

**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		12/22/2010	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	Cargill, Incorporated
Street Address:	15407 McGinty Road West
City:	Wayzata
State/Country:	MINNESOTA
Postal Code:	55391
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	3871831	TRUVIA

**CORRESPONDENCE DATA**

Fax Number: (952)404-6367  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 952-742-4095  
 Email: trademark\_docketing@cargill.com  
 Correspondent Name: Christopher H. Dore  
 Address Line 1: 15407 McGinty Road West  
 Address Line 2: Law Department MS24  
 Address Line 4: Wayzata, MINNESOTA 55391

NAME OF SUBMITTER:	Christopher H. Dore
Signature:	/Christopher H. Dore/
Date:	01/20/2011

Total Attachments: 3

**900181865**

**TRADEMARK  
 REEL: 004457 FRAME: 0735**

**OP \$40.00 3871831**

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TRADEMARK ASSIGNMENT

WHEREAS, THE COCA-COLA COMPANY, a corporation created and existing under the laws of Delaware ("Assignor"), is the record owner of certain rights, title and interest in and to the various trademarks (the "Trademarks") as identified on Exhibit A hereto, and the goodwill associated therewith, and the applications and registrations for the Trademarks as reflected in the attached Exhibit A (the "Applications and Registrations"); and

WHEREAS, CARGILL, INCORPORATED, a corporation organized under the laws of the state of Delaware ("Assignee"), desires to acquire in its own name or in the name of its designee all rights of Assignor in and to the Trademarks and the goodwill associated therewith, and the Applications and Registrations; and

WHEREAS, the assignment of the Trademarks and the Applications and Registrations may be made of record by Assignee in all 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 by Assignor of such further assignment documents or other legal instruments as may be required to permit Assignee or its designee to obtain recordation of the assignment of the Trademarks and the Applications and Registrations from Assignor to Assignee or its designee.

NOW, THEREFORE, for the sum of ten United States Dollars (USD \$10.00), and other 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 of Assignor's right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks, and the Applications and Registrations, as well as all rights to damages and profits, due or accrued, arising out of past infringements of the Trademarks, and the right to sue and recover for same.

IN WITNESS WHEREOF, the parties have caused this Trademark Assignment to be signed by their duly authorized officers or other representatives, effective as of the date of the last signature below.

THE COCA-COLA COMPANY

By: 

Name: William D. Hawkins, III

Title: Vice President

Document Approved By  
Global TM Counsel

ACKNOWLEDGEMENT

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

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

This 22 day of December, 2010.

Name: Carol Church

Title: Notary Public

~~Notary Public, Gwinnett County, Georgia  
My Commission Expires Jan. 8, 2011.~~

CARGILL, INCORPORATED

By: [Signature]

Name: Zanna McPerson

Title: Assistant Vice President  
and Business Director

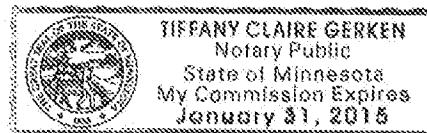
ACKNOWLEDGEMENT

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 20<sup>th</sup> day of Jan, 2010.

Name: Tiffany C. Gerken

Title: Notary Public



TRADEMARK

REEL: 004457 FRAME: 0738

**Exhibit A to Trademark Assignment**

<u>Reg/App No</u>	<u>Mark</u>	<u>Mark Type</u>	<u>Country</u>	<u>Status</u>	<u>Class</u>
3871831	TRUVIA	Word - Block Letters	United States	Registered	30