

03-05-2001



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OVER SHEET  
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To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):  
**Roland Vincent St. John Killick**

Additional name(s) of conveying party(ies) attached?  
 Yes  No

2. Name and Address of receiving party(ies):

Name: **The Coca-Cola Company**

Address: **One Coca-Cola Plaza**

City: **Atlanta,**

State: **Georgia**

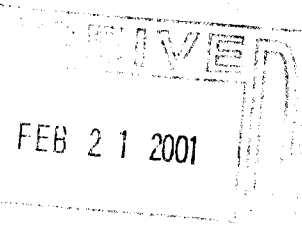
Zip: **30313**

Additional name(s) & address(es) attached?  Yes  No

3. Nature of conveyance:

Assignment  Merger  
 Security Agreement  Change of Name  
 Other \_\_\_\_\_

Execution date(s) of each conveying party:  
**Roland Vincent St. John Killick -  
May 25, 2000**



4(a). Patent Application No.(s): 09/520,576 Patent No.(s): \_\_\_\_\_

If this document is being filed together with a new application, the execution date of the application is: \_\_\_\_\_

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning this document should be mailed:

Name: **Daniel J. Warren**  
Address: **SUTHERLAND ASBILL & BRENNAN LLP  
999 Peachtree Street, NE  
Atlanta, Georgia 30309-3996**

6. Total number of applications and patents involved: \_\_\_\_\_

7. Total fee (37 C.F.R. §3.41) enclosed: \$ **40.00**

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01 FD:581 40.00 DP

**DO NOT USE THIS SPACE**

8. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct, and any attached copy is a true copy of the original document.

I hereby certify that this paper is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated below and is addressed to the Commissioner for Patents, Washington, DC 20231.

**EXPRESS MAIL: EL690373035US**

**Daniel J. Warren**  
Name of Person Signing

Signature

Date: Feb 21, 2001

Attorney Docket No. **25040-0159**

Total number of pages including cover sheet: 3

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents & Trademarks  
Box Assignments  
Washington, DC 20231

## ASSIGNMENT

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WHEREAS, I, **Roland Vincent St John Killick**, a citizen of Great Britain, residing at 13 Milroy Street, N. Ryde NSW 2116, Australia have invented certain inventions and improvements disclosed in an application for Letters Patent entitled "**Disaggregated Databases For Tracking Consumer Purchasing Data**", which was filed in the United States Patent and Trademark Office on March 8, 2000, and assigned the serial number 09/520,576; and

WHEREAS, **The Coca-Cola Company**, a corporation of the State of Georgia having a principal place of business at One Coca-Cola Plaza, NW, Atlanta, GA 30313, is desirous of acquiring an interest in the same;

NOW, THEREFORE, for and in consideration of Five Dollars (\$5.00) and other good and valuable consideration, the receipt and sufficiency of which I hereby acknowledge, I, **Roland Vincent St John Killick**, by these presents do sell, assign and transfer unto **The Coca-Cola Company**, the full, exclusive and entire right, title, and interest in and to said application, in and to any divisions, continuations, and reissues thereof, and in and to all inventions and improvements disclosed and described in said application, preparatory to obtaining Letters Patent of the United States therefor; and I hereby request the Commissioner of Patents and Trademarks to issue any and all Letters Patent of the United States resulting from said application, or from a division, continuation, or reissue thereof, to **The Coca-Cola Company** as the assignee, for its interest and for the sole use and benefit of **The Coca-Cola Company** and its assigns and legal representatives;

For the same consideration, I, by these presents do sell, assign, and transfer to **The Coca-Cola Company**, the full, exclusive, and entire right, title and interest in and to any foreign application or applications corresponding to said application, in whole or in part, in countries other than the United States, in and to any Letters Patent and similar protective rights granted on said foreign applications, and in and to the right to claim any applicable priority rights arising from or required for said foreign applications under the terms of any applicable conventions, treaties,

statutes, or regulations; said foreign applications to be filed and issued in the name of **The Coca-Cola Company**, or its designee insofar as permitted by applicable law.

AND, for the same consideration, I agree to sign all lawful papers, execute all division, continuing, reissue and other applications, make all assignments and rightful oaths, and generally do everything possible to aid **The Coca-Cola Company**, its successors, assigns, and nominees, to obtain and enforce proper protection for all said inventions and improvements in all countries throughout the world.

Witness: Tania Burgess  
Print Name

Roland Killick  
Roland Vincent St. John Killick

T Burgess  
Signature

Date: 25/5/00

J&A Docket: 03628-0450