

## 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):**

Jugos del Valle, S.A. de C.V.

- Individual(s)                       Association  
 General Partnership               Limited Partnership  
 Corporation- State: Mexico  
 Other \_\_\_\_\_

Citizenship (see guidelines) Mexico

Additional names of conveying parties attached?  Yes  No

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

Execution Date(s) November 13, 2006

- 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: Jugos del Valle, S.A.B. de C.V.

Internal

Address: Ave. Insurgentes No. 30

Street Address: Barrio de Texcacoa 54600

City: Municipio De Tepotzotlan, Edo. De Mexico

State: Mexico

Country: Mexico

Zip: \_\_\_\_\_

- Association    Citizenship \_\_\_\_\_  
 General Partnership    Citizenship \_\_\_\_\_  
 Limited Partnership    Citizenship \_\_\_\_\_  
 Corporation    Citizenship Mexico  
 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)

1396046

Additional sheet(s) attached?  Yes  No

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

FRUTSI

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

Name: Pamela Mallari

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

Street Address: One Coca-Cola Plaza

City: Atlanta

State: GA

Zip: 30313

Phone Number: 404-676-3244

Fax Number: 404-598-3244

Email Address: pamallari@na.ko.com

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

10

**7. Total fee (37 CFR 2.6(b)(6) & 3.41)**

\$ 265.00

- Authorized to be charged to deposit account  
 Enclosed

**8. Payment Information:**

Deposit Account Number 032325

Authorized User Name Solene Denton

**9. Signature:**

Solene Denton  
 Signature

October 20, 2011  
 Date

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 2

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 \$265.00 032325 1396046

Change of name from Jugos del Valle, S.A. de C.V. to Jugos del Valle, S.A.B. de C.V.

<b>Trademark</b>	<b>Registration Number</b>
FRUTSI	1396046
VALLE REDONDO	2179216
BOTELLIN	2181336
DEL VALLE	2201892
DEL VALLE FRUT	2860910
V FLORDIA7 Y DISENO	2967491
DEL VALLE Y DISENO	3058049
FRUTSI Y DISENO	3136282
DEL VALLE Y DISENO	3344657
DEL VALLE BLEND Y DISENO	3356744

# The Coca-Cola Company

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FAX COVER PAGE

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To: 15712730140  
From: NoReplyTCCC@tcccfax.com  
Date: October 20, 2011 16:11:43 GMT  
Subject: Request for Recordal of Change of Name (Our Ref.:8120758  
Pages: 3

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Dear Sirs/Madams:

Attached is the Recordation Form Cover Sheet and schedule of trademarks for the recordation of the change of name from Jugos del Valle, S.A. de C.V. to Jugos del Valle S.A.B. de C.V. against these marks. Please confirm your safe receipt of this document .  
Thank you.

Best regards  
Jolene

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**Jolene Denton | Trademark Paralegal | The Coca-Cola Company**  
One Coca-Cola Plaza, NW | NAT1918 | Atlanta, Georgia | 30313-1725  
☎ 404.676.3293 | 📠 404.598.3293 | ✉ [jdenton@na.ko.com](mailto:jdenton@na.ko.com)

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