

03/14/2011



103619763

12/08/2010

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:		CORRECTIVE ASSIGNMENT	
NATURE OF CONVEYANCE:		Corrective Assignment to correct the Properties to be recorded, which erroneously omitted Registration No. 1610302 previously recorded on Reel 002310 Frame 0369. Assignor(s) hereby confirms the Assignment of Trademarks and Accompanying Goodwill.	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Boston Beer Company, Limited Partnership		01/12/2001	LIMITED PARTNERSHIP: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	Boston Beer Corporation		
Street Address:	75 Arlington Street		
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		

Fee Pd

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
Signature:	/se/
Date:	12/08/2010
Total Attachments: 13 source=Wade Aff #page1.tif source=Wade Aff #page2.tif source=Wade Aff #page3.tif source=Wade Aff #page4.tif source=Wade Aff #page5.tif source=Wade Aff #page6.tif source=Wade Aff #page7.tif source=Wade Aff #page8.tif source=Wade Aff #page9.tif source=Wade Aff #page10.tif source=Wade Aff #page11.tif source=Wade Aff #page12.tif source=Wade Aff #page13.tif	
RECEIPT INFORMATION	
ETAS ID:	TM189017
Receipt Date:	12/08/2010
Fee Amount:	\$40

06-15-2001



101750250

6-7-01

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID #
- Correction of PTO Error
Reel # Frame #
- Corrective Document
Reel # Frame #

Conveyance Type

- Assignment
 - Security Agreement
 - Merger
 - Change of Name
 - Other
 - License
 - Nunc Pro Tunc Assignment
- Effective Date
Month Day Year

Conveying Party

Mark if additional names of conveying parties attached

Name Execution Date
Month Day Year

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKATA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City State/Country Zip Code

Individual General Partnership Limited Partnership Association

Corporation Association

Other

Citizenship/State of Incorporation/Organization

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)

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

TRADEMARK
REEL: 002310 FRAME: 0369
TRADEMARK
REEL: 004495 FRAME: 0123

Domestic Representative Name and Address

Enter for the first Receiving Party only

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

(212) 415- 9200

Name

Sandra Edelman

Address (line 1)

DORSEY & WHITNEY LLP

Address (line 2)

250 Park Avenue

Address (line 3)

New York, New York 10177

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

8

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property)

Trademark Application Number(s)

Registration Number(s)

75933943

76155165

74331777

1522026

1597742

1599803

76117084

76088467

76084546

1623925

2216617

76145015

76148944

75032532

2257684

2221894

2209701

Number of Properties

Enter the total number of properties involved

70

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$ 1765.00

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number

#

Authorization to charge additional fees:

Yes

No

Statement and Signature

To the best of my knowledge and belief, the foregoing instrument is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein

Sandra Edelman

Name of Person Signing

Signature

2/13/01

Date Signed

RECORDATION FORM COVER SHEET

CONTINUATION TRADEMARKS ONLY

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

Conveying Party

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date

Month Day Year

Name **BOSTON BEER COMPANY, LIMITED PARTNERSHIP**

01122001

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization **Commonwealth of Massachusetts**

Receiving Party

Enter Additional Receiving Party

Mark if additional 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**

City

Massachusetts/USA

State/Country

02116

Zip Code

Individual General Partnership Limited Partnership Corporation Association Other

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)

Citizenship/State of Incorporation/Organization **Commonwealth of Massachusetts**

Trademark Application Number(s) or Registration Number(s)

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Trademark Application Number(s)

Registration Number(s)

75933942

2209465

2136507

2109887

75784929

2207543

2133464

2091848

75782086

2201685

2132679

2087921

74694699

2195628

2129726

2077956

75543692

2170519

2129723

1639234

75376186

2142918

2128025

1885643

2136508

2128024

1909571

RECORDATION FORM COVER SHEET
CONTINUATION
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U.S. Department of Commerce
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TRADEMARK

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Trademark Application Number(s)

Registration Number(s)

