

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM486988

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Boston Beer Corporation		08/22/2018	Corporation:
RECEIVING PARTY DATA			
Name:	The Brewer's Daughter Beer Company, LLC		
Street Address:	920 Wake Towne Drive, #218		
City:	Raleigh		
State/Country:	NORTH CAROLINA		
Postal Code:	27609		
Entity Type:	Limited Liability Company: UNITED STATES		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1885643	NEW ALBION	
Registration Number:	4385291	NEW ALBION BREWING COMPANY ALE	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	6173685056		
Email:	Mike.Andrews@bostonbeer.com		
Correspondent Name:	Boston Beer Corporation		
Address Line 1:	1 Design Center Pl., Ste. 850		
Address Line 4:	Boston, MASSACHUSETTS 02210		
NAME OF SUBMITTER:	Michael G. Andrews		
SIGNATURE:	//Michael G. Andrews//		
DATE SIGNED:	08/22/2018		
Total Attachments: 1			
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OP \$65.00 1885643

ASSIGNMENT OF UNITED STATES TRADEMARK AND ACCOMPANYING GOODWILL

This Assignment is made by and between **BOSTON BEER CORPORATION**, a Massachusetts corporation with a principal place of business at 1 Design Center Place, Ste. 850, Boston, MA 02210 ("Assignor") and **THE BREWER'S DAUGHTER BEER COMPANY, LLC**, an Ohio limited liability company with a principal place of business at 920 Wake Towne Drive #218, Raleigh, NC 27609 ("Assignee").

WHEREAS, Assignor is the owner of the registered trademark(s) listed below and filed in the United States Patent and Trademark Office and of all the goodwill associated therewith (the "Marks"),

Mark	Registration No.	Filing Date	Registration Date
New Albion	1885643	June 6, 2012	August 13, 2013
New Albion Brewing Company Ale	4385291	March 19, 1993	March 21, 1995

WHEREAS, Assignor desires to transfer ownership in the Mark(s) and the goodwill associated therewith to Assignee;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee the Mark and the goodwill associated therewith.

BOSTON BEER CORPORATION

Date: 8-22-18

By: Jim Koch
Name: Chairman, Founder + Brewer
Title:

THE BREWER'S DAUGHTER BEER COMPANY, LLC

Date: 8-22-18

By: Renee M. DeLuca
Name: Renee M. DeLuca
Title: President