

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Bart Carpentier</td> <td>12/06/2010</td> </tr> <tr> <td>Jurgen Roekens</td> <td>12/09/2010</td> </tr> <tr> <td>Antonio Feltrin</td> <td>12/07/2010</td> </tr> <tr> <td>Willy Van Esch</td> <td>12/03/2010</td> </tr> <tr> <td>Jacobus Petrus Maria Dessing</td> <td>12/14/2010</td> </tr> </tbody> </table>		Name	Execution Date	Bart Carpentier	12/06/2010	Jurgen Roekens	12/09/2010	Antonio Feltrin	12/07/2010	Willy Van Esch	12/03/2010	Jacobus Petrus Maria Dessing	12/14/2010
Name	Execution Date												
Bart Carpentier	12/06/2010												
Jurgen Roekens	12/09/2010												
Antonio Feltrin	12/07/2010												
Willy Van Esch	12/03/2010												
Jacobus Petrus Maria Dessing	12/14/2010												
RECEIVING PARTY DATA													
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>The Coca-Cola Company</td> </tr> <tr> <td>Street Address:</td> <td>One Coca-Cola Plaza, N.W.</td> </tr> <tr> <td>City:</td> <td>Atlanta</td> </tr> <tr> <td>State/Country:</td> <td>GEORGIA</td> </tr> <tr> <td>Postal Code:</td> <td>30313</td> </tr> </table>		Name:	The Coca-Cola Company	Street Address:	One Coca-Cola Plaza, N.W.	City:	Atlanta	State/Country:	GEORGIA	Postal Code:	30313		
Name:	The Coca-Cola Company												
Street Address:	One Coca-Cola Plaza, N.W.												
City:	Atlanta												
State/Country:	GEORGIA												
Postal Code:	30313												
PROPERTY NUMBERS Total: 1													
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12969668</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12969668								
Property Type	Number												
Application Number:	12969668												
CORRESPONDENCE DATA													
Fax Number: (404)853-8806 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 404-853-8000 Email: daniel.warren@sutherland.com Correspondent Name: SUTHERLAND ASBILL & BRENNAN LLP Address Line 1: 999 PEACHTREE STREET, N.E. Address Line 4: ATLANTA, GEORGIA 30309													
ATTORNEY DOCKET NUMBER:	25040-4160												
NAME OF SUBMITTER:	Daniel J. Warren												

CH \$40.00 12969668

501380664

PATENT
REEL: 025508 FRAME: 0934

Total Attachments: 6

source=Assignment#page1.tif

source=Assignment#page2.tif

source=Assignment#page3.tif

source=Assignment#page4.tif

source=Assignment#page5.tif

source=Assignment#page6.tif

ASSIGNMENT

WHEREAS, we, **Bart Carpentier** a citizen of Belgium, residing at Felix Wyterslaan 13, 2980 Zoersel, Belgium; **Jurgen Roekens** a citizen of the Belgium residing at Jagerslaan 14, 1910 Kampenhout, Belgium; **Antonio Feltria**, a citizen of the Italy, residing at Via Giardinetto 29, Castelletto Monferrato 15040, Italy; **Willy Van Esch**, a citizen of the Belgium, residing at Brueyre Du Wez, 20, 1390 Grez-Doiceau, Belgium; and **Jaacobus Petrus Maria Dessing**, a resident of The Netherlands, residing at Kruisweg 1121, 2131 CV Hoofddorp, The Netherlands, (hereinafter, "ASSIGNORS"), have invented certain inventions and improvements disclosed in an application for Letters Patent entitled "VENDOR" filed in the United States Patent and Trademark Office herewith,

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 (hereinafter, "ASSIGNEE"), is desirous of acquiring an interest in the same;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNORS by these presents do sell, assign and transfer unto ASSIGNEE 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 ASSIGNORS 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 ASSIGNEE, as the assignee, for its interest and for the sole use and benefit of ASSIGNEE and its assigns and legal representatives;

For the same consideration, ASSIGNORS, by these presents do sell, assign, and transfer to ASSIGNEE 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

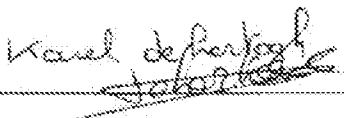
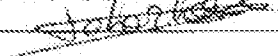
from or required for said foreign applications under the terms of any applicable conventions, treaties, statutes, or regulations; said foreign applications to be filed and issued in the name of ASSIGNEE, or its designee insofar as permitted by applicable law.

AND, for the same consideration, ASSIGNORS 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 ASSIGNEE, its successors, assigns, and nominees, to obtain and enforce proper protection for all said inventions and improvements in all countries throughout the world.

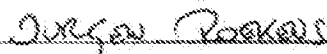
INVENTOR 1


Bart Carpentier

Date: 06 dec 2010

WITNESS: 


Date: 06 Dec 2010

WITNESS: 

Date: 06 Dec 2010

INVENTOR 2

Jurgen Roekens

Date: 03 DEC 2010

WITNESS:

[Signature]
Jheronimus

Date: 03 Dec 2010

WITNESS:

[Signature]
de hertogh K.

Date: 03 Dec 2010

INVENTOR 3

[Signature]
Antonio J. Estrin

Date: Dec 7 - 2010

WITNESS: Juan Carlos Roca

Date: 7 Dec 2010

WITNESS: BAFF CARPENTER
[Signature]

Date: 7 Dec 2010

Docket No.: 25040-4160

- 4 -

INVENTOR 4

Willy Van Esch

WITNESS:

WITNESS:

Date:

Date:

Date:

3 December

3 December

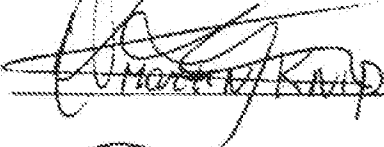
3 December 2010

INVENTOR'S

Jacobus Petrus Maria Delsing

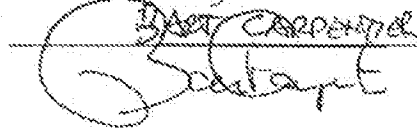
Date: 14 dec 2010

WITNESS:



Date: 14 dec 2010

WITNESS:



Date: 14 dec 2010

Docket No.: 25040-4160

- 6 -