

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Coca-Cola Company		04/14/2008	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: 1			
Property Type	Number	Word Mark	
Registration Number:	3399381	SIMPLY GRAPEFRUIT	
CORRESPONDENCE DATA			
Fax Number:	(404)853-8806		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	404-853-8395		
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		
NAME OF SUBMITTER:	James H. Johnson, Jr.		
Signature:	/James H. Johnson, Jr./		
Date:	04/21/2008		

CH \$40.00 3399381

Total Attachments: 1
source=DOC044#page1.tif

ASSIGNMENT OF TRADEMARK

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 SIMPLY GRAPEFRUIT, U.S. Reg. No. 3399381 (the "Trademark"); 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 Trademark, together with the good will of the business symbolized by the Trademark.

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 Trademark and in the above-identified registration of the Trademark, including the right to sue for damages and other remedies in respect of any infringement of the Trademark which may have occurred before the date of this assignment, together with the good will of the business symbolized by the Trademark.

THE COCA-COLA COMPANY

By: 
William Hawkins 

Date: April 14, 2008

SAB Docket No: 25040-1022

7868936.1