

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Ms. Chrissy Naples	03/03/2011
Mr. Vince Voron	03/03/2011
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:	29383909
CORRESPONDENCE DATA	
Fax Number:	(404)598-5539
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Address Line 4:	Atlanta, GEORGIA 30313
ATTORNEY DOCKET NUMBER:	RC 333305
NAME OF SUBMITTER:	Andrea Barbian
Total Attachments: 3 source=RC333305_Asgn_TCCCtoTCCC#page1.tif source=RC333305_Asgn_TCCCtoTCCC#page2.tif source=RC333305_Asgn_TCCCtoTCCC#page3.tif	

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PATENT
REEL: 026007 FRAME: 0276

ASSIGNMENT

WHEREAS, Chrissy Naples a citizen of the United States of America, residing at One Coca-Cola Plaza NW, Atlanta, Georgia 30313, USA; and Vince Voron, a citizen of the United States of America, residing at 1965 Sugarloaf Club Dr., Duluth, Georgia 30097, USA, hereinafter referred to as "INVENTORS"; and Travis Beaty, hereinafter referred to as "CO-INVENTOR", have invented new and useful or ornamental discoveries and/or improvements in or relating to a

Merchandising Display Rack,

hereinafter referred to as "INVENTION," for which application for Letters Patent in the United States was filed on January 24, 2011 and assigned U.S. Serial Number 29/383,909, hereinafter referred to as "APPLICATION,"

WHEREAS, The Coca-Cola Company, a corporation existing under and by virtue of the laws of the State of Delaware, having an office at One Coca-Cola Plaza, NW, Atlanta, Georgia 30313, hereinafter referred to as "COMPANY," is desirous of acquiring the entire right, title and interest in and to said INVENTION and APPLICATION;

NOW THEREFORE, for and in consideration of a pre-existing obligation of assignment to COMPANY, the sufficiency whereof is hereby acknowledged, INVENTORS have sold, assigned and transferred and do hereby sell, assign and transfer unto COMPANY, its successors and assigns, their entire right, title and interest in and to INVENTION and APPLICATION, including the right to apply for any Letters Patent thereon in the United States of America and in all other countries, including the right to claim the priority of the date of filing of any applications in the United States of America and in all other countries and including all continuations, divisionals, extensions, invention registrations, inventors' certificates, petty patents, re-examinations, registrations, reissues, renewals, revalidations, substitutes, utility models and the like corresponding thereto, to the full end of the term or terms of such Letters

Patent, the same to be held and enjoyed by COMPANY, its successors and assigns the same as it would have been held and enjoyed by INVENTORS if this assignment and sale had not been made.

And, INVENTORS hereby authorize and request the United States Commissioner of Patents and Trademarks and equivalent official in all other countries to issue all such Letters Patent to COMPANY in accordance with this instrument of assignment.

INVENTORS hereby represent and warrant that there are no rights or interests outstanding with respect to any third party inconsistent with the rights and interests granted herein and that INVENTORS shall not execute any instrument or grant or transfer any rights or interests inconsistent therewith, and that INVENTORS and INVENTORS' heirs, executors, administrators and legal representatives, as the case may be, shall execute and deliver to COMPANY, its successors and assigns, any further documents or instruments, including but not limited to affidavits, declarations, powers of attorney and assignments and do any and all further acts that may be deemed necessary by COMPANY, its successors and assigns, to file and prosecute applications for such Letters Patent in any country where it may elect to file such applications, and that may be necessary to vest in COMPANY, its successors and assigns the title herein conveyed, or intended so to be, and to enable such title to be recorded in the United States of America and in all other countries where any such applications may be filed.

AND, INVENTORS further covenant and agree that INVENTORS and INVENTORS' heirs, executors, administrators and legal representatives, as the case may be, in consideration of the premises shall at any time upon request, communicate to COMPANY, its successors and assigns, all material facts and provide COMPANY with all available documentation thereof in the possession or control of INVENTORS or INVENTORS' heirs, executors, administrators or legal representatives, as the case may be, relating in any way to INVENTION including the history thereof and shall testify as to same in any interference, litigation or any other proceeding

in the United States of America including its territorial possessions and in any other country when requested to do so by COMPANY, its successors and assigns.

IN WITNESS WHEREOF, INVENTORS have duly executed this Assignment to be effective on the date executed below.

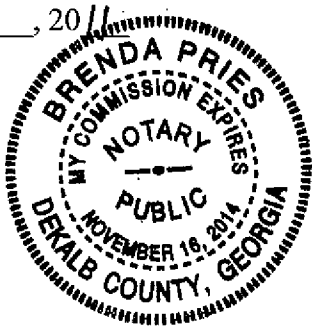
DATE:

3/3/2011

INVENTOR:

Chrissy Naples
Chrissy Naples

SUBSCRIBED AND SWORN TO before me, a Notary Public, this 3 day of March, 2011.



Brenda Pries
Notary Public

My Commission Expires: Nov. 16, 2014

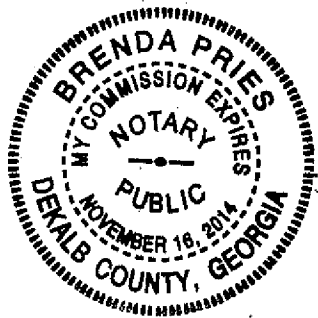
DATE:

3/3/2011

INVENTOR:

V. Voron
Vince Voron

SUBSCRIBED AND SWORN TO before me, a Notary Public, this 3 day of March, 2011.



Brenda Pries
Notary Public

My Commission Expires: Nov. 16, 2014