #65, filed Aug. 11, 2017, 28 pages.

United States District Court Western District of Texas Austin Division, “Defendant Kelly Scoggins d/b/a King Engraving’s Reply

in Support of Rule 12(b)(6) Motion to Dismiss,” *YETI Coolers, LLC v. JDS Industries, Inc., Lionel Landry Jr., d/b/a Accolades d/b/a Accolades Awards & Engraving, Creative and Fast LLC d/b/a Promotional Products San Antonio, Kelly Scoggins d/b/a King Engraving*, Case: 1:17-cv-00424-RP, Document #75, filed Sep. 1, 2017, 26 pages.

United States District Court Western District of Texas Austin Division, “Complaint,” *YETI Coolers, LLC v. Wal-Mart Stores, Inc.*, Case: 1:17-cv-01145, Document #1, filed Dec. 8, 2017, 98 pages.

United States International Trade Commission, “Respondents Alibaba, Dunhuang Group, and Bonanza.com’s Notice of Prior Art,” In the Matter of: Certain Insulated Beverage Containers, Components, Labels, and Packaging Materials Thereof, Inv. No. 337-TA-1084, filed Feb. 9, 2018, 8 pages.

United States International Trade Commission, “Respondent Contextlogic, Inc.’s Notice of Prior Art,” In the Matter of: Certain Insulated Beverage Containers, Components, Labels, and Packaging Materials Thereof, Inv. No. 337-TA-1084, filed Feb. 9, 2018, 15 pages.

United States International Trade Commission, “The Commission Investigative Staff’s Notice of Prior Art” In the Matter of: Certain Insulated Beverage Containers, Components, Labels, and Packaging Materials Thereof, Inv. No. 337-TA-1084, filed Feb. 9, 2018, 4 pages.

Yeti Rambler Colster Beverage Holder [online] [retrieved Feb. 1, 2018] Retrieved from the Internet, URL: <https://kevinscatalog.com/yeti-colster-beverage-holder-44/1064>.

Firm Grip: The 15 Coolest Beer Koozies [online], [retrieved Mar. 16, 2018], Retrieved from the Internet, URL: <http://niconsumption.com/2014/01/firm-grip-the-15-coolest-beer-koozies/>, 10 color pages, published date unknown, but for purposes of patent prosecution prior to the filing date of the present application.

Thermos Stainless Steel Can Insulator [online], [retrieved Mar. 19, 2018], Retrieved from the Internet, URL: <https://www.youtube.com/watch?v=p8pV3BhAOiU>, 1 color page, published on Oct. 8, 2008.

