

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT3128477

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT	
<b>CONVEYING PARTY DATA</b>		
	<b>Name</b>	<b>Execution Date</b>
	OGILVYONE, LLC	07/18/2014
<b>RECEIVING PARTY DATA</b>		
<b>Name:</b>	The Coca-Cola Company	
<b>Street Address:</b>	One Coca-Cola Plaza, NW	
<b>City:</b>	Atlanta	
<b>State/Country:</b>	GEORGIA	
<b>Postal Code:</b>	30313	
<b>PROPERTY NUMBERS Total: 1</b>		
	<b>Property Type</b>	<b>Number</b>
	Application Number:	14453815
<b>CORRESPONDENCE DATA</b>		
<b>Fax Number:</b>	(404)954-5099	
<i>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.</i>		
<b>Phone:</b>	612-332-5300	
<b>Email:</b>	psmothers@merchantgould.com	
<b>Correspondent Name:</b>	MERCHANT & GOULD/TCCC	
<b>Address Line 1:</b>	P.O. BOX 2903	
<b>Address Line 4:</b>	MINNEAPOLIS, MINNESOTA 55402	
<b>ATTORNEY DOCKET NUMBER:</b>	60428.0032USU1	
<b>NAME OF SUBMITTER:</b>	ALTON HORNSBY III	
<b>SIGNATURE:</b>	/Alton Hornsby III/	
<b>DATE SIGNED:</b>	12/02/2014	
<b>Total Attachments: 3</b>		
source=2014-12-02 Assignment as filed - Ogilvyone to Coke 60428-0032usu1#page1.tif		
source=2014-12-02 Assignment as filed - Ogilvyone to Coke 60428-0032usu1#page2.tif		
source=2014-12-02 Assignment as filed - Ogilvyone to Coke 60428-0032usu1#page3.tif		

Title: DYNAMICALLY ADJUSTING RATIOS OF BEVERAGES IN A MIXED BEVERAGE  
Country: United States of America  
Application No. 61/863,269

### ASSIGNMENT

**WHEREAS, OGILVYONE, LLC** (the "Assignor"), a Limited Liability Company, organized under the laws of the State of Delaware, having a principal place of business at 636 11<sup>th</sup> Avenue, New York, New York 10036, (hereinafter, "ASSIGNOR"), owns certain inventions and improvements disclosed in a patent application entitled "DYNAMICALLY ADJUSTING RATIOS OF BEVERAGES IN A MIXED BEVERAGE", filed in the United States Patent and Trademark Office on August 7, 2013, and assigned U.S. Patent Application No. 61/863,269; and

**WHEREAS, THE COCA-COLA COMPANY** (the "ASSIGNEE"), a corporation of the State of Delaware, having a principal place of business at One Coca-Cola Plaza, NW, Atlanta, GA 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 we hereby acknowledge, ASSIGNOR, by these presents do sell, assign, and transfer to ASSIGNEE the full, exclusive, and entire right, title, and interest in and to said Application, preparatory to obtaining Letters Patent of the United States therefor; and ASSIGNOR hereby requests 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, ASSIGNOR, 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

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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, ASSIGNOR agree to sign all lawful papers, execute all division, continuing, reissue and other applications, make all assignments and rightful oaths, and generally perform all lawful acts necessary or required by ASSIGNEE, its successors, assigns, and nominees to obtain and enforce proper protection for all said inventions and improvements in all countries throughout the world.

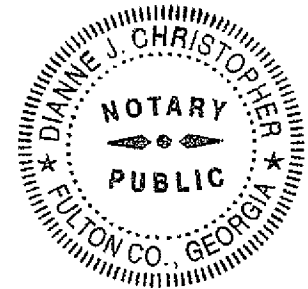
ASSIGNOR:

OGILVYONE, LLC

By: 

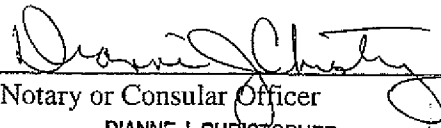
Name: Kim McIntyre

Title: CFO, Ogilvy South  
271 17<sup>th</sup> Street  
Suite 2100  
Atlanta, GA 30363



STATE OF Georgia  
COUNTY OF Fulton

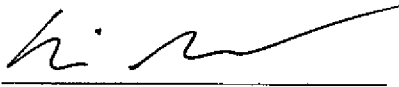
BEFORE ME, the undersigned authority, on this 18 day of July, 2014 personally appeared Kim McIntyre, known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he/she executed the same of his/her own free will for the purposes and consideration therein expressed.

  
Notary or Consular Officer  
DIANNE J. CHRISTOPHER  
NOTARY PUBLIC  
FULTON COUNTY, GEORGIA  
MY COMMISSION EXPIRES DEC. 12, 2014

[SEAL]

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Country: United States of America  
Application No. 61/863,269

ASSIGNEE:  
THE COCA-COLA COMPANY


By: 

Name: Brian Genco

Title: Patent Agent  
The Coca-Cola Company  
One Coca-Cola Plaza  
Atlanta, GA 30313

STATE OF Georgia  
COUNTY OF Gwinnett

BEFORE ME, the undersigned authority, on this 24<sup>th</sup> day of July,  
2014 personally appeared Brian Genco, known to me to be the person whose name is  
subscribed to the foregoing instrument and acknowledged to me that he/she executed the same of  
his/her own free will for the purposes and consideration therein expressed.

  
Notary or Consular Officer CAROL C. LYNCH

Notary Public, Gwinnett County, Georgia  
My Commission Expires Jan. 4, 2018

[SEAL]