

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
PJ Bean Company, LLC		05/06/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	The Coca-Cola Company		
Street Address:	1 Coca-Cola Plaza		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30313		
Entity Type:	COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2555473	PLANET JAVA	
Registration Number:	2570175	PLANET JAVA	
CORRESPONDENCE DATA			
Fax Number:	(404)676-7682		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(404) 515-0361		
Email:	vkeenan@na.ko.com		
Correspondent Name:	Virginia Keenan		
Address Line 1:	One Coca-Cola Plaza		
Address Line 4:	Atlanta, GEORGIA 30313		
NAME OF SUBMITTER:	Virginia Keenan		
Signature:	/Virginia Keenan/		
Date:	08/04/2011		

CH \$65.00 2555473

Total Attachments: 5

source=Assignment#page1.tif

source=Assignment#page2.tif

source=Assignment#page3.tif

source=Assignment#page4.tif

source=Assignment#page5.tif

Trademark Assignment Agreement

WHEREAS, PJ Bean Company, LLC ("Assignor"), a limited liability company organized and existing under the law of Delaware, U.S.A. whose address is 1 Coca-Cola Plaza, Atlanta, Georgia 30313, U.S.A., is the owner of all right, title and interest in and to the trademarks listed in Schedule A (collectively the "Trademarks") and all goodwill related thereto; and

WHEREAS The Coca-Cola Company ("Assignee"), a company organized and existing under the law of Delaware, U.S.A. whose address is 1 Coca-Cola Plaza, Atlanta, Georgia 30313, U.S.A., is desirous of acquiring the Trademarks as well as the goodwill associated therewith;

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, In pursuance of the said agreement and in consideration of the sum of ten dollars (\$10.00 USD) now paid by the Assignee to the Assignor (the receipt whereof is hereby acknowledged)", Assignor hereby assigns and transfers to Assignee all right, title and interest in and to the Trademarks, including the right of filing additional arguments on all pending oppositions made by Assignor on the basis of the Trademarks against trademark applications filed by third parties, and together with the goodwill of the business symbolized by the Trademarks, as well as all rights to damages, profits, due or accrued, of our past and future infringement of the Trademarks and the right to sue and recover for the same. The subject trademarks are being assigned for all goods and services for which they are registered.

This Agreement constitutes the entire agreement amongst Assignor and Assignee. There are no terms or conditions or other obligations regarding the Trademarks between Assignor and Assignee that are not included in this Agreement. This Agreement will supersede all prior agreements, oral discussions, or understandings between Assignor and Assignee regarding the above listed Trademarks.

Assignor makes no warranties or representations regarding the Trademarks other than what are contained in this Agreement. As such, the Trademarks are to be transferred to Assignee "AS IS."

[Signatures On The Following Pages]

In WITNESS WHEREOF, the parties agree that this Assignment is effective as of 6th day of May, 2011.

PJ Bean Company, LLC

By [Signature]

Name William D. Hawkins III

Title Vice President

Date: May 6, 2011



NOTARY 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 forgoing instrument with full authority to do so on behalf of such party.

By [Signature]

Name CAROL C. LYNCH

Commission Expires Notary Public, Gwinnett County, Georgia
~~My Commission Expires Jan. 9, 2011~~

Seal:

In WITNESS WHEREOF, the parties agree that this Assignment is effective as of 19th day of May, 2011.

The Coca-Cola Company

By [Signature]

Name Danise van Vuuren-Nield

Title Head of Intellectual Property

Date: May 3, 2011

NOTARY 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 forgoing instrument with full authority to do so on behalf of such party.

By [Signature]

Name CAROL C. Lynett

Commission Expires [Signature]


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

Seal:

EXHIBIT 1

Classified - Internal use

TRADEMARK
REEL: 004597 FRAME: 0740

Trademark	Country	Registration/Application No.
PLANET JAVA	United States	2555473
	United States	2570175

Classified - Internal use