

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM769110

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Modern Spirits LLC DBA Greenbar Distillery		11/21/2022	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Boston Beer Corporation		
Street Address:	One Design Center		
Internal Address:	Suite 850		
City:	Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02210		
Entity Type:	Corporation: MASSACHUSETTS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3776678	TRU	
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		
SIGNATURE:	/fs/		
DATE SIGNED:	11/21/2022		
Total Attachments: 2			
source=Trademark Assignment#page1.tif			
source=Trademark Assignment#page2.tif			

OP \$40.00 3776678

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (the "Assignment Agreement") is entered into by and between MODERN SPIRITS LLC DBA GREENBAR DISTILLERY, a limited liability company organized and existing under the laws of the State of Delaware, with its principal place of business at 2459 East 8th Street, Los Angeles, California (hereinafter "Assignor") and BOSTON BEER CORPORATION, a corporation organized and existing under the laws of the Commonwealth of Massachusetts, with a principal place of business at One Design Center, Suite 850, Boston, Massachusetts ("Assignee") (collectively, Assignor and Assignee are "Parties"). This Assignment Agreement shall be effective on the last date of signature of the Parties ("Effective Date").

WHEREAS, Assignor is the owner of Registration No. 3,776,678 in the United States Patent and Trademark Office (the "Registration") for the trademark TRU (the "Mark") in connection with spirits; and

WHEREAS, Assignee is desirous of acquiring all trademark rights in the Mark and the Registration.

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

Assignor hereby irrevocably sells, transfers, conveys and assigns to Assignee all worldwide right, title and interest in and to the Mark and the Registration 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.

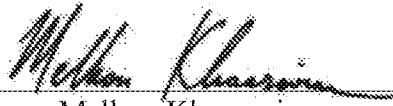
Each of the Parties will execute and deliver such further and other documents as may be necessary to give effect to this Assignment Agreement and to carry out its provisions.

[Signatures on the Following Page]

IN WITNESS WHEREOF, the Parties hereby execute this Assignment Agreement.

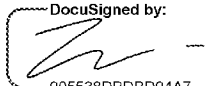
**MODERN SPIRITS LLC DBA
GREENBAR DISTILLERY**

Date: 11/18/2022

By: 
Name: Melkon Khosrovian
Title: CEO

BOSTON BEER CORPORATION

Date: 11/21/2022

By: 
Name: Tara L. Heath
Title: Chief Legal Officer