

Form PTO-1594 (Rev. 10-08)  
OMB Collection 0851-0027 (exp. 11/30/2008)

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

## RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

### 1. Name of conveying party(ies):

Beverage Partners Worldwide (North America)

- ☐ Individual(s) ☐ Association  
☐ General Partnership ☐ Limited Partnership  
☒ Corporation- State: Delaware  
☐ Other \_\_\_\_\_

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached? ☐ Yes ☒ No

### 3. Nature of conveyance /Execution Date(s) :

Execution Date(s) May 6, 2008

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Other \_\_\_\_\_

### 2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? ☐ Yes ☒ No

Name: The Coca-Cola Company

Internal \_\_\_\_\_

Address: \_\_\_\_\_

Street Address: One Coca-Cola Plaza

City: Atlanta

State: Georgia

Country: Georgia Zip: 30313

- ☐ Association Citizenship \_\_\_\_\_  
☐ General Partnership Citizenship \_\_\_\_\_  
☐ Limited Partnership Citizenship \_\_\_\_\_  
☒ Corporation Citizenship Delaware  
☐ Other \_\_\_\_\_ Citizenship \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☐ No  
(Designations must be a separate document from assignment)

### 4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

3237980

Additional sheet(s) attached? ☐ Yes ☒ No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

Gold Peak

### 5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Paula Guibault

Internal Address: \_\_\_\_\_

Street Address: One Coca-Cola Plaza

City: Atlanta

State: Georgia Zip: 30313

Phone Number: 404.676.4243

Fax Number: 404.598.4243

Email Address: pguibault@na.ko.com

### 6. Total number of applications and registrations involved:

1

### 7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

- ☒ Authorized to be charged to deposit account  
☐ Enclosed

### 8. Payment Information:

Deposit Account Number 032325

Authorized User Name Julene M. Denton

### 9. Signature:

Paula Guibault  
Signature

November 6, 2008

Date

Paula Guibault

Name of Person Signing

Total number of pages including cover sheet, attachments, and document.

4

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

CH \$40.00 032325 3237980

**TRADEMARK ASSIGNMENT**

WHEREAS, BEVERAGE PARTNERS WORLDWIDE (NORTH AMERICA), a partnership organized under the laws of the State of Delaware, United States of America, having a principal place of business located at One Coca-Cola Plaza, Atlanta, Georgia 30301, United States of America ("Assignor"), is the owner of all right, title and interest in and to the trademark GOLD PEAK (the "Trademark"), and all goodwill related thereto, and registration number 3,237,980 thereof (the "Registration"); and

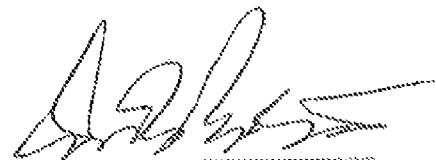
WHEREAS, THE COCA-COLA COMPANY, a corporation organized under the laws of the state of Delaware, having a principal place of business located at One Coca-Cola Plaza, Atlanta, Georgia 30313 ("Assignee"), is desirous of acquiring the Trademark and goodwill associated therewith, and the Registration; and

WHEREAS, the assignment of the Trademark and the Registration shall be made of record in the United States Patent and Trademark Office and other appropriate patent and trademark offices worldwide, as may be required by local law; and

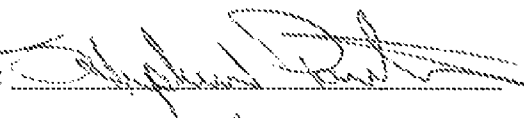
WHEREAS, Assignor agrees that it will execute or arrange for execution of such further assignment documents or other legal instruments as may be required, if any, from Assignor to permit Assignee to obtain recordation of the assignment of the Trademark and the Registration from Assignor to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee, free and clear of all liens and encumbrances, all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark, and the Registration, as well as all rights to damages and profits, due or accrued, arising out of past infringements of the Trademark, and the right to sue and recover for same.

IN WITNESS WHEREOF, the parties have caused this Trademark Assignment to be signed by a duly authorized officer this 6<sup>th</sup> day of May, 2008.

  
DAVID PEUBERTON  
ZONE PRESIDENT

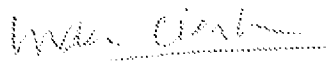
BEVERAGE PARTNERS WORLDWIDE  
(NORTH AMERICA)

By:   
Name: Stephen Porter  
Title: CEO

ACKNOWLEDGEMENT

Before the undersigned authority duly empowered to administer oaths personally appeared the individual identified above who, after being duly sworn, attested that he/she is the authorized representative of the party identified above, and that he/she signed the foregoing instrument with full authority to do so on behalf of such party.

This 6 day of May, 2008.

  
Name: LINDA CENTINARA  
Title: Solicitor of Influence (W&L of Jurisdiction of England & Wales)

THE COCA-COLA COMPANY

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

ACKNOWLEDGEMENT

Before the undersigned authority duly empowered to administer oaths personally appeared the individual identified above who, after being duly sworn, attested that he/she is

IN WITNESS WHEREOF, the parties have caused this Trademark Assignment to be signed by a duly authorized officer this \_\_\_\_\_ day of \_\_\_\_\_, 2007.

BEVERAGE PARTNERS WORLDWIDE  
(NORTH AMERICA)

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

ACKNOWLEDGEMENT

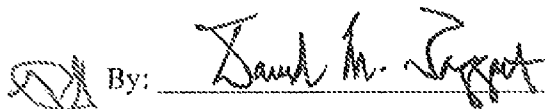
Before the undersigned authority duly empowered to administer oaths personally appeared the individual identified above who, after being duly sworn, attested that he/she is the authorized representative of the party identified above, and that he/she signed the foregoing instrument with full authority to do so on behalf of such party.

This \_\_\_\_\_ day of \_\_\_\_\_, 2007.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

THE COCA-COLA COMPANY

 By: \_\_\_\_\_

Name: David M. Taggart

Title: Vice President

ACKNOWLEDGEMENT

Before the undersigned authority duly empowered to administer oaths personally appeared the individual identified above who, after being duly sworn, attested that he/she is

the authorized representative of the party identified above, and that he/she signed the foregoing instrument with full authority to do so on behalf of such party.

This \_\_\_\_ day of \_\_\_\_\_, 2007.

\_\_\_\_\_  
Name:

Title:

*The Coca-Cola Company*

P. O. Box 1734  
Atlanta, GA 30301

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**FAX COVER PAGE**

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**TO:**

Mail Stop Assignment  
Recordation Services

**FROM:**

Jolene M Denton

**DATE:**

11/06/2008 07:15:44 PM

**FAX NUMBER :**

5712730140

**TOTAL NO. OF PAGES INCLUDING COVER :**

7

**PHONE NUMBER :****SENDER'S EMAIL ADDRESS :****RE:**

US Trademark Assignment for  
Reg. No. 3237980 for GOLD  
PEAK (Anagua #81121536 )

**SENDER'S FAX NUMBER :**

(404) 598-3293

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Kind regards,

Jolene Denton, Paralegal  
Global Trademarks Team - North America  
The Coca-Cola Company  
One Coca-Cola Plaza, NW - USA 1101B  
Atlanta, GA 30313  
Phone (404) 676-3293 Fax (404) 598-3293  
jodenton@na.ko.com

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