

06-15-2001



101750250

6-7-01

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

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

Conveyance Type

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

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name **BOSTON BEER COMPANY, LIMITED PARTNERSHIP**

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

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).

Other

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

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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

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.

8

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)

75933943

76155165

74331777

1522026

1597742

1599803

76117084

76088467

76084546

1623925

2216617

76145015

76148944

75032532

2257684

2221894

2209701

Number of Properties

Enter the total number of properties involved

70

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$ 1765.00

Method of Payment:

Enclosed

Deposit Account

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



Signature

2/13/01

Date Signed

RECORDATION FORM COVER SHEET

CONTINUATION
TRADEMARKS ONLY

Conveying Party

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Execution Date

Month Day Year

01122001

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Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization Commonwealth of Massachusetts

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2133464

2091848

75782086

2201685

2132679

2087921

74694699

2195628

2129726

2077956

75543692

2170519

2129723

1639234

75376186

2142918

2128025

1885643

2136508

2128024

1909571

RECORDATION FORM COVER SHEET CONTINUATION TRADEMARKS ONLY

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

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Name **BOSTON BEER COMPANY, LIMITED PARTNERSHIP**

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			2063872	1995214	2214888
			2054509	1987344	2389529
			1987061	2046819	2404661
			1993037	2032415	2402588
			1987062	2284084	2288190

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Trademark Application Number(s)

Registration Number(s)

			2260719		
			2402492		
			2302390		
			2314792		
			2290572		

FORM PTO-1618A

Expires 06/03/99
OMB 0651-0027



02-23-2001



101619881

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

2-13-01

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02/22/2001 6TON11 00000198 75933943

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01 FC:481
02 FC:482

40.00 OP
1725.00 OP

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TRADEMARK
REEL: 002310 FRAME: 0374

Domestic Representative Name and Address

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Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

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

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Registration Number(s)

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<input type="text" value="76117084"/>	<input type="text" value="76088467"/>	<input type="text" value="76084546"/>	<input type="text" value="1623925"/>	<input type="text" value="2216617"/>	<input type="text" value="2214888"/>
<input type="text" value="76145015"/>	<input type="text" value="76148944"/>	<input type="text" value="75032532"/>	<input type="text" value="2257684"/>	<input type="text" value="2221894"/>	<input type="text" value="2209701"/>

Number of Properties Enter the total number of properties involved #

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment: 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

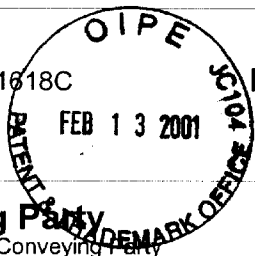
Statement and Signature

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Sandra Edelman
Name of Person Signing


Signature

2/13/01
Date Signed



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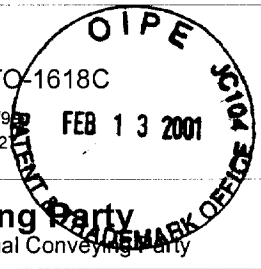
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FORM PTO-1618C

Expires 06/03/99
OMB 0651-002



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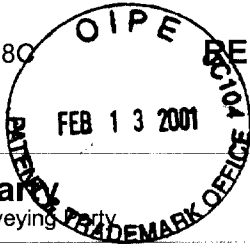
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Trademark Application Number(s)

Registration Number(s)

			2260719		
			2402492		
			2302390		
			2314792		
			2290572		

**ASSIGNMENT OF TRADEMARKS
AND ACCOMPANYING GOODWILL**

This Assignment is made by and between **BOSTON BEER COMPANY LIMITED PARTNERSHIP**, a limited partnership organized and existing under the laws of the Commonwealth of Massachusetts, having a place of business at 75 Arlington Street, Boston, Massachusetts (sometimes doing business as "The Boston Beer Company") ("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, registrations 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

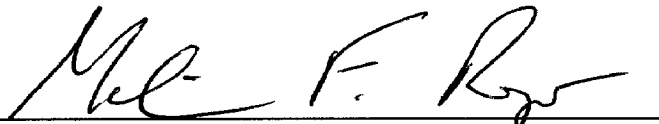
WHEREAS, Assignee desires to acquire from Assignor the Marks, the goodwill associated therewith and the business to which the Marks pertain;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and in furtherance of an Assignment and Assumption Agreement between the parties, Assignor does hereby assign to Assignee, 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.

**BOSTON BEER COMPANY LIMITED
PARTNERSHIP**

By: *Boston Brewing Company, Inc., its General
Partner*

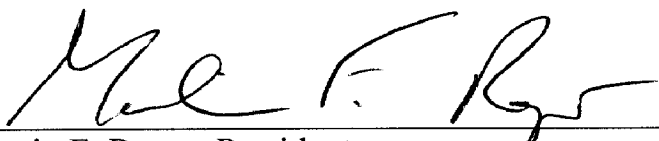
Date: January 12, 2001

By: 

Martin F. Roper, President

BOSTON BEER CORPORATION

Date: January 12, 2001

By: 

Martin F. Roper, President

Schedule A



**United States Trademarks of
Boston Beer Company Limited Partnership**

Goods and Services	Class	Status	Registration No.
A BETTER GLASS OF BEER	32	Registered	2,170,519
ALL IN DUE TIME	32	Registered	2,284,084
AMERICAN CRAFT BREWHOUSE	41	Registered	2,351,025
AMERICA'S MICROBREWERY	32	Pending	74,633,777
AMERICA'S WORLD-CLASS BEER	32	Pending	76,148,944
BEER IS IMPORTANT	32	Pending	74,694,699
BEERMARKS	41	Pending	76,088,467
BEN FRANKLIN ALE	32	Registered	1,589,803
BODEAN'S TWISTED TEA and Design	32	Pending	75,933,943
BODEAN'S TWISTED TEA LEMON Design	32	Pending	75,933,942
BREWSAPALOZA	41	Pending	76,117,084
Design of a Globe: (The World's Most Award Winning Beers)	32	Pending	76,084,546
DEVIL MOUNTAIN	32	Registered	2,142,918
DEVIL MOUNTAIN BREWERY	32	Registered	2,136,507
DEVIL MOUNTAIN BREWERY DIABLO GOLDEN ALE	32	Registered	2,129,723
DEVIL MOUNTAIN HANDCRAFTED RECIPES FOR ADVENTUROUS TASTES & Design	32	Registered	2,275,438
DEVIL MOUNTAIN BREWERY RAILROAD ALE & Design	32	Registered	2,128,024
DEVIL MOUNTAIN RAILROAD ALE BREWERY	32	Registered	2,128,025
DEVIL'S BREW PORTER	32	Registered	2,136,508
DO YOU LOVE BEER?	32	Registered	2,214,888
DRINK BETTER BEER	32	Registered	2,209,465
FOR THE LOVE OF BEER	32	Registered	2,091,848
GEORGE WASHINGTON PORTER	32	Registered	1,597,742
GRILL & GROOVE	41	Registered	2,389,529
HARD ICED TEA	32	Pending	76,155,165
HARDCORE	33	Registered	2,109,887
HARDCORE CIDER COMPANY	25	Registered	2,207,543
HARDWOOD	33	Registered	2,216,617
IT'S WHAT'S INSIDE	32	Registered	2,404,661
IT'S WHAT'S INSIDE THAT COUNTS	32	Pending	75,543,682
JUST BREW IT	25	Pending	75,376,186
JUST THE RIGHT BITE	33	Registered	2,132,679
LIFE, LIBERTY & THE PURSUIT OF BETTER BEER	32	Pending	75,782,086
LIGHTSHIP	32	Registered	1,639,234
LONGSHOT	32	Registered	2,063,905
Miscellaneous Design (SAMUEL ADAMS)	32	Registered	1,993,037
MMM	32	Pending	76,145,015
NEW ALBION	32	Registered	1,885,643
NEW WORLD BOSTON LAGER	32	Registered	2,221,894
NOVEMBERFEST	32	Registered	2,201,695
OLD FEZZIWIG	32	Registered	1,965,214
RAILROAD GOLD ALE	32	Registered	2,195,628

