



US00D835950S

(12) **United States Design Patent**
Jacobsen

(10) **Patent No.:** **US D835,950 S**
(45) **Date of Patent:** **** Dec. 18, 2018**

(54) **COOLER**

- (71) Applicant: **RTIC IP, LLC**, Houston, TX (US)
- (72) Inventor: **James Matthew Jacobsen**, Houston, TX (US)
- (73) Assignee: **RTIC IP, LLC**, Houston, TX (US)
- (**) Term: **15 Years**
- (21) Appl. No.: **29/631,413**
- (22) Filed: **Dec. 29, 2017**
- (51) **LOC (11) Cl.** **07-01**
- (52) **U.S. Cl.**
USPC **D7/607**
- (58) **Field of Classification Search**
USPC D7/605, 607, 709, 710, 629; D3/283, D3/287, 289, 318
CPC F25D 2331/804; F25D 3/08; B65D 30/08; B65D 30/22; B65D 81/3858; B65D 81/3823; B65D 81/3888; B65D 81/18; B65D 31/04; B65D 53/00; B65D 69/00; B65D 8/18; A45C 11/20; A45C 13/02; A45F 3/02; A45F 3/12; A45F 3/14; A45F 4/02
See application file for complete search history.

FOREIGN PATENT DOCUMENTS

JP	2009-018845	1/2009
JP	2011-041776	3/2011

OTHER PUBLICATIONS

U.S. Appl. No. 29/631,396, filed Dec. 29, 2017, Jacobsen.
(Continued)

Primary Examiner — Freda S Nunn
(74) *Attorney, Agent, or Firm* — Fish & Richardson P.C.

(57) **CLAIM**

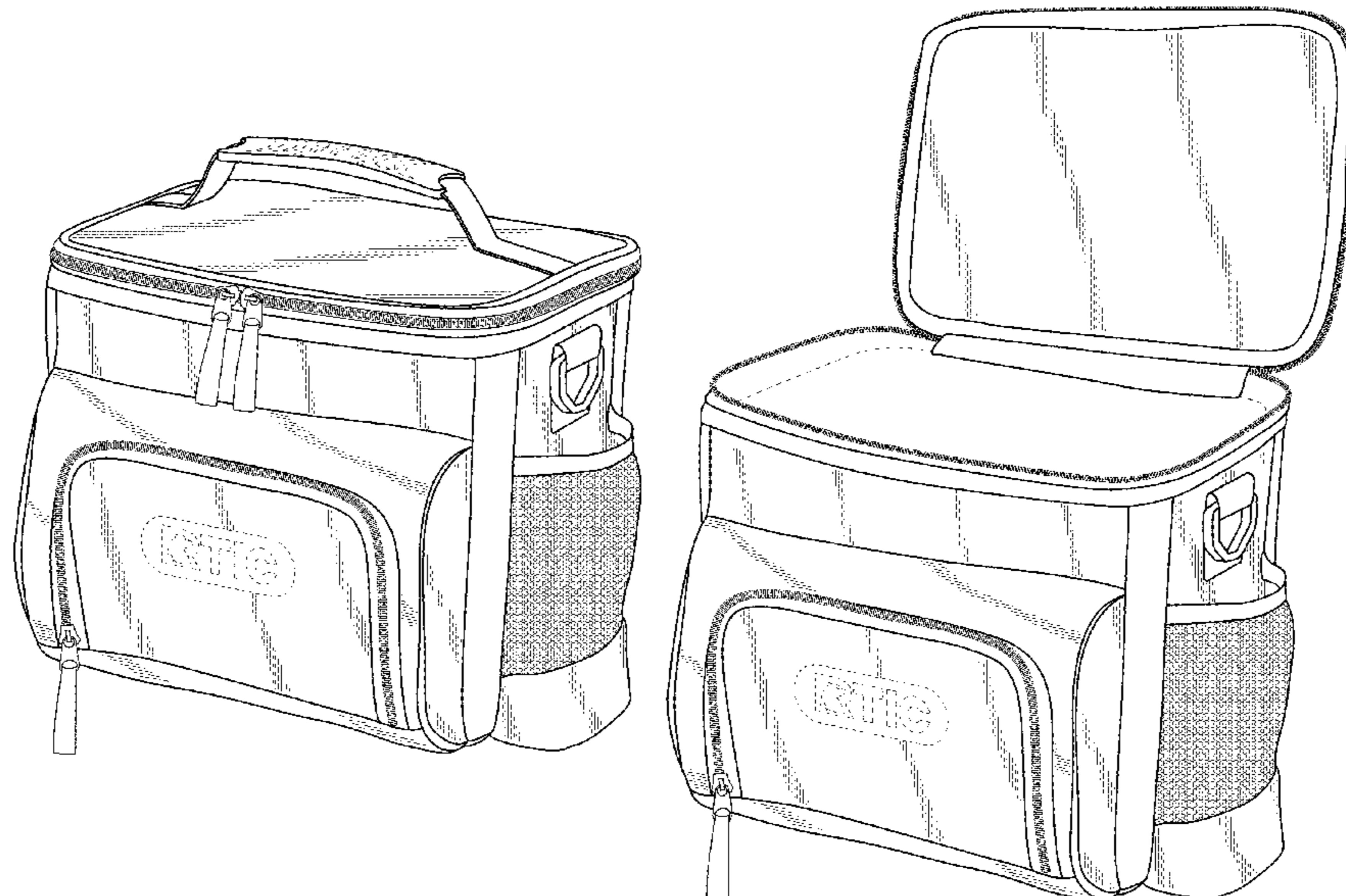
The ornamental design for a cooler, as shown and described.

DESCRIPTION

FIG. 1 is a perspective view of the cooler in a closed position.
 FIG. 2 is a top view of the cooler in a closed position.
 FIG. 3 is a bottom view of the cooler in a closed position.
 FIG. 4 is a front view of the cooler in a closed position.
 FIG. 5 is a rear view of the cooler in a closed position.
 FIG. 6 is a right side view of the cooler in a closed position.
 FIG. 7 is a left side view of the cooler in a closed position; and,
 FIG. 8 is a perspective view of the cooler in an opened position.
 The inside of the body portion of the cooler is unclaimed. Stippling indicates a mesh portion of a pocket on the left and right sides of the cooler. The surface shading and contour lines in the drawings represent the contours and do not illustrate material, surface ornamentation, or surface decoration and the broken lines form no part of the claimed design.
 The dashed broken lines in the drawings are for environmental structure and form no part of the claimed design.

- (56) **References Cited**
- U.S. PATENT DOCUMENTS
- | | | |
|-------------|---------|---------------|
| D195,812 S | 8/1963 | James |
| 3,225,983 A | 12/1965 | Majka |
| 3,734,336 A | 5/1973 | Rankow et al. |
| 3,905,526 A | 9/1975 | Tomatsuri |
| 4,050,264 A | 9/1977 | Tanaka |
| 4,119,248 A | 10/1978 | Butler et al. |
| 4,537,313 A | 8/1985 | Workman |
| D284,333 S | 6/1986 | Huston |
| D284,623 S | 7/1986 | Gerch |
- (Continued)

1 Claim, 4 Drawing Sheets



(56)