* cited by examiner

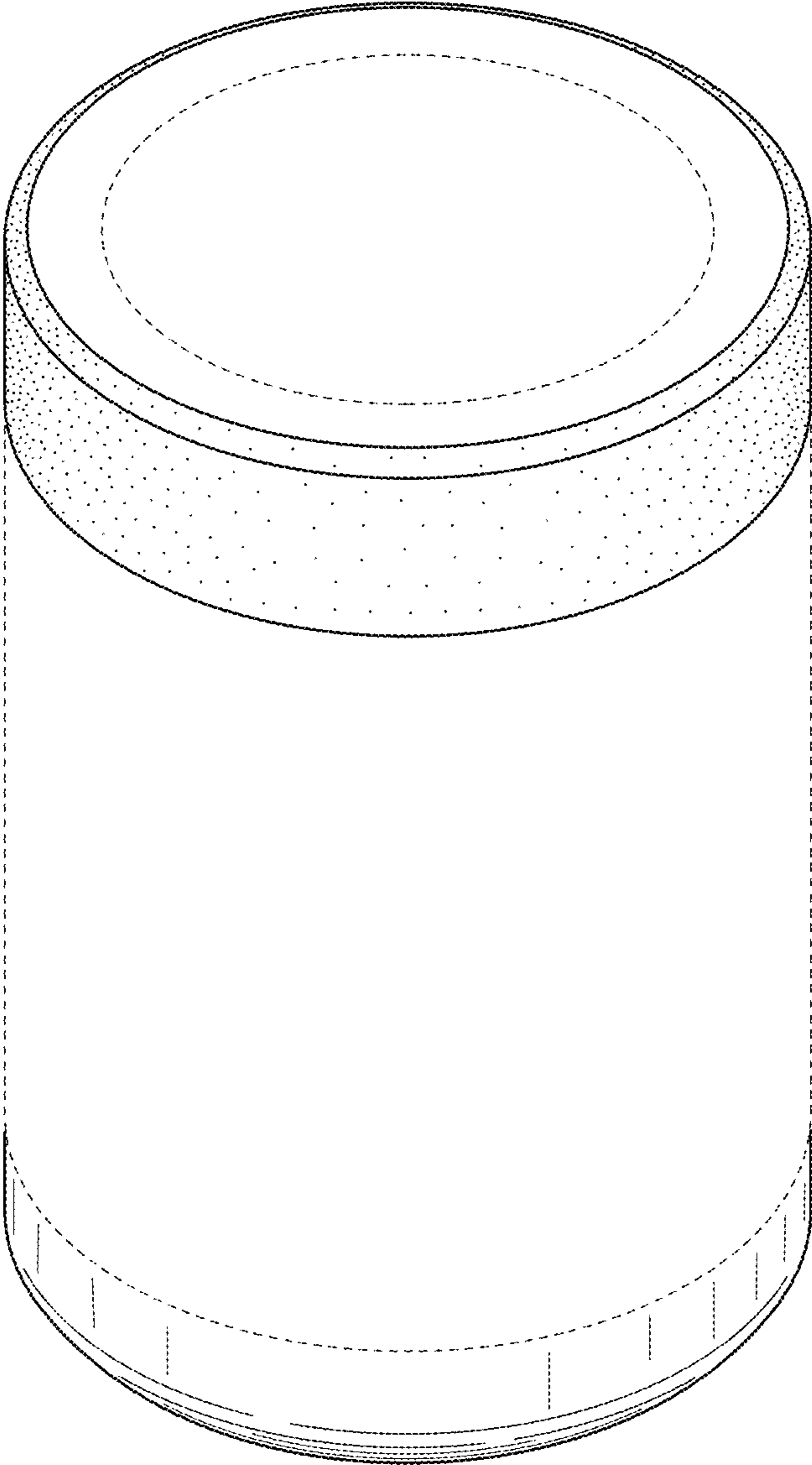


