

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

Downs Rochlin Markin PLLC

- Individual(s)
- General Partnership
- Corporation - State: _____
- Other Professional Limited Liability Co

Citizenship (see guidelines) Vermont

Additional names of conveying parties attached? Yes No

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: The Coca-Cola Company

Internal

Address: _____

Street Address: One Coca-Cola Plaza

City: Atlanta

State: Georgia

Country: USA Zip: 30313

- Association Citizenship _____
- General Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship Delaware
- Other _____ Citizenship _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

3. Nature of conveyance / Execution Date(s) :

Execution Date(s) October 30, 2009

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

77/632,769

B. Trademark Registration No.(s)

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

PLAY (Block Letters)

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

Name: Dimisa H. Folmar

Internal Address: _____

Street Address: One Coca-Cola Plaza

City: Atlanta

State: Georgia Zip: 30313

Phone Number: 404 676 2351

Fax Number: 404 595 2351

Email Address: dfolmar@na.ko.com

6. Total number of applications and registrations involved:

One

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

Deposit Account Number 632325

Authorized User Name Dimisa H. Folmar

9. Signature: dfolmar

Signature

August 20, 2010
Date

Dimisa H. Folmar

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 3

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK ASSIGNMENT

WHEREAS, Downs Rachlin Martin PLLC, a professional limited liability company organized under the laws of the State of Vermont, with an office at 199 Main Street, P.O. Box 190, Burlington, Vermont 05402 ("Assignor"), is the owner of all right, title and interest in and to the trademark PLAY for non-alcoholic beverages in International Class 32 (the "Trademark"), and all goodwill related thereto, and application Serial Number 77/632,764 for registration thereof (the "Application"); and

WHEREAS, The Coca-Cola Company, a corporation organized under the laws of the State of Delaware, with an office at One Coca-Cola Plaza, Atlanta, Georgia 30313 ("Assignee"), is desirous of acquiring the Trademark and the goodwill associated therewith, and the Application, and is the successor to the portion of the business of the Assignor to which the Trademark pertains; and

WHEREAS, the assignment of the Trademark and the Application shall be made of record in the United States Patent and Trademark Office; and

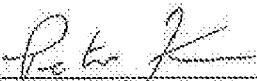
WHEREAS, Assignor agrees that it will execute or arrange for execution of such further assignment documents or other legal instruments as may be required, if any, from Assignor to permit Assignee to obtain recordation of the assignment of the Trademark and the Application from Assignor to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee, free and clear of all liens and encumbrances, all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark, and the Application, as well as all

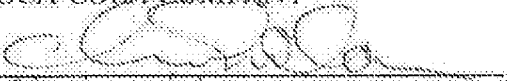

rights to damages and profits, due or accrued, arising out of past infringements of the Trademark, and the right to sue and recover for same.

IN WITNESS WHEREOF, the parties have caused this Trademark Assignment to be signed by a duly authorized officer effective as of the 30th day of October, 2009.

DOWNS RACHLIN MARTIN PLLC

By: 
Name: Peter B. Kwin
Title: Assistant Secretary and Duly Authorized Agent

THE COCA-COLA COMPANY

By:  
Name: Chris Nolan
Title: VP & Treasurer