References Cited

U.S. PATENT DOCUMENTS

D289,597 S 5/1987 Averitt
 4,805,776 A 2/1989 Namgyal et al.
 D311,452 S 10/1990 Ehret
 D311,476 S 10/1990 Kumakura
 4,978,044 A 12/1990 Silver
 D313,316 S 1/1991 Nordstrom
 D340,621 S 10/1993 Melk
 D340,840 S 11/1993 Melk
 5,329,787 A 7/1994 Friday
 5,421,172 A 6/1995 Jones
 D361,665 S 8/1995 Izumi
 D371,052 S * 6/1996 Melk D7/607
 D371,907 S 7/1996 Cyr et al.
 D371,942 S 7/1996 Lippincott et al.
 D387,626 S 12/1997 Melk
 D390,004 S 2/1998 Tawil
 D403,161 S 12/1998 Lin
 6,238,091 B1 * 5/2001 Mogil A45C 7/0077
 383/110
 D450,187 S 11/2001 King
 D461,633 S 8/2002 Guyon
 D465,134 S * 11/2002 Joss D3/287
 6,474,097 B2 * 11/2002 Treppedi A45C 11/20
 280/30
 6,666,363 B2 12/2003 Godshaw et al.
 D492,115 S 6/2004 Bertelsen et al.
 7,162,890 B2 1/2007 Mogil et al.
 7,240,513 B1 * 7/2007 Conforti A45C 13/02
 62/457.2
 D573,422 S * 7/2008 Tagliati D3/287
 D575,059 S 8/2008 Cappiello
 7,540,363 B2 6/2009 Tonelli
 7,669,436 B2 * 3/2010 Mogil A45C 11/20
 62/457.7
 7,730,739 B2 * 6/2010 Fuchs A45C 11/20
 62/457.7
 D628,382 S 12/2010 Niehaus et al.
 D636,184 S 4/2011 Scicluna et al.
 8,327,659 B2 12/2012 Winkler et al.
 D673,994 S 1/2013 Geller
 8,348,510 B2 * 1/2013 Mogil A45C 5/02
 383/105
 D692,661 S * 11/2013 Gupton, Jr. D3/279
 8,899,071 B2 12/2014 Mogil et al.
 D722,233 S 2/2015 Inskeep
 D724,318 S 3/2015 Myer
 D725,900 S 4/2015 McCue et al.
 D726,407 S 4/2015 Kuster
 D730,043 S 5/2015 Morelli
 D732,899 S 6/2015 Seiders et al.
 9,078,501 B2 7/2015 Johnson
 D752,347 S 3/2016 Seiders et al.
 D762,384 S * 8/2016 Boroski D3/283
 9,408,445 B2 8/2016 Mogil et al.
 D768,378 S 10/2016 Schilp
 9,491,994 B2 11/2016 Sherr
 D786,559 S 5/2017 Seiders et al.
 D786,560 S 5/2017 Seiders et al.
 D786,561 S 5/2017 Seiders et al.
 D786,562 S 5/2017 Seiders et al.
 D797,454 S 9/2017 Seiders et al.
 D797,455 S 9/2017 Seiders et al.
 D800,444 S 10/2017 Burton et al.
 D805,851 S 12/2017 Sullivan et al.
 D808,655 S 1/2018 Seiders et al.
 D808,730 S 1/2018 Sullivan et al.
 D815,496 S 4/2018 Larson et al.
 2005/0205459 A1 * 9/2005 Mogil A45C 11/20
 206/545
 2007/0237432 A1 * 10/2007 Mogil A45C 7/0077
 383/38
 2009/0049859 A1 * 2/2009 Moon A45C 11/20
 62/457.7
 2010/0320248 A1 12/2010 Uimonen

2013/0140120 A1 * 6/2013 Rasmussen A45C 7/005
 190/109
 2013/0188892 A1 7/2013 Bevier
 2016/0029764 A1 2/2016 Hayashi

OTHER PUBLICATIONS

U.S. Appl. No. 29/631,400, filed Dec. 29, 2017, Jacobsen.
 U.S. Appl. No. 29/631,409, filed Dec. 29, 2017, Jacobsen.
 U.S. Appl. No. 29/631,402, filed Dec. 29, 2017, Jacobsen.
 U.S. Appl. No. 29/631,410, filed Dec. 29, 2017, Jacobsen.
 ‘amazon.com’ [online]. “Agile Life Designs Large Lunchbox, Premium Quality Men and Women’s Insulated Bag with 2 Mesh Bottle Pockets,” Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Agile-Life-Designs-Lunchbox-Insulated/dp/B073J35GDL/ref=sr_1_146_sspa?ie=UTF8&qid=1521850999&sr=8-146-spons&keywords=lunch+box&pssc=1>. 9 pages.
 ‘amazon.com’ [online]. “Alopex Insulated Lunch Bag Cooler Bag Large Pocket Adjustable Strap With Ice Pack (Red, 12Can),” Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/ALOPEX-Insulated-Cooler-Pocket-Adjustable/dp/B077GQGVQ3/ref=sr_1_118?ie=UTF8&qid=1521854833&sr=8-118&keywords=lunch+cooler>. 8 pages.
 ‘amazon.com’ [online]. “Arctic Zone Pro 30 (24+6) Can Zipperless Cooler,” Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Arctic-Zone-Pro-Zipperless-Cooler/dp/B00L2KV718/ref=sr_1_90?ie=UTF8&qid=1521954820&sr=8-90&keywords=lunch+box+cooler>. 9 pages.
 ‘amazon.com’ [online]. “Arctic Zone Titan Deep Freeze 16 Can Zipperless Cooler, Silver,” Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Arctic-Zone-Freeze-Zipperless-Cooler/dp/B01ALB94XG/ref=sr_1_4?ie=UTF8&qid=1521960036&sr=8-4&keywords=soft+cooler>. 9 pages.
 ‘amazon.com’ [online]. “Bagsmart Foldable Duffel Overnight Bag Travel Weekend Bag 40L,” Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/BAGSMART-Foldable-Duffel-Overnight-Weekend/dp/B01LYK2UZ6/ref=sr_1_215?s=apparel&ie=UTF8&qid=1521057004&sr=1-215&nodeID=9479199011&psd=1&keywords=duffle+bag>. 9 pages.
 ‘amazon.com’ [online]. “Bigfoot Outdoor “Journeyman” Insulated Cooler Bag—Tough—Built to Last—Great for Construction, Camping, Road Trips, Picnics, Job-Sites, Truckers . . . (1-Cooler Bag),” Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Bigfoot-Outdoor-Journeyman-Insulated-Cooler/dp/B06ZYK5DL5/ref=sr_1_216?ie=UTF8&qid=1521851062&sr=8-216&keywords=lunch+box>. 9 pages.
 ‘amazon.com’ [online]. “Carhartt Deluxe Dual Compartment Insulated Lunch Cooler Bag, Carhartt Brown,” Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Carhartt-Deluxe-Compartment-Insulated-Cooler/dp/B06XFY5NZW/ref=sr_1_112?ie=UTF8&qid=1521960216&sr=8-112&keywords=soft+cooler>. 8 pages.
 ‘amazon.com’ [online]. “CleverMade SnapBasket 50 Can, Soft-Sided Collapsible Cooler: 30 Liter Insulated Tote Bag, Heathered Charcoal/Black,” Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/dp/B01KPW8ZEK/ref=sxbs_sxwds-stvp_2?pf_rd_m=ATVPDKIKX0DER&pf_rd_p=3524794222&pd_rd_wg=R91ap&pf_rd_r=MH3XSP5C48FB13B0DT59&pf_rd_s=desktop-sx-bottom-slot&pf_rd_t=301&pd_rd_i=B01KPW8ZEK&pd_rd_w=1rbfg&pf_rd_i=lunch+cooler&pd_rd_r=cc195352-c294-4136-a913-02986e057810&ie=UTF8&qid=1521955928&sr=2>. 9 pages.
 ‘amazon.com’ [online]. “Coara Insulated Lunch Bag, Reusable Lunch Tote Bag, Lunch Cooler Bag with Detachable Shoulder Strap and Soft Handle, Black,” Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/COARA-Insulated-Reusable-Detachable-Shoulder/dp/B074CHJZKY/ref=sr_1_238?ie=UTF8&qid=1521958409&sr=8-238&keywords=soft+side+cooler>. 7 pages.
 ‘amazon.com’ [online]. “Cooler Bag, Ladyker Large Insulated Lunch Bag Lunch Tote Soft Cooler with Front Pocket, Sides

(56)

References Cited

OTHER PUBLICATIONS

Pockets, Adjustable Shoulder Strap, Handle Strap and Zipper for Women Men Outdoor Picnic Work Blue,” Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Ladyker-Insulated-Pockets-Adjustable-Shoulder/dp/B01J17RE2E/ref=sr_1_166?ie=UTF8&qid=1521854890&sr=8-166&keywords=lunch+cooler>. 9 pages.

‘amazon.com’ [online]. “Dalix 21” Large Duffel Bag with Adjustable Strap,” Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/DALIX-Large-Duffel-Adjustable-Strap/dp/B00V5CAPL6/ref=sr_1_9?s=apparel&ie=UTF8&qid=1521056829&sr=1-9&nodeID=9479199011&psd=1&keywords=duffle+bag>. 7 pages.

‘amazon.com’ [online]. “Dot&Dot Foldable Travel Duffel Bag for Men Women Teens—Luggage, Sports, Gym,” Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Dot-Foldable-Travel-Duffel-Women/dp/B01ARC467I/ref=sr_1_49?s=apparel&ie=UTF8&qid=1521056829&sr=1-49&nodeID=9479199011&psd=1&keywords=duffle+bag>. 8 pages.

‘amazon.com’ [online]. “eBags Crew Cooler JR. (Brushed Indigo),” Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/eBags-Crew-Cooler-Brushed-Indigo/dp/B06XC3FQ5B/ref=sr_1_84?ie=UTF8&qid=1521854780&sr=8-84&keywords=lunch+cooler>. 8 pages.

‘amazon.com’ [online]. “Extra Large Cooler Bag—1680D Heavy-Duty Polyester, High Density Insulation, Heat-Sealed Peva Liner. Durable Zipper, Multiple Pockets, Shoulder Straps and Metal Clips. This is Not a Small Lunch Bag.” Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Extra-Large-Cooler-Bag-Heat-Sealed/dp/B06X6H86VM/ref=sr_1_274_sspa?ie=UTF8&qid=1521958474&sr=8-274-spons&keywords=soft+side+cooler&psc=1>. 9 pages.

