

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pure Bean & Leaf Brands, LLC		06/24/2009	LIMITED LIABILITY COMPANY:
RECEIVING PARTY DATA			
Name:	The Coca-Cola Company		
Street Address:	One Coca-Cola Plaza		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30313		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3388052	ENERGY FOR THE GOOD LIFE	
Registration Number:	2543145	BURN	
Registration Number:	3251654	BURN ENERGY DRINK	
CORRESPONDENCE DATA			
Fax Number:	(404)598-4243		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	4046764243		
Email:	pguibault@na.ko.com		
Correspondent Name:	Paula Guibault		
Address Line 1:	One Coca-Cola Plaza		
Address Line 4:	Atlanta, GEORGIA 30313		
ATTORNEY DOCKET NUMBER:	81185436		
NAME OF SUBMITTER:	Jolene Denton		

CH \$90.00 3388052

900194212

**TRADEMARK
 REEL: 004559 FRAME: 0962**

Signature:	/jmd/
Date:	06/13/2011
Total Attachments: 3 source=Pure Bean to TCCC#page1.tif source=Pure Bean to TCCC#page2.tif source=Pure Bean to TCCC#page3.tif	

Assignment

WHEREAS, Pure Bean & Leaf Brands, LLC ("Assignor"), is the owner of all right, title and interest in and to the trademarks ENERGY FOR THE GOOD LIFE (Reg. No. 3388052), BURN (Reg. No. 2543145) and BURN ENERGY DRINK (Reg. No. 3251654) as well as the domain names burnenergydrink.com, burnenergydrinks.com, sourceburn.com, sourcebeverages.com, sourcedrinks.com, energyforthe goodlife.com and burntunertour.com (collectively the "Trademarks") and all goodwill related thereto; and

WHEREAS The Coca-Cola Company ("Assignee"), is desirous of acquiring the Trademarks as well as the goodwill associated therewith;

WHEREAS, the assignment of the Trademarks shall be made of record with 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 assignments and registrations therewith, 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 all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks, as well as all rights to damages, profits, due or accrued, arising out of past and future infringement of the Trademarks and the right to sue and recover for the same.

[Signatures On The Following Pages]

In WITNESS WHEREOF, the parties agree that this Assignment is effective as of 24 day of June, 2009.

Pure Bean and Leaf Brands, LLC

By [Signature]

Name Dan L. Lockridge

Title Assistant Treasurer

Date: June 24 2009

NOTARY ACKNOWLEDGEMENT

Before the undersigned authority duly empowered to administer oaths personally appeared the individual identified above who, after being duly sworn, attested that he/she is the authorized representative of the party identified above, and that he/she signed the forgoing instrument with full authority to do so on behalf of such party.

June 24, 2009

By [Signature]

Name CAROL C. LYNCH

Commission Expires Notary Public, Gwinnett County, Georgia
~~My Commission Expires January 8, 2010~~

Seal:

In WITNESS WHEREOF, the parties agree that this Assignment is effective as of 24 day of June, 2009.

The Coca-Cola Company

By [Signature]

Name William D. Hawkins III

Title Vice President

Date: June 24 2009

Document Approved By
Global TM Counsel

[Signature]

NOTARY ACKNOWLEDGEMENT

Before the undersigned authority duly empowered to administer oaths personally appeared the individual identified above who, after being duly sworn, attested that he/she is the authorized representative of the party identified above, and that he/she signed the forgoing instrument with full authority to do so on behalf of such party.

June 24, 2009

By [Signature]

Name CAROL C. LYNCH

Commission Expires Notary Public, Gwinnett County, Georgia
My Commission Expires January 8, 2012

Seal: