



101908462

TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

Form PTO-1594
(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)

Tab settings ⇌ ⇌ ⇌ ▼ ▼ ▼ ▼ ▼ ▼ ▼

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Boston Beer Company, Limited Partnership

- Individual(s)
- General Partnership
- Corporation-State
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

12-7-01

- Assignment
- Security Agreement
- Other Corrective (please see attached)
- Merger
- Change of Name

Execution Date: 1/12/01

2. Name and address of receiving party(ies)

Name: Boston Beer Corporation

Internal

Address:

Street Address: 75 Arlington Street

City: Boston State: MA Zip: 02116

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) 76/032,532

B. Trademark Registration No.(s)

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Linda Leone

Internal Address: Dorsey & Whitney LLP

15th Floor

Street Address: 250 Park Avenue

City: New York State: NY Zip: 10177

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41).....\$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

40E

DO NOT USE THIS SPACE

9. Signature.

Linda Leone

Name of Person Signing

Signature

12/7/01

Date

Total number of pages including cover sheet, attachments, and document:

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

3. Nature of Conveyance:

Corrective assignment to correct trademark application no.

76/032,532 listed incorrectly as 75/032,532 previously recorded on

Reel/Frame No. 002310/0369

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

01122001

Name **BOSTON BEER COMPANY, LIMITED PARTNERSHIP**

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
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- Other
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FOR OFFICE USE ONLY

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: 002382 FRAME: 0179

RECORDATION FORM COVER SHEET CONTINUATION TRADEMARKS ONLY

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

Conveying Party

Mark if additional names of conveying parties attached

Enter Additional Conveying Party

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**

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Individual General Partnership Limited Partnership Corporation Association

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Other

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

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)

75933942

75784929

75782086

74694699

75543692

75376186

2209465

2207543

2201685

2195628

2170519

2142918

2136508

2136507

2133464

2132679

2129726

2129723

2128025

2128024

2109887

2091848

2087921

2077956

1639234

1885643

1909571

RECORDATION FORM COVER SHEET

CONTINUATION
TRADEMARKS ONLY

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

Conveying Party

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Individual General Partnership Limited Partnership 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).

Corporation Association

Other

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

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

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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)

<input type="text"/>	<input type="text"/>	<input type="text"/>	2063905	2054508	2351025
<input type="text"/>	<input type="text"/>	<input type="text"/>	2063873	2052984	2275438
<input type="text"/>	<input type="text"/>	<input type="text"/>	2063872	1995214	2214888
<input type="text"/>	<input type="text"/>	<input type="text"/>	2054509	1987344	2389529
<input type="text"/>	<input type="text"/>	<input type="text"/>	1987061	2046819	2404661
<input type="text"/>	<input type="text"/>	<input type="text"/>	1993037	2032415	2402588
<input type="text"/>	<input type="text"/>	<input type="text"/>	1987062	2284084	2288190

CONTINUATION
TRADEMARKS ONLY

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Enter Additional Conveying Party

Name **BOSTON BEER COMPANY, LIMITED PARTNERSHIP**

Execution Date

Month Day Year

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Formerly

Individual General Partnership Limited Partnership Corporation Association

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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

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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 # _____

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 - Security Agreement
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FOR OFFICE USE ONLY

02/22/2001 GTOM11

00000198 75933943

01 FC:481
02 FC:482

40.00 OP
1725.00 OP

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.

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TRADEMARK
REEL: 002382 FRAME: 0183

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	2214888
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:
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

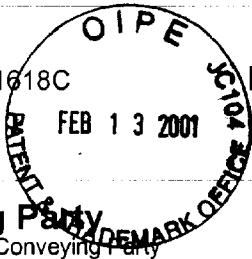
To the best of my knowledge and belief, the foregoing instrument is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein

Sandra Edelman
Name of Person Signing


Signature

2/13/01

Date Signed



RECORDATION FORM COVER SHEET CONTINUATION TRADEMARKS ONLY

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

Conveying Party

Enter Additional Conveying Party

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Execution Date

Month Day Year

01122001

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Other

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2109887

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			1987062	2284084	2288190



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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**

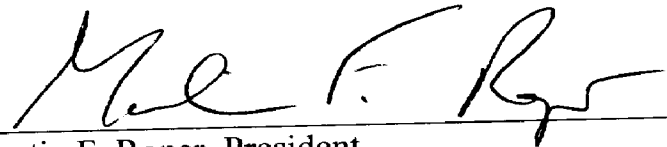
By: *Boston Brewing Company, Inc., its General
Partner*

