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U.S. Patent & TMO/c/TM Mail Rpt. Dt. #31

RECO COVER SHEET  
**TRADEMARKS ONLY**

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

**Submission Type**

- New
- Resubmission (Non-Recordation)  
Document ID # \_\_\_\_\_
- Correction of PTO Error  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_
- Corrective Document  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

**Conveyance Type**

- Assignment  License
  - Security Agreement  Nunc Pro Tunc Assignment
  - Merger  Change of Name
  - Other \_\_\_\_\_
- Effective Date  
Month Day Year  
01272000

**Conveying Party**

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name SheerBliss, L.L.C.

01262000

Formerly \_\_\_\_\_

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other Delaware Limited Liability Company
- Citizenship/State of Incorporation/Organization Delaware

**Receiving Party**

Mark if additional names of receiving parties attached

Name Barq's Inc.

DBA/AKA/TA \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) One Coca-Cola Plaza, N.W.

Address (line 2) \_\_\_\_\_

Address (line 3) Atlanta

City

Georgia

State/Country

30313

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 Delaware

**FOR OFFICE USE ONLY**

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Mail documents to be recorded with required cover sheet(s) information to:  
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**TRADEMARK**  
REEL: 002237 FRAME: 0732

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

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

#

**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)

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="546037"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="611500"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1262608"/>	<input type="text"/>	<input type="text"/>

**Number of Properties** Enter the total number of properties involved.

#

**Fee Amount** Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment: Enclosed  Deposit Account

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

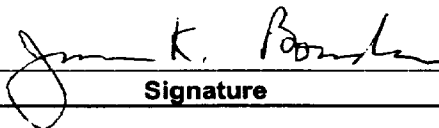
Deposit Account Number: #

Authorization to charge additional fees: Yes  No

**Statement and Signature**

To the best of my knowledge and belief, the foregoing information 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.

JAMES K. Boudreau



11/1/00

Name of Person Signing

Signature

Date Signed

James K. Boudreau

**ASSIGNMENT OF TRADEMARK REGISTRATIONS  
and  
TERMINATION AND RELEASE OF CONCURRENT USE CLAIMS**

This Assignment of Trademark Registrations and Termination and Release of Concurrent Use Claims is dated as of the 27th day of January, 2000 by and between SHEERBLISS, L.L.C. a Delaware limited liability company represented herein by its manager, Suzanne Gail Danna Harlan ("SheerBliss") in favor of BARQ'S, INC., a Mississippi corporation represented herein by Maryann C. McGuire, its Authorized Representative (the "Company") a wholly-owned subsidiary of The Coca-Cola Company;

WITNESSETH that:

WHEREAS, by Sale and Transfer dated even date herewith, SheerBliss has sold to the Company certain assets and rights, including but not limited to all rights claimed by SheerBliss and any of its predecessors in title in those certain federal registrations numbered 546,037 (Barq's), 611,500 (Barq's Sr.), and 1,262,608 (Barq's Famous Old Time Root Beer Since 1898 It's Good) (the "Federal Registrations") together with an and all good will associated therewith; and

WHEREAS, the Company is the owner of record of the Federal Registrations, and the only rights claimed at any time by SheerBliss or its predecessors in title with respect thereto are concurrent use rights in the Federal Registrations in certain specific geographic areas.

Now Therefore, SheerBliss, on behalf of itself and all predecessors of SheerBliss with respect to any rights in or to the Federal Registrations in any area does hereby (a) assign to the Company any rights in or to the Federal Registrations claimed now or in the past by SheerBliss or any predecessor and (b) terminate and release to the Company all claims to concurrent use of

the Federal Registrations made now or in the past by SheerBliss or any predecessor of SheerBliss. SheerBliss further requests the Patent and Trademark Office to file this Assignment of Trademark Registrations and Termination and Release of Concurrent Use Claims in its files relating to the Federal Registrations.

IN WITNESS WHEREOF, SheerBliss and the Company have executed this Assignment of Trademark Registrations and Termination and Release of Concurrent Use of Claims, effective as of January 27, 2000.

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WITNESSES:

Craig A. [Signature]  
Margaret M. [Signature]

SHEERBLISS, L.L.C.

By: [Signature]  
Name: Suzanne Gail Danna Harlan  
Title: Manager

BARQ'S, INC. 02/13

Margaret M. Luke  
Case A. Luke

By: Margaret C. McGuire  
Name: Margaret C. McGuire  
Title: Authorized Representative

STATE OF LOUISIANA

PARISH OF ORLEANS

On this 26th day of January, 2000, before me appeared Suzanne Gail Danna Harlan, to me personally known, who, being sworn, did declare and acknowledge to me, Notary, and the undersigned competent witnesses, that she is the Manager of SheerBliss, L.L.C., a limited liability company, and that said instrument was signed on behalf of said limited liability company and said appearer acknowledged said instrument to be the free act and deed of said limited liability company.

IN WITNESS WHEREOF, said appearer has executed these presents together with me, Notary, and the undersigned competent witnesses, in the Parish and State aforesaid, on the date first above written.

WITNESSES:

Chris A. [Signature]  
Margaret M. Luke  
[Signature]  
Suzanne Gail Danna Harlan

[Signature]  
NOTARY PUBLIC  
F. KELLEHER RIESS, NOTARY PUBLIC  
PARISH OF ORLEANS, STATE OF LOUISIANA  
My commission is issued for life.

STATE OF LOUISIANA

PARISH OF ORLEANS

On this <sup>27th</sup> ~~24th~~ day of January, 2000, before me personally appeared Maryann C. McGuire, to me personally known, who, being by me duly sworn, did say that he is the Authorized Representative of BARQ'S, INC., and said appearer acknowledged to me, Notary, in the presence of the undersigned competent witnesses, that the foregoing instrument was signed on behalf of said corporation by authority of its Board of Directors, and said appearer acknowledged said instrument to be the free act and deed of said corporation.

IN WITNESS WHEREOF, said appearer has executed these presents together with me, Notary, and the undersigned competent witnesses, in the Parish and State aforesaid, on the date first above written.

WITNESSES:

Margaret M. Lube  
Clara J. [Signature]

Maryann C. McGuire  
Maryann C. McGuire  
0027

Marilyn C. Maloney  
NOTARY PUBLIC

MARILYN C. MALONEY  
ATTORNEY NOTARY PUBLIC  
State of Louisiana  
Commission is issued for Life.