

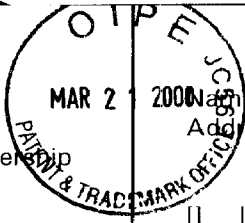


03/21/00

101323738

To the Honorable Commissioner of Patents and

Documents or copy thereof.



i. Name of conveying party(ies):
Joseph L. Owades

- Individual(s)
- General Partnership
- Corporation
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: **March 8, 2000**

i. Name and address of receiving party(ies):

Name: **Boston Beer Company, L.P.**
Address: **75 Arlington Street
Boston, Massachusetts 02116**

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-Germany
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from Assignment)
Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Applications

| Mark | Serial No. |
|------|------------|
| | |

B. Trademark Registrations

| Mark | Reg. No. |
|------------|-----------|
| SMART BEER | 2,302,390 |

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: **Darby & Darby P.C.**
Street Address: **805 Third Avenue, 27th Floor**
City: **New York State: New York** Zip: **10022-7513**

EXPRESS MAIL CERTIFICATE
Date: **3/21/00** Label No. **62 503 34 10 64**

I hereby certify that, on the date indicated above I deposited this paper or fee with the U.S. Postal Service & that it was addressed for delivery to the Commissioner of Patents & Trademarks, Washington D.C. 20231 by "Express Mail Post Office to Addressee" service.

Darby & Darby P.C.
Name (Print) Signature

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41):.....\$40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

04-0100

(Attach duplicate copy of this page if paying by deposit account)

04/19/2000 DNGUYEN 00000029 2302390

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(40.00 DP)

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Amy J. Benjamin
Name of Person Signing

Amy J. Benjamin
Signature

March 21, 2000

Date

Total number of pages including cover sheet, attachments, and document:

2

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments
Washington, D.C. 20231

CONFIRMATORY ASSIGNMENT

WHEREAS, Joseph L. Owades, an individual, residing at 3907 Wood Valley Road, Sonoma, California 95476, hereinbelow called "Assignor," owns the trademark SMART BEER, and U.S. Registration No. 2,302,390 therefor;

and

WHEREAS, Boston Beer Company L.P., a limited partnership, organized and existing under and by virtue of the laws of Massachusetts, and having a place of business at 75 Arlington Street, Boston, Massachusetts 02116, hereinbelow called "Assignee," has used the trademark pursuant to a license with Assignor and is desirous of acquiring the entire right, title and interest in and to the said trademark and registration and in and to any renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith;

THEREFORE, BE IT KNOWN that for and in consideration of the sum of One Dollar (\$1.00) to it in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor has as of January 4, 2000 sold, assigned, transferred and by these presents does hereby sell, assign, and transfer unto the said Assignee, its successors or assigns, the entire right, title and interest in and to the said trademark and registration, and in and to any renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith and any right to recover for past infringement thereof.

Dated: Mar 8, 00

By: Joseph L. Owades
Joseph L. Owades

State of CALIFORNIA
) ss:
County of SONOMA

Sworn to before me this
8th day of March, 2000

Jane Morton
Official

