

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM315213

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Coca-Cola Refreshments USA, Inc.		08/15/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	The Coca-Cola Company		
Street Address:	One Coca-Cola Plaza		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30313		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3409002	DIAMOND HEAD	
CORRESPONDENCE DATA			
Fax Number:	4045986655		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	404-676-6655		
Email:	vkeenan@coca-cola.com		
Correspondent Name:	Virginia Keenan		
Address Line 1:	One Coca-Cola Plaza		
Address Line 4:	Atlanta, GEORGIA 30313		
ATTORNEY DOCKET NUMBER:	81222990		
NAME OF SUBMITTER:	Virginia Keenan		
SIGNATURE:	/Virginia Keenan/		
DATE SIGNED:	08/26/2014		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

WHEREAS, COCA-COLA REFRESHMENTS USA, INC., a corporation formed under the laws of the State of Delaware, having an address of One Coca-Cola Plaza, Atlanta, GA 30313 ("Assignor"), is the owner of all right, title and interest in and to the trademark DIAMOND HEAD for "soft drinks" in International Class 32 (the "Trademark"), and all goodwill related thereto; and

WHEREAS, The Coca-Cola Company, a corporation formed under the laws of Delaware, having an address of One Coca-Cola Plaza, Atlanta, Georgia 30313 ("Assignee"), is desirous of acquiring the Trademark and goodwill associated therewith, and is the successor to the portion of the business of the Assignor to which the Trademark pertains; and

WHEREAS, the assignment of the Trademark 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 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, as well as all rights to damages and profits, due or accrued, arising out of past infringements of the Trademark, 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 representatives this ^{13th}~~15th~~ day of August, 2014.

ASSIGNOR
COCA-COLA REFRESHMENTS USA, INC.

ASSIGNEE
THE COCA-COLA COMPANY

By: 

By: 

Name: Christopher P. Nolan

Name: Robert J. Jordan, Jr.

Title: Vice President

Title: Vice President

Date: August 15, 2014

Date: August 13, 2014