‘amazon.com’ [online]. “Extreme Pak Black Cooler Bag with Zip-Out Liner: Cooler Bag Insulated,” Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Extreme-Black-Cooler-Zip-Out-Liner/dp/B004F5IZBM/ref=sr_1_85?ie=UTF8&qid=1521854780&sr=8-85&keywords=lunch+cooler>. 8 pages.

‘amazon.com’ [online]. “Fanmaous Lunch Box Insulated Lunch Bag Large Cooler Tote Bag Drinks Bottle Box Thermal Lunch Bags for Adult Men Women Car Picnic Camping Family ,Double Deck Cooler(18L/Khaki) ,” Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Fanmaous-Insulated-Cooler-Thermal-Camping/dp/B07219PS3P/ref=sr_1_205?ie=UTF8&qid=1521954988&sr=8-205&keywords=lunch+box+cooler>. 11 pages.

‘amazon.com’ [online]. “Fashion Travel Cheer Gym Duffel Bag 21” (Multicolor Paw Print),” Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Fashion-Travel-Cheer-Duffel-Multicolor/dp/B0731JT1M9/ref=sr_1_25?s=apparel&ie=UTF8&qid=1521056829&sr=1-25&nodeID=9479199011&psd=1&keywords=duffle+bag>. 6 pages.

‘amazon.com’ [online]. “Fit & Fresh Insulated Large Soft Cooler Lunch Bag, 18 Can Capacity—Adjustable Shoulder Strap, Zipper Closure, Leakproof Lining (Black),” Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Fit-Fresh-Insulated-Cooler-Capacity/dp/B075Z5SDWF/ref=sr_1_45?ie=UTF8&qid=1521958176&sr=8-45&keywords=soft+side+cooler>. 7 pages.

‘amazon.com’ [online]. “Fox Outdoor Products Jumbo Patrol Bag, Coyote,” Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Fox-Outdoor-Products-Patrol-Coyote/dp/B0051VBVZQ/ref=sr_1_214?ie=UTF8&qid=1521056348&sr=8-214&keywords=bag+with+handle+wrap>. 6 pages.

‘amazon.com’ [online]. “Glotoch Large Meal Prep Bag Cooler Bag Insulated Lunch Bag Box,” Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Glotoch-Large-Cooler-Insulated-Lunch/dp/B06XHL9KYK/ref=pd_sbs_79_54?_encoding=UTF8&pd_rd_i=B06XHL9KYK&pd_rd_r=0Z6F6Q93TVPCBSMDB909&pd_rd_w=qjX1Q&pd_rd_wg=kPbDP&psc=1&refRID=0Z6F6Q93TVPCBSMDB909>. 8 pages.

0Z6F6Q93TVPCBSMDB909&pd_rd_w=qjX1Q&pd_rd_wg=kPbDP&psc=1&refRID=0Z6F6Q93TVPCBSMDB909>. 8 pages.

‘amazon.com’ [online]. “Heavy Duty Cargo Duffel Gear Bag Equipment Bags Square Sport Duffel Travel Bags Rooftop Rack Bag Medium Traveling Roofbag,” Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Equipment-Hardware-Rooftop-Roofbag-Traveling/dp/B078JMKYC8/ref=sr_1_200?ie=UTF8&qid=1521056348&sr=8-200&keywords=bag+with+handle+wrap>. 5 pages.

‘amazon.com’ [online]. “Heavy Duty Cargo Duffel Large Sport Gear Drum Set Equipment Hardware Travel Bag Rooftop Rack Bag,” Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Round-Duffel-Equipment-Travel-24x12-5/dp/B07111RV8R/ref=sr_1_255?ie=UTF8&qid=1521056374&sr=8-255&keywords=bag+with+handle+wrap>. 7 pages.

‘amazon.com’ [online]. “Homitt Soft Cooler, 30 Can Soft Pack Cooler Insulated Soft Sided Cooler with Heavy Duty Waterproof TPU Material for Taking Lunch, Camping, Sea Fishing, Daily Trip to Beach, Family Picnic,” Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Homitt-Insulated-Waterproof-Material-Camping/dp/B06ZZ36L69/ref=sr_1_69?ie=UTF8&qid=1521955981&sr=8-69&keywords=lunch+cooler>. 11 pages.

‘amazon.com’ [online]. “Insulated Cooler Lunch Bag—Multiple Storage Pockets—for Work and Family Outings by Cozy Bear (Gray with Blue Trim),” Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Insulated-Cooler-Lunch-Bag-Multiple/dp/B06Y43TXGR/ref=sr_1_67?ie=UTF8&qid=1521954791&sr=8-67&keywords=lunch+box+cooler>. 7 pages.

‘amazon.com’ [online]. “Insulated Lunch Bag (Black)—Freezer Safe, Nylon Durability, Zip Closure—Cooler Lunch Bag for Men, Women and Kids—Locks in Heat & Cold,” Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/dp/B01CHUNW1O/ref=sxbs_sxwds-stppvp_2?pf_rd_m=ATVPDKIKX0DAR&pf_rd_p=3467859002&pd_rd_wg=WWKeX&pf_rd_r=91C75BZJFGPGM1FQT6G3&pf_rd_s=desktop-sx-bottom-slot&pf_rd_t=301&pd_rd_i=B01CHUNW1O&pd_rd_w=JEJ8&pf_rd_i=soft+side+cooler&pd_rd_r=7598837a-217c-4db9-92d7-0071ac2027db&ie=UTF8&qid=1521958176&sr=2>. 10 pages.

‘amazon.com’ [online]. “Insulated Lunch Bag for Men and Women by Vapos, Lunch Box for Adults and Teens, Sturdy Cooler with Front Organizer Pocket, Heavy Duty Zippers and Superior Insulation, Lunch Recipes eBook,” Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Insulated-Vapos-Organizer-Superior-Insulation/dp/B076BLYTQ9/ref=sr_1_74?ie=UTF8&qid=1521854757&sr=8-74&keywords=lunch+cooler>. 8 pages.

‘amazon.com’ [online]. “Insulated Lunch Bag for Men Women Adults Work Kids Cooler Box Travel Bags Nylon Double-Sewn Thermal Food Kit Tote Bento Boxes Best 2 Way Zipper Closures Adjustable Shoulder Strap—Set Pockets Black,” Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Insulated-Double-Sewn-Closures-Adjustable-Shoulder/dp/B06XSJ3PYP/ref=sr_1_282?ie=UTF8&qid=1521851149&sr=8-282&keywords=lunch+box>. 11 pages.

‘amazon.com’ [online]. “Insulated Lunch Bag for Work—Pinnacle Cooler Bag for Men, Women Lunch Container for Adults + Bonus Gel Ice Pack and Matching Cutlery—Double Zipper, Adjustable strap—Black & Blue,” Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/INSULATED-LUNCH-BAG-Work-Adjustable/dp/B01N573539/ref=pd_sbs_79_18?_encoding=UTF8&pd_rd_i=B01N573539&pd_rd_r=0Z6F6Q93TVPCBSMDB909&pd_rd_w=qjX1Q&pd_rd_wg=kPbDP&psc=1&refRID=0Z6F6Q93TVPCBSMDB909>. 8 pages.

‘amazon.com’ [online]. “Insulated Lunch Bag Reusable Splashing Resistant Oxford Fabric Lunch Box Cooler Tote Bag with Handle Straps & Side Mesh Pockets (Blue),” Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Insulated-Reusable-Splashing-Resistant-Pockets/dp/B072X7PRXV/ref=sr_1_97_sspa?ie=UTF8&qid=1521854780&sr=8-97-spons&keywords=lunch+cooler&psc=1>. 8 pages.

(56)

References Cited

OTHER PUBLICATIONS

'amazon.com' [online]. "Insulated Lunch Bag, F40C4TMP Adult Lunch Bag for Men Women Meal Prep Lunch Box Cooler Tote Bag Size 12 Cans, Grey," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Insulated-Lunch-F40C4TMP-Adult-Cooler/dp/B0782TX8L1/ref=sr_1_105?ie=UTF8&qid=1521850911&sr=8-105&keywords=lunch+box>. 11 pages.

'amazon.com' [online]. "Insulated Lunch Bag: InsigniaX Adult Lunch Box for Work, Men, Women With Adjustable Strap, Front Pocket and Side Pocket [Unisex Lunch Bags] H: 8.4" x W: 6.3" x L: 9.1" (Black & Red)," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/dp/B01ADKNF7Q/ref=sspa_dk_detail_3?psc=1&pd_rd_i=B01ADKNF7Q&pd_rd_wg=kPbDP&pd_rd_r=0Z6F6Q93TVPCBSMDB909&pd_rd_w=gthct>. 10 pages.