FIG. 1

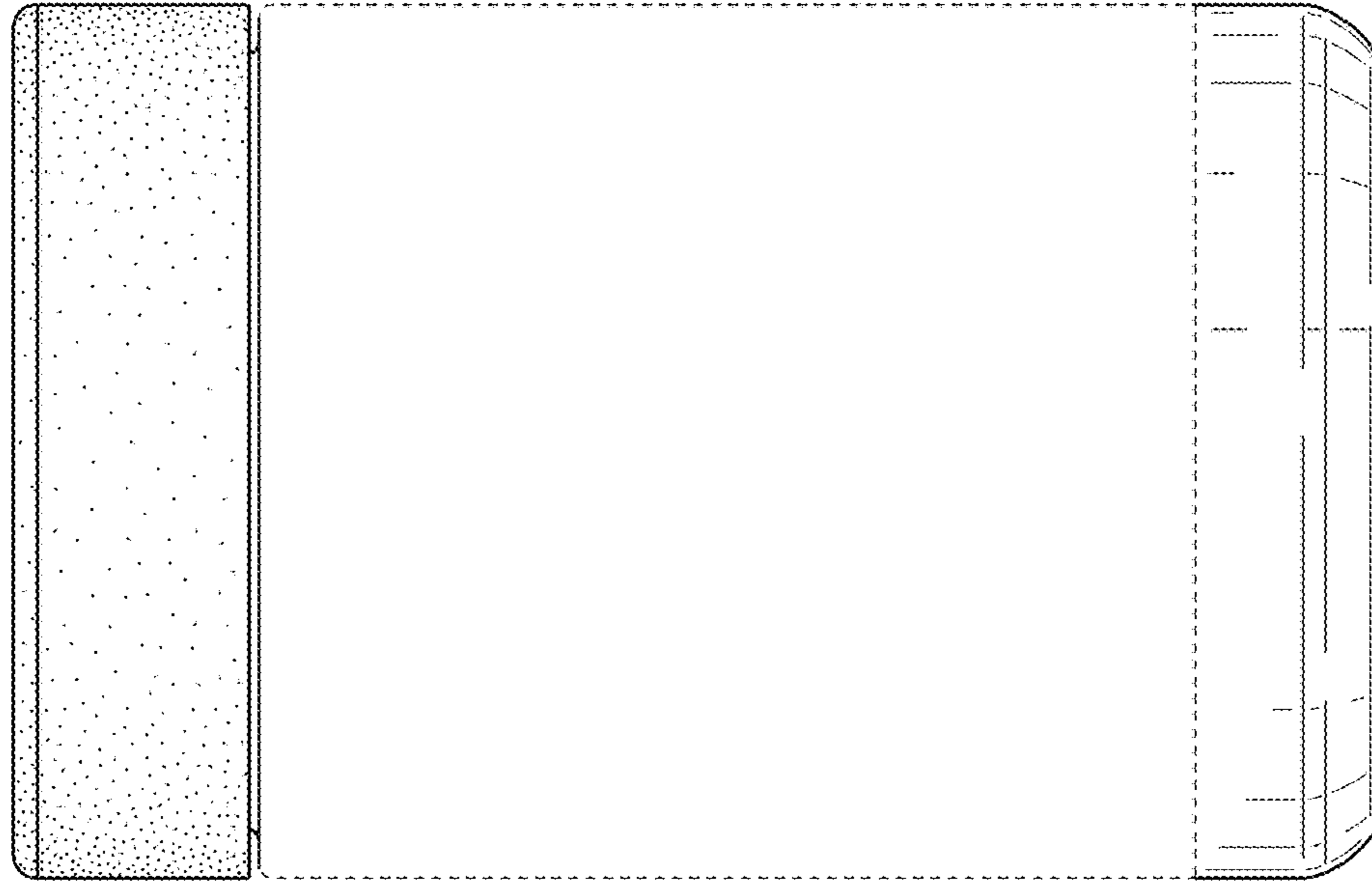


FIG. 3

