

**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>        |
| Fredrick Bensch                  |  | 08/08/2005            | INDIVIDUAL: UNITED STATES |
| <b>RECEIVING PARTY DATA</b>      |  |                       |                           |
| <b>Name:</b>                     | Sweetwater Brewing Company, LLC  |                       |                           |
| <b>Street Address:</b>           | 195 Ottley Drive   |                       |                           |
| <b>City:</b>                     | Atlanta  |                       |                           |
| <b>State/Country:</b>            | GEORGIA  |                       |                           |
| <b>Postal Code:</b>              | 30324-3924   |                       |                           |
| <b>Entity Type:</b>              | Limited Liability Company: GEORGIA   |                       |                           |
| <b>PROPERTY NUMBERS Total: 1</b> |  |                       |                           |
| <b>Property Type</b>             | <b>Number</b>  | <b>Word Mark</b>      |                           |
| Registration Number:             | 2732495  | SWEET GEORGIA BROWN   |                           |
| <b>CORRESPONDENCE DATA</b>       |  |                       |                           |
| <b>Fax Number:</b>               | (704)444-1111  |                       |                           |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                       |                           |
| <b>Phone:</b>                    | 704 444 1000   |                       |                           |
| <b>Email:</b>                    | mpoveromo@alston.com   |                       |                           |
| <b>Correspondent Name:</b>       | Henry B. Ward, III   |                       |                           |
| <b>Address Line 1:</b>           | 101 South Tryon Street, Suite 4000   |                       |                           |
| <b>Address Line 2:</b>           | Bank of America Plaza  |                       |                           |
| <b>Address Line 4:</b>           | Charlotte, NORTH CAROLINA 28280-4000   |                       |                           |
| <b>NAME OF SUBMITTER:</b>        | Henry B. Ward, III   |                       |                           |
| <b>Signature:</b>                | /Henry B. Ward, III/   |                       |                           |
| <b>Date:</b>                     | 09/08/2005   |                       |                           |

**OP \$40.00 2732495**

Total Attachments: 2

**900031671**

**TRADEMARK  
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## UNITED STATES TRADEMARK ASSIGNMENT

WHEREAS, *Fredrick Bensch*, a citizen of the United States of America, having a mailing address at 195 Ottley Drive, Atlanta, Georgia 30324-3924 (hereinafter referred to as "ASSIGNOR"), is the record owner of the entire unencumbered right, title and interest and to the trademark and the corresponding United States Trademark Registration therefor:

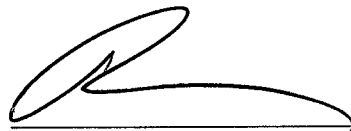
|             |                            |
|-------------|----------------------------|
| Mark:       | <b>SWEET GEORGIA BROWN</b> |
| Reg. No.:   | 2,732,495                  |
| Registered: | July 1, 2003               |
| Class:      | Int. 32                    |

WHEREAS, *Sweetwater Brewing Company, LLC*, a limited liability company of Georgia having a mailing address of 195 Ottley Drive, Atlanta, Georgia 30324-3924 (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring the trademark and the corresponding United States Trademark Registration therefor.

NOW, THEREFORE, FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign, transfer and sell unto said ASSIGNEE the entire right, title and interest in and to the trademark and the corresponding United States Trademark Registration therefor, together with the goodwill of the business appurtenant to and symbolized by said trademark, and all rights of action against third parties for past infringement thereof, the same to be held and enjoyed by said ASSIGNEE as fully and entirely as the same would have been held by ASSIGNOR had this transfer, assignment and sale not been made.

AND, ASSIGNOR hereby warrants and covenants that ASSIGNOR has the full power and authority to convey the rights, title and interest herein assigned, transferred and sold to ASSIGNEE, that ASSIGNOR has not executed and will not execute any agreement in conflict herewith, and that he will execute or procure the execution of any and all future assignments or other instruments that may be necessary to perfect and evidence ASSIGNEE's ownership of the property rights herein conveyed.

IN WITNESS WHEREOF, ASSIGNOR, intending to be legally bound, has caused this Assignment to be executed as of the 8<sup>th</sup> day of August 2005.

  
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Fredrick Bensch

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