

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM564508

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
<b>SEQUENCE:</b>	1

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Comercializadora Novaverde S.A.		10/25/2019	Corporation: CHILE
Coca-Cola de Chile, S.A.		10/25/2019	Company: CHILE

## RECEIVING PARTY DATA

<b>Name:</b>	Coca-Cola de Chile, S.A.
<b>Street Address:</b>	Av. Presidente Kennedy 5757, Piso 12
<b>Internal Address:</b>	Las Condes
<b>City:</b>	Santiago
<b>State/Country:</b>	CHILE
<b>Entity Type:</b>	Company: CHILE
<b>Name:</b>	The Coca-Cola Company
<b>Street Address:</b>	One Coca-Cola Plaza
<b>City:</b>	Atlanta
<b>State/Country:</b>	GEORGIA
<b>Postal Code:</b>	30313
<b>Entity Type:</b>	Corporation: DELAWARE

## PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	5618326	GUALLARAUCO

## CORRESPONDENCE DATA

## Fax Number:

*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.*

Phone: 404-676-2819

Email: charlmurphy@coca-cola.com, lhobbs@coca-cola.com, tcctminbox@coca-cola.com

Correspondent Name: Charlotte K. Murphy

Address Line 1: One Coca-Cola Plaza

Address Line 4: Atlanta, GEORGIA 30313

CH \$40.00 5618326

**DOMESTIC REPRESENTATIVE**

**Name:** Charlotte K. Murphy  
**Address Line 1:** One Coca-Cola Plaza  
**Address Line 4:** Atlanta, GEORGIA 30313

**NAME OF SUBMITTER:** Charlotte K. Murphy

**SIGNATURE:** /Charlotte K. Murphy/

**DATE SIGNED:** 02/28/2020

**Total Attachments: 10**

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source=Assignment Coca-Cola de Chile to TCCC#page5.tif



**ASSIGNMENT AGREEMENT**

**THIS ASSIGNMENT** entered into **BETWEEN** :-

**COMERCIALIZADORA NOVAVERDE S.A.**  
**(CHILE SOCIEDADES ANÓNIMAS (S/A))**  
a Corporation existing under the laws of Chile  
having its address at  
Sitio 19  
Loteo Los Libertadores, Colina  
Carretera General San Martín Km, 16,5  
Santiago, RM, Chile

("hereinafter the **ASSIGNOR**")

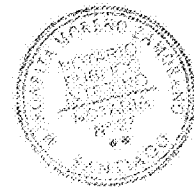
and

**COCA-COLA DE CHILE, S.A.**  
a Company organized under the laws of Chile  
having its address at  
Av. Presidente Kennedy 5757  
Piso 12  
Las Condes, Santiago  
Chile

("hereinafter the **ASSIGNEE**")

1

Classified - Confidential



**WHEREAS :-**

(a) The **ASSIGNOR** is the proprietor of the trademark(s) appearing in the attached schedule ("the trademark(s)");

and

(b) The **ASSIGNOR** and the **ASSIGNEE** have agreed that the trademark(s) shall be assigned and transferred to the **ASSIGNEE**.


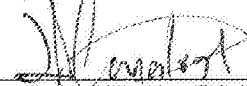

**THIS ASSIGNMENT WITNESSES THAT:-**

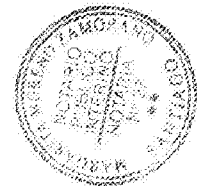
For good and sufficient consideration, the **ASSIGNOR** hereby assigns and transfers to the **ASSIGNEE** all its right, title and interest in and to the trademark(s), along with the goodwill attaching to the trademark(s), and including the right to sue for and to recover damages and other remedies in respect of any present or future infringement or other unauthorized use thereof. **Assignor** hereby authorizes and requests the applicable governmental authorities to record **Assignee** as the assignee and owner of the trademark(s). The effective date of this assignment is October 25, 2019.



The **ASSIGNEE** hereby confirms acceptance of the assignment and transfer.

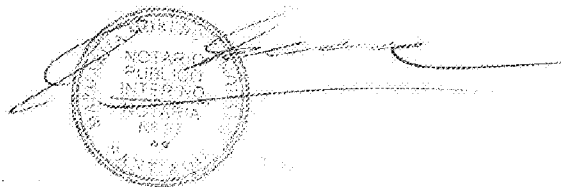
10/25/19  
Santiago

<p>Signed at Santiago de Chile on October 25, 2019 on behalf of the <b>ASSIGNOR</b> by the authorized signatory:</p>  <p><b>Name: Alejandro Palma Torres</b> <b>Title: Legal Representative</b></p>  <p><b>Name: Alfredo Canales Dávila</b> <b>Title: Legal Representative</b></p>	<p>Signed at Santiago de Chile on October 25, 2019 on behalf of the <b>ASSIGNEE</b> by the authorized signatory:</p>  <p><b>Name: Roberta Cabral Valenca</b> <b>Title: Legal Representative</b></p>
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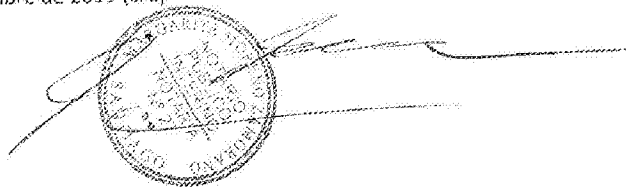
Autorizo la firma de doña Roberta Cabral Valenca, C.I. 21.707.862-8; en representación de Coca - Cola de Chile S.A.

