

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM567005

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	07/03/2019

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Hard Seltzer Beverage Company LLC		03/10/2020	Limited Liability Company: MASSACHUSETTS

RECEIVING PARTY DATA

Name:	Boston Beer Corporation
Street Address:	1 Design Center Pl., Ste. 850
City:	Boston
State/Country:	MASSACHUSETTS
Postal Code:	02210
Entity Type:	Corporation: MASSACHUSETTS

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Serial Number:	88760155	TRULY
Serial Number:	88760190	TRULY ON ICE
Serial Number:	88519714	DRINK WHAT YOU TRULY WANT
Serial Number:	88212663	TRULY HARD SELTZER PURE
Serial Number:	88134717	TRULY HARD SELTZER
Serial Number:	86893445	TRULY SPIKED & SPARKLING
Serial Number:	86882710	TRULEY SPARKLING
Serial Number:	86882732	TRULY SPARKLING
Serial Number:	86882749	HELLO SPARKLING

CORRESPONDENCE DATA

Fax Number: 2129537201

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.

Phone: 2124159200

Email: ny.trademark@dorsey.com

Correspondent Name: Fara S. Sunderji, Dorsey & Whitney LLP

Address Line 1: 51 West 52nd Street

Address Line 4: New York, NEW YORK 10019-6119

OP \$240.00 88760155

ATTORNEY DOCKET NUMBER:	453654-00001
NAME OF SUBMITTER:	Fara S. Sunderji
SIGNATURE:	/fss/
DATE SIGNED:	03/13/2020
Total Attachments: 2 source=Hard Seltzer Beverage Company LLC Agreement#page1.tif source=Hard Seltzer Beverage Company LLC Agreement#page2.tif	

NUNC PRO TUNC TRADEMARK ASSIGNMENT

THIS *NUNC PRO TUNC* TRADEMARK ASSIGNMENT is entered into as of July 3, 2019 (the "Effective Date") between Hard Seltzer Beverage Company LLC, a Massachusetts limited liability company ("Assignor") and Boston Beer Corporation, a Massachusetts corporation having its principal place of business at 1 Design Center Pl., Ste. 850, Boston, Massachusetts 02210 ("Assignee").

WHEREAS Assignor did, as of the Effective Date, transfer, assign and grant to Assignee its entire right, title and interest in and to the trademarks more fully described in Schedule A (the "Marks");

AND WHEREAS, to confirm said transfer, Assignor has agreed to execute and deliver this assignment;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby confirms that it has transferred, assigned and granted and hereby does transfer, assign and grant to Assignee, its successors and assigns, as of the Effective Date, its entire right, title and interest in and to the Marks, together with any and all goodwill pertaining thereto, any and all common law rights associated therewith, all rights of action resulting from prior infringement or other unauthorized use of the Marks, all rights to oppose or otherwise challenge applications for the registration of similar or confusing Marks, and any other rights relating to the Marks, the same all to be held and enjoyed by Assignee as fully and completely as Assignor, had the aforesaid rights not been assigned (the "Assigned Property").

Assignor hereby undertakes at any time upon reasonable request to execute such documents and to take such further actions as may be necessary to evidence the assignment of the Marks and the Assigned Property to Assignee, and to enable Assignee to obtain and maintain the applications and registrations for the Marks, all without further consideration.

Hard Seltzer Beverage Company LLC

Date: March 10, 2020

By: Michael G. Andrews
Name: Michael G. Andrews
Title: Secretary

SCHEDULE A

Mark	Application Date	Application Number	Registration Date	Registration Number
TRULY	January 15, 2020	88760155		
TRULY ON ICE	January 15, 2020	88760190		
DRINK WHAT YOU TRULY WANT	July 17, 2019	88519714		
TRULY HARD SELTZER PURE	November 30, 2018	88212663		
TRULY HARD SELTZER	September 27, 2018	88134717	September 3, 2019	5853233
TRULY SPIKED & SPARKLING	February 1, 2016	86893445	May 23, 2017	5210329
TRULEY SPARKLING	January 21, 2016	86882710		
TRULY SPARKLING	January 21, 2016	86882732		
HELLO SPARKLING	January 21, 2016	86882749		