Date: January 12, 2001

By: 
Martin F. Roper, President

BOSTON BEER CORPORATION

Date: January 12, 2001

By: 
Martin F. Roper, President



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

A BETTER GLASS OF BEER	Registered	32	Beverages, namely beer and ale	2,170,519
ALL IN DUE TIME	Registered	32	Beverages, namely beer and ale	2,284,084
AMERICAN CRAFT BREWHOUSE	Registered	41	Beverages, namely beer and ale	2,351,025
AMERICA'S MICROBREWERY	Pending	32	Beverages, namely beer and ale	74,031,777
AMERICA'S WORLD-CLASS BEER	Pending	32	Beer and ale	76,148,944
BEER IS IMPORTANT	Pending	32	Beverages, namely beer and ale	74,694,699
BEERMARKS	Pending	41	Professional development program and personnel training program	76,088,467
BEN FRANKLIN ALE	Registered	32	Beverages, namely beer and ale	1,599,803
BODEAN'S TWISTED TEA and Design	Pending	32	Malt beverages	7,583,943
BODEAN'S TWISTED TEA LEMON Design	Pending	32	Malt beverages	7,583,942
BREWSAPALOOZA	Pending	41	Promoting the sale of beer and Sweepstakes	76,117,084
Design of a Globe: (The World's Most Award Winning Beers)	Pending	32	Beverages, namely beer and ale	76,084,546
DEVIL MOUNTAIN	Registered	32	Beverages, namely beer and ale	2,142,918
DEVIL MOUNTAIN BREWERY	Registered	32	Beers, ales, porters and stouts	2,136,507
DEVIL MOUNTAIN BREWERY DIABLO GOLDEN ALE	Registered	32	Beers, ales, porters and stouts	2,129,723
DEVIL MOUNTAIN HANDCRAFTED RECIPES FOR ADVENTUROUS TASTES & Design	Registered	32	Beverages, namely beer and ale	2,275,438
DEVIL MOUNTAIN BREWERY RAILROAD ALE & Design	Registered	32	Beers, ales, porters and stouts	2,128,024
DEVIL MOUNTAIN RAILROAD ALE BREWERY	Registered	32	Beers, ales, porters and stouts	2,128,025
DEVIL'S BREW PORTER	Registered	32	Beers, ales, porters and stouts	2,136,508
DO YOU LOVE BEER?	Registered	32	Beverages, namely beer and ale	2,214,888
DRINK BETTER BEER	Registered	32	Beverages, namely beer and ale	2,209,465
FOR THE LOVE OF BEER	Registered	32	Beverages, namely beer and ale	2,091,848
GEORGE WASHINGTON PORTER	Registered	32	Beverages, namely beer and ale	1,597,742
GRILL & GROOVE	Registered	41	Entertainment services, namely promoting concerts by musical performers and sweepstakes	2,389,529
HARD ICED TEA	Pending	32	Beer and ale	76,155,165
HARDCORE	Registered	33	Beverages, namely wines and hard ciders	2,109,887
HARDCORE CIDER COMPANY	Registered	25	Clothing, namely T-shirts, sweatshirts and hats for promotion of the owner's beverages company	2,207,543
HARDWOOD	Registered	33	Beverages, namely wines and hard ciders	2,216,617
IT'S WHAT'S INSIDE	Registered	32	Beverages, namely beer and ale	2,404,661
IT'S WHAT'S INSIDE THAT COUNTS	Pending	32	Beers	75,643,692
JUST BREW IT	Pending	25	Clothing, namely T-shirts and sweatshirts	75,676,186
JUST THE RIGHT BITE	Registered	33	Beverages, namely wines and hard ciders	2,132,679
LIFE, LIBERTY & THE PURSUIT OF BETTER BEER	Pending	32	Beer and ale	75,782,086
LIGHTSHIP	Registered	32	Beverages, namely beer and ale	1,639,234
LONGSHOT	Registered	32	Beverages, namely beer and ale	2,063,905
Miscellaneous Design (SAMUEL ADAMS)	Registered	32	Beverages, namely beer and ale	1,993,037
MMMM	Pending	32	Beer and ale	76,145,015
NEW ALBION	Registered	32	Beers	1,885,643
NEW WORLD BOSTON LAGER	Registered	32	Beverages, namely beer and ale	2,221,894
NOVEMBERFEST	Registered	32	Beverages, namely beer and ale	2,201,685
OLD FEZZIWIG	Registered	32	Beverages, namely beer and ale	1,995,214
RAILROAD GOLD ALE	Registered	32	Beverages, namely beer and ale	2,195,628

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)

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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

**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 pennant string, umbrellas, drinking glasses, pitchers, bottle openers and mirrors, jackets, sweatshirts, t-shirts, hats and headbands, balloons, beverages, namely, beer and ales	2,402,588
SAM HOUSTON	Registered	32	Beer	2,032,415
SAM LIGHT	Pending	32	Beer and ale	750,325,532
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	14, 16, 18, 21, 25, 28, 32	Beverages, namely, beer and ale Buttons and pins, posters, coasters, stickers, banners, truck decals and pennant string, umbrellas, drinking glasses, pitchers, bottle openers and mirrors, jackets, sweatshirts, t-shirts, hats and headbands, balloons, beverages, namely, beer and ales	1,522,026 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 pennant 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	Pending	32	Beverages, namely, beer and ale	2,046,819
THE BEST BEER IN AMERICA (California State Reg.)	Pending	32	Beverages, namely, beer and ale	88834
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	75784,929
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	2,290,572
WINTER LAGER	Registered	32	Beverages, namely, beer and ale	1,623,925
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	2,133,464
WORLD HOMEBREW CONTEST	Registered	41, 32	Beer and Ale	2,067,921