			2063905	2054508	2351025
			2063873	2052984	2275438
			2063872	1995214	2214888
			2054509	1987344	2389529
			1987061	2046819	2404661
			1993037	2032415	2402588
			1987062	2284084	2288190

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Patent and Trademark Office
TRADEMARK

Conveying Party

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date

Month Day Year

Name **BOSTON BEER COMPANY, LIMITED PARTNERSHIP**

01122001

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization **Commonwealth of Massachusetts**

Receiving Party

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DBA/AKA/TA

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Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property)

Trademark Application Number(s)

Registration Number(s)

			2260719		
			2402492		
			2302390		
			2314792		
			2290572		

TRADEMARK
REEL: 002310 FRAME: 0373
TRADEMARK
REEL: 004495 FRAME: 0127

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02-23-2001

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Patent and Trademark Office
TRADEMARK



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Submission Type

- New
- Resubmission (Non-Recordation)
Document ID # _____
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Reel # _____ Frame # _____
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Reel # _____ Frame # _____

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 - Security Agreement
 - Nunc Pro Tunc Assignment
 - Merger
 - Change of Name
 - Other
- Effective Date
Month Day Year
12312000

Conveying Party

Mark if additional names of conveying parties attached

Name **BOSTON BEER COMPANY, LIMITED PARTNERSHIP**

Execution Date
Month Day Year
01122001

Formerly _____

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other
- Citizenship/State of Incorporation/Organization **Commonwealth of Massachusetts**

Receiving Party

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DBA/AKA/TA _____

Composed of _____

Address (line 1) **75 Arlington Street**

Address (line 2) _____

Address (line 3) **Boston**

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Massachusetts/ USA

State/Country

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 - Limited Partnership
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 - Citizenship/State of Incorporation/Organization **Commonwealth of Massachusetts**
- 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)

02/22/2001 6TON11 00000198 75933943

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01 FC:481
02 FC:482

40.00 DP
1725.00 DP

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TRADEMARK
REEL: 002310 FRAME: 0374
TRADEMARK
REEL: 004495 FRAME: 0128

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name _____
Address (line 1) _____
Address (line 2) _____
Address (line 3) _____
Address (line 4) _____

Correspondent Name and Address

Area Code and Telephone Number (212) 415- 9200

Name **Sandra Edelman**
Address (line 1) **DORSEY & WHITNEY LLP**
Address (line 2) **250 Park Avenue**
Address (line 3) **New York, New York 10177**
Address (line 4) _____

Pages

Enter the total number of pages of the attached conveyance document including any attachments. # 8

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Registration Number(s)

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76117084	76088467	76084546	1623925	2216617	2214888
76145015	76148944	75032532	2257684	2221894	2209701

Number of Properties

Enter the total number of properties involved # 70

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41): \$ 1765.00

Method of Payment: Enclosed Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account)

Deposit Account Number # _____

Authorization to charge additional fees: Yes No

Statement and Signature

To the best of my knowledge and belief, the foregoing instrument is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein

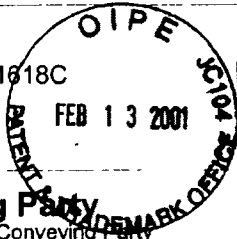
Sandra Edelman
Name of Person Signing


Signature

2/13/01
Date Signed

FORM PTO-1618C

Expires 06/03/99
OMB 0651-0027



RECORDATION FORM COVER SHEET CONTINUATION TRADEMARKS ONLY

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

Conveying Party

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date

Month Day Year

Name **BOSTON BEER COMPANY, LIMITED PARTNERSHIP**

01122001

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

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Registration Number(s)

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75782086		2201685	2132679	2087921
74694699		2195628	2129726	2077956
75543692		2170519	2129723	1639234
75376186		2142918	2128025	1885643
		2136508	2128024	1909571

