

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
Pure Bean & Leaf Brands,LLC		07/06/2010	LIMITED LIABILITY COMPANY: DELAWARE
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	
Serial Number:	77727466	ON	
CORRESPONDENCE DATA			
Fax Number:	(404)598-3244		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	404 676-3244		
Email:	pamallari@na.ko.com		
Correspondent Name:	Pamela C. Mallari		
Address Line 1:	One Coca-Cola Plaza		
Address Line 4:	Atlanta, GEORGIA 30313		
ATTORNEY DOCKET NUMBER:	81181917		
NAME OF SUBMITTER:	Pamela C. Mallari		
Signature:	/Pamela C. Mallari/		
Date:	07/06/2010		

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Total Attachments: 1
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Assignment

WHEREAS, Pure Bean & Leaf Brands, LLC ("Assignor"), is the owner of all right, title and interest in and to the trademark ON (App. No. 77/727466) (the "Trademark") and all goodwill related thereto; and

WHEREAS The Coca-Cola Company ("Assignee"), is desirous of acquiring the Trademark as well as the goodwill associated therewith;

WHEREAS, the assignment of the Trademark shall be made of record with the United States Patent and Trademark Office; and

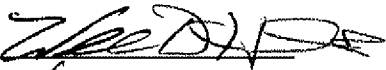
WHEREAS, Assignor agrees that it will execute or arrange for execution of such further assignment documents, or other legal instruments as may be required, if any, from Assignor to permit Assignee to obtain recordation of the assignments and registrations therewith, from Assignor to Assignee.

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

July ~~June~~ 16, 2010

Assignor:

By



Title

Vice President & General Counsel

Assignee:

By



Title

Head of Intellectual Property