

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
DESARROLLADORA ARCA, S.A. DE C.V.		10/23/2008	COMPANY: MEXICO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Coca-Cola Company		
<b>Street Address:</b>	One Coca-Cola Plaza		
<b>City:</b>	Atlanta		
<b>State/Country:</b>	GEORGIA		
<b>Postal Code:</b>	30313		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3293727	SIERRAZUL	
Serial Number:	78393167	FRUTIER LIXTO	
Registration Number:	1553912	FRUTIER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)556-2222		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-556-2100		
<b>Email:</b>	bbaber@kslaw.com, ebrown@kslaw.com, lshea@kslaw.com		
<b>Correspondent Name:</b>	Bruce W. Baber		
<b>Address Line 1:</b>	King & Spalding LLP		
<b>Address Line 2:</b>	1180 Peachtree Street N.E.		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30309-3521		
<b>ATTORNEY DOCKET NUMBER:</b>	12600.104036		
<b>NAME OF SUBMITTER:</b>	Bruce W. Baber		

CH \$90.00 3293727

Signature:

/Bruce W. Baber/

Date:

03/24/2009

**Total Attachments: 6**

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TRADEMARK ASSIGNMENT

WHEREAS, DESARROLLADORA ARCA, S.A. DE C.V., a Mexican company, with its principal place of business at c/o Embotelladoras Arca S.A.B. de C.V., Av. San Jeronimo #813 Pte., C.P. 64640, Monterrey, N.L., Mexico (hereinafter "Assignor"), has adopted and used and is the owner of all right, title, and interest in and to the trademark SIERRAZUL (Stylized) with registration number 3,293,727 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, U.S.A. corporation, with its principal place of business at One Coca-Cola Plaza, Atlanta, Georgia 30313, U.S.A. (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 word SIERRAZUL, any formatives of the word SIERRAZUL, or any words, phrases or properties confusingly similar to the word SIERRAZUL, and any and all applications and registrations relating or pertaining thereto, together with the goodwill associated therewith.

Execution Version 20-OCT-2008

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**REEL: 003958 FRAME: 0431**

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 23<sup>rd</sup> day of October, 2008.

DESARROLLADORA ARCA, S.A. DE C.V.

By: 

Name:

Francisco Garza Eglott

Title:

Attorney in Fact

ACKNOWLEDGMENT

On this \_\_\_\_ day of October, 2008, before me personally appeared \_\_\_\_\_, to me known, who, being by me duly sworn, did depose and say that he/she is \_\_\_\_\_ of Desarrolladora Arca, 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

[SIGNATURES CONTINUED ON FOLLOWING PAGE]



THE COCA-COLA COMPANY

By: *Marie Quintero-Johnson*  
Name: Marie Quintero-Johnson  
Title: Vice President and Director,  
Mergers & Acquisitions

ACKNOWLEDGMENT

UNITED STATES OF AMERICA )  
 )  
STATE OF GEORGIA )  
 ) ss:  
COUNTY OF FULTON )

On this 22<sup>nd</sup> day of October, 2008, before me personally appeared Marie Quintero-Johnson, to me known, who, being by me duly sworn, did depose and say that he/she is Vice President and Director, Mergers & Acquisitions of The Coca-Cola Company, the Assignee above-named, and acknowledged that he/she executed the foregoing Assignment on behalf of said Assignee and pursuant to authority duly received.



*Stacy Sloan*  
NOTARY PUBLIC

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*M*

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## TRADEMARK ASSIGNMENT

WHEREAS, DESARROLLADORA ARCA, S.A. DE C.V. a Mexican company, with its principal place of business at c/o Embotelladoras Arca S.A.B. de C.V., Av. San Jeronimo #813 Pte., C.P. 64640, Monterrey, N.L., Mexico (hereinafter "Assignor"), has adopted and used and is the owner of all right, title, and interest in and to the trademark FRUTIER with registration number 1,553,912 and the trademark application for FRUTIER LIXTO serial number 78-393167 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 "Trademarks"); and

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

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 Trademarks, 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 FRUTIER and FRUTIER LIXTO, any formatives of the words FRUTIER and FRUTIER LIXTO, or any words, phrases or properties confusingly similar to the words FRUTIER and FRUTIER LIXTO, and any and all applications and registrations relating or

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**TRADEMARK**  
**REEL: 003958 FRAME: 0434**



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 23 day of October, 2008.

DESARROLLADORA ARCA, S.A. DE C.V.

By: 

Name: FRANCISCO GARZA EGOÑA

Title: A HORNEY IN FACT

ACKNOWLEDGMENT

On this \_\_\_\_ day of October, 2008, before me personally appeared \_\_\_\_\_, to me known, who, being by me duly sworn, did depose and say that he/she is \_\_\_\_\_ of Desarrolladora Arca, 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]

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**REEL: 003958 FRAME: 0435**

