

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT																										
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL																										
CONVEYING PARTY DATA																											
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CORRESPONDENCE DATA																											
Fax Number: (212)556-2222 Email: bbaber@kslaw.com, kmccarthy@kslaw.com, ebrown@kslaw.com, nytrademarks@kslaw.com <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> Correspondent Name: Bruce W. Baber, King & Spalding LLP Address Line 1: 1180 Peachtree Street Address Line 4: Atlanta, GEORGIA 30309																											
ATTORNEY DOCKET NUMBER:	12600-113032																										
NAME OF SUBMITTER:	Emily B. Brown																										
Signature:	/Emily B. Brown/																										
Date:	02/01/2012																										
Total Attachments: 3 source=FULLY EXECUTED TCCC Ahold SIMPLY JUICE Trademark Assignment#page1.tif source=FULLY EXECUTED TCCC Ahold SIMPLY JUICE Trademark Assignment#page2.tif source=FULLY EXECUTED TCCC Ahold SIMPLY JUICE Trademark Assignment#page3.tif																											

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## TRADEMARK ASSIGNMENT

WHEREAS, AHOLD LICENSING Sarl, a corporation organized and existing under the laws of Switzerland having a place of business at 2 Rue Jean-Petitot, Geneva, Switzerland 1204 (hereinafter referred to as "Assignor"), is the owner of all right, title and interest in and to the trademark SIMPLY JUICE for fruit juices in International Class 32 (the "Trademark"), and all goodwill related thereto, and application Serial Number 78/593,984 for registration thereof (the "Application"); and

WHEREAS, The Coca-Cola Company, a corporation organized under the laws of the State of Delaware, with an office at One Coca-Cola Plaza, Atlanta, Georgia 30313 ("Assignee"), is desirous of acquiring the Trademark and the goodwill associated therewith, and the Application; and

WHEREAS, the assignment of the Trademark and the Application shall be made of record in 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 assignment of the Trademark and the Application 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, free and clear of all liens and encumbrances, all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark, the Application, and all common or other law rights in or to the Trademark,



THE COCA-COLA COMPANY

By: [Signature]  
Name: William D. Hawkins III  
Title: Vice President & General Tax Counsel

ACKNOWLEDGMENT

STATE OF Georgia )  
COUNTY OF Fulton )

On this the 30th day of December, 2011, before me personally appeared William D. Hawkins, III, who acknowledged and proved himself to be authorized to execute the above Agreement, and who freely and voluntarily executed the foregoing instrument on behalf of The Coca-Cola Company for the purposes therein stated.

[Signature]  
Notary Public

