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OORSEY & WHITNEY LLP CO	MPANY:SANDRA EDEI	MAN		
Corr. 12/8/10				
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SUBMISSION TYPE:	CORRECTIVE ASSI	GNME <b>N</b> T		
NATURE OF CONVEYANCE:	Corrective Assignment erroneously omitted F 002310 Frame 0369. Trademarks and According	Registration No. 1616 Assignor(s) hereby:	0302 previously recorded on l confirms the Assignment of	Reel
CONVEYING PARTY DATA				
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NATURE OF CONVE	YANCE:		Corrective Assignment and Accompanying Goodwill.  Corrective Assignment and Accompanying Goodwill.			
CONVEYING PARTY	DATA	··				
Name			Formerty	Execution Date	Entity Type	
Boston Beer Compar Partnership	ny, Limited			01/12/2001	LIMITED PARTNERSHIP: MASSA	ACHUSETTS
RECEIVING PARTY	DATA					
Name:	Boston Beer	Corpora	ation			า !
Street Address:	75 Arlington					
City:	Boston					1
State/Country:	MASSACHUS	MASSACHUSETTS				
Postal Code:	02116					
Entity Type:						
	/					
PROPERTY NUMBER	S Total: 1					
Property Type	Num	ıber		Word Mark		1
Registration Number.	1610302	2	BOSTON ALE			
CORRESPONDENCE	DATA					
Fax Number:	(612)340	2266				
Correspondence will be			on the fax attenuet in	Wilmonné d		
Phone:	(212) 415	9269	ren euchiph is Uf	outuesni.		
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 N	IUMBER:	] 7	<b>04658</b> 6.US.01			
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NAME OF SUBMITTER:	Sandra Edelman
Signature:	/se/
Date:	12/08/2010
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## UNITED STATES PATENT AND TRADEMARK OFFICE TRADEMARK TRIAL AND APPEAL BOARD

Mark: BOSTON ALE

Serial No: 73/763,094

Reg. No: 1,610,302

Reg. Date: August 14, 1996

Owner: Boston Beer Corporation

## AFFIDAVIT OF KATHLEEN H. WADE

COMMONWEALTH OF MASSACHUSETTS )

COUNTY OF SUFFOLK )

## Kathleen H. Wade, being duly sworn, deposes and says:

- I am the Corporate Legal Director of Boston Beer Corporation, and have been employed at the company and its predecessors-in-interest since September 7, 1999.
- I make this affidavit to confirm that Boston Beer Corporation is the owner of Registration No. 1,610,302 for the mark BOSTON ALE on the Supplemental Register of the United States Patent and Trademark Office (the "Registration").
- 3. The Registration issued on August 14, 1090 in the name of Boston Beer Company 1 imited Partnership, a Massachuseits Limited Partnership, doing business as The Boston Beer Company.
- 4. In an Assignment and Assumption Agreement effective as of December 31, 2000, all of the assets and liabilities of Boston Beer Company Limited Partnership were assigned to Boston Beer Corporation, with limited exceptions stated therein, as shown in Likhiba 1 to this

PAGE

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TO: DORSEY & WHITNEY LLP COMPANY: SANDRA EDELMAN

Atlidavin. Included among the assets assigned to Boston Beer Corporation pursuant to this Assignment and Assumption Agreement was Registration No. 1,610,302 for the mark SOSTON ALE.

- Assignment of Trademarks and Accompanying Goodwill with attached Schedule A of trademarks, dated January 12, 2001 (the "2001 Assignment"), was entered into hetween Boston Beer Company Limited Partnership and Boston Beer Corporation. The 2001 Assignment was filed in the United States Patent and Trademark Office and recorded in June 2001, reflecting the assignment of trademark applications and registrations then owned by Boston Beer Company Limited Partnership to Boston Beer Corporation. (See Exhibit 2 to this Affidavit.) The Schedule A of trademarks to this 2001 Assignment and the recordal sheet submitted with the 2001 Assignment inadvertently omitted the Registration for the BOSTON ALE trademark, which was in fact assigned to Boston Beer Corporation pursuant to the December 31, 2000 Assignment and Assumption Agreement.
- In accordance with Section 503.06(b) of the Trademark Manual of Examining Procedure. Boston Beer Corporation hereby requests correction of the recorded 2001 Assignment document to include the assignment of Registration No. 1,610,302 for the mark BOSTON ALE from Boston Beer Company Limited Partnership to Boston Beer Corporation.

KATHLEEN H. WADE

Sworn to before me this LAT day of December 2010

Robbie B. Subile

ASHIDA D SAMBELLI Mercity Plants

All Commonweath of divisions and May Care measure Expans May 14, 5014

TO DORSEY & WHITNEY LLP COMPANY: SANDRA EDELMAN

## **EXHIBIT 1**

ASSIGNMENT AND ASSUMPTION AGREEMENT

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Boston Beer Company Limited Partnership, a Massachusens 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 Mussachusetts 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,

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

the "Contributed Business and Assets" and the "Assumed Liabilities").