'amazon.com' [online]. "Insulated Lunch Cooler Bag Detachable Shoulder Strap—2 Way Closure Zippers Safe Thermal Tote with Side Pocket and Large Back Pocket for Adults Men Women," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Insulated-Lunch-Cooler-Detachable-Shoulder/dp/B0752B5MP7/ref=pd_sbs_79_21?encoding=UTF8&pd_rd_i=B0752B5MP7&pd_rd_r=0Z6F6Q93TVPCBSMDB909&pd_rd_w=qjX1Q&pd_rd_wg=kPbDP&psc=1&refRID=0Z6F6Q93TVPCBSMDB909>. 9 pages.

'amazon.com' [online]. "J World New York Duncan 22 inch Three-way Weekender Duffel Bag, Black," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/World-New-York-Three-way-Weekender/dp/B00NL0DQP2/ref=sr_1_171?ie=UTF8&qid=1521056313&sr=8-171&keywords=bag+with+handle+wrap>. 7 pages.

'amazon.com' [online]. "J World Stadium 22' Expandable Single Handle Rolling Duffel Bag in Black," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/World-STADIUM-Expandable-Single-Rolling/dp/B01JTB9TJS/ref=sr_1_232?ie=UTF8&qid=1521056348&sr=8-232&keywords=bag+with+handle+wrap>. 5 pages.

'amazon.com' [online]. "Keynew Overnight Travel Bag for Men Weekender Duffel Bag Luggage Tote bags," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/KEYNEW-Travel-Weekender-Overnight-Luggage/dp/B071K5CQZR/ref=sr_1_168?ie=UTF8&qid=1521056313&sr=8-168&keywords=bag+with+handle+wrap> 6 pages.

'amazon.com' [online]. "Kosox 30-Can Collapsible Cooler Bag, Large Capacity Multi Pockets Thermal Insulated Waterproof Soft Cooler Tote for Outdoor Picnic Camping Fishing Travel," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/KOSOX-Collapsible-Capacity-Insulated-Waterproof/dp/B075FRJ5MC/ref=sr_1_210?ie=UTF8&qid=1521958361&sr=8-210&keywords=soft+side+cooler>. 7 pages.

'amazon.com' [online]. "Large Heavy Duty Insulated Lunch Bag Cooler Bag for Men and Women (Black and Gray) Overwake Original," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Large-Insulated-Cooler-Overwake-Original/dp/B074YWLFFYK/ref=pd_sbs_79_27?encoding=UTF8&pd_rd_i=B074YWLFFYK&pd_rd_r=0Z6F6Q93TVPCBSMDB909&pd_rd_w=qjX1Q&pd_rd_wg=kPbDP&psc=1&refRID=0Z6F6Q93TVPCBSMDB909> 7 pages.

'amazon.com' [online]. "Large Insulated Lunch Bag Cooler Tote With 2 Reusable Cooler Ice Packs Easy Pull Zippers, Detachable Shoulder Strap, Roomy Compartments for Lunch Box, Bottles, Containers, Travel, Camping & More," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/dp/B074Q3S8BC/ref=sxbs_sxwds-stppvp_3?pf_rd_m=ATVDKIKX0DER&pf_rd_p=3467859002&pd_rd_wg=WWKeX&pf_rd_r=91C75BZJFGPGM1FQT6G3&pf_rd_s=desktop-sx-bottom-slot&pf_rd_t=301&pd_rd_i=B074Q3S8BC&pd_rd_w=JfJT8&pf_rd_i=soft+side+cooler&pd_rd_r=7598837a-217c-4db9-92d7-0071ac2027db&ie=UTF8&qid=1521958176&sr=3>. 8 pages.

'amazon.com' [online]. "Lavington Insulated Cooler Bag—Large Lunch Bag—Picnic and Travel Lunch Box—Multiple Pockets &

Insulated Compartments—Strongest SBS Zippers & Handles," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Lavington-Insulated-Cooler-Bag-Compartments/dp/B071W33VBN/ref=sr_1_11?ie=UTF8&qid=1521852326&sr=8-11&keywords=lunch+cooler>. 9 pages.

'amazon.com' [online]. "Luggage Sporty Gear Bag—Large, Dark Purple, One Size," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Luggage-Sporty-Gear-Bag-Purple/dp/B00DHVP1E4/ref=sr_1_15?s=apparel&ie=UTF8&qid=1521056829&sr=1-15&nodeID=9479199011&psd=1&keywords=duffle+bag>. 8 pages.

'amazon.com' [online]. "Malirona Canvas Weekender Bag Travel Duffel Bag for Weekend Overnight Trip," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Malirona-Canvas-Weekender-Weekend-Overnight/dp/B074T8HYLJ/ref=sr_1_43?s=apparel&ie=UTF8&qid=1521056829&sr=1-43&nodeID=9479199011&psd=1&keywords=duffle+bag>. 10 pages.

'amazon.com' [online]. "Mier 9 Can Insulated Lunch Bag for Women Leakproof Soft Cooler Tote, Orange," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/MIER-Insulated-Leakproof-Cooler-Orange/dp/B071JRW6F7/ref=sr_1_120?ie=UTF8&qid=1521850941&sr=8-120&keywords=lunch+box>. 9 pages.

'amazon.com' [online]. "Mier Insulated Lunch Bag Men and Women Soft Cooler Lunch Box Tote with Shoulder Strap, Leakproof Liner, 24 Can, Black," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/MIER-Insulated-Cooler-Shoulder-Leakproof/dp/B073RDMWMJ/ref=sr_1_29?ie=UTF8&qid=1521958150&sr=8-29&keywords=soft+side+cooler>. 9 pages.

'amazon.com' [online]. "Mier Large Soft Cooler Bag Insulated Lunch Box Bag Picnic Cooler Tote with Dispensing Lid, Multiple Pockets(black and blue)," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/MIER-Insulated-Dispensing-Multiple-Pockets/dp/B01HHYUY5M/ref=sr_1_116?ie=UTF8&qid=1521850941&sr=8-116&keywords=lunch+box>. 9 pages.

'amazon.com' [online]. "Native Planet Foldable Cyclone Travel Duffel Bag Highly Durable—Black-160L," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Native-Planet-Foldable-Cyclone-Durable/dp/B01AIWLCR4/ref=sr_1_210?ie=UTF8&qid=1521056348&sr=8-210&keywords=bag+with+handle+wrap>. 6 pages.

'amazon.com' [online]. "Nicole Miller 11" Insulated Lunch Box Portable Cooler Bag—Purple," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Nicole-Miller-Insulated-Portable-Cooler/dp/B01J8RDK7A/ref=sr_1_229?ie=UTF8&qid=1521854971&sr=8-229&keywords=lunch+cooler>. 8 pages.

'amazon.com' [online]. "Nike Sport III Golf Duffel Bag (Black/Heather)," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Sport-III-Duffel-Bag-Heather/dp/B0163GCJ12/ref=sr_1_184?s=apparel&ie=UTF8&qid=1521056967&sr=1-184&nodeID=9479199011&psd=1&keywords=duffle+bag>. 7 pages.

'amazon.com' [online]. "Opux Premium Thermal Insulated Soft Mini Cooler Bag with Shoulder Strap | Leakproof Liner, Large Lunch Bag for Kids, Adults, Men, Women | Perfect for Picnics, Road Trips | Fits 16 Cans (Black)," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/dp/B07474N7RX/ref=sspa_dk_detail_5?psc=1&pd_rd_i=B07474N7RX&pd_rd_wg=kPbDP&pd_rd_r=0Z6F6Q93TVPCBSMDB909&pd_rd_w=gthct>. 8 pages.

'amazon.com' [online]. "Premium Insulated Soft Cooler Bag With Shoulder Strap by Opux | Leakproof Liner, Large Lunch Bag for Adults, Men, Women, Work, Office | Perfect for Car, Road Trips and Picnics | Fits 16 Cans (Gray)," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Premium-Insulated-Shoulder-OPUX-Leakproof/dp/B07472WGX1/ref=sr_1_129_sspa?ie=UTF8&qid=1521854852&sr=8-129-spons&keywords=lunch+cooler&psc=1>. 9 pages.

(56)

References Cited

OTHER PUBLICATIONS

'amazon.com' [online]. "Ramaka Solutions—Insulated Lunch Bag—Stain Resistant Nylon, 5 Compartments, Non-Toxic Liner, YKK Easy Pull Zippers, Padded Grab Handle, Adjustable Detachable Shoulder Strap Pad (Large, Black)," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Ramaka-Solutions-Compartments-Adjustable-Detachable/dp/B011AVNESM/ref=pd_sbs_79_36?encoding=UTF8&pd_rd_i=B011AVNESM&pd_rd_r=0Z6F6Q93TVPCBSMDB909&pd_rd_w=qjX1Q&pd_rd_wg=kPbDP&pvc=1&refRID=0Z6F6Q93TVPCBSMDB909>. 11 pages.