TRADEMARK

**REEL: 002310 FRAME: 0376
TRADEMARK**

REEL: 004495 FRAME: 0130

FORM PTO-1618C

Expires 06/03/98
OMB 0651-002

FEB 13 2001

RECORDATION FORM COVER SHEET CONTINUATION TRADEMARKS ONLY

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

Conveying Party

Enter Additional Conveying Party

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Execution Date

Month Day Year

Name **BOSTON BEER COMPANY, LIMITED PARTNERSHIP**

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Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property)

Trademark Application Number(s)

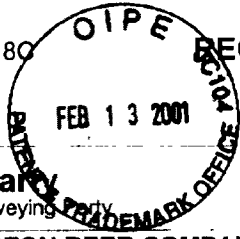
Registration Number(s)

		2063905	2054508	2351025
		2063873	2052984	2275438
		2063872	1995214	2214888
		2054509	1987344	2389529
		1987061	2046819	2404661
		1993037	2032415	2402588
		1987062	2284084	2288190

TRADEMARK
REEL: 002310 FRAME: 0377
TRADEMARK
REEL: 004495 FRAME: 0131

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OMB 0651-0027



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

Conveying Party

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date

Month Day Year

Name **BOSTON BEER COMPANY, LIMITED PARTNERSHIP**

01122001

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization **Commonwealth of Massachusetts**

Receiving Party

Enter Additional Receiving Party

Mark if additional names of receiving parties attached

Name **BOSTON BEER CORPORATION**

DBA/AK/A/T/A

Composed of

Address (line 1) **75 Arlington Street**

Address (line 2)

Address (line 3) **Boston**

City

Massachusetts/USA

State/Country

02116

Zip Code

Individual General Partnership Limited Partnership

Corporation Association

Other

Citizenship/State of Incorporation/Organization **Commonwealth of Massachusetts**

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Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property)

Trademark Application Number(s)

Registration Number(s)

2260719

2402492

2302390

2314792

2290572

TRADEMARK

REEL: 002310 FRAME: 0378

TRADEMARK

REEL: 004495 FRAME: 0132

**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

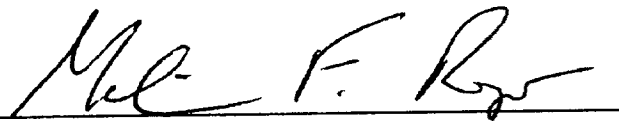
WHEREAS, Assignee desires to acquire from Assignor the Marks, the goodwill associated therewith and the business to which the Marks pertain;

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**

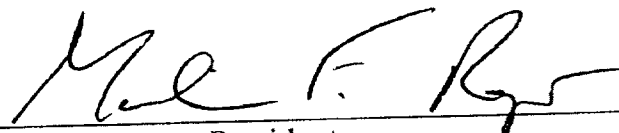
By: *Boston Brewing Company, Inc., its General
Partner*

