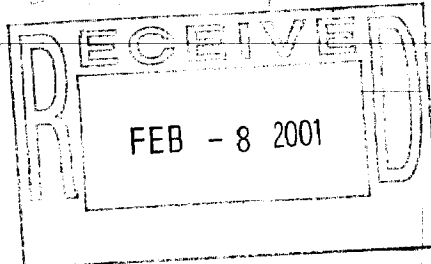


02-16-2001



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U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

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- New
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Reel # _____ Frame # _____

Conveyance Type

- Assignment
 - Security Agreement
 - Merger
 - Change of Name
 - Other _____
 - License
 - Nunc Pro Tunc Assignment
- Effective Date
Month Day Year
12302000

Conveying Party

Mark if additional names of conveying parties attached

Name **KHWHB HOLDING, INC.**

Execution Date
Month Day Year

01222001

Formerly _____

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other _____

Citizenship/State of Incorporation/Organization **DELAWARE**

Receiving Party

Mark if additional names of receiving parties attached

Name **BOSTON BEER COMPANY, INC.**

DBA/AKA/TA _____

Composed of _____

Address (line 1) **75 Arlington Street**

Address (line 2) _____

Address (line 3) **Boston** City

Massachusetts/ USA State/Country

02116 Zip Code

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other _____

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment).

Citizenship/State of Incorporation/Organization **Commonwealth of Massachusetts**

FOR OFFICE USE ONLY

140E

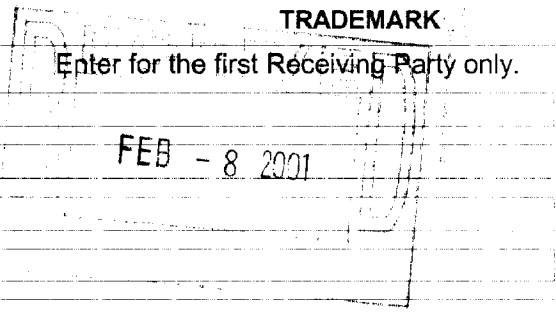
Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gather the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

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TRADEMARK
REEL: 002237 FRAME: 0208

TRADEMARK

Domestic Representative Name and Address



Name _____
Address (line 1) _____
Address (line 2) _____
Address (line 3) _____
Address (line 4) _____

Correspondent Name and Address

Area Code and Telephone Number

(212) 415-9200

Name Sandra Edelman
Address (line 1) DORSEY & WHITNEY LLP
Address (line 2) 250 Park Avenue
Address (line 3) New York, New York 10177
Address (line 4) _____

Pages Enter the total number of pages of the attached conveyance document including any attachments. # 2

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

<u>75841040</u>	<u>75839645</u>	_____	_____	_____	_____
<u>75809024</u>	<u>75841042</u>	_____	_____	_____	_____
<u>75817355</u>	_____	_____	_____	_____	_____

Number of Properties Enter the total number of properties involved # 5

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41): \$ 140.00

Method of Payment: Enclosed Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)
Deposit Account Number # _____

Authorization to charge additional fees: Yes No

Statement and Signature

To the best of my knowledge and belief, the foregoing instrument is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein

Sandra Edelman
Name of Person Signing

Signature

2/7/01

Date Signed

**ASSIGNMENT OF TRADEMARKS
AND ACCOMPANYING GOODWILL**

This Assignment is made by and between **KHWHB HOLDING, INC.**, a corporation organized and existing under the laws of the State of Delaware, having a place of business at 75 Arlington Street, Boston, Massachusetts ("Assignor"), and **THE BOSTON BEER COMPANY, INC.**, a corporation organized and existing under the laws of the Commonwealth of Massachusetts, have a place of business at 75 Arlington Street, Boston, Massachusetts ("Assignee").

WHEREAS, Assignor is the owner of the trademarks and pending applications for registration in the United States Patent and Trademark Office identified in Schedule A (the "Marks"), and all of the goodwill associated therewith and the business to which the Marks pertain; and

WHEREAS, Assignor desires to acquire from Assignor the Marks, the goodwill associated therewith and the business to which the Marks pertain to Assignee;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and in furtherance of the Agreement of Merger between the parties dated as of December 30, 2000, Assignor does hereby assign to Assignee, effective as of December 30, 2000, the Marks in the attached Schedule A, the goodwill associated therewith and the business to which the marks pertain.

KHWHB HOLDING, INC.

Date: January 22, 2001

By: Kathleen H. Wade
Kathleen H. Wade, President

THE BOSTON BEER COMPANY, INC.

Date: January 22, 2001

By: Martin F. Roper
Martin F. Roper, President

United States Trademarks of KHWHB Holding Inc.

COUNTRY	STATUS	CLASS	DESCRIPTION	REGISTRATION NO.
US	Abandoned	32	Malt beverages	75/841,040
	Pending	33	Cider products	75/809,024
	Pending	32	Beer and ale	75/817,355
	Pending	32	Beverages, namely beer and ale	75/839,645
	Pending	33	Beverages, namely hard tea and cider	75/841,042