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02-19-2010

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Electronic Version v1.1
Stylesheet Version v1.1

12/28/09

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
BBC Brands, LLC		12/16/2009	LIMITED LIABILITY COMPANY: MASSACHUSETTS

RECEIVING PARTY DATA

Name:	BOSTON BEER CORPORATION
Street Address:	One Design Center Place
Internal Address:	Suite 850
City:	Boston
State/Country:	MASSACHUSETTS
Postal Code:	02116
Entity Type:	CORPORATION: <i>Massachusetts</i>

2440 PAID

PROPERTY NUMBERS Total: 97

Property Type	Number	Word Mark
Registration Number:	1610302	BOSTON ALE
Registration Number:	1597742	GEORGE WASHINGTON PORTER
Registration Number:	2052984	TRIPLE BOCK
Registration Number:	1639234	LIGHTSHIP
Registration Number:	1885643	NEW ALBION
Registration Number:	2063873	TALL SHIPS ALE
Registration Number:	2920955	BEER IS IMPORTANT
Registration Number:	2091848	FOR THE LOVE OF BEER
Registration Number:	2063905	LONGSHOT
Registration Number:	1987061	SAM ADAMS
Registration Number:	1987062	SAMUEL ADAMS
Registration Number:	2214888	DO YOU LOVE BEER?

Registration Number:	1995214	OLD FEZZIWIG
Registration Number:	2898416	OREGON ORIGINAL
Registration Number:	1987344	SAMUEL ADAMS BREW HOUSE
Registration Number:	2054509	SAM ADAMS
Registration Number:	2054508	SAMUEL ADAMS CHERRY WHEAT WHEAT ALE WITH REAL CHERRIES AND CHERRY FLAVORS WHEAT BREW
Registration Number:	2046819	THE BEERS OF SUMMER
Registration Number:	2109887	HARDCORE
Registration Number:	2170519	A BETTER GLASS OF BEER
Registration Number:	2207543	HARDCORE CIDER COMPANY
Registration Number:	2132679	JUST THE RIGHT BITE
Registration Number:	2142918	DEVIL MOUNTAIN
Registration Number:	2288190	SAM'S BREWHOUSE

Flow: 179_... 2/19/2010 11:44:16 AM [Eastern Standard Time] * SVR:USPTO-EFXRF-6/25 * DNIS:2709906 * CSID:212 953 7201 * DURATION (mm-ss):04-26

2/19/2010

TRADEMARK

REEL: 004152 FRAME: 0458

Registration Number:	2439760	JUST BREW IT
Registration Number:	2290572	UNCOMPROMISING TASTE
Registration Number:	2314792	TRAIL STASH
Registration Number:	2574263	TWISTED TEA
Registration Number:	2830311	SAM LIGHT
Registration Number:	2566762	THE WORLD'S MOST AWARD-WINNING BEERS
Registration Number:	2597646	SAM ADAMS LIGHT
Registration Number:	2705275	SAMUEL ADAMS CELEBRATES
Registration Number:	2620588	DECLARE YOUR INDEPENDENCE
Registration Number:	2540346	FEST WITH THE BEST
Registration Number:	2595934	TASTE THE REVOLUTION
Registration Number:	2784764	SAM ADAMS UTOPIAS MM II
Registration Number:	2924177	SAM ADAMS UTOPIAS

Registration Number:	2915167	ALWAYS A GOOD DECISION
Registration Number:	2960834	LEAD WITH LAGER
Registration Number:	2958026	SAMUEL ADAMS
Registration Number:	2904848	BREWSAPALOOZA
Registration Number:	2965015	BEN FRANKLIN ALE
Registration Number:	2925252	MIDNIGHT 2005 SAM ADAMS LIGHT
Registration Number:	2925253	MIDNIGHT 2005 SAMUEL ADAMS BOSTON LAGER
Registration Number:	2925255	MIDNIGHT 2006 SAM ADAMS LIGHT
Registration Number:	2925254	MIDNIGHT 2006 SAMUEL ADAMS BOSTON LAGER
Registration Number:	3033239	THE PERFECT GLASS OF BEER
Registration Number:	3023062	BEER DRINKERS BILL OF RIGHTS
Registration Number:	2930981	THREE WEISS MEN
Registration Number:	2943965	GREAT FOOD HAS MET ITS MATCH

Registration Number:	3026964	THE TASTE OF TIME
Registration Number:	3027353	SAMUEL ADAMS BREW HOUSE
Registration Number:	2995093	THE TASTE OF GOOD TIMES
Registration Number:	3008913	LAST LIFT OF THE DAY
Registration Number:	3020779	BLACK & SAM
Registration Number:	3045656	TAKE PRIDE IN YOUR BEER
Registration Number:	3082076	LUST FOR LAGER
Registration Number:	3055234	HOPS ARE TO BEER WHAT GRAPES ARE TO WINE
Registration Number:	3063391	AMERICAN CRAFTSMANSHIP AND PRIDE
Registration Number:	3085263	SAMUEL ADAMS UTOPIAS
Registration Number:	3150015	KOGGEN
Registration Number:	3276944	LUXURY BEER
Registration Number:	3500121	BEER LOVER'S CHOICE