**United States Trademarks of
Boston Beer Company Limited Partnership**



SAM ADAMS	Registered	32	Beverages, namely beer and ale	1,987,061
SAM ADAMS (Stylized)	Registered	32	Beverages, namely beer and ale	2,054,509
SAM ADAMS REVOLUTION	Registered	14, 16, 18, 21, 25, 28, 32, 35, 41	Buttons and pins, posters, coasters, stickers, banners, truck decals and permanent string, umbrellas, drinking glasses, pitchers, bottle openers and mirrors, jackets, sweatshirts, t-shirts, hats and headbands, balloons, beverages, namely, beer and ales	2,402,568
SAM HOUSTON	Registered	32	Beer	2,032,415
SAM LIGHT	Pending	32	Beer and ale	75,032,532
SAM'S BREW HOUSE	Registered	42	Bar and restaurant services	2,288,190
SAMUEL ADAMS	Registered	32	Beverages, namely beer and ale	1,987,062
SAMUEL ADAMS BOSTON LAGER & Design (MA Reg.)	Registered	32	Malt beverages	RMA 0036390
SAMUEL ADAMS BOSTON CREAM SMOOTH CREAMY ALE	Registered	32	Beverages, namely, beer and ale	2,209,701
SAMUEL ADAMS BOSTON LAGER & Design	Registered	32	Beverages, namely, beer and ale	1,522,028
SAMUEL ADAMS BOSTON LAGER & Design (1997 design)	Registered	14, 16, 18, 21, 25, 28, 32	Buttons and pins, posters, coasters, stickers, banners, truck decals and permanent string, umbrellas, drinking glasses, pitchers, bottle openers and mirrors, jackets, sweatshirts, t-shirts, hats and headbands, balloons, beverages, namely, beer and ales	2,260,719
SAMUEL ADAMS BREW HOUSE	Registered	42	Bar and restaurant services	1,987,344
SAMUEL ADAMS CHERRY WHEAT & Design	Registered	32	Beverages, namely beer and ale	2,054,508
SAMUEL ADAMS PORTRAIT LOGO	Registered	14, 16, 18, 21, 25, 28, 32	Buttons and pins, posters, coasters, stickers, banners, truck decals and permanent string, umbrellas, drinking glasses, pitchers, bottle openers and mirrors, jackets, sweatshirts, t-shirts, hats and headbands, balloons, beverages, namely, beer and ales	2,402,492
SECRET ALE	Registered	32	Beverages, namely, beer and ale	2,063,872
SMART BEER	Registered	32	Beer and Ale	2,302,390
SUMMER WHEAT	Registered	32	Beverages, namely, beer and ale	1,909,571
TALL SHIPS ALE	Registered	32	Beverages, namely, beer and ale	2,063,873
THE BEER IS ALIVE	Registered	32	Beverages, namely, beer and ale	2,077,956
THE BEERS OF THE SUMMER	Registered	32	Beverages, namely, beer and ale	2,046,819
THE BEST BEER IN AMERICA (California State Reg.)	Pending	32	Beverages, namely, beer and ale	98834
THE BEST BEER IN AMERICA (Illinois State Reg.)	Pending	32	Beverages, namely, beer and ale	74166
THE BEST BEER IN AMERICA (Massachusetts State Reg.)	Pending	32	Beverages, namely, beer and ale	49026
THE BEST BEER IN AMERICA (New York State Reg.)	Pending	32	Beverages, namely, beer and ale	R-27536
THE MSP BREW HOUSE	Registered	42	Bar and restaurant services	2,257,684
TITANIUM ALE	Registered	32	Beverages, namely beer and ale	75,784,929
TRAIL STASH	Registered	32	Beverages, namely, beer and ale	2,314,792
TRIPLE BOCK	Registered	32	Beer	2,052,984
UNCOMPROMISING TASTE	Registered	32	Beverages, namely, beer and ale	2,290,573
WINTER LAGER	Registered	32	Beverages, namely, beer and ale	1,625,925
WINTER WARMER DEVIL MOUNTAIN BREWERY & Design	Registered	32	Beers, ales, porters and stouts	2,129,726
WORLD HOMEBREW CONTEST	Registered	41, 32	Educational services, namely, providing incentives to people to demonstrate excellence in the field of beer brewing through the conducting of competitions and issuance of awards: Beer and Ale	2,133,484
WORLD HOMEBREW CONTEST	Registered	41, 32	Beer and Ale	2,087,921

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Marcus Kirk, Examiner, Assignment Division
US Patent and Trademark Office
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Washington, D.C. 20231

Re: Recordal of Assignment
Document ID No. 101619881
Ref. No. 453654-1

Dear Mr. Kirk:

According to your Notice of Non-Recordation of Document, dated April 23, 2001 the above mentioned document was not recorded due to the fact that the fee submitted was insufficient. I respectfully submit that the fee was correct, however the recordation cover sheet erroneously listed one of the registration numbers twice. Namely, Registration No. 2214888 was listed on pages 2 and 4 of the "Recordation Cover Sheet Continuation."

Therefore, in response, I am submitting for recordal, a copy of the recordation cover sheet with the duplicate registration number removed, along with the original document that was rejected.

In light of the foregoing, please record the attached document. Thank you.

Sincerely,



Linda Leone

Trademark Administrator

Attachments

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RECORDED: 06/07/2001

**TRADEMARK
REEL: 002310 FRAME: 0382**