'amazon.com' [online]. "Red Suricata 14L Large Meal Prep Lunch Bag for Men | Dual Cooler & Heated Lunch Box for Adults | 2 Insulated Compartments | 2 hot packs & 2 ice packs | Loncheras para comida adultos (Navy Blue)," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Red-Suricata-Insulated-Compartments-Loncheras/dp/B074Z2YY2H/ref=sr_1_209_sspa?ie=UTF8&qid=1521851045&sr=8-209-spons&keywords=lunch+box&pvc=1>. 9 pages.

'amazon.com' [online]. "Revival Picnic Cooler Bag—Top Polyester Insulated Picnic Lunch Cooler Tote Black W/ Large Side Pockets Carry Handle & 48" Shoulder Strap—Large Soft Cooler Insulated Picnic Bag for Grocery, Camping," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Revival-Polyester-Insulated-Pockets-Shoulder/dp/B01N9PUGXQ/ref=sr_1_82?ie=UTF8&qid=1521958230&sr=8-82&keywords=soft+side+cooler>. 9 pages.

'amazon.com' [online]. "Reyleo Duffel Bag Men Women Small Gym Bags Nylon Weekender Travel Tote Bag With Leather Handle," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/REYLEO-Duffel-Weekender-Travel-Leather/dp/B071RM4F4Z/ref=sr_1_34?s=apparel&ie=UTF8&qid=1521056829&sr=1-34&nodeID=9479199011&psd=1&keywords=duffle+bag>. 9 pages.

'amazon.com' [online]. "Roxy Sugar It Up Womens Gym Bag," https://www.amazon.com/Roxy-Anthracite-Swim-Belharra-Flower-Sugar/dp/B071FR4KFH/ref=sr_1_120?ie=UTF8&qid=1521056290&sr=8-120&keywords=bag+with+handle+wrap>. 5 pages.

'amazon.com' [online]. "Scout The Stiff One Large Insulated Soft Cooler, PVCfree Liner, Reinforced Hard Bottom and Handles, Water Resistant, Zips Closed, Sherlock," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/SCOUT-Insulated-PVC-free-Reinforced-Resistant/dp/B01IDBC68G/ref=sr_1_89?ie=UTF8&qid=1521854780&sr=8-89&keywords=lunch+cooler>. 8 pages.

'amazon.com' [online]. "Shacke's Travel Duffel Express Weekender Bag—Carry on Luggage with Shoe Pouch (38L, Dark Gray)," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Shackes-Travel-Duffel-Express-Weekender/dp/B01FG9WO3K/ref=sr_1_53?s=apparel&ie=UTF8&qid=1521056896&sr=1-53&nodeID=9479199011&psd=1&keywords=duffle+bag>. 9 pages.

'amazon.com' [online]. "Soft Cooler F40C4TMP Insulated Lunch Box Bag With Pocket Shoulder Strap 9-can," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Cooler-F40C4TMP-Insulated-Pocket-Shoulder/dp/B074M91M37/ref=sr_1_43?ie=UTF8&qid=1521958176&sr=8-43&keywords=soft+side+cooler>. 8 pages.

'amazon.com' [online]. "Starcare Insulated Lunch Box Cooler Bag for Adults with Adjustable Shoulder Strap, Double Space, Oxford Fabric, Black," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/STARCARE-Insulated-Cooler-Adjustable-Shoulder/dp/B071JGVCZB/ref=sr_1_115?ie=UTF8&qid=1521954863&sr=8-115&keywords=lunch+box+cooler>. 11 pages.

'amazon.com' [online]. "travel inspira Duffel Bag for Women & Men—Foldable lightweight Duffel for Luggage Gym Sports," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/travel-inspira-Foldable-Collapsible-Lightweight/dp/B00V4M9MRU/ref=sr_1_56?s=apparel&ie=UTF8&qid=1521056896&sr=1-56&nodeID=9479199011&psd=1&keywords=duffle+bag>. 8 pages.

'amazon.com' [online]. "Ubag Travel Duffel Bag, Gym Bag or Weekender Duffel Bag for Women & Men," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Travel-Duffel-Weekender-Duffel-Women/dp/B06XGY7GK1/ref=sr_1_3_sspa?s=apparel&ie=UTF8&qid=1521056829&sr=1-3-spons&nodeID=9479199011&psd=1&keywords=duffle+bag&pvc=1>. 8 pages.

'amazon.com' [online]. "Under Armour Undeniable 3.0 Medium Duffel Bag, One Size, White/Neon Coral," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Under-Armour-Undeniable-Medium-Duffel/dp/B071FB4VVK/ref=sr_1_19?s=apparel&ie=UTF8&qid=1521056829&sr=1-19&nodeID=9479199011&psd=1&keywords=duffle+bag>. 6 pages.

'amazon.com' [online]. "UtoteBag Lunch Box Insulated Lunch Bag Cooler Bag 18 Cans Capacity Leakproof With Removable Strap Multipocket Outdoor for Family Beach Trip Picnic Hiking (Black with Grey)," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/UtoteBag-Insulated-Leakproof-Removable-Multipocket/dp/B073TYDYT4/ref=sr_1_237?ie=UTF8&qid=1521854971&sr=8-237&keywords=lunch+cooler>. 7 pages.

'amazon.com' [online]. "Utotebag Lunch Box Insulated Lunch Bag Cooler Bag 22cans Capacity Leakproof Tote Bag Shoulder Bag With Removable Strap Multi-pocket Outdoor for Family Beach Trip Picnic Hiking (Grey)," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Utotebag-Insulated-Leakproof-Removable-Multi-pocket/dp/B073TYL9QZ/ref=sr_1_272?ie=UTF8&qid=1521958453&sr=8-272&keywords=soft+side+cooler>. 6 pages.

'amazon.com' [online]. "Water Proof 30 Can Large Insulated Lunch Box Cooler Bag Romanticist Reusable Foldable Thermal Grocery Tote Bag with handle, Blue," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/Insulated-ROMANTICIST-Reusable-Foldable-Thermal/dp/B01M7XM3YJ/ref=sr_1_238?ie=UTF8&qid=1521955034&sr=8-238&keywords=lunch+box+cooler>. 8 pages.

'amazon.com' [online]. "Youcoo Duffel Bag for Women & Men—Foldable lightweight Duffel for Luggage Gym Sports," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<https://www.amazon.com/YOUCOO-Duffel-Bag-Women-Men/dp/B077S2J951/ref=sr_1_264?ie=UTF8&qid=1521056374&sr=8-264&keywords=bag+with+handle+wrap>. 5 pages.

