

RECO
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10-31-2000



D# 9.27.00

To the Honorable Commissioner of Patents

101500515

3 original documents or copy thereof.

1. Name of conveying party(ies):

Boston Beer Company L.P.
d/b/a The Boston Beer Company

- Individual(s)
- General Partnership
- Corporation-State
- 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: September 25, 2000

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

Name: **KHWHB Holding, Inc.**

Address: **6 St. James Street**

City: **Boston** State: **MA** Zip: **02116**

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation- Delaware
- 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

EXAMINATION DATE: 9/27/00
 Date: 9/27/00
 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".
 Additional numbers attached? Yes No

Serial No.

2 8 2 2 2 7 9

B. Trademark Registrations

Mark

THE BEERS OF SUMMER

Reg. No.

2,046,819

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

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41):.....\$40

- 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)

DO NOT USE THIS SPACE

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.

Karin Segall

Signature

September 27, 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

TRADEMARK
REEL: 002164 FRAME: 0156

ASSIGNMENT

WHEREAS, **Boston Beer Company L.P. d/b/a The Boston Beer Company**, 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 "Assignor," owns the trademark **THE BEERS OF SUMMER**, including U.S. Registration No. 2,046,819 therefor;

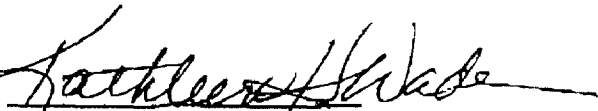
and

WHEREAS, **KHWHB Holding, Inc.** a corporation organized and existing under and by virtue of the laws of Delaware, and having a place of business at 6 St. James Street, Boston Massachusetts 02116 hereinbelow called "Assignee," 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 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.

**BOSTON BEER COMPANY L.P.
d/b/a THE BOSTON BEER COMPANY**

Dated: 9.25.00

By: 
Name: Kathleen H. Wade
Title: President