

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	04/12/2007

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
The Coca-Cola Company		04/12/2007	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	Simply Orange Juice Company
Street Address:	2659 Orange Avenue
City:	Apopka
State/Country:	FLORIDA
Postal Code:	32703
Entity Type:	CORPORATION: FLORIDA

**PROPERTY NUMBERS Total: 4**

Property Type	Number	Word Mark
Serial Number:	78872334	SIMPLY UNFOOLED AROUND WITH
Registration Number:	3163864	SIMPLY LIMEADE
Registration Number:	3121935	SIMPLY LEMONADE
Registration Number:	2692046	SIMPLY ORANGE

**CORRESPONDENCE DATA**

Fax Number: (404)853-8806  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 404-853-8000  
 Email: julie.murphy@sablaw.com  
 Correspondent Name: James H. Johnson, Jr.  
 Address Line 1: 999 Peachtree Street NE  
 Address Line 4: Atlanta, GEORGIA 30309-3996

ATTORNEY DOCKET NUMBER: 25040-1022

CH \$115.00 78872334

NAME OF SUBMITTER:	James H. Johnson, Jr.
Signature:	/James H. Johnson, Jr./
Date:	04/17/2007
Total Attachments: 2 source=DOC078#page1.tif source=DOC078#page2.tif	

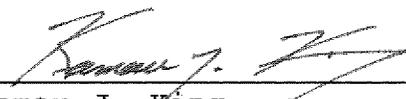
**ASSIGNMENT OF TRADEMARKS**

WHEREAS, The Coca-Cola Company ("TCCC"), a corporation of the State of Delaware, having an address at One Coca-Cola Plaza, Atlanta, Georgia 30313, has adopted and is using marks, one of which is pending and three of which are registered in the United States Patent & Trademark Office (collectively, the Trademarks). Attached hereto as Exhibit A is a list of the Trademarks; and

WHEREAS, Simply Orange Juice Company ("Simply Orange"), a corporation of the State of Florida having an address at 2659 Orange Avenue, Apopka, Florida 32703, is desirous of acquiring the Trademarks, together with the good will of the business symbolized by the Trademarks;

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, TCCC does hereby assign, sell, and transfer unto Simply Orange all right, title and interest in the mark and in the above-identified registration of the mark, including the right to sue for damages and other remedies in respect of any infringement of the mark which may have occurred before the date of this assignment, together with the good will of the business symbolized by the mark.

**THE COCA-COLA COMPANY**

By:   
Kamau J. King

Date: 12 April '07

SAB Docket No: 25040-1022

AO 1624480.1

### EXHIBIT A – Trademarks

<b>MARK</b>	<b>App/Reg. No.</b>	<b>Reg. Date</b>
SIMPLY UNFOOLED AROUND WITH	78/872,334	Pending
SIMPLY LIMEADE	78/567,421 3163864	10/24/2006
SIMPLY LEMONADE	78/515,317 3121935	7/25/2006
SIMPLY ORANGE	76/145,591 2692046	3/04/2003