Registration Number:	3205325	THE ORIGINAL TWISTED TEA HARD ICED TEA
Registration Number:	3145300	WE WOULD RATHER PUT PEOPLE INTO STALE BEER THAN STALE BEER INTO PEOPLE
Registration Number:	3293696	IF MAKING BEER WERE EASY WE'D CALL IT WINE
Registration Number:	3327205	JAMES MADISON
Registration Number:	3390007	TRUST YOUR SENSES
Registration Number:	3332006	THE MOST REFRESHING IDEA SINCE BEER
Registration Number:	3327263	TWIST RESPONSIBLY
Registration Number:	3390014	TWIST RESPONSIBLY
Registration Number:	3278189	AMERICAN HOMEBREW CONTEST
Registration Number:	3357814	VARIETY IS THE SPICE OF LIFE
Registration Number:	3312368	DON'T BE AFRAID OF FLAVOR
Registration Number:	3324591	BREWER PATRIOT

Serial Number:	77022920	BREWMELIER
Registration Number:	3669765	A BETTER GLASS OF BEER
Registration Number:	3338595	BE A LITTLE TWISTED
Serial Number:	77169825	AMERICAN CRAFT TAVERN
Registration Number:	3517789	TWISTED TEA MIDNIGHT
Registration Number:	3407586	CARDBOARD KEG
Serial Number:	77495998	NEW WORLD LAGER
Registration Number:	3683119	SAMUEL ADAMS BREWING THE AMERICAN DREAM
Serial Number:	77752454	
Serial Number:	77752450	SAMUEL ADAMS BOSTON LAGER
Serial Number:	77795658	SAMUEL ADAMS TRI PA
Registration Number:	2747211	TASTE OF SUCCESS
Registration Number:	2785050	TASTE OF SUCCESS

Registration Number:	2782889	MIDNIGHT 2004 SAM ADAMS LIGHT
Registration Number:	2787315	MIDNIGHT 2004 SAMUEL ADAMS BOSTON LAGER
Registration Number:	2782888	MIDNIGHT 2003 SAM ADAMS LIGHT
Registration Number:	2782887	MIDNIGHT 2003 SAMUEL ADAMS BOSTON LAGER
Registration Number:	2725641	SAM-MAIL
Registration Number:	2781071	MMM
Registration Number:	2806823	TITANIUM ALE
Registration Number:	2284084	ALL IN DUE TIME
Registration Number:	2302390	SMART BEER

CORRESPONDENCE DATA

Fax Number: (212)953-7201

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Email: ny.trademark@dorsey.com

Correspondent Name: Sandra Edelman

Address Line

1:	Dorsey & Whitney LLP
Address Line	250 Park Avenue, Fl 15
2:	
Address Line	New York, NEW YORK 10177
4:	
ATTORNEY DOCKET NUMBER:	453654-00001
NAME OF SUBMITTER:	Sandra Edelman
Signature:	/se/
Date:	12/28/2009
Total Attachments: 1 source=Assignment Boston Beer#page1.tif	
RECEIPT INFORMATION	
ETAS ID:	TM160612
Receipt Date:	12/28/2009
Fee Amount:	\$2440

**ASSIGNMENT OF UNITED STATES TRADEMARKS
AND ACCOMPANYING GOODWILL**

This Assignment is made by and between BBC BRANDS, LLC, a limited liability company organized and existing under the laws of the Commonwealth of Massachusetts, having a place of business at One Design Center Place, Suite 850, Boston, Massachusetts ("Assignor") and BOSTON BEER CORPORATION, a corporation organized and existing under the laws of the Commonwealth of Massachusetts, having a place of business at One Design Center Place, Suite 850, Boston, Massachusetts ("Assignee").

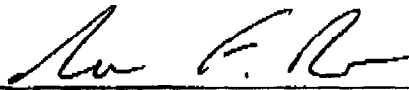
WHEREAS, Assignor is the owner of the registered trademarks and pending applications for registration in the United States Patent and Trademark Office identified in Schedule A (the "Marks"), and all of the goodwill associated therewith and the business to which the Marks pertain; and

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 27, 2009, the Marks in the attached Schedule A, the goodwill associated therewith and the business to which the marks pertain.


BBC BRANDS, LLC

Date: 12.16.09

By: 
Name: Martin F Roper
Title: President & CEO

BOSTON BEER CORPORATION

Date: 12.16.09

By: 
Name: Martin F Roper
Title: President & CEO