

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		02/08/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Simply Orange Juice Company		
Street Address:	2659 Orange Avenue		
City:	Apopka		
State/Country:	FLORIDA		
Postal Code:	32703		
Entity Type:	CORPORATION: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78593984	SIMPLY JUICE	
CORRESPONDENCE DATA			
Fax Number:	(404)598-2351		
Phone:	404-676-2351		
Email:	vkeenan@coca-cola.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:	Dinisa H. Folmar		
Address Line 1:	One Coca-Cola Plaza		
Address Line 4:	Atlanta, GEORGIA 30313		
NAME OF SUBMITTER:	Dinisa H. Folmar		
Signature:	/dhf/		
Date:	02/13/2012		
Total Attachments: 2 source=Assignment#page1.tif source=Assignment#page2.tif			

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made and entered into as of the 8 day of February 2012, by and between The Coca-Cola Company, a Delaware corporation, whose principal place of business is One Coca-Cola Plaza, Atlanta, Georgia USA 30313 ("Assignor"), and Simply Orange Juice Company, a Florida corporation, whose principal place of business is 2659 Orange Avenue, Apopka, Florida USA 32703 ("Assignee") (collectively, the "Parties").

WITNESSETH

WHEREAS, Assignor or its predecessor has adopted and used and is the owner of the SIMPLY JUICE mark, including but not limited to the United States application set forth on Schedule A and incorporated herein by reference (the "Mark");

WHEREAS, Assignor is the owner of all right, title, and interest in and to the Mark set forth on Schedule A; and

WHEREAS, the Parties desire to enter into this Assignment to effect the transfer of all right, title, and interest in and to the Mark to Assignee on a worldwide basis, including but not limited to the application set forth on Schedule A.

NOW, THEREFORE, for and in consideration of the premises and the mutual promises hereinafter set forth and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties hereby agree as follows:

1. Transfer and Assignment. Assignor hereby transfers and assigns to Assignee all right, title, and interest in and to the Mark on a worldwide basis, including but not limited to the application set forth on Schedule A, together with the goodwill associated therewith and of the business symbolized by the Mark, along with the right to recover for damages and profits and other remedies for past infringements of the Mark.

2. Further Documentation and Actions. Assignor hereby agrees to execute and deliver to Assignee any further documents and instruments, and to do any and all further reasonable acts that are deemed necessary by Assignee to vest in Assignee all right, title, and interest in and to the Mark, and to enable such right, title, and interest to be recorded in the United States Patent and Trademark Office and any other appropriate governmental authority or agency of the United States and internationally.

3. Entire Agreement. This Assignment represents the entire agreement between the Parties regarding the Mark and supersedes any previous agreement or discussion between the Parties.

"ASSIGNOR"

THE COCA-COLA COMPANY

By: 

Name: William D. Hawkins, III

Title: Vice President

SCHEDULE A

Mark	Filing Date	Application Serial Number	International Class	Goods
SIMPLY JUICE	March 24, 2005	78/593984	032	Fruit juice