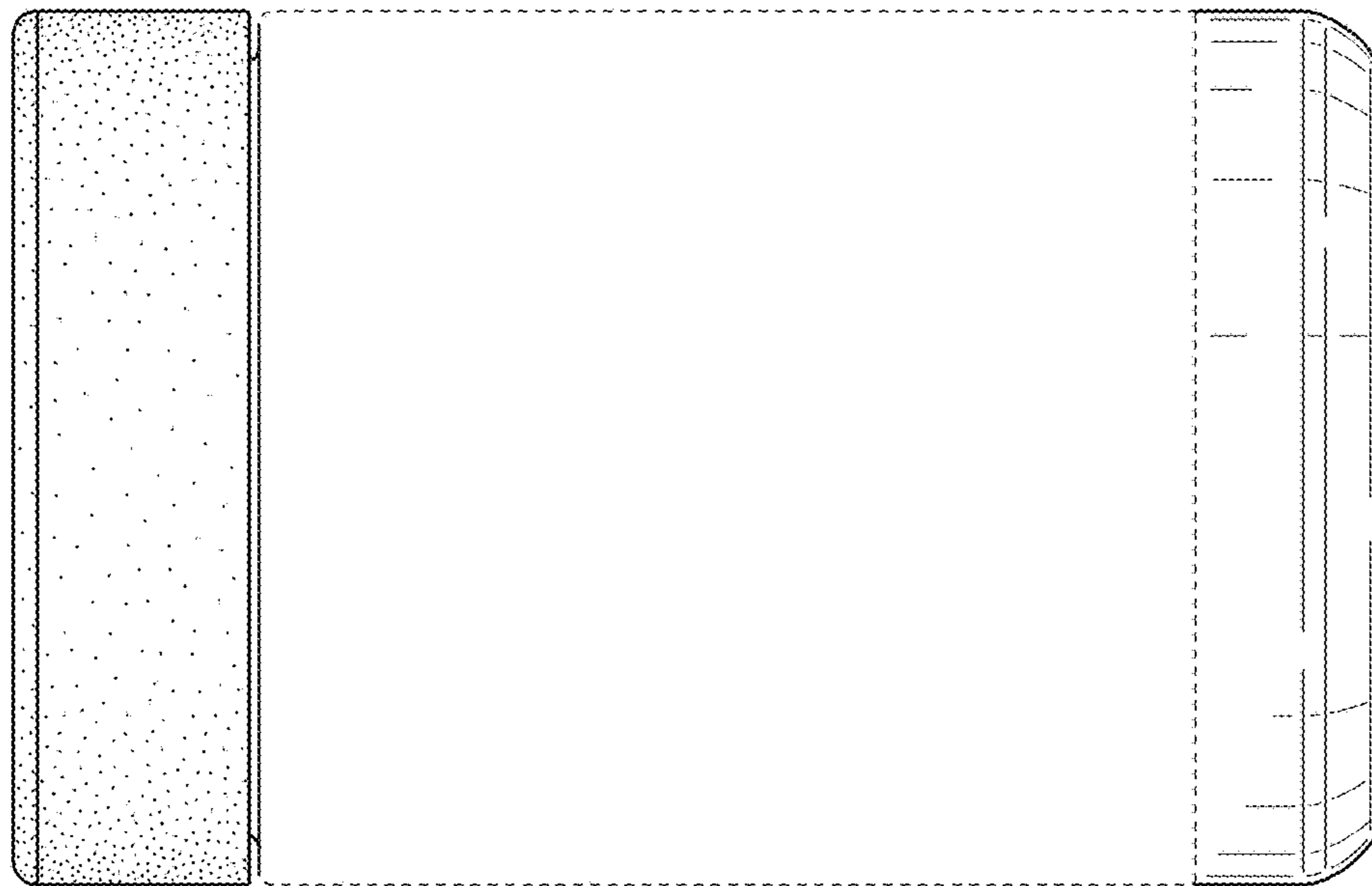


FIG. 2

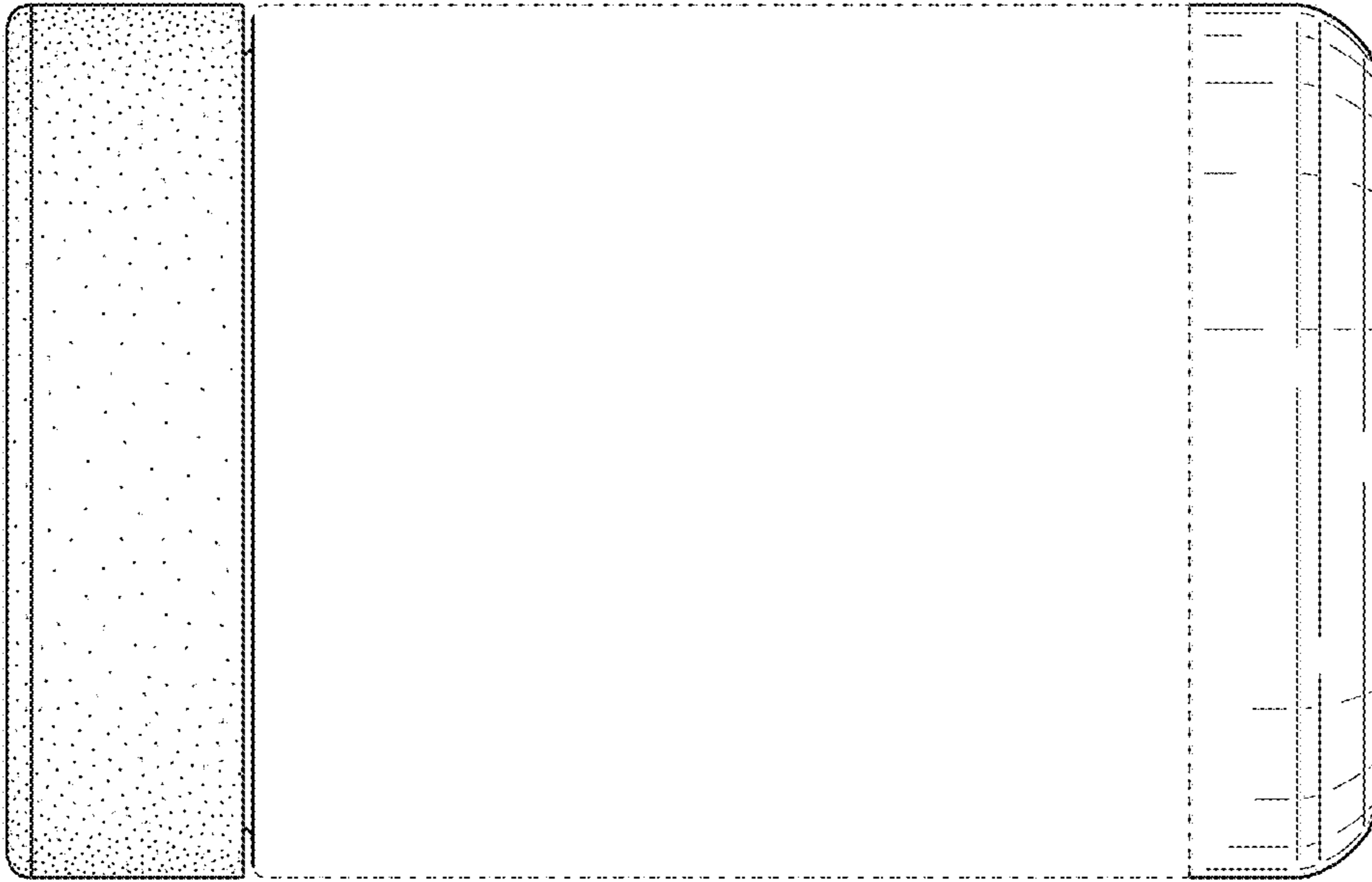


