

12/23/03

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RECORD TRADEMARKS ONLY 102635458

DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

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 Corporation

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

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

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: December 22, 2003

2. Name and address of receiving party(ies)

Name: BBC Brands, LLC Internal Address:

Street Address: 75 Arlington Street, 5th Floor

City: Boston State: MA Zip: 02116

- Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State Other Limited Liability Company, Commonwealth of Massachusetts

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) see attached schedule

B. Trademark Registration No.(s) see attached schedule

Additional number(s) attached Yes No

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

Name: Sandra Edelman

Internal Address: Dorsey & Whitney LLP

Street Address: 250 Park Avenue, 15th Floor

City: New York State: NY Zip: 10177

6. Total number of applications and registrations involved: 86

7. Total fee (37 CFR 3.41): \$ 2,165

- Enclosed Authorized to be charged to deposit account

8. Deposit account number:

DO NOT USE THIS SPACE

9. Signature.

Sandra Edelman Name of Person Signing

Signature

December 23, 2003 Date

Total number of pages including cover sheet, attachments, and document: 5

12/30/2003 6TON11 00000227 74694699 Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

01 FC:8521 40.00 DP 02 FC:8522 2125.00 DP

TRADEMARK REEL: 002890 FRAME: 0393

Schedule A – United States Registrations and Pending Applications

Trademark	Appl./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

Trademark	Appl./Reg. No
THE BEER IS ALIVE	2077956
WORLD HOMEBREW CONTEST	2087921
FOR THE LOVE OF BEER	2091848
HARDCORE	2109887
JUST THE RIGHT BITE	2132679
DEVIL MOUNTAIN	2142918
A BETTER GLASS OF BEER	2170519
RAILROAD GOLD ALE	2195628
NOVEMBERFEST	2201685
HARDCORE CIDER COMPANY	2207543
DRINK BETTER BEER	2209465
SAMUEL ADAMS BOSTON CREAM SMOOTH CREAMY ALE & Design	2209701
DO YOU LOVE BEER?	2214888
HARDWOOD	2216617
NEW WORLD BOSTON LAGER	2221894
MSP BREWHOUSE	2257684
SAMUEL ADAMS BOSTON LAGER BREWER-PATRIOT & (old) Design	2260719
HANDCRAFTED RECIPES FOR ADVENTUROUS TASTES DEVIL MOUNTAIN & Design	2275438
ALL IN DUE TIME	2284084
SAM'S BREWHOUSE	2288190
UNCOMPROMISING TASTE	2290572
SMART BEER	2302390
TRAIL STASH	2314792
AMERICAN CRAFT BREWHOUSE	2351025
GRILL & GROOVE	2389529
SAMUEL ADAMS PORTRAIT DESIGN	2402492
SAM ADAMS REVOLUTION	2402588
IT'S WHAT'S INSIDE	2404661
LIFE, LIBERTY AND THE PURSUIT OF BETTER BEER	2426424
IT'S WHAT'S INSIDE THAT COUNTS	2427823
JUST BREW IT	2439760
FEST WITH THE BEST	2540346
OREGON ORIGINAL & Design	2551389
THE WORLD'S MOST AWARD-WINNING BEERS & design	2566762
TWISTED TEA	2574263
TASTE THE REVOLUTION	2595934
SAM ADAMS LIGHT	2597646
CINDERELLA STORY	2602770
DECLARE YOUR INDEPENDENCE	2620588

Trademark	Appl./Reg. No
POP OPEN A PARTY	2673039
SAMUEL ADAMS CELEBRATES	2705275
SAM-MAIL	2725641
TASTE OF SUCCESS	2747211
MMM	2781071
MIDNIGHT 2003 SAMUEL ADAMS BOSTON LAGER	2782887
MIDNIGHT 2003 SAM ADAMS LIGHT	2782888
MIDNIGHT 2004 SAM ADAMS LIGHT	2782889

**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.

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