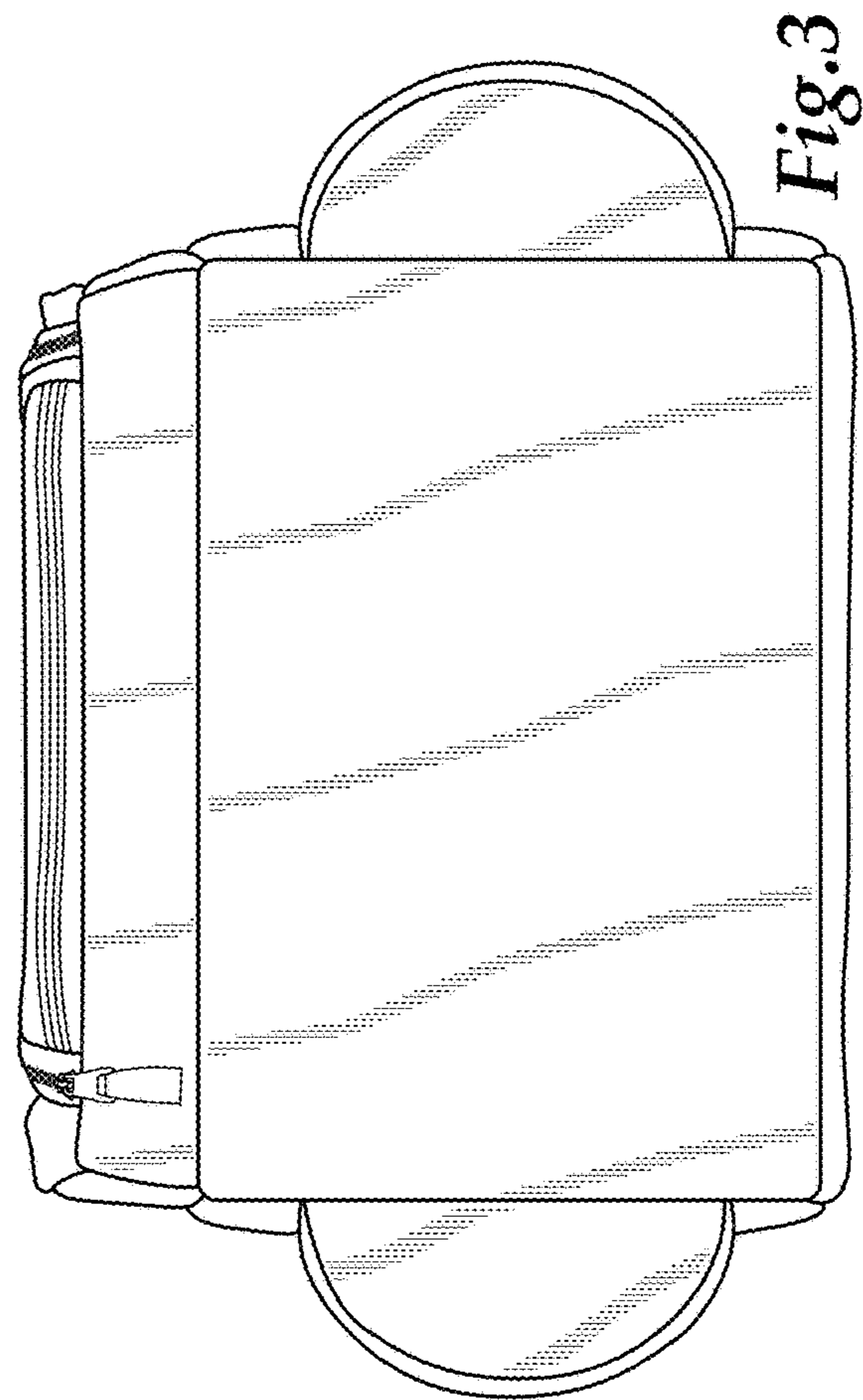
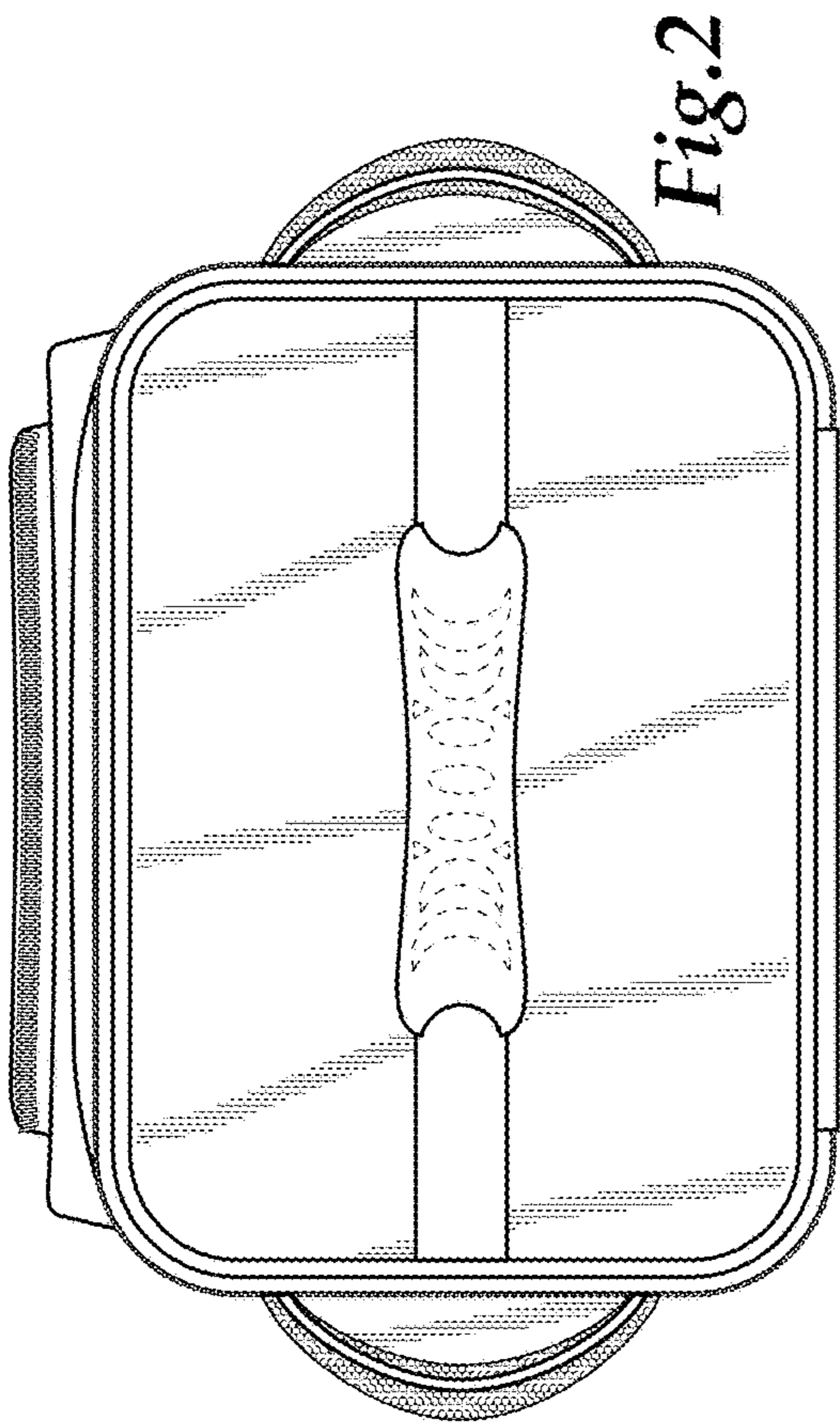
'dickssportinggoods.com' [online]. "Igloo Ringleader 24 Can Square Cooler," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<<https://www.dickssportinggoods.com/p/igloo-ringleader-24-can-square-cooler-17iglurnglr24cnsodr/17iglurnglr24cnsodr>>. 5 pages.

'dickssportinggoods.com' [online]. "Igloo Ringleader 36 Can Square Cooler," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<<https://www.dickssportinggoods.com/p/igloo-ringleader-36-can-square-cooler-17iglurnglr36cnsodr/17iglurnglr36cnsodr>>. 3 pages.

'llbean.com' [online]. "Adventure Pro Tote," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<<https://www.llbean.com/llb/shop/116124?feat=677-plalander>>. 5 pages.

'llbean.com' [online]. "Field Canvas Duffel," Published on or before Dec. 28, 2017, Retrieved from the Internet: URL<<https://www.llbean.com/llb/shop/81523?feat=904-GN3&page=field-canvas-duffle&csp=f>>. 6 pages.

