

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 Company Limited Partnership		12/31/2000	LIMITED PARTNERSHIP: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	Boston Beer Corporation		
Street Address:	75 Arlington Street		
Internal Address:	5th Floor		
City:	Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02116		
Entity Type:	CORPORATION: MASSACHUSETTS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1610302	BOSTON ALE	
CORRESPONDENCE DATA			
Fax Number:	(612)340-8856		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 415-9269		
Email:	ny.trademark@dorsey.com		
Correspondent Name:	DORSEY & WHITNEY LLP		
Address Line 1:	Sandra Edelman		
Address Line 2:	250 Park Avenue, 15th Floor		
Address Line 4:	New York, NEW YORK 10177		
ATTORNEY DOCKET NUMBER:	T046586.US.01		
NAME OF SUBMITTER:	Sandra Edelman		

OP \$40.00 1610302

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**TRADEMARK
 REEL: 004428 FRAME: 0244**

Signature:	/se/
Date:	12/08/2010
Total Attachments: 1 source=Assignment and Assumption Agreement#page1.tif	

ASSIGNMENT AND ASSUMPTION AGREEMENT

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, **Boston Beer Company Limited Partnership**, a Massachusetts limited partnership ("BBCLP"), hereby assigns, transfers and conveys, effective as of 12:01 A.M. on December 31, 2000 (the "Effective Time and Date"), to **Boston Beer Corporation**, a Massachusetts corporation ("BBC"), as a contribution to capital, all of BBCLP's right, title and interest in and to all of BBCLP's business and assets, excepting only those licenses and permits related to the manufacture and distribution of alcoholic beverages issued solely to BBCLP, subject to all of BBCLP's liabilities, such business, assets and liabilities to be as they exist as of the Effective Time and Date (respectively, the "Contributed Business and Assets" and the "Assumed Liabilities").

Also, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, BBC hereby accepts the Contributed Business and Assets from BBCLP and hereby assumes and agrees to pay, perform and/or satisfy in full all of the Assumed Liabilities.

Executed as an instrument under seal to be governed by and construed in accordance with the laws of the Commonwealth of Massachusetts, effective as of the Effective Time and Date.

**BOSTON BEER COMPANY LIMITED
PARTNERSHIP**

*By: Boston Brewing Company, Inc., its
General Partner*

By: 
Martin F. Roper, President

BOSTON BEER CORPORATION

By: 
Martin F. Roper, President