

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM362133

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HANSEN PRE, LLC		06/12/2015	LIMITED LIABILITY COMPANY: 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: 5			
Property Type	Number	Word Mark	
Registration Number:	3628258	BEFORE EVERYTHING	
Registration Number:	3680586	PRE	
Registration Number:	4143010	PRE	
Registration Number:	4125782	PRE	
Registration Number:	3670097	PRE	
CORRESPONDENCE DATA			
Fax Number:	4049636231		
<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>			
Email:	abates@bates-bates.com, kdawson@bates-bates.com		
Correspondent Name:	Andrea E. Bates		
Address Line 1:	1890 Marietta Blvd NW		
Address Line 4:	Atlanta, GEORGIA 30318		
NAME OF SUBMITTER:	Andrea E. Bates		
SIGNATURE:	/Andrea E. Bates/		
DATE SIGNED:	11/11/2015		
Total Attachments: 4			
source=Executed Assignment - HANSEN PRE LLC to TCCC#page1.tif			
source=Executed Assignment - HANSEN PRE LLC to TCCC#page2.tif			

OP \$140.00 3628258

source=Executed Assignment - HANSEN PRE LLC to TCCC#page3.tif

source=Executed Assignment - HANSEN PRE LLC to TCCC#page4.tif

RECORDABLE INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT

[United States of America]

This Intellectual Property Assignment Agreement (this "IP Assignment"), is dated and effective as of June 12, 2015, by and among HANSEN PRE, LLC, a Delaware Limited Liability Company (the "Assignor"), and THE COCA-COLA COMPANY, a Delaware corporation ("TCCC").

WHEREAS, Assignor has conveyed, transferred and assigned to TCCC, certain intellectual property of Assignor, and has agreed to execute and deliver this IP Assignment.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, the parties hereto, intending to be legally bound, agree as follows:

1. Assignment. Assignor, on its behalf and on behalf of its subsidiaries, hereby irrevocably conveys, transfers and assigns to TCCC, and TCCC hereby accepts, all of Assignor's and its subsidiaries' right, title and interest in and to the following (the "Assigned IP"):

(a) The trademarks, service marks, names, corporate names, trade names, logos, slogans, trade dress, design rights and other similar designations of source or origin set forth in Schedule 1 hereto, together with the goodwill symbolized by any of the foregoing (the "Assigned Trademarks") as successor to the business of Assignor to which the Assigned Trademarks pertain;

(b) all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions and otherwise throughout the world; and

(c) any and all rights to sue and collect damages, royalties and payments for past, present and future infringement, misappropriation or other violation thereof.

2. Recordation. Assignor, on its behalf and on behalf of its subsidiaries, and TCCC, as applicable, authorizes the Commissioner for Patents, the Commissioner for Trademarks and any other patent and trademark offices and other similar authorities anywhere in the world to record and register this IP Assignment upon request by TCCC, respectively.


3. Counterparts and Execution. This IP Assignment may be executed in two or more counterparts, all of which when taken together will be considered one and the same agreement and will become effective when counterparts have been signed by each party hereto and delivered to the other party, it being understood that all parties need not sign the same counterpart. In the event that any signature is delivered by facsimile transmission or

by e-mail delivery of a “.pdf” format data file, such signature will create a valid and binding obligation of the party executing (or on whose behalf such signature is executed) with the same force and effect as if such facsimile or “.pdf” signature page were an original thereof.

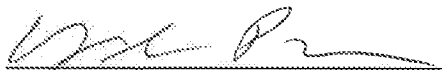
4. Successors and Assigns. This IP Assignment shall be binding upon and shall inure to the benefit of the parties hereto their respective successors and assigns.

IN WITNESS WHEREOF, the parties hereto have caused this IP Assignment to be duly executed as of the day and year first above written.

HANSEN PRE, LLC

By: 
Name: Greg Hall
Title: Vice President & Senior Legal Counsel




THE COCA-COLA COMPANY

By: 
Name: Yoo-Sun Park
Title: Senior Managing Trademark & Design Counsel

SCHEDULE 1

ASSIGNED TRADEMARKS

See attachment.

COUNTRY	MARK	APP. NO.	REG. NO
United States of America	BEFORE EVERYTHING	77/411585	3628258
United States of America	 PRE & design	77/339398	3680586
United States of America	 PRE & design	77/769204	4143010
United States of America	 PRE & design	77/633180	4125782
United States of America	PRE	77/319196	3670097