

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM764577

|   |  |                       |                    |
|---|--|-----------------------|--------------------|
| <b>SUBMISSION TYPE:</b>   | RESUBMISSION                                       |                       |                    |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL |                       |                    |
| <b>RESUBMIT DOCUMENT ID:</b>  | 900710404  |                       |                    |
| <b>CONVEYING PARTY DATA</b>   |  |                       |                    |
| <b>Name</b>   | <b>Formerly</b>                                    | <b>Execution Date</b> | <b>Entity Type</b> |
| The Treadstone Group, Inc.  |  | 07/29/2022            | Corporation:       |
| <b>RECEIVING PARTY DATA</b>   |  |                       |                    |
| <b>Name:</b>  | Boston Beer Corporation                            |                       |                    |
| <b>Street Address:</b>  | 1 Design Center Place, Suite 850                   |                       |                    |
| <b>City:</b>  | Boston   |                       |                    |
| <b>State/Country:</b>   | MASSACHUSETTS                                      |                       |                    |
| <b>Postal Code:</b>   | 02210  |                       |                    |
| <b>Entity Type:</b>   | Corporation: MASSACHUSETTS                         |                       |                    |
| <b>PROPERTY NUMBERS Total: 1</b>  |  |                       |                    |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>      |                    |
| <b>Serial Number:</b>   | 90887849   | SLINGERS              |                    |
| <b>CORRESPONDENCE DATA</b>  |  |                       |                    |
| <b>Fax Number:</b>  |  |                       |                    |
| <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> |  |                       |                    |
| <b>Email:</b>   | laura.jursek@bostonbeer.com                        |                       |                    |
| <b>Correspondent Name:</b>  | Laura Jursek                                       |                       |                    |
| <b>Address Line 1:</b>  | 1 Design Center Place, Suite 850                   |                       |                    |
| <b>Address Line 4:</b>  | Boston, MASSACHUSETTS 02210                        |                       |                    |
| <b>NAME OF SUBMITTER:</b>   | Laura Jursek                                       |                       |                    |
| <b>SIGNATURE:</b>   | /Laura Jursek/                                     |                       |                    |
| <b>DATE SIGNED:</b>   | 10/31/2022   |                       |                    |
| <b>Total Attachments: 4</b>   |  |                       |                    |
| source=Notice of Non-Recordation Rec'd 10.3.22#page1.tif  |  |                       |                    |
| source=CoverSheet - Original 8.1.22#page1.tif   |  |                       |                    |
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| source=3 - Treadstone Boston Beer Trademark Assignment_#page2.tif   |  |                       |                    |

900710404 08/01/2022

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM744974

|   |  |                       |                    |
|---|--|-----------------------|--------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                                     |                       |                    |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL |                       |                    |
| <b>CONVEYING PARTY DATA</b>   |  |                       |                    |
| <b>Name</b>   | <b>Formerly</b>                                    | <b>Execution Date</b> | <b>Entity Type</b> |
| The Treadstone Group, Inc.  |  | 07/29/2022            | Corporation:       |
| <b>RECEIVING PARTY DATA</b>   |  |                       |                    |
| <b>Name:</b>  | Boston Beer Corporation                            |                       |                    |
| <b>Street Address:</b>  | 1 Design Center Place, Suite 850                   |                       |                    |
| <b>City:</b>  | Boston   |                       |                    |
| <b>State/Country:</b>   | UNITED STATES                                      |                       |                    |
| <b>Postal Code:</b>   | 02210  |                       |                    |
| <b>Entity Type:</b>   | Corporation: MASSACHUSETTS                         |                       |                    |
| <b>PROPERTY NUMBERS Total: 1</b>  |  |                       |                    |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>      |                    |
| <b>Serial Number:</b>   | 90887849   | SLINGERS              |                    |
| <b>CORRESPONDENCE DATA</b>  |  |                       |                    |
| <b>Fax Number:</b>  |  |                       |                    |
| <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> |  |                       |                    |
| <b>Email:</b>   | laura.jursek@bostonbeer.com                        |                       |                    |
| <b>Correspondent Name:</b>  | Laura Jursek                                       |                       |                    |
| <b>Address Line 1:</b>  | 1 Design Center Place, Suite 850                   |                       |                    |
| <b>Address Line 4:</b>  | Boston, MASSACHUSETTS 02210                        |                       |                    |
| <b>NAME OF SUBMITTER:</b>   | Laura Jursek                                       |                       |                    |
| <b>SIGNATURE:</b>   | /Laura Jursek/                                     |                       |                    |
| <b>DATE SIGNED:</b>   | 08/01/2022   |                       |                    |
| <b>Total Attachments: 2</b>   |  |                       |                    |
| source=3 - Treadstone Boston Beer Trademark Assignment_#page1.tif   |  |                       |                    |
| source=3 - Treadstone Boston Beer Trademark Assignment_#page2.tif   |  |                       |                    |

TRADEMARK  
REEL: 007836 FRAME: 0136

## **TRADEMARK ASSIGNMENT AGREEMENT**

This Trademark Assignment (“Agreement”) is entered into by and between THE TREADSTONE GROUP, INC., a North Carolina corporation with a principal place of business at 2173 Smith Harbour Drive, Denver, North Carolina 28037 (“Assignor”); and Boston Beer Corporation, a Massachusetts corporation with a principal place of business at 1 Design Center Place, Boston, Massachusetts 02210, and its parents, subsidiaries and affiliates (“Assignee”) (collectively, Assignor and Assignee are “Parties”). This Agreement shall be effective on the last date of signature of the Parties (“Effective Date”).

**WHEREAS**, Assignor has acquired all right, title and interest in the trademark SLINGERS (the “Mark”), including Application Ser. No. 90/887,849 in the United States Patent and Trademark Office (the “Application”) by assignment from Garden State Distillery LLC (“Garden State”); and

**WHEREAS**, Assignor now wishes to assign all such right, title and interest in the Mark and Application to Assignee;

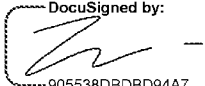
**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties hereby agree as follows:

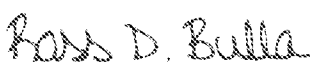
1. Assignor hereby irrevocably transfers, conveys and assigns to Assignee all worldwide right, title and interest in and to the Mark and Application, including, but not limited to, the right to pursue legal action for past infringement of the Mark, and related damages, together with the goodwill of the business symbolized by the Mark; and all common law rights associated with the Mark.
2. From and after the Effective Date, each of the Parties shall execute and deliver such additional documents, instruments, conveyances and assurances, and take such further actions as may reasonably be required to carry out the provisions hereof and give effect to the transactions contemplated by this Agreement and documents to be delivered hereunder.
3. This Agreement and the rights and obligations of the Parties hereunder shall be governed by and construed in accordance with the laws of the Commonwealth of Massachusetts, without regard to its conflict of laws principles, and shall be enforceable against the Parties in the courts of the Commonwealth of Massachusetts. For purposes of litigating any dispute that arises under this Agreement, the Parties hereby submit to and consent to the jurisdiction of the Commonwealth of Massachusetts and agree that such litigation shall be conducted in the courts of Suffolk County, Massachusetts or in the United States District Court for the District of Massachusetts.

IN WITNESS WHEREOF, the Parties hereby execute this Agreement.

**BOSTON BEER CORPORATION**

**THE TREADSTONE GROUP, INC.**

By:  \_\_\_\_\_  
 Name: Tara L. Heath  
 Title: Chief Legal officer, General Counsel  
 Date: 07/29/2022

By:   
 Name: Ross D. Bulla  
 Title: President  
 Date: July 28, 2022