

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM371091

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900351226		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Andrea E. Bates		01/21/2016	INDIVIDUAL: UNITED STATES
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	
Serial Number:	86864725	TASTE THE FEELING	
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 30313		
NAME OF SUBMITTER:	Andrea E. Bates		
SIGNATURE:	/Andrea E. Bates/		
DATE SIGNED:	01/29/2016		
Total Attachments: 3			
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source=TTF Assignment - Bates - USA#page2.tif			
source=TTF Assignment - Bates - USA#page3.tif			

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement, effective January 21, 2016 (“Effective Date”) is by and between Andrea E. Bates, an individual residing in Georgia (“Assignor”), whose address is 1890 Marietta Blvd NW, Atlanta, Georgia 30318, and The Coca-Cola Company, a corporation organized under the laws of Delaware (“Assignee”), whose address is One Coca-Cola Plaza, Atlanta, Georgia 30313.

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks listed in Schedule A (collectively the “Trademarks”) and all goodwill related thereto;

WHEREAS, Assignee, is desirous of acquiring the Trademarks as well as the goodwill associated therewith; 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 assignments and registrations therewith, from Assignor to Assignee.

NOW THEREFORE, In pursuance of the said agreement and in consideration of the sum already paid by the Assignee to the Assignor (the receipt and sufficiency of which is hereby acknowledged), Assignor hereby transfers all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks, as well as all rights to damages, profits, due or accrued, from past and future infringement of the Trademarks and the right to sue and recover for the same.

This Agreement constitutes the entire agreement between Assignor and Assignee. There are no terms or conditions or other obligations regarding the Trademarks between Assignor and Assignee that are not included in this Agreement. This Agreement will supersede all prior agreements, oral discussions, or understandings between Assignor and Assignee regarding the Trademarks.

[Signatures On The Following Pages]


In WITNESS WHEREOF, the parties agree that this Agreement is effective as of the Effective Date.

ASSIGNOR
ANDREA E. BATES



Andrea E. Bates

ASSIGNEE
THE COCA-COLA COMPANY

By: 

Name: Danise Lopes
Title: Head of IP

Schedule A

Trademarks

TASTE THE FEELING (App. No. 86/864,725)