

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
Stranger & Stranger Limited		01/07/2014	CORPORATION: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Boston Beer Corporation		
Street Address:	1 Design Center Pl., Suite 850		
City:	Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02210		
Entity Type:	CORPORATION: MASSACHUSETTS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4040170	BRANCHING OUT	
CORRESPONDENCE DATA			
Fax Number:	2129537201		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	(212) 415-9200		
Email:	nytrademark@dorsey.com, edelman.sandra@dorsey.com, sunderji.fara@dorsey.com, robertson.sarah@dorsey.com		
Correspondent Name:	Sarah M. Robertson, Dorsey & Whitney LLP		
Address Line 1:	51 West 52nd Street		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	453654		
NAME OF SUBMITTER:	Sarah M. Robertson		
Signature:	/Sarah M. Robertson/		

OP \$40.00 4040170

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TRADEMARK
 REEL: 005202 FRAME: 0921

Date:

01/28/2014

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This **TRADEMARK ASSIGNMENT** (this "Assignment") is entered into as of the last date of signature below ("Effective Date"), by and between Boston Beer Corporation, a Massachusetts corporation, with its principal address at 1 Design Center Pl., Suite 850, Boston, Massachusetts, 02210 ("Boston Beer"), and Stranger & Stranger Limited, a United Kingdom corporation, with its principal address at 53 Kingsway Place, London, United Kingdom EC1R 0LU (formerly of 46A Carnaby Street, London, United Kingdom W1F9PS) ("Stranger & Stranger").

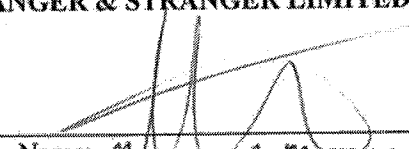
WHEREAS, Stranger & Stranger owns U.S. Reg. No. 4040170 dated October 18, 2011 (the "Registration") in the PTO for the mark BRANCHING OUT (the "Mark") for "*Alcoholic beverages except beers,*" in International Class 33;

WHEREAS, Stranger & Stranger desires to transfer, and Boston Beer desires to acquire, the Registration and the Mark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Stranger & Stranger agrees to assign all of its right, title and interest in and to the Registration and the Mark in the United States to Boston Beer, together with any and all goodwill and common law rights associated therewith, and the right to take action, claim relief and recover damages in respect of infringements, as of the Effective Date.

STRANGER & STRANGER LIMITED

Date: 1-7-14

By: 
Name: Morgan Ackermann
Title: Company Secretary

BOSTON BEER CORPORATION

Date: _____

By: _____
Name:
Title:

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STRANGER & STRANGER LIMITED

Date: _____

By: _____
Name:
Title:

BOSTON BEER CORPORATION

Date: _____

By: Kathleen H. Wade
Name: KATHLEEN H. WADE
Title: V.P. LEGAL