FIG. 5

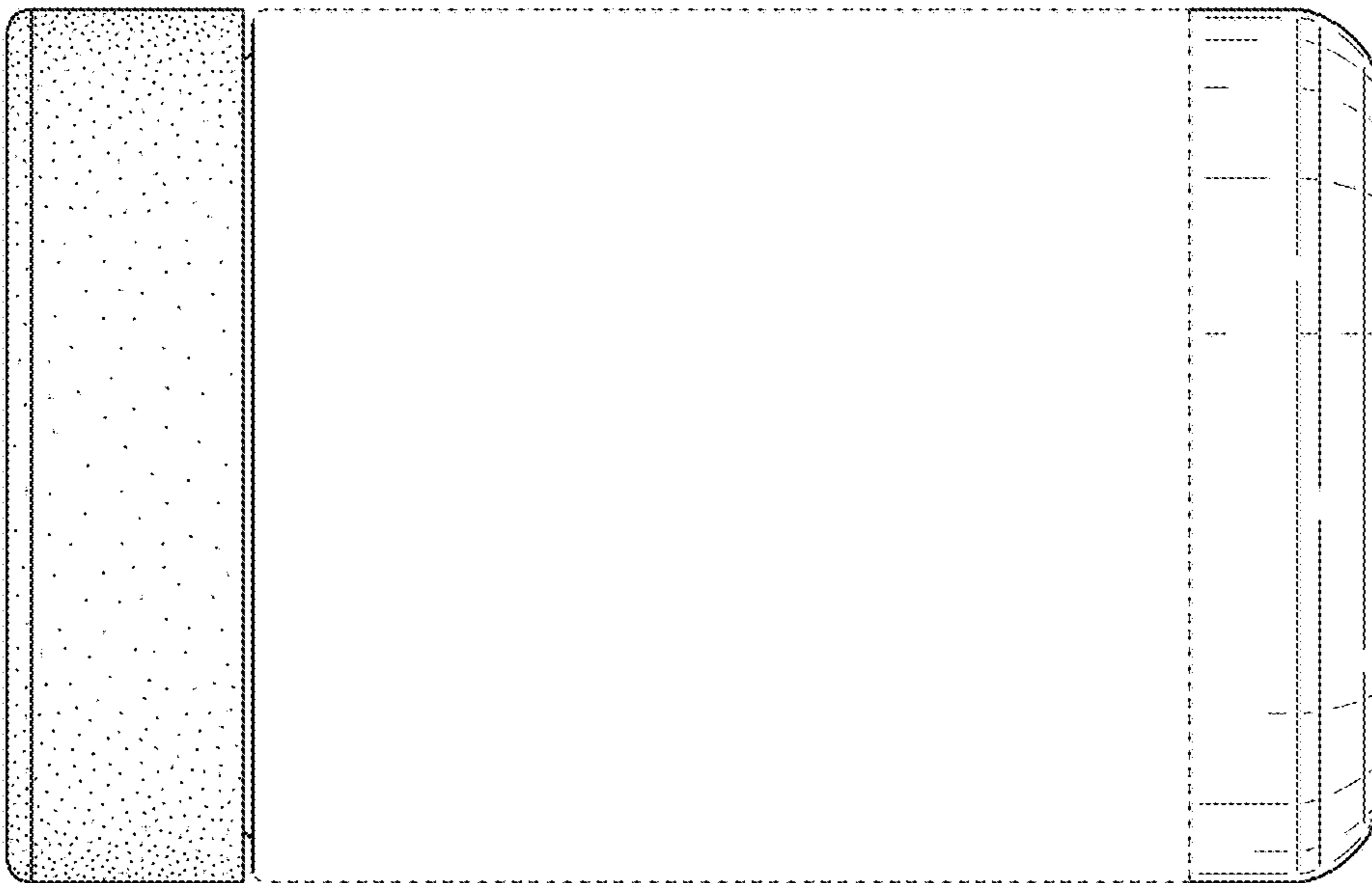


