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TRADEMARK ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE: NEW ASSIGNMENT

NATURE OF CONVEYANCE: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Boston Beer Corporation		12/22/2003	CORPORATION: MASSACHUSETTS

RECEIVING PARTY DATA

Name:	BBC Brands, LLC
Street Address:	75 Arlington Street, 5th Floor
City:	Boston
State/Country:	MASSACHUSETTS
Postal Code:	02116
Entity Type:	Limited Liability Company: MASSACHUSETTS

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	1987062	SAMUEL ADAMS

CORRESPONDENCE DATA

Fax Number: (212)953-7201

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 212-415-9200

Email: ny.trademark@dorsey.com

Correspondent Name: Dorsey & Whitney LLP

Address Line 1: 250 Park Avenue, 15th Floor

Address Line 4: New York, NEW YORK 10177

ATTORNEY DOCKET NUMBER: 453654-00001

NAME OF SUBMITTER: Linda Leone

Total Attachments: 2

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> TRADEMARK REEL: 002807 FRAME: 0342

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ASSIGNMENT OF UNITED STATES TRADEMARKS AND ACCOMPANYING GOODWILL

This Assignment is made by and between BOSTON BEER CORPORATION, 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 BBC BRANDS, LLC, a limited liability company organized and existing under the laws of the Commonwealth of Massachusetts, having a place of business at 75 Arlington Street, 5th Floor, Boston, Massachusetts ("Assignee").

WHEREAS, Assignor is the owner of the registered 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, effective as of December 15, 2003, the Marks in the attached Schedule A, the goodwill associated therewith and the business to which the marks pertain.

Date: December 22,2003

BOSTON BEER CORPORATION

Name: C. James Koch

Title: Chairman

Date: December 22, 2003

BBC BRANDS, LLC

Name: C. James Koch

Title: Chairman

TRADEMARK REEL: 002807 FRAME: 0343

Schedule A - United States Registrations and Pending Applications

OREGON ORIGINAL 74/730463 TITTANIUM ALE 75/784929 SAM LICHT 76/032532 SEERMARKS 76/032532 SEERMARKS 76/17094 SAM ADAMS UTOPIAS MM II 76/329457 SAM ADAMS BREW IT YOURSELF 76/329458 MIDNIGHT 2004 SAMUEL ADAMS BOSTON LAGER 76/329458 MIDNIGHT 2004 SAMUEL ADAMS BOSTON LAGER 76/394578 TASTE OF SUCCESS 78/130866 SAM ADAMS UTOPIAS 78/19662 LEAD WITH LAGER 78/215113 ALWAYS A GOOD DECISION 78/21513 AGER MAN DESIGN 78/220273 SAMUEL ADAMS LAGER MAN AND DESIGN 78/225135 AGER MAN DESIGN 78/225609 AGER MAN DESIGN 78/257396 SEER BILL OF RIGHTS 78/257396 SEER BILL OF RIGHTS 78/257396 SEER BILL OF RIGHTS 78/257396<	1 facemank	Light tee in
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