Date: January 12, 2001

By: 
Martin F. Roper, President

BOSTON BEER CORPORATION

Date: January 12, 2001

By: 
Martin F. Roper, President

**TRADEMARK
REEL: 002310 FRAME: 0379
TRADEMARK
REEL: 004495 FRAME: 0133**

Schedule A



1/1/2001

**United States Trademarks of
Boston Beer Company Limited Partnership**

A BETTER GLASS OF BEER	Registered	32	Beverages, namely beer and ale	2,170,519
ALL IN DUE TIME	Registered	32	Beverages, namely beer and ale	2,284,084
AMERICAN CRAFT BREWHOUSE	Registered	41	Beverages, namely beer and ale	2,351,025
AMERICA'S MICROBREWERY	Pending	32	Beverages, namely beer and ale	74/031,777
AMERICA'S WORLD-CLASS BEER	Pending	32	Beer and ale	76/149,944
BEER IS IMPORTANT	Pending	32	Beverages, namely beer and ale	74/694,699
BEERMARKS	Pending	41	Professional development program and personnel training program	76/086,467
BEN FRANKLIN ALE	Registered	32	Beverages, namely beer and ale	1,599,803
BODÉAN'S TWISTED TEA and Design	Pending	32	Malt beverages	75/693,943
BODÉAN'S TWISTED TEA LEMON Design	Pending	32	Malt beverages	75/693,942
BREWSAPALOOSA	Pending	41	Promoting the sale of beer and Sweepstakes	76/117,084
Design of a Globe (The World's Most Award Winning Beers)	Pending	32	Beverages, namely beer and ale	76/084,946
DEVIL MOUNTAIN	Registered	32	Beverages, namely beer and ale	2,142,918
DEVIL MOUNTAIN BREWERY	Registered	32	Beers, ales, porters and stouts	2,136,507
DEVIL MOUNTAIN BREWERY DIABLO GOLDEN ALE	Registered	32	Beers, ales, porters and stouts	2,129,723
DEVIL MOUNTAIN HANDCRAFTED RECIPES FOR ADVENTUROUS TASTES & Design	Registered	32	Beverages, namely beer and ale	2,275,438
DEVIL MOUNTAIN BREWERY RAILROAD ALE & Design	Registered	32	Beers, ales, porters and stouts	2,128,024
DEVIL MOUNTAIN RAILROAD ALE BREWERY	Registered	32	Beers, ales, porters and stouts	2,128,025
DEVIL'S BREW PORTER	Registered	32	Beers, ales, porters and stouts	2,136,508
DO YOU LOVE BEER?	Registered	32	Beverages, namely beer and ale	2,214,888
DRINK BETTER BEER	Registered	32	Beverages, namely beer and ale	2,209,465
FOR THE LOVE OF BEER	Registered	32	Beverages, namely beer and ale	2,091,848
GEORGE WASHINGTON PORTER	Registered	32	Beverages, namely beer and ale	1,597,742
GRILL & GROOVE	Registered	41	Entertainment services, namely promoting concerts by musical performers and sweepstakes	2,399,529
HARD ICED TEA	Pending	32	Beer and ale	76/156,165
HARDCORE	Registered	33	Beverages, namely wines and hard ciders	2,109,887
HARDCORE CIDER COMPANY	Registered	25	Clothing, namely T-shirts, sweatshirts and hats for promotion of the owner's beverages company	2,207,543
HARDWOOD	Registered	33	Beverages, namely wines and hard ciders	2,216,617
IT'S WHAT'S INSIDE	Registered	32	Beverages, namely beer and ale	2,404,661
IT'S WHAT'S INSIDE THAT COUNTS	Pending	32	Beers	75/643,692
JUST BREW IT	Pending	25	Clothing, namely T-shirts and sweatshirts	75/678,186
JUST THE RIGHT BITE	Registered	33	Beverages, namely wines and hard ciders	2,132,679
LIFE, LIBERTY & THE PURSUIT OF BETTER BEER	Pending	32	Beer and ale	75/762,066
LIGHTSHIP	Registered	32	Beverages, namely beer and ale	1,639,234
LONGSHOT	Registered	32	Beverages, namely beer and ale	2,063,905
Miscellaneous Design (SAMUEL ADAMS)	Registered	32	Beverages, namely beer and ale	1,983,037
MINI	Pending	32	Beer and ale	76/145,015
NEW ALEON	Registered	32	Beers	1,895,643
NEW WORLD BOSTON LAGER	Registered	32	Beverages, namely beer and ale	2,221,604
NOVEMBERFEST	Registered	32	Beverages, namely beer and ale	2,201,665
OLD FEZZWIG	Registered	32	Beverages, namely beer and ale	1,895,214
RAILROAD GOLD ALE	Registered	32	Beverages, namely beer and ale	2,195,628

