

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Quitclaim Assignment		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BBC Brands LLC		03/17/2005	Limited Liability Company: 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)953-7201		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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		
NAME OF SUBMITTER:	Sandra Edelman, Esq.		
Signature:	/se/		
Date:	03/21/2005		

OP \$40.00 2063872

Total Attachments: 1

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**TRADEMARK
 REEL: 003049 FRAME: 0962**

QUITCLAIM ASSIGNMENT

This Quitclaim Assignment is entered into between BBC Brands LLC, a limited liability company organized under the laws of the Commonwealth of Massachusetts, with offices at 75 Arlington Street, Boston, Massachusetts (BBC); and McSully Enterprises, Inc., a corporation organized under the laws of the State of New York, with offices at 40 Bowden Square, Southampton, New York (McSully).

WHEREAS, BBC's predecessor-in-interest, Boston Beer Corporation, assigned to McSully all right, title and interest in and to the SECRET ALE mark and Registration No. 2,063,872 on October 3, 2002; and

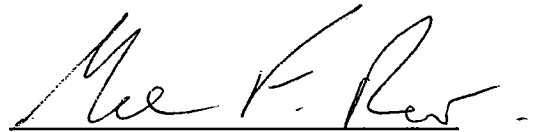
WHEREAS, Boston Beer Corporation subsequently assigned to BBC all right, title and interest in and to the SECRET ALE mark and Registration No. 2,063,872 on December 22, 2003; and

WHEREAS, the subsequent assignment by Boston Beer Corporation of all right, title and interest in and to the SECRET ALE mark and Registration No. 2,063,872 in favor of BBC was pursuant to an inadvertent error and that, as of December 22, 2003, Boston Beer Corporation had no right, title or interest in the said mark and registration to assign to BBC;

NOW THEREFORE, BBC hereby executes this Quitclaim Assignment in favor of McSully in order (i) to confirm that it acquired no ownership or other rights, and claims no such rights, in the SECRET ALE mark and Registration No. 2,063,872 from Boston Beer Corporation; and (ii) to clear and establish record title to the SECRET ALE mark and Registration No. 2,063,872 in favor of McSully Enterprises, Inc.

Dated: 3/17/05

BBC BRANDS LLC



Name: Martin F. Roper

Title: President + C.E.O.

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