PATENT ASSIGNMENT COVER SHEET

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
|-----------------------|----------------|
| NATURE OF CONVEYANCE: | ASSIGNMENT |

CONVEYING PARTY DATA

| Name | Execution Date |
|------------------|----------------|
| SCOTT T. WATTERS | 03/03/2014 |
| EVA B. PITTS | 02/27/2014 |
| MATTHEW MOFFATT | 03/13/2014 |

RECEIVING PARTY DATA

| Name: | BOSTON BEER CORPORATION |
|-------------------|-------------------------|
| Street Address: | ONE DESIGN CENTER PLACE |
| Internal Address: | SUITE 850 |
| City: | BOSTON |
| State/Country: | MASSACHUSETTS |
| Postal Code: | 02210 |

PROPERTY NUMBERS Total: 1

| Property Type | Number |
|---------------------|----------|
| Application Number: | 29483177 |

CORRESPONDENCE DATA

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Address Line 2: 50 SOUTH SIXTH STREET, SUITE 1500
Address Line 4: MINNEAPOLIS, MINNESOTA 55402-1498

| ATTORNEY DOCKET NUMBER: | P244185.US.01 | |
|-------------------------|------------------|--|
| NAME OF SUBMITTER: | JAMIE L. AGNES | |
| SIGNATURE: | /Jamie L. Agnes/ | |
| DATE SIGNED: | 04/10/2014 | |

Total Attachments: 3

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PATENT REEL: 032648 FRAME: 0102

ASSIGNMENT

[Large Entity]

Attorney Docket No.: P244185.US.01

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First Named Inventor: Scott T. Watters

Title: TAP HANDLE

WHEREAS, I, (or we, if multiple inventors are listed below)

Scott T. Watters, residing at PO Box 886, 504 Country Road, Monument Beach, MA 02553;

Eva B. Pitts, residing at 476 E. 3rd Street, Unit 2, Boston, MA 02127; and

Matthew Moffatt, residing at 33 West 63rd Street, Apt. 3B, New York, NY 10023,

have invented certain new and useful improvements as described in an application entitled TAP HANLDE for Letters Patent of the United States, the application being identified by the Attorney Docket Number set forth above and/or being identified in the United States Patent and Trademark Office by Application No. 29,483,177, filed February 26, 2014;

WHEREAS, Boston Beer Corporation, a Corporation organized and existing under the laws of the State of Delaware, and having offices at One Design Center Place, Suite 850, Boston, MA 02210 ("Assignee"), is desirous of acquiring the entire right, title and interest in and to the invention, the application, and any and all Letters Patent or similar legal protection, foreign or domestic, to be obtained therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, I transfer to Assignee, its successors and assigns, my entire right, title, and interest in and to the invention, the above-identified patent application, corresponding domestic applications (including provisionals, nonprovisionals, divisionals, continuations, and continuations-in-part), corresponding foreign applications, all Letters Patent or similar legal protection issuing thereon, and all rights and benefits under any applicable treaty or convention; and I authorize the Commissioner of Patents and Trademarks of the United States or foreign equivalent thereof to issue the Letters Patent or similar legal protection to the Assignee.

If the application number and filing date are unknown at the time of preparing this Assignment, I authorize the Assignee, its successors and assigns, to insert this instrument the filing date and application number of the application when ascertained. I authorize the Assignee, its successors and assigns, or anyone it may properly designate, to apply for Letters Patent or similar legal protection, in its own name if desired, in any and all foreign countries.

I represent to the Assignee, its successors and assigns, that I have not and shall not execute any writing or do any act whatsoever conflicting with this Assignment. I, my executors or administrators, will at any time upon request, without additional consideration, but at the expense of the Assignee, its successors and assigns, execute such additional writings and do such additional acts as the Assignee, its successors and assigns, may deem desirable to perfect its enjoyment of this grant, and render all assistance in making application for and obtaining, maintaining, and enforcing the Letters Patent or similar legal protection on the invention in any and all countries.

CERTIFICATE OF ACKNOWLEDGMENT

STATE OF Massachusett COUNTY OF SUFFAIL

Subscribed and sworn to before me, a Notary Public, this 3 day of March, 2013,

Xattur 3-3-14

HELEN F. BORNEMANN Notary Public Commonwealth of Massachusetts My Commission Expires September 17, 2015

PATENT REEL: 032648 FRAME: 0103

| | Attorney Docket No.: P244185.US.01 | Page 2 of 2 | |
|---|---|--|------------------------------------|
| ASSIGNMENT [Large Entity] | First Named Inventor: Scott | T. Watters | |
| | Title: TAP HANDLE | | |
| CERTIFICA STATE OF Massochusetts) COUNTY OF Suffol K | Eva B Pitts TE OF ACKNOWLEDGMENT | HELEN E. BOR Westery P. Commonwead of My Logaritation | ublic Massachusett 1 Expires |
| Subscribed and sworn to before me, a Notary Public Notary Public | lic, this 27 th day of Februar | (4, 2014) September V | \$2015 |
| | Matthew Moffatt | (date) | |
| CERTIFICA | TE OF ACKNOWLEDGMENT | | |
| STATE OF | | | |
| Subscribed and sworn to before me, a Notary Pub | lic, this day of | , 2013. | |

Notary Public

PATENT REEL: 032648 FRAME: 0104

ASSIGNMENT [Large Entity]

Attorney Docket No.: P244185.US.01

Page 2 of 2

First Named Inventor: Scott T. Watters

Title: TAP HANDLE

| | | Eva B. Pitts | (date) |
|--------------------------------|---------------------------|--|-------------------|
| | CERTIFICATE | OF ACKNOWLEDGMENT | |
| STATE OF |) : ss. | : | |
| COUNTY OF |) | | |
| Subscribed and sworn to before | me, a Notary Public, | this, 201 | 3. |
| Notary Public | | | |
| | | Matthew Moffatt | 3/13/14 (date) |
| A Company | CERTIFICATE | OF ACKNOWLEDGMENT | |
| STATE OF MUSSACHUSEL | <u>≇€)</u> : SS. :) | | |
| Subscribed and sworn to before | me, a Notary Public, | this <u>13</u> day of <u>March</u> , 20] | z.y |
| _nw | | - | |
| Notary Public | £. | | |
| | | DANIEL P. COLLINS | 1 |

PATENT REEL: 032648 FRAME: 0105

RECORDED: 04/10/2014