Santiago, 05 de Noviembre de 2019. (cru)

A circular notary seal with a signature written over it. The seal contains the text "NOTARIO PUBLICO INTERNO" and "SANTIAGO".

Autorizo las firmas de don Alejandro David Palma Torres, C.I. 13.851.682-2 y don Alfredo Canales Davila, C.I. para extranjeros número 24.138.865-4; ambos en representación de Comercializadora Novaverde S.A.

Santiago, 04 de Diciembre de 2019 (cru)

A circular notary seal with a signature written over it. The seal contains the text "NOTARIO PUBLICO INTERNO" and "SANTIAGO".

SCHEDULE OF TRADEMARK(S)

Country	Trademark	Application Number	Registration Number
UNITED STATES	GUALLARAUCO	87/445,223	5,618,326





## ASSIGNMENT AGREEMENT

THIS ASSIGNMENT entered into BETWEEN :-

**COCA-COLA DE CHILE, S.A.**  
a Company organized under the laws of Chile  
having its address at  
Av. Presidente Kennedy 5757  
Piso 12  
Las Condes, Santiago  
Chile

("hereinafter the ASSIGNOR")

and

**THE COCA-COLA COMPANY**  
a Corporation Incorporated under the laws of Delaware  
having its principal address at  
1 Coca-Cola Plaza, NW  
Atlanta, Georgia 30313

("hereinafter the ASSIGNEE")





**WHEREAS :-**

(a) The **ASSIGNOR** is the proprietor of the trademark(s) appearing in the attached schedule ("the trademark(s)");

and

(b) The **ASSIGNOR** and the **ASSIGNEE** have agreed that the trademark(s) shall be assigned and transferred to the **ASSIGNEE**.

**THIS ASSIGNMENT WITNESSES THAT:-**

For good and sufficient consideration, the **ASSIGNOR** hereby assigns and transfers to the **ASSIGNEE** all its right, title and interest in and to the trademark(s), along with the goodwill attaching to the trademark(s), and including the right to sue for and to recover damages and other remedies in respect of any present or future infringement or other unauthorized use thereof. **Assignor** hereby authorizes and requests the applicable governmental authorities to record **Assignee** as the assignee and owner of the trademark(s). The effective date of this assignment is October 25, 2019.



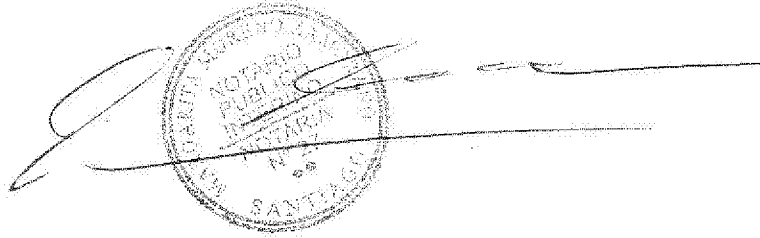
The **ASSIGNEE** hereby confirms acceptance of the assignment and transfer.

<p>Signed at <u>SANTIAGO</u> on <u>OCTOBER 25 2019</u> on behalf of the <b>ASSIGNOR</b> by the authorized signatory:</p> <p><u>Roberta Valenca</u> <b>Name: Roberta Cabral Valenca</b> <b>Title: General Manager</b></p>	<p>Signed at <u>Atlanta, Georgia U.S.A.</u> on <u>December 4, 2019</u> on behalf of the <b>ASSIGNEE</b> by the authorized signatory:</p> <p><u>Benny Lee</u> <b>Name: Benny H. Lee</b> <b>Title: Executive Counsel and Associate General Counsel, Intellectual Property</b></p>
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Autorizo la firma de doña Roberta Cabral Valenca, C.I. 21.707.862-8; en representación de Coca – Cola de Chile S.A.

Santiago, 05 de Noviembre de 2019. (cru)



**SCHEDULE OF TRADEMARK(S)**

<b>Country</b>	<b>Trademark</b>	<b>Application Number</b>	<b>Registration Number</b>
UNITED STATES	GUALLARAUCO	87/445,223	5,618,326



Classified - Confidential

RECORDED: 02/28/2020

**TRADEMARK**  
REEL: 006878 FRAME: 0360