

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM567036

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
American Fermentation 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: 13

Property Type	Number	Word Mark
Serial Number:	88767383	
Serial Number:	88767423	EMBRACE THE WILD
Serial Number:	88329551	NATURALLY WILD
Serial Number:	88236930	WILD LEAF
Serial Number:	88236959	WILD LEAF
Serial Number:	88236982	
Registration Number:	5928370	GREAT HAPPENS NATURALLY
Serial Number:	88148356	WILD LEAF
Registration Number:	5718098	TURA
Serial Number:	88079401	TURA KOMBUCHA
Serial Number:	88079426	TURA ALCOHOLIC KOMBUCHA
Registration Number:	5869361	LAUGHING ROOT
Registration Number:	5182575	WILD LEAF

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.

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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
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NAME OF SUBMITTER:	Fara S. Sunderji
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SIGNATURE:	/fss/
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DATE SIGNED:	03/13/2020
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Total Attachments: 2

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NUNC PRO TUNC TRADEMARK ASSIGNMENT

THIS *NUNC PRO TUNC* TRADEMARK ASSIGNMENT is entered into as of July 3, 2019 (the "Effective Date") between American Fermentation 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;

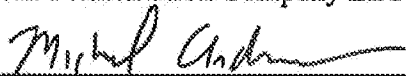
NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby confirms that it has transferred, assigned and granted and hereby does transfer, assign and grant to Assignee, its successors and assigns, as of the Effective Date, its entire 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.

American Fermentation Company LLC

Date: March 10, 2020

By: _____



Name: Michael G. Andrews

Title: Secretary

SCHEDULE A

Mark	Application Date	Application Number	Registration Date	Registration Number
Design Only	January 21, 2020	88767383		
EMBRACE THE WILD	January 21, 2020	88767423		
NATURALLY WILD	March 7, 2019	88329551		
WILD LEAF	December 20, 2018	88236930		
WILD LEAF	December 20, 2018	88236959		
Design Only	December 20, 2018	88236982		
GREAT HAPPENS NATURALLY	November 16, 2018	88196844	December 3, 2019	5928370
WILD LEAF	October 9, 2018	88148356		
TURA	August 15, 2018	88079340	April 2, 2019	5718098
TURA KOMBUCHA	August 15, 2018	88079401		
TURA ALCOHOLIC KOMBUCHA	August 15, 2018	88079426		
LAUGHING ROOT	June 11, 2018	87956320	September 24, 2019	5869361
WILD LEAF	November 10, 2015	86815435	April 11, 2017	5182575