

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kimpen, S.A. DE C.V.		01/18/2008	COMPANY: MEXICO
RECEIVING PARTY DATA			
Name:	The Coca-Cola Company		
Street Address:	One Coca-Cola Plaza		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30313		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2193887	CRISTAL STAR	
CORRESPONDENCE DATA			
Fax Number:	(212)556-2222		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-556-2100		
Email:	nytrademarks@kslaw.com		
Correspondent Name:	Larry H. Tronco		
Address Line 1:	1185 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	12600.104030		
NAME OF SUBMITTER:	Larry H. Tronco		
Signature:	/Larry H. Tronco/		
Date:	08/27/2008		

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Total Attachments: 4

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WHEREAS, KIMPEN, S.A. DE C.V., a Mexican company, with its principal place of business at Calle 17, No. 412-A X 24 Ciudad Industrial Yucatan, 97288 Merida, Yucatán Mexico (hereinafter "Assignor"), has adopted and used and is the owner of all right, title, and interest in and to the trademark CRISTAL STAR with registration number 2,193,887 thereof issued by the United States Patent and Trademark Office, (the "Registration"), together with the goodwill of the business symbolized by and associated with said trademark, and all common law rights to such trademark (such trademark, registration, goodwill, and common law rights hereinafter collectively referred to as the "Trademark"); and

WHEREAS, THE COCA-COLA COMPANY, a Delaware corporation, with its principal place of business at One Coca-Cola Plaza, Atlanta, Georgia 30313 (hereinafter "Assignee") desires to acquire the Trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee the entire right, title and interest of Assignor in and to the Trademark, including the Registration, together with the goodwill of the business pertaining thereto and any and all other U.S., federal, state or common law trademarks or service marks, slogans, trade names, corporate names, domain names, business names, fictitious names, d/b/a names, or other words, phrases or properties that include the words CRISTAL STAR, any formatives of the words CRISTAL STAR, or any words, phrases or properties confusingly similar to the words CRISTAL STAR, and any and all applications and registrations relating or pertaining thereto, together with the goodwill associated

therewith, including all rights to damages and profits, due or accrued, arising out of past infringements, and the right to sue and recover for the same.

IN WITNESS WHEREOF, the parties have caused this Trademark Assignment to be signed by a duly authorized officer and delivered on this __ day of April, 2008.

KIMPEN, S.A. DE C.V.

By: _____

Name: JUAN MANUEL PUNE DIAZ

Title: DIRECTOR GENERAL

ACKNOWLEDGMEN*

On this ___ day of April, 2008, before me personally appeared _____, t
me known, who, being by me duly sworn, did depose and say that he/she is _____
of Kimpen, S.A. de C.V., the Assignor above-named, and acknowledged that he/she executed the
foregoing Assignment on behalf of said Assignor and pursuant to authority duly received.

[NOTARY SEAL]

NOTARY PUBLIC

CESION DE MARCA REGISTRADA

En virtud de que, KIMPEN, S.A. DE C.V., una empresa Mexicana, cuyo principal asiento de sus negocios se encuentra ubicado en Calle 17, No. 412-A X 24 Ciudad Industrial, Mérida, Yucatán, México (en lo sucesivo denominada como "El Cedente"), ha adoptado y utilizado y es el propietaria de todos los derechos, títulos y acciones respecto a la marca registrada CRISTAL STAR, con el número de registro 2,193,887 emitida por la Oficina de Marcas Registradas y Patentes de los Estados Unidos de América; (en lo sucesivo "El Registro"), conjuntamente con el goodwill del negocio simbolizado por y asociado con dicha marca registrada, y todos los derechos comunes inherentes a dicha marca registrada (registro, goodwill, y derechos comunes adquiridos en los Estados Unidos de América, a los cuales en lo sucesivo se les denominará como "La marca registrada"); y

En virtud de que, THE COCA-COLA COMPANY, una empresa de Delaware, cuyo principal asiento de sus negocios se encuentra en One Coca-Cola Plaza, Atlanta, Georgia 30313 (en lo sucesivo se le denominará "Cesionario") desea adquirir "La marca registrada";

DE ACUERDO A LO ANTERIOR, POR LO TANTO, para bien y para tomar en cuenta considerablemente, "El Cedente" por medio de la presente cede y transfiere a favor de "El Cesionario" todos sus derechos y acciones que le pertenecen con respecto a "La marca registrada", incluyendo los registros, conjuntamente con el goodwill del negocio relacionado, y todas y cada una de las marcas registradas en los Estados Unidos de América, slogans, nombres comerciales, nombres corporativos, nombres de dominio, nombres ficticios, nombres d/b/a, u otras palabras, frases o propiedades que incluyan las palabras CRISTAL STAR, en Estados Unidos de América, ya sea federal, estatal o de orden común, y todas y cada una de las