

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM764577

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900710404		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Treadstone Group, Inc.		07/29/2022	Corporation:
RECEIVING PARTY DATA			
Name:	Boston Beer Corporation		
Street Address:	1 Design Center Place, Suite 850		
City:	Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02210		
Entity Type:	Corporation: MASSACHUSETTS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	90887849	SLINGERS	
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>			
Email:	laura.jursek@bostonbeer.com		
Correspondent Name:	Laura Jursek		
Address Line 1:	1 Design Center Place, Suite 850		
Address Line 4:	Boston, MASSACHUSETTS 02210		
NAME OF SUBMITTER:	Laura Jursek		
SIGNATURE:	/Laura Jursek/		
DATE SIGNED:	10/31/2022		
Total Attachments: 4			
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900710404 08/01/2022

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM744974

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Treadstone Group, Inc.		07/29/2022	Corporation:

RECEIVING PARTY DATA

Name:	Boston Beer Corporation
Street Address:	1 Design Center Place, Suite 850
City:	Boston
State/Country:	UNITED STATES
Postal Code:	02210
Entity Type:	Corporation: MASSACHUSETTS

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	90887849	SLINGERS

CORRESPONDENCE DATA

Fax Number:

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.

Email: laura.jursek@bostonbeer.com

Correspondent Name: Laura Jursek

Address Line 1: 1 Design Center Place, Suite 850

Address Line 4: Boston, MASSACHUSETTS 02210

NAME OF SUBMITTER:	Laura Jursek
SIGNATURE:	/Laura Jursek/
DATE SIGNED:	08/01/2022

Total Attachments: 2

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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment (“Agreement”) is entered into by and between THE TREADSTONE GROUP, INC., a North Carolina corporation with a principal place of business at 2173 Smith Harbour Drive, Denver, North Carolina 28037 (“Assignor”); and Boston Beer Corporation, a Massachusetts corporation with a principal place of business at 1 Design Center Place, Boston, Massachusetts 02210, and its parents, subsidiaries and affiliates (“Assignee”) (collectively, Assignor and Assignee are “Parties”). This Agreement shall be effective on the last date of signature of the Parties (“Effective Date”).

WHEREAS, Assignor has acquired all right, title and interest in the trademark SLINGERS (the “Mark”), including Application Ser. No. 90/887,849 in the United States Patent and Trademark Office (the “Application”) by assignment from Garden State Distillery LLC (“Garden State”); and

WHEREAS, Assignor now wishes to assign all such right, title and interest in the Mark and Application to Assignee;

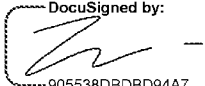
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties hereby agree as follows:

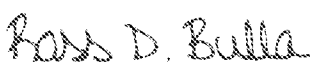
1. Assignor hereby irrevocably transfers, conveys and assigns to Assignee all worldwide right, title and interest in and to the Mark and Application, including, but not limited to, the right to pursue legal action for past infringement of the Mark, and related damages, together with the goodwill of the business symbolized by the Mark; and all common law rights associated with the Mark.
2. From and after the Effective Date, each of the Parties shall execute and deliver such additional documents, instruments, conveyances and assurances, and take such further actions as may reasonably be required to carry out the provisions hereof and give effect to the transactions contemplated by this Agreement and documents to be delivered hereunder.
3. This Agreement and the rights and obligations of the Parties hereunder shall be governed by and construed in accordance with the laws of the Commonwealth of Massachusetts, without regard to its conflict of laws principles, and shall be enforceable against the Parties in the courts of the Commonwealth of Massachusetts. For purposes of litigating any dispute that arises under this Agreement, the Parties hereby submit to and consent to the jurisdiction of the Commonwealth of Massachusetts and agree that such litigation shall be conducted in the courts of Suffolk County, Massachusetts or in the United States District Court for the District of Massachusetts.

IN WITNESS WHEREOF, the Parties hereby execute this Agreement.

BOSTON BEER CORPORATION

THE TREADSTONE GROUP, INC.

By:  _____
 Name: Tara L. Heath
 Title: Chief Legal officer, General Counsel
 Date: 07/29/2022

By:  _____
 Name: Ross D. Bulla
 Title: President
 Date: July 28, 2022