* cited by examiner



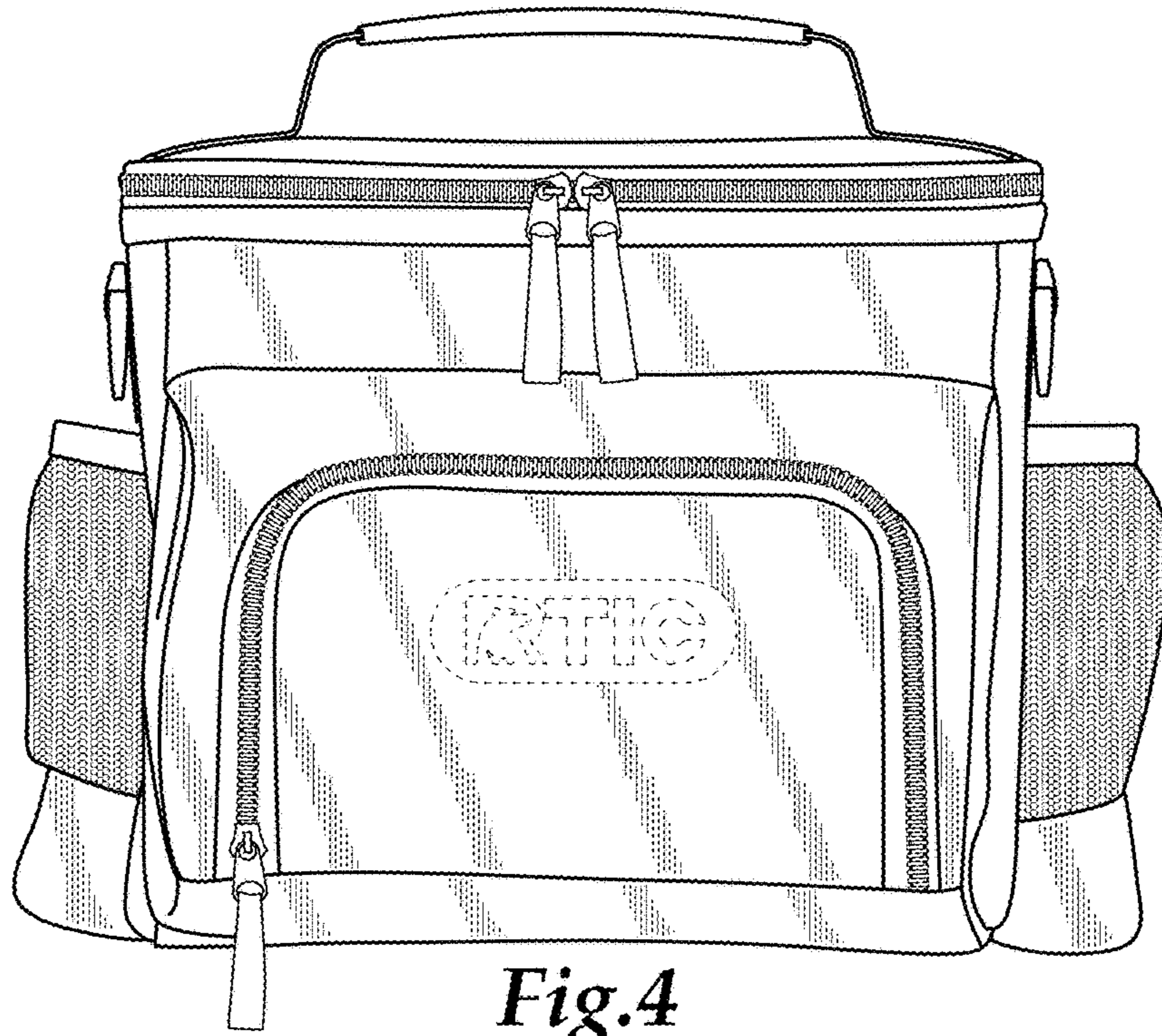


Fig.4

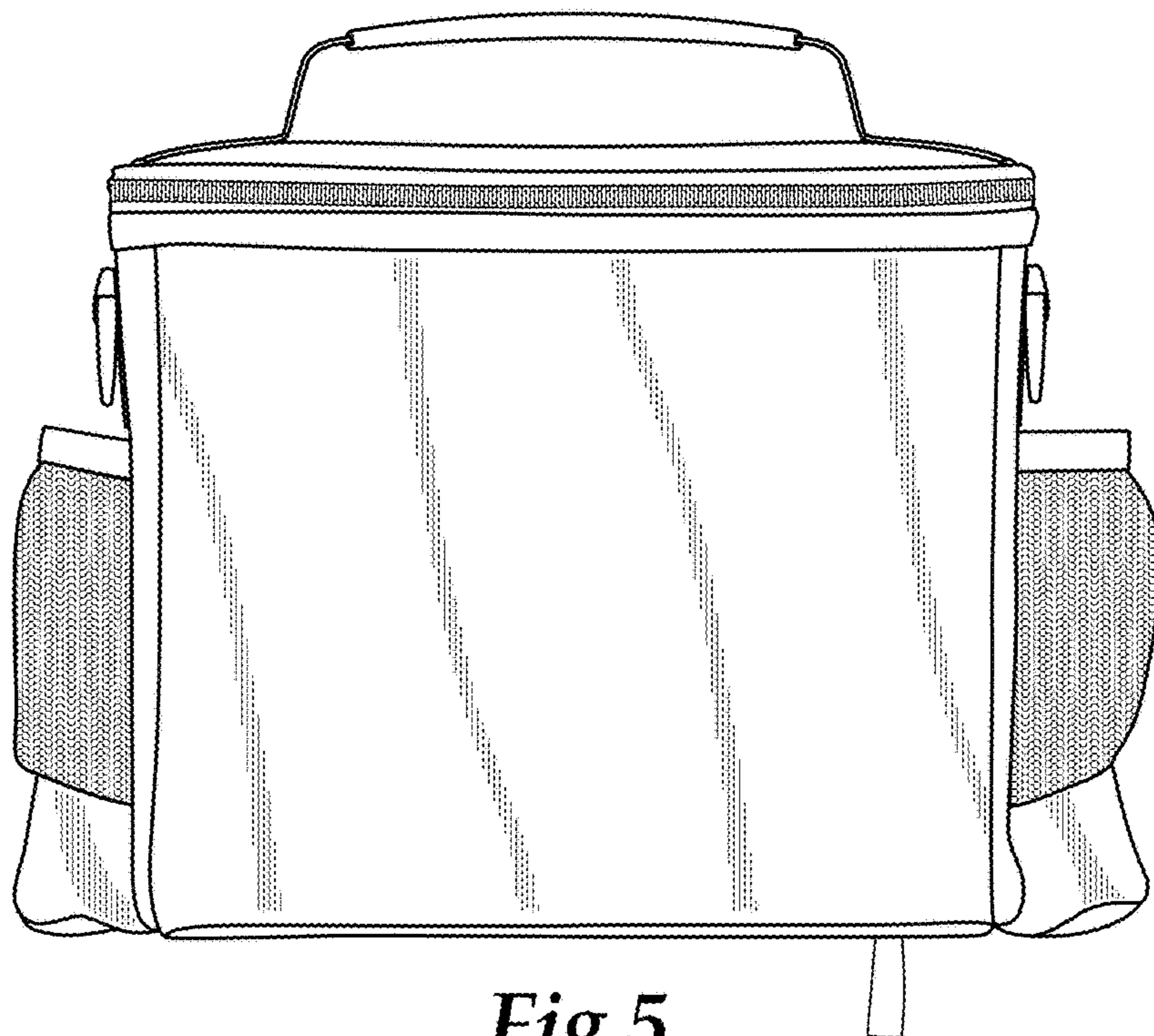


Fig.5