**United States Trademarks of
Boston Beer Company Limited Partnership**

SAM ADAMS	Registered	32	Beverages, namely beer and ale	1,987,061
SAM ADAMS (Stylized)	Registered	32	Beverages, namely, beer and ale	2,054,509
SAM ADAMS REVOLUTION	Registered	14, 16, 18, 21, 25, 28, 32, 35, 41	Buttons and pins, posters, coasters, stickers, banners, truck decals and pennant stings, umbrellas, drinking glasses, pitchers bottle openers and mirrors, jackets, sweatshirts, t-shirts, hats and headbands, balloons, beverages, namely beer and ales	2,402,568
SAM HOUSTON	Registered	32	Beer	2,032,415
SAM LIGHT	Pending	32	Beer and ale	750,325,532
SAM'S BREW HOUSE	Registered	42	Bar and restaurant services	2,288,190
SAMUEL ADAMS	Registered	32	Beverages, namely beer and ale	1,987,062
SAMUEL ADAMS BOSTON LAGER & Design (MA Reg.)	Registered	32	Malt beverages	RMA 0038390
SAMUEL ADAMS BOSTON CREAM SMOOTH CREAMY ALE	Registered	32	Beverages, namely, beer and ale	2,209,701
SAMUEL ADAMS BOSTON LAGER & Design	Registered	32	Beverages, namely, beer and ale	1,522,028
SAMUEL ADAMS BOSTON LAGER & Design (1987 design)	Registered	14, 16, 18, 21, 25, 28, 32	Buttons and pins, posters, coasters, stickers, banners, truck decals and pennant stings, umbrellas, drinking glasses, pitchers bottle openers and mirrors, jackets, sweatshirts, t-shirts, hats and headbands balloons beverages namely beer and ales	2,260,719
SAMUEL ADAMS BREW HOUSE	Registered	42	Bar and restaurant services	1,987,344
SAMUEL ADAMS CHERRY WHEAT & Design	Registered	32	Beverages, namely beer and ale	2,054,508
SAMUEL ADAMS PORTRAIT LOGO	Registered	14, 16, 18, 21, 25, 28, 32	Buttons and pins, posters, coasters stickers, banners truck decals and pennant stings, umbrellas, drinking glasses, pitchers, bottle openers and mirrors, jackets, sweatshirts, t-shirts, hats and headbands, balloons beverages, namely, beer and ales	2,402,492
SECRET ALE	Registered	32	Beverages, namely, beer and ale	2,063,872
SMART BEER	Registered	32	Beer and Ale	2,302,390
SUMMER WHEAT	Registered	32	Beverages, namely, beer and ale	1,909,571
TALL SHIP'S ALE	Registered	32	Beverages, namely beer and ale	2,063,873
THE BEER IS ALIVE	Registered	32	Beverages, namely beer and ale	2,077,956
THE BEERS OF THE SUMMER	Registered	32	Beverages, namely, beer and ale	2,046,819
THE BEST BEER IN AMERICA (California State Reg.)	Pending	32	Beverages, namely, beer and ale	988,34
THE BEST BEER IN AMERICA (Illinois State Reg.)	Pending	32	Beverages, namely, beer and ale	74,166
THE BEST BEER IN AMERICA (Massachusetts State Reg)	Pending	32	Beverages, namely, beer and ale	49,026
THE BEST BEER IN AMERICA (New York State Reg)	Pending	32	Beverages, namely, beer and ale	R-27,536
THE MSP BREW HOUSE	Registered	42	Bar and restaurant services	2,257,884
TITANIUM ALE	Registered	32	Beverages, namely beer and ale	75,784,929
TRAIL STASH	Registered	32	Beverages, namely, beer and ale	2,314,792
TRIPLE BOCK	Registered	32	Beverages, namely, beer and ale	2,052,984
UNCOMPROMISING TASTE	Registered	32	Beverages, namely, beer and ale	2,290,572
WINTER LAGER	Registered	32	Beverages, namely, beer and ale	1,623,925
WINTER WARMER DEVIL MOUNTAIN BREWERY & Design	Registered	32	Beers, ales, porters and stouts	2,129,726
WORLD HOMEBREW CONTEST	Registered	41, 32	Educational services, namely, providing incentives to people to demonstrate excellence in the field of beer brewing through the conducting of competitions and issuance of awards Beer and Ale	2,133,464
WORLD HOMEBREW CONTEST	Registered	41, 32	Beer and Ale	2,087,921

