

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		10/03/2002	CORPORATION: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	McSully Enterprises, Inc.		
Street Address:	40 Bowden Square		
City:	Southampton		
State/Country:	NEW YORK		
Postal Code:	11968		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2063872	SECRET ALE	
CORRESPONDENCE DATA			
Fax Number:	(212)258-2291		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-765-5070		
Email:	tmdocny@fr.com, mvanderson@fr.com		
Correspondent Name:	Fish & Richardson P.C.		
Address Line 1:	153 East 53rd Street		
Address Line 2:	Citigroup Center - 52nd Floor		
Address Line 4:	New York, NEW YORK 10022		
NAME OF SUBMITTER:	Catherine H. Stockell		
Signature:	/CHS/		
Date:	03/09/2005		

CH \$40.00 2063872

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK REGISTRATION

WHEREAS, Boston Beer Corporation, a Massachusetts corporation, with offices at 75 Arlington Street, Boston, Massachusetts 02116, hereinafter called the "Assignor", is the owner of the trademark SECRET ALE, Registration No. 2063872, registered in the United States Patent and Trademark Office on May 20, 1997; and

WHEREAS, McSully Enterprises, Inc., a New York corporation with offices at 40 Bowden Square, Southampton, New York 11968, hereinafter called the "Assignee", is desirous of acquiring said trademark and registration thereof and the goodwill connected with said mark.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the said Assignor, does hereby sell and assign unto the said Assignee, all right, title and interest in and to said trademark, and the registration thereof No. 2063872, together with the right to sue for past infringement of said mark and registration, if any, along with the goodwill of the business symbolized by the said mark and registration thereof.

IN WITNESS WHEREOF, the Assignor has caused this instrument to be executed by its duly authorized corporate officer and its corporate seal to be hereunto affixed this 30th day of Oct., 2002.

Boston Beer Corporation

By:

Kathleen H Wade

Title: *Asst VP & Clerk*

[corporate seal]

STATE OF MASSACHUSETTS }

ss.:

COUNTY OF Suffolk }

On this 3rd day of Oct., 2002 before me personally came Kathleen H. Wade to me known, being by me duly sworn, did depose and say that he is the Asst. V.P. & Clerk of Boston Beer Corporation, the corporation described in and which executed the foregoing Assignment; that he knows the corporate seal of said corporation; that the seal affixed to said instrument is such corporate seal; that it was so affixed by the authority of the Board of Directors of said corporation, and that he signed his name thereto by like order.

Robert F. Hornemann
Notary Public

[Stamp and Seal] Hornemann
Notary Public
My Commission Expires
September 26, 2008