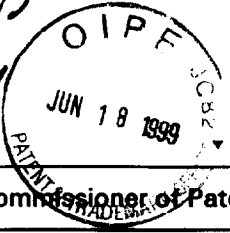


6.18.99



RE

06-23-1999



101072626

To the Honorable Commissioner of Patents and Trademarks: Attached original documents or copy thereof.

1. Name of conveying party(ies):
Coca-Cola Bottling Co., Consolidated

- Individual(s)
- General Partnership
- Corporation-State Delaware
- 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 28, 1999

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

A. Trademark Application No.(s)

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

Name: Coca-Cola Company

Internal Address: 310 North Ave

Street Address: One Coca-Cola Plaza

City: Atlanta State: GA Zip: 30313

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

B. Trademark registration No.(s)

1,913,831

Additional numbers attached? Yes No

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

Name: Roger W. Parkhurst

Internal Address: Suite 210

Street Address: 1421 Prince St

City: Alexandria State: VA ZIP: 22314

6. Total number of applications and registrations involved: 1

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

Enclosed # 11696

Authorized to be charged to deposit account

8. Deposit account number:

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

DO NOT USE THIS SPACE

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40.00 00

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.

Roger W. Parkhurst

Name of Person Signing

Signature

6/10/99

Date

Total number of pages comprising cover sheet: []

ASSIGNMENT OF A UNITED STATES TRADEMARK

WHEREAS, Coca-Cola Bottling Co. Consolidated, a corporation organized under the laws of Delaware, with a business address of 1900 Rexford Road, Charlotte, NC 28211, is the owner of the trademark COMMUNITY CONNECTION COCA-COLA & design, and, federal trademark registration No. 1,913,831, for the mark COMMUNITY CONNECTION COCA-COLA & design;

WHEREAS, Coca-Cola Company, a corporation organized under the laws of Delaware, with a business address of 310 North Avenue, One Coca-Cola Plaza, Atlanta, Georgia 30313, is desirous of acquiring the trademark together with the goodwill of the business symbolized by the mark and the respective trademark registration;

NOW THEREFORE, in consideration of these premises and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Coca-Cola Bottling Co. Consolidated does hereby assign and transfer onto Coca-Cola Company all right, title and interest in and to the mark and the registration, together with the goodwill of the business connected with the use of and symbolized by the trademark.

COCA-COLA BOTTLING CO. CONSOLIDATED

By Umesh Kasbekar

Name UMESH KASBEKAR

Title Vice President

Date 03/28/99

PLEASE ACCEPT THIS AS
AUTHORIZATION TO DEBIT
OR CREDIT FEES TO
DEP. ACCT. 16-0331
PARKHURST & WENDEL