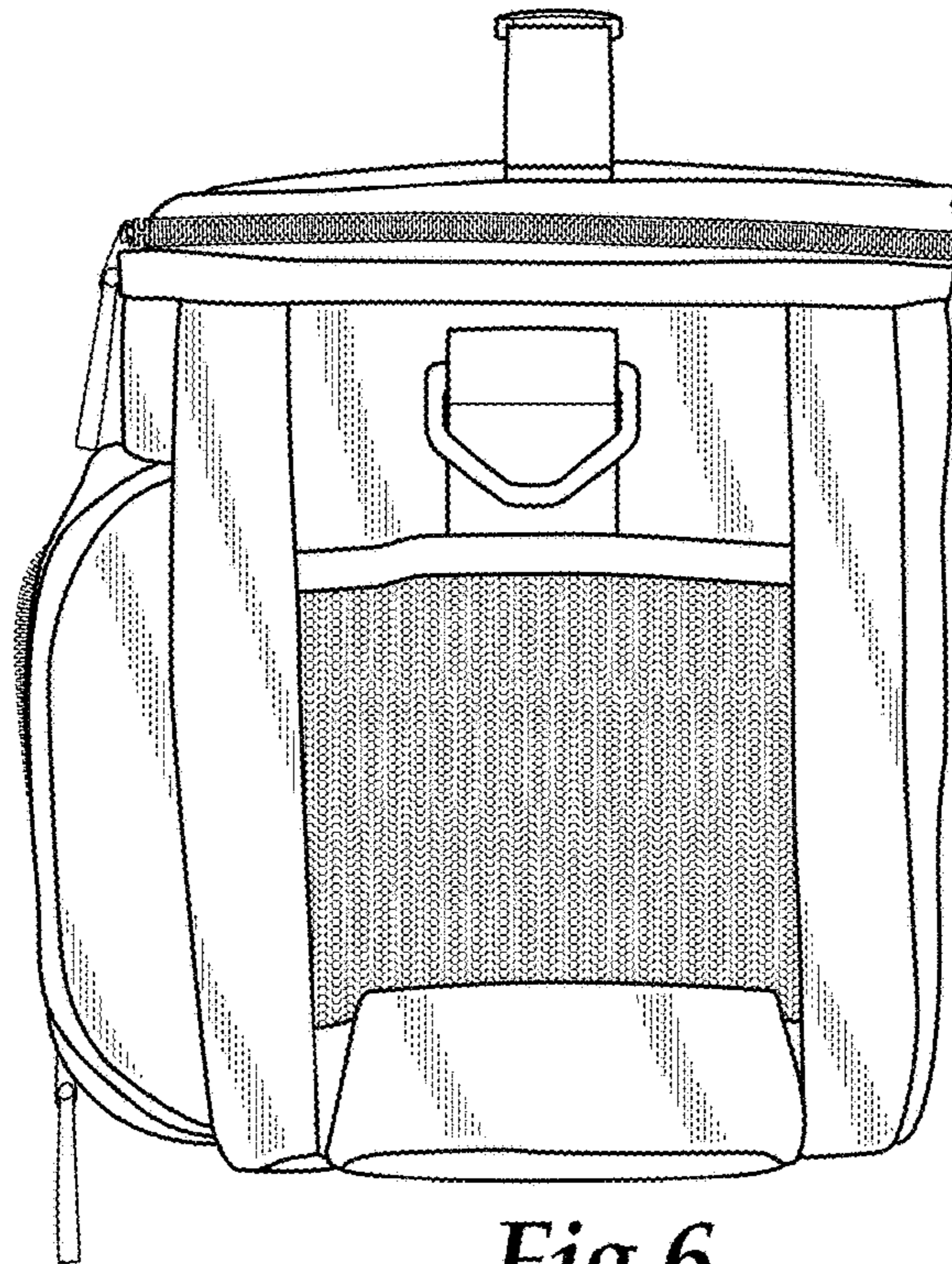


Fig.6

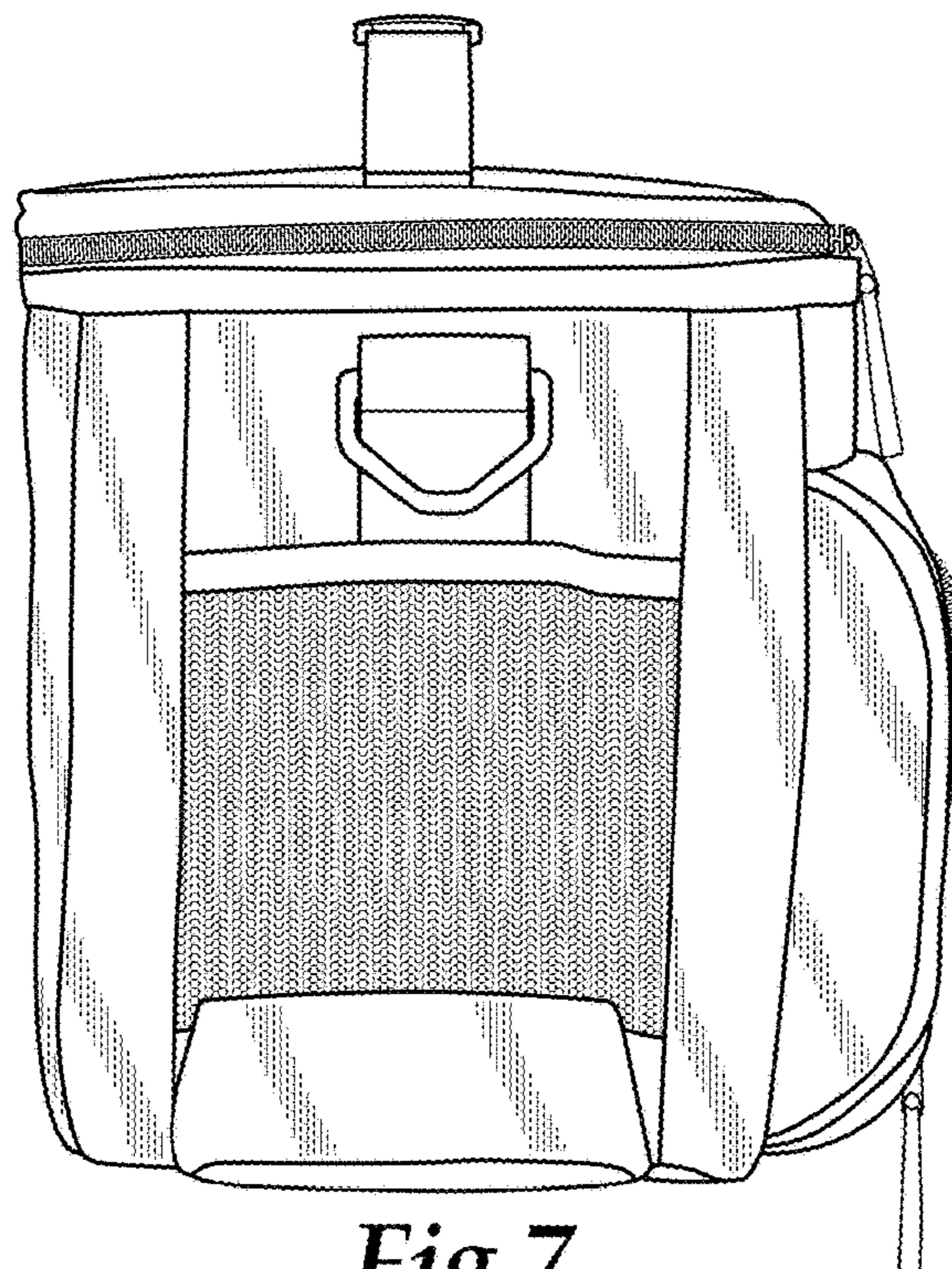


Fig.7

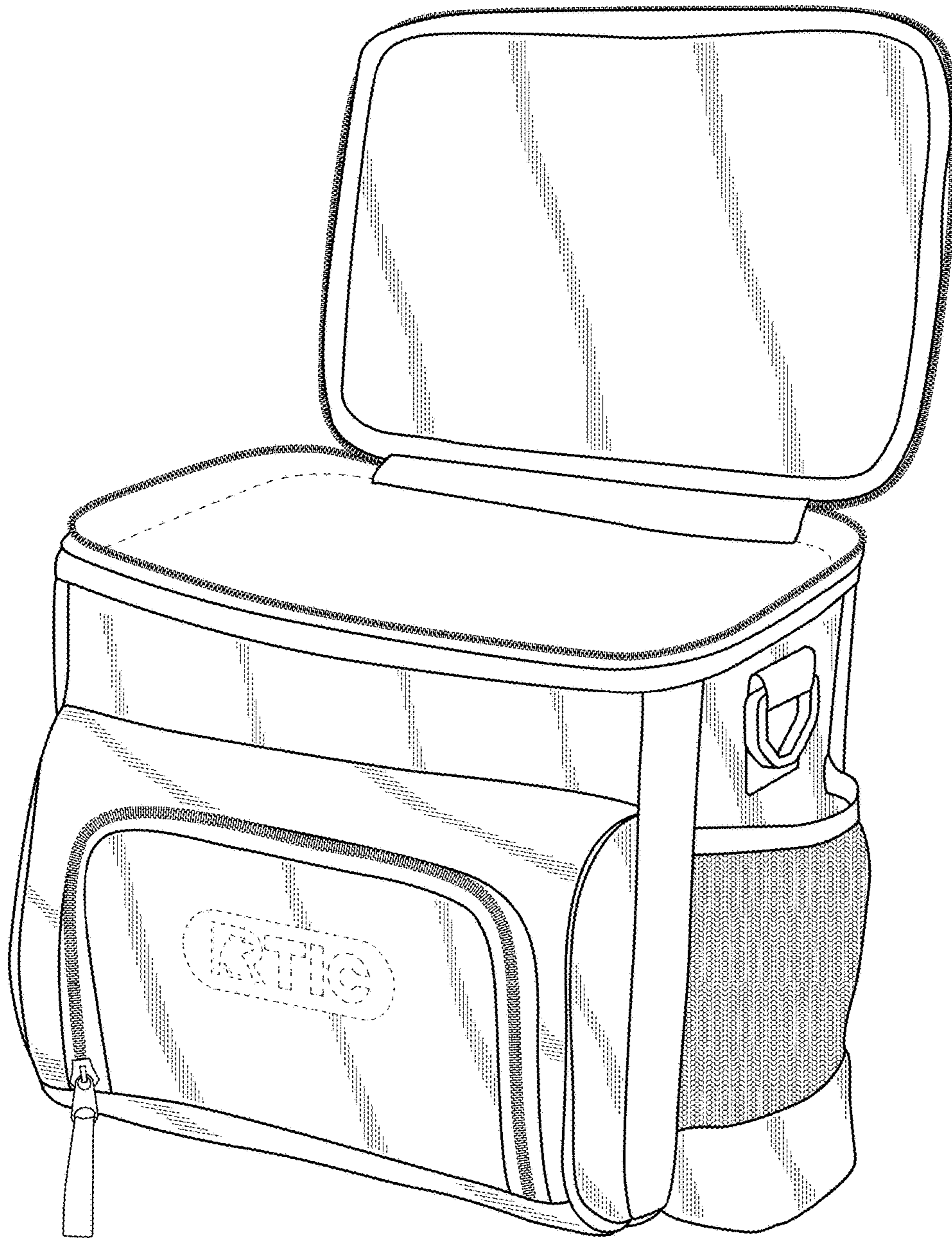


Fig.8