

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Arthur G. Rudick	07/08/2008
RECEIVING PARTY DATA	
Name:	The Coca-Cola Company
Street Address:	One Coca-Cola Plaza, NW
City:	Atlanta
State/Country:	GEORGIA
Postal Code:	30313
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12171698
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ATTORNEY DOCKET NUMBER:	25040-3129 KYT
NAME OF SUBMITTER:	Kar Yee Tse
Total Attachments: 2 source=Assignment#page1.tif source=Assignment#page2.tif	

CH \$40.00 12171698

ASSIGNMENT

WHEREAS, I, **Arthur G. Rudick**, a citizen of the United States of America residing at 1328 Lenox Circle, Atlanta, Georgia 30306 (hereinafter, "ASSIGNOR"), have invented certain inventions and improvements disclosed in an application for Letters Patent entitled "**METHOD AND APPARATUSES FOR PROVIDING A SELECTABLE BEVERAGE**" executed currently herewith, which claims priority to provisional patent Application Serial No. 60/970,278 filed on September 6, 2007, hereinafter referred to herein collectively as the Applications; and

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

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which I hereby acknowledge, I, ASSIGNOR, by these presents do sell, assign and transfer unto **The Coca-Cola Company**, our entire right, title, and interest in and to said Applications, in and to any divisions, continuations, and reissues thereof, and in and to all inventions and improvements disclosed and described in said Applications, 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 Applications, 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, ASSIGNOR, by these presents do sell, assign, and transfer to **The Coca-Cola Company**, our entire right, title and interest in and to any foreign application or applications corresponding to said Applications, 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, ASSIGNOR 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.

Date: 8 JULY 2008

Arthur G. Rudick
Arthur G. Rudick

STATE OF GEORGIA
COUNTY OF DeKalb

Before me, a Notary Public in and for the State of Georgia, on this 8th day of July, 2008, personally appeared **Arthur G. Rudick**, who being duly sworn, signed and acknowledged the foregoing Assignment as his/her free act and deed.

Rachy Jain
NOTARY PUBLIC
My Commission Expires:

(SEAL)

Notary Public DeKalb County, Georgia
My Commission Expires January 28, 2010