FIG. 4

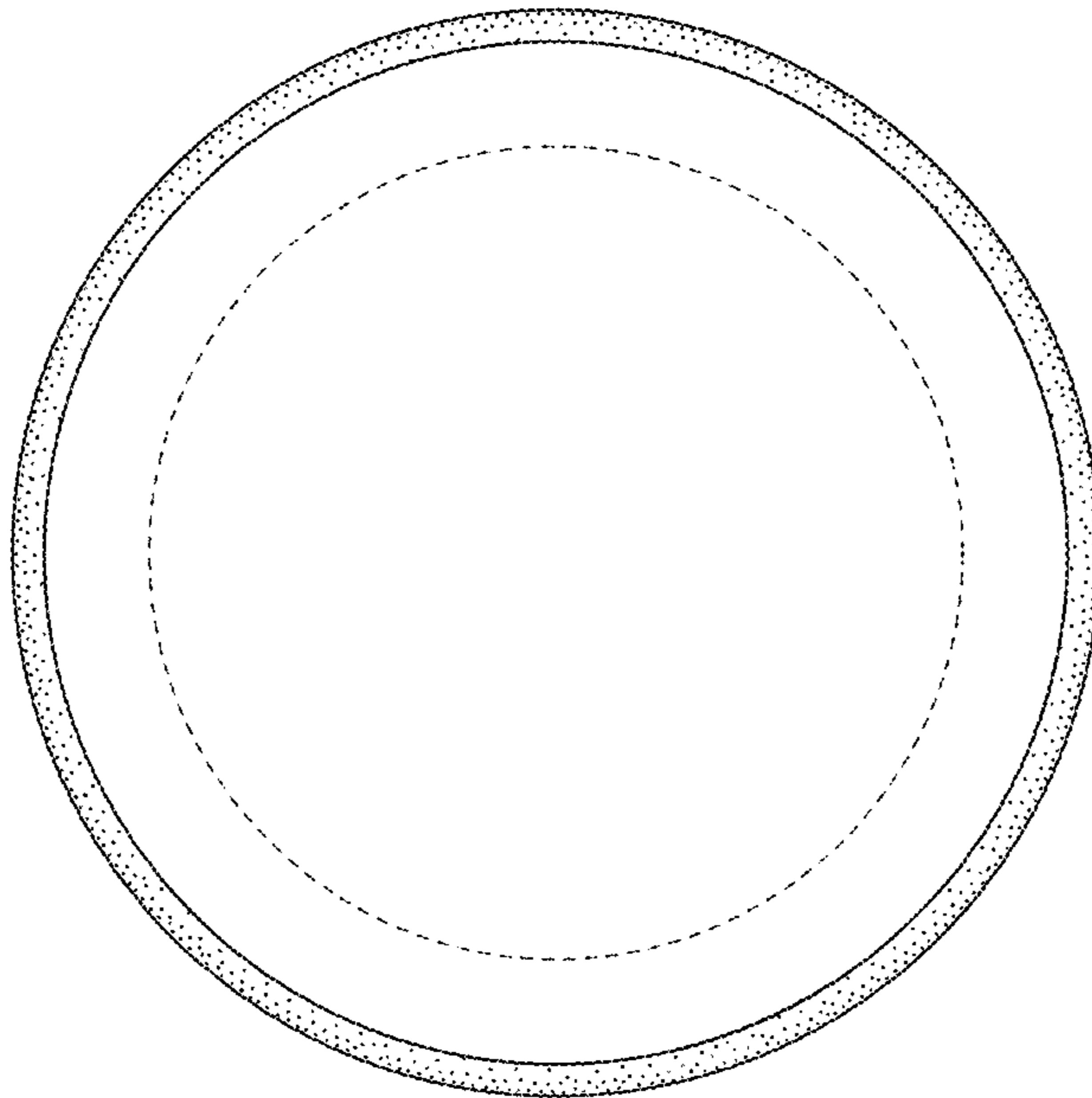


FIG. 6