

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Beverage Partners Worldwide S.A.		08/31/2006	COMPANY: SWITZERLAND

RECEIVING PARTY DATA

Name:	Beverage Partners Worldwide (North America)
Composed Of:	COMPOSED OF The Coca-Cola Company, a Delaware corporation, Nestle Prepared Foods Company, a Pennsylvania corporation, and Nestle USA, Inc. a Delaware corporation
Street Address:	c/o The Coca-Cola Company
Internal Address:	Drawer 1734
City:	Atlanta
State/Country:	GEORGIA
Postal Code:	30301
Entity Type:	PARTNERSHIP: DELAWARE

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	2741798	BPW
Registration Number:	2679236	BEVERAGE PARTNERS WORLDWIDE

CORRESPONDENCE DATA

Fax Number: (678)420-9301
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 678 420 9300
 Email: tmdocketing@needlerosenberg.com,
 ngardner@needlerosenberg.com
 Correspondent Name: Nancy K. Gardner
 Address Line 1: 999 Peachtree Street
 Address Line 2: Suite 1000
 Address Line 4: Atlanta, GEORGIA 30309-3915

OP \$65.00 2741798

ATTORNEY DOCKET NUMBER:	02801.1007US AND 1010US
NAME OF SUBMITTER:	Nancy K. Gardner
Signature:	/Nancy K. Gardner/
Date:	10/03/2006
Total Attachments: 1 source=BPW and BEVERAGE PARTNERS WORLDWIDE in US Assignment#page1.tif	

ASSIGNMENT OF TRADEMARKS

WHEREAS, Beverage Partners Worldwide S.A., a Swiss company, whose address is In der Luberzen 42, Urdorf, Switzerland CH-8902, has adopted the following marks and registrations therefor for use in the United States:

BPW, Registration Number 2,741, 798; and
BEVERAGE PARTNERS WORLDWIDE, Registration Number 2, 679,236;

collectively referred to herein as the "Trademarks"; and

WHEREAS, Beverage Products Worldwide (North America), a Delaware partnership ("BPW") with its principal place of business at One Coca-Cola Plaza, Atlanta, Georgia 30313, is desirous of acquiring the entire right, title and interest in and to the Trademarks, the Registrations therefor and the goodwill of the business symbolized thereby.

NOW, therefore, in consideration of the sum of One Dollar (\$1.00), and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Beverage Partners Worldwide S.A. does hereby sell, assign and transfer unto said Beverage Partners Worldwide (North America) the entire right, title and interest in and to the Trademarks in the United States and the Registrations therefor, together with the good will of the business associated therewith, and the right to sue for past infringement of the said mark.

In witness whereof, I have executed this Assignment as of this 31st day of August, 2006.

BEVERAGE PARTNERS WORLDWIDE S.A.

By: 

Name: Ronald D. Stern

Title: General Counsel + Attorney-in-Fact