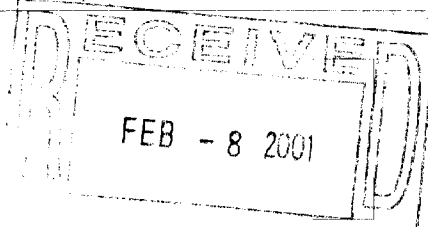


02-16-2001



101614334



U.S. Department of Commerce  
Patent and Trademark Office  
TRADEMARK

**RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY**

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

**Submission Type** 2-8-01

- New
- Resubmission (Non-Recordation)  
Document ID # \_\_\_\_\_
- Correction of PTO Error  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_
- Corrective Document  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

**Conveyance Type**

- Assignment
  - Security Agreement
  - Merger
  - Change of Name
  - Other \_\_\_\_\_
  - License
  - Nunc Pro Tunc Assignment
- Effective Date  
Month Day Year  
**12312000**

**Conveying Party**

Mark if additional names of conveying parties attached

Name **BOSTON BEER COMPANY, INC.**

Execution Date  
Month Day Year  
**01122001**

Formerly \_\_\_\_\_

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other \_\_\_\_\_

Citizenship/State of Incorporation/Organization **Commonwealth of Massachusetts**

**Receiving Party**

Mark if additional names of receiving parties attached

Name **BOSTON BEER CORPORATION**

DBA/AKA/TA \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) **75 Arlington Street**

Address (line 2) \_\_\_\_\_

Address (line 3) **Boston**

City

**Massachusetts/ USA**

State/Country

**02116**

Zip Code

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other \_\_\_\_\_

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment).

Citizenship/State of Incorporation/Organization **Commonwealth of Massachusetts**

FOR OFFICE USE ONLY

**190E**

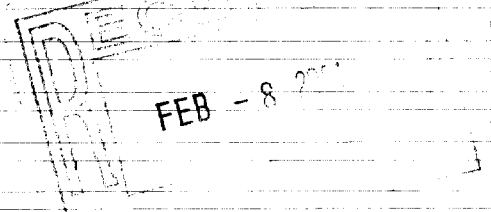
Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gather the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

**TRADEMARK  
REEL: 002237 FRAME: 0204**

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.



Name \_\_\_\_\_  
Address (line 1) \_\_\_\_\_  
Address (line 2) \_\_\_\_\_  
Address (line 3) \_\_\_\_\_  
Address (line 4) \_\_\_\_\_

**Correspondent Name and Address**

Area Code and Telephone Number

(212) 415- 9200

Name **Sandra Edelman**  
Address (line 1) **DORSEY & WHITNEY LLP**  
Address (line 2) **250 Park Avenue**  
Address (line 3) **New York, New York 10177**  
Address (line 4) \_\_\_\_\_

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

# 2

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

**Trademark Application Number(s)**

**Registration Number(s)**

75841040    75839645    75010969  
75809024    75841042  
75817355    74730463

**Number of Properties**

Enter the total number of properties involved

# 7

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$ 190.00

Method of Payment:  
Deposit Account

Enclosed  Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number # \_\_\_\_\_

Authorization to charge additional fees: Yes  No

**Statement and Signature**

To the best of my knowledge and belief, the foregoing instrument is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein

**Sandra Edelman**  
Name of Person Signing

*Sandra Edelman*  
Signature

2/7/01  
Date Signed

**ASSIGNMENT OF TRADEMARKS  
AND ACCOMPANYING GOODWILL**

This Assignment is made by and between **THE BOSTON BEER COMPANY, INC.**, a corporation organized and existing under the laws of the Commonwealth of Massachusetts, having a place of business at 75 Arlington Street, Boston, Massachusetts ("Assignor"), and **BOSTON BEER CORPORATION**, a corporation organized and existing under the laws of the Commonwealth of Massachusetts, have a place of business at 75 Arlington Street, Boston, Massachusetts ("Assignee").

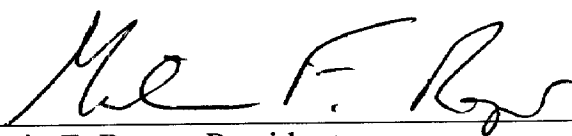
WHEREAS, Assignor is the owner of the trademarks and pending applications for registration in the United States Patent and Trademark Office identified in Schedule A (the "Marks"), and all of the goodwill associated therewith and the business to which the Marks pertain; and

WHEREAS, Assignor desires to transfer ownership in the Marks, the goodwill associated therewith and the business to which the Marks pertain to Assignee;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee as a contribution to capital, effective as of 12:01 A.M. December 31, 2000, the Marks in the attached Schedule A, the goodwill associated therewith and the business to which the marks pertain.

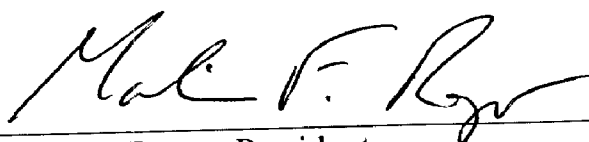
**THE BOSTON BEER COMPANY, INC.**

Date: January 12, 2001

By:   
Martin F. Roper, President

**BOSTON BEER CORPORATION**

Date: January 12, 2001

By:   
Martin F. Roper, President

Trademarks of The Boston Beer Company, Inc.

Country	Trademark	Status	Class	Goods	Serial No.
US	BoDEAN'S	Abandoned	32	Malt beverages	75/841,040
	HARD TEA	Pending	33	Cider products	75/809,024
	PADRES ALE	Pending	32	Beer and ale	75/817,355
	THE OFFICIAL BEER OF YOUR SUMMER GAMES	Pending	32	Beverages, namely beer and ale	75/839,645
	TWISTED TEA	Pending	33	Beverages, namely hard tea and cider	75/841,042
	OREGON ORIGINAL	Pending	32	Beverages, namely beer and ale	74/730,463
	OREGON ORIGINAL & Design	Pending	32	Beverages, namely beer and ale	75/010,969