

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM464853

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Coca-Cola Company		01/05/2018	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	i.am.symbolic, llc		
Street Address:	1800 Century Park East, Suite 1000		
Internal Address:	c/o Hertz, Lichtenstein, & Young, LLP		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90067		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	4426783	EKOCYCLE	
Registration Number:	4809077	EKOCYCLE	
Registration Number:	4905278	EKOCYCLE	
Registration Number:	4905324		
Registration Number:	4905279		
CORRESPONDENCE DATA			
Fax Number:	3102283701		
<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:	310 228 3700		
Email:	trademarksc@sheppardmullin.com		
Correspondent Name:	Jill M. Pietrini		
Address Line 1:	1901 Avenue of the Stars		
Address Line 2:	Suite 1600		
Address Line 4:	Los Angeles, CALIFORNIA 90067-6017		
ATTORNEY DOCKET NUMBER:	50GD-228847		
NAME OF SUBMITTER:	Jill M. Pietrini		
SIGNATURE:	/Jill M. Pietrini/		
DATE SIGNED:	03/08/2018		

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Total Attachments: 5

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**ASSIGNMENT OF TRADEMARK AND REGISTRATIONS THEREFOR
IN THE UNITED STATES, EUROPEAN UNION, MEXICO, AND SWITZERLAND**

THIS ASSIGNMENT is made by and between The Coca-Cola Company, a Delaware corporation, having a place of business at One Coca-Cola Plaza, Atlanta, Georgia, United States 30313 (hereinafter "Assignor"), and i.am.symbolic, llc, a California limited liability company, having a principal place of business at 1800 Century Park East, Suite 1000 c/o Hertz, Lichtenstein & Young, LLP, Los Angeles, California, United States 90067 (hereinafter "Assignee").

WHEREAS, Assignor is the owner for the trademarks (the "Marks") and registrations (collectively "Registrations") identified in Schedule A attached hereto;

WHEREAS, Assignor has agreed to assign to Assignee all right, title, and interest in the Marks and the Registrations in the United States, European Union, Mexico, and Switzerland including the goodwill associated with the Marks and any and all claims, demands, and causes of action for infringement, of the Marks past, present, and future, and all of the proceeds from the foregoing.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Marks and the Registrations, together with the goodwill of the business symbolized by the Marks, together with any and all claims, demands, and causes of action for infringement of the Marks, past, present and future, and all of the proceeds from the foregoing.

SIGNED at Atlanta, Georgia, effective this 5th day of January, 2018.

THE COCA-COLA COMPANY

By: [Signature]

Name: Robert J. Jordan Jr

Title: Vice President

Document Approved By
Global TM Counsel

SIGNED at Los Angeles, CA, effective this 5th day of March, 2018.

i.am.symbolic, llc

By: [Signature]



Name: Jonathan Polk

Title: Attorney-in-Fact


(Notarizations On Next Page)

SCHEDULE A

EUROPEAN UNION






COUNTRY	TRADEMARK	REG. NO.	REG. DATE	CLASS
European Union	EKOCYCLE	10,431,146	Apr. 2, 2012	9, 14, 18, 25, 35
European Union	EKOCYCLE	10,812,725	Aug. 28, 2012	12, 20, 28
European Union		10,432,573	Apr. 26, 2012	9, 14, 18, 25, 35
European Union		10,813,541	Sep. 13, 2012	12, 20, 28

MEXICO


COUNTRY	TRADEMARK	REG. NO.	REG. DATE	CLASS
Mexico	EKOCYCLE	1,289,683	Jun. 7, 2012	9
Mexico	EKOCYCLE	1,301,771	Aug. 2, 2012	12
Mexico	EKOCYCLE	1,289,684	Jun. 7, 2012	14
Mexico	EKOCYCLE	1,289,685	Jun. 7, 2012	18
Mexico	EKOCYCLE	1,301,772	Aug. 2, 2012	20
Mexico	EKOCYCLE	1,301,773	Aug. 2, 2012	28
Mexico	EKOCYCLE	1,301,774	Aug. 2, 2012	35
Mexico		1,288,828	May 31, 2012	9
Mexico		1,305,110	Aug. 21, 2012	12
Mexico		1,289,172	Jun. 5, 2012	14

TRADEMARK



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COUNTRY	TRADEMARK	REG. NO.	REG. DATE	CLASS
Mexico		1,289,171	Jun. 5, 2012	18
Mexico		1,305,021	Aug. 20, 2012	20
Mexico		1,289,170	Jun. 5, 2012	25
Mexico		1,301,510	Aug. 2, 2012	28
Mexico		1,301,511	Aug. 2, 2012	35

SWITZERLAND

COUNTRY	TRADEMARK	REG. NO.	REG. DATE	CLASS
Switzerland	EKOCYCLE	660,575	Jun. 25, 2014	24
Switzerland		658,069	May 2, 2014	24

UNITED STATES

COUNTRY	TRADEMARK	REG. NO.	REG. DATE	CLASS
United States	EKOCYCLE	4,426,783	Oct. 29, 2013	9, 25
United States	EKOCYCLE	4,809,077	Sep. 8, 2015	12
United States	EKOCYCLE	4,905,278	Feb. 23, 2016	18
United States		4,905,324	Feb. 23, 2016	9, 12, 35
United States		4,905,279	Feb. 23, 2016	18, 25

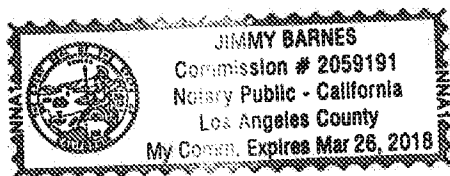
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A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California)
County of Los Angeles)

On MAR 5, 2018, before me, JIMMY BARNES, a Notary Public, personally appeared JONATHAN POLK, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/~~she~~/they executed the same in his/~~her~~/their authorized capacity(ies), and that by his/~~her~~/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.




Notary Public

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

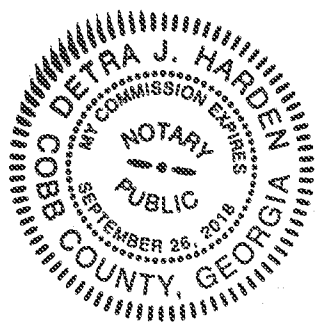
State of Georgia)

County of Cobb)

On 1/5/18, before me, Detra J. Harden, a Notary Public, personally appeared Robert J. Jordan, personally known to me (or who proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.



Detra J. Harden
Notary Public