

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Boston Beer Corporation		12/22/2003	CORPORATION: MASSACHUSETTS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	BBC Brands, LLC		
<b>Street Address:</b>	75 Arlington Street, 5th Floor		
<b>City:</b>	Boston		
<b>State/Country:</b>	MASSACHUSETTS		
<b>Postal Code:</b>	02116		
<b>Entity Type:</b>	Limited Liability Company: MASSACHUSETTS		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1987062	SAMUEL ADAMS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)953-7201		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-415-9200		
<b>Email:</b>	ny.trademark@dorsey.com		
<b>Correspondent Name:</b>	Dorsey & Whitney LLP		
<b>Address Line 1:</b>	250 Park Avenue, 15th Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10177		
<b>ATTORNEY DOCKET NUMBER:</b>	453654-00001		
<b>NAME OF SUBMITTER:</b>	Linda Leone		
<b>Total Attachments: 2</b>			
source=Samuel Adams Assignment_1#page1.tif			
source=Samuel Adams Assignment_2#page1.tif			

OP \$40.00 1987062

**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, 5<sup>th</sup> 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.


BOSTON BEER CORPORATION

Date: December 22, 2003

By:   
Name: C. James Koch  
Title: Chairman

BBC BRANDS, LLC

Date: December 22, 2003

By:   
Name: C. James Koch  
Title: Chairman

Schedule A – United States Registrations and Pending Applications

Trademark	App./Reg. No.
BEER IS IMPORTANT	74/694699
OREGON ORIGINAL	74/730463
TITANIUM ALE	75/784929
SAM LIGHT	76/032532
BEERMARKS	76/088467
BREWSAPALOOZA	76/117084
SAM ADAMS UTOPIAS MM II	76/329457
SAM ADAMS BREW IT YOURSELF	76/329458
MIDNIGHT 2004 SAMUEL ADAMS BOSTON LAGER	76/394578
TASTE OF SUCCESS	78/130866
SAM ADAMS UTOPIAS	78/198602
LEAD WITH LAGER	78/215113
ALWAYS A GOOD DECISION	78/215153
LAGER MAN DESIGN	78/220273
SAMUEL ADAMS LAGER MAN AND DESIGN	78/225135
SAMUEL ADAMS LAGER MAN AND DESIGN	78/225609
LAGER MAN DESIGN	78/225610
BREWSAPALOOZA	78/257396
BEER BILL OF RIGHTS	78/305785
BEN FRANKLIN ALE	78/324001
SAMUEL ADAMS BOSTON LAGER BREWER-PATRIOT & (old) Design	1522026
GEORGE WASHINGTON PORTER	1597742
BEN FRANKLIN ALE	1599803
BOSTON ALE	1610302
LIGHTSHIP	1639234
NEW ALBION	1885643
SAM ADAMS	1987061
SAMUEL ADAMS	1987062
SAMUEL ADAMS BREW HOUSE	1987344
BREWER PATRIOT & Design	1993037
OLD FEZZIWIG	1995214
SAM HOUSTON	2032415
THE BEERS OF SUMMER	2046819
TRIPLE BOCK	2052984
SAMUEL ADAMS CHERRY WHEAT & Design	2054508
SAM ADAMS (Stylized)	2054509
SECRET ALE	2063872
TALL SHIPS ALE	2063873
LONGSHOT	2063905

