

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM567015

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
Marathon Brewing 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: 7			
Property Type	Number	Word Mark	
Registration Number:	5943504	PACE YOURSELF RESPONSIBLY	
Registration Number:	5937855	LIFE IS A MARATHON	
Serial Number:	88463042	MB MARATHON BREWING COMPANY	
Registration Number:	5830278	MARATHON BREWING COMPANY	
Registration Number:	5830207	26.2 BREW	
Serial Number:	87923603	MARATHON	
Serial Number:	87923864	MARATHON BREWERY	
CORRESPONDENCE DATA			
Fax Number:	2129537201		
<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:	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		
ATTORNEY DOCKET NUMBER:	453654-00001		
NAME OF SUBMITTER:	Fara S. Sunderji		

OP \$190.00 5943504

SIGNATURE:	/fss/
DATE SIGNED:	03/13/2020
Total Attachments: 2 source=Marathon Brewing Company LLC Agreement#page1.tif source=Marathon Brewing 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 Marathon Brewing 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.

Marathon Brewing Company LLC

Date: March 10, 2020

By: 

Name: Michael G. Andrews

Title: Secretary

TRADEMARK

REEL: 006891 FRAME: 0199

SCHEDULE A

Mark	Application Date	Application Number	Registration Date	Registration Number
PACE YOURSELF RESPONSIBLY	June 6, 2019	88462640	December 24, 2019	Reg 5943504
LIFE IS A MARATHON	June 6, 2019	88462646	December 17, 2019	Reg 5937855
MB MARATHON BREWING COMPANY	June 6, 2019	88463042		
MARATHON BREWING COMPANY	October 19, 2018	88161952	August 6, 2019	Reg 5830278
26.2 BREW	September 21, 2018	88126616	August 6, 2019	Reg 5830207
MARATHON	May 16, 2018	87923603		
MARATHON BREWERY	May 16, 2018	87923864		