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

BOSTON BEER COMPANY LIMTED PARTNERSHIP

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

BOSTON BEER CORPORATON

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TO: DORSEY & WHITNEY LLP COMPANY: SANDRA EDELMAN

## **EXHIBIT 2**

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TO: DORSEY & WHITNEY LLP COMPANY: SANDRA EDELMAN

### ASSIGNMENT OF TRADEMARKS AND ACCOMPANYING GOODWILL

This Assignment is made by and between BOSTON BEER COMPANY LIMITED PARTNERSHIP, a limited partnership organized and existing under the laws of the Commonwealth of Massachusetts, having a place of business at 75 Arlington Street, Boston, Massachusetts (sometimes doing business as "The Boston Beer Company") ("Assignor"), and BOSTON BEER CORPORATION, a corporation organized and existing under the laws of the Commonwealth of Massachusetts, have a place of business at 75 Arlington Street, Boston, Massachusetts ("Assignee").

WHEREAS, Assignor is the owner of the trademarks, registrations 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, Assignee desires to acquire from Assignor the Marks, the goodwill associated therewith and the business to which the Marks pertain;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and in furtherance of an Assignment and Assumption Agreement between the parties, Assignor does hereby assign to Assignee, effective as of 12:01 A.M. December 31, 2000, the Marks in the attached Schedule A, the goodwill associated therewith and the business to which the marks pertain.

#### BOSTON BEER COMPANY LIMITED PARTNERSHIP

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

Date: January 12, 2001

BOSTON BEER CORPORATION

Date: January [2, 2001

1/1/2001

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TO: DORSEY & WHITNEY LLP COMPANY: SANDRA EDELMAN

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Expires 06/03/99 OMB 0651-0027 06-15-2001



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U.S. Department of Commerce Patent and Trademark Office TRADEMARK

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## RECORDATION FORM COVER SHEET

	DEMARKS ONLY
	narks: Please record the attached original document(s) or copy(ies).
Submission Type	Conveyance Type
X New	X Assignment License
Resubmission (Non-Recordation) Document ID #  Correction of PTO Error Reel # Frame #  Corrective Document Reel # Frame #  Conveying Party  Name BOSTON BEER COMPANY, LIMITE	Security Agreement  Merger  Effective Date Month Day Year  Change of Name  12312000  Other  Mark if additional names of conveying parties attached  Execution Date Month Day Year  O1122001
Formerly	01122331
Individual General Partnership X Other  X Citizenship/State of Incorporation/Organization	
Receiving Party	Mark if additional names of receiving parties attached
Name BOSTON BEER CORPORATION	ON
DBA/AKA/TA	
Composed of	
Address (line 1) 75 Arlington Street	
Address (line 2)	
Address (line 3) Boston	Massachusetts/ USA 02116
City	State/Country Zip Code
Individual General Partnership  X Corporation Association  Other	LimitedPartnership  If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached (Designation must be a separate document from Assignment)
X Citizenship/State of Incorporation/Organization	on Commonwealth of Massachusetts
	OR OFFICE USE ONLY
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Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gather the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0551-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to: Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

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Name	<del>-</del>	-			1
Address (line 1)					
Address (line 2)	1				
Address (line 3)					
Address (line 4)					
Correspondent N	lame and Address	Area	Code and Teleph	one Number	(212) 415- 9200
Name	Sandra Edelman				
Address (line 1)	DORSEY & WHITNE	Y LLP			
Address (line 2)	250 Park Avenue			•	
Address (line 3)	New York, New York	10177			
Address (line 4)					
Pages	Enter the total number of including any attachmen		attached conveyan	ce document	# 8
	76155165 743 76088467 760			Registration I 1597742 2216617 2221894	
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	ra Edelman	-6	Signature		Date Signed

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## RECORDATION FORM COVER SHEET CONTINUATION TRADEMARKS ONLY

U.S. Department of Commerce Patent and Trademark Office TRADEMARK

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Name BOS	TON BEER COMPANY, LIMITED PARTNERS	SHIP	Month Day Year 01122001
Formerly			07122001
Individual	General Partnership X Limited Par	tnership [] Corporation [	Association
Other			
Citizenship/S	tate of Incorporation/Organization Comm	onwealth of Massachusetts	
Receiving Pa		nal names of receiving parties attached	
Name	BOSTON BEER CORPORATION		
DBA/AKA/TA			
Composed of			
Address (line 1)	75 Arlington Street		
Address (line 2)			
Address (line 3)	Boston Massa City	chusetts/USA State/Country	<b>02116</b> Zip Code
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75933942	220	2136507	2109887
75784929	220	7543 2133464	2091848
75782086	220	2132679	2087921
74694699	219	5628 2129726	2077956
75543692	2170	2129723	1639234
75376186	214	2918 2128025	1885643
	213	2128024	1909571

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## RECORDATION FORM COVER SHEET CONTINUATION TRADEMARKS ONLY

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Enter Additional Conveying Party	Execution Date
Name BOSTON BEER COMPANY, LIMITED PARTNERSHIP	Month Day Year
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Individual General Partnership X Limited Partnership Corporation	Association
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Citizenship/State of Incorporation/Organization Commonwealth of Massachusetts	
Receiving Party  Mark if additional names of receiving parties attached  Enter Additional Receiving Party	
Name BOSTON BEER CORPORATION	
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