

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM363519

SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
RESUBMIT DOCUMENT ID:	900344083

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
MONSTER ENERGY COMPANY		06/12/2015	CORPORATION: DELAWARE

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: 42

Property Type	Number	Word Mark
Registration Number:	4158945	ANGELENO
Registration Number:	3053402	BLUE SKY
Registration Number:	4036188	CADDY SHACK
Serial Number:	77953639	CARB COOL
Serial Number:	86359274	CONSUMING MAY CAUSE JOY
Registration Number:	4003145	FRUIT STIX
Registration Number:	4487196	GIVE PEACE A CHANCE
Registration Number:	4614504	CONSUMING THIS PRODUCT MAY CAUSE JOY
Registration Number:	4352637	HANSEN'S
Registration Number:	4183623	HANSEN'S
Registration Number:	1258780	HANSEN'S
Registration Number:	4125192	NATURAL HANSEN'S CANE SODA
Registration Number:	2673954	HANSEN'S NATURAL MULTI-VITAMIN JUICE SLA
Registration Number:	3049284	HANSEN'S NATURAL SODA
Registration Number:	4485411	HANSEN'S SLIM DOWN
Registration Number:	3470780	HANSEN'S SMOOTHIE
Registration Number:	4708485	HANSEN'S SUPERNATURALS
Registration Number:	4025054	HUBERT'S

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	3424765	IMPORTED FROM NATURE
Registration Number:	3424766	IMPORTED FROM NATURE
Registration Number:	2358619	JUICE BLAST
Registration Number:	3679213	JUICE SLAM
Registration Number:	4143768	JUNIOR JUICE COCONUT WATER TWIST
Registration Number:	3991193	JUNIOR JUICE GARDEN TWIST
Registration Number:	3628316	JUNIOR WATER
Registration Number:	4288144	ONLY THE BEST WILL DO
Registration Number:	4654291	PEACE PEACE TEA BEVERAGE CO
Registration Number:	4650366	PEACE PEACE TEA BEVERAGE CO
Registration Number:	3838986	PEACE TEA
Registration Number:	4404316	REACH FOR THE SKY
Registration Number:	3785527	SELF BEAUTY ELIXIR
Registration Number:	3804177	TRIFECTA
Registration Number:	3538751	VIDRATION
Registration Number:	4269836	
Registration Number:	3816275	YOUTH BEAUTY SELF BEAUTY ELIXIR
Serial Number:	85780611	PEACE LEMONADE
Serial Number:	86045627	PEACE LOVE TEA
Serial Number:	85631002	
Serial Number:	85828745	PEACE TEA CO.
Serial Number:	85554936	PRE PREBIOTICS
Serial Number:	86109496	VITAMAX
Serial Number:	86109539	VITAMAX JUICE

CORRESPONDENCE DATA

Fax Number: 4049636231

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.

Email: abates@bates-bates.com, kdawson@bates-bates.com

Correspondent Name: Andrea E. Bates

Address Line 1: 1890 Marietta Blvd NW

Address Line 4: Atlanta, GEORGIA 30318

NAME OF SUBMITTER:	Andrea E. Bates
SIGNATURE:	/Andrea E. Bates/
DATE SIGNED:	11/24/2015

Total Attachments: 9

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RECORDABLE INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT

[United States of America]

This Intellectual Property Assignment Agreement (this "IP Assignment"), is dated and effective as of June 12, 2015, by and among MONSTER ENERGY COMPANY, a Delaware corporation (the "Assignor"), and THE COCA-COLA COMPANY, a Delaware corporation ("TCCC").

WHEREAS, Assignor has conveyed, transferred and assigned to TCCC, certain intellectual property of Assignor, and has agreed to execute and deliver this IP Assignment.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, the parties hereto, intending to be legally bound, agree as follows:

1. Assignment. Assignor, on its behalf and on behalf of its subsidiaries, hereby irrevocably conveys, transfers and assigns to TCCC, and TCCC hereby accepts, all of Assignor's and its subsidiaries' right, title and interest in and to the following (the "Assigned IP"):

(a) The trademarks, service marks, names, corporate names, trade names, logos, slogans, trade dress, design rights and other similar designations of source or origin set forth in Schedule 1 hereto, together with the goodwill symbolized by any of the foregoing (the "Assigned Trademarks") as successor to the business of Assignor to which the Assigned Trademarks pertain;

(b) all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions and otherwise throughout the world; and

(c) any and all rights to sue and collect damages, royalties and payments for past, present and future infringement, misappropriation or other violation thereof.

2. Recordation. Assignor, on its behalf and on behalf of its subsidiaries, and TCCC, as applicable, authorizes the Commissioner for Patents, the Commissioner for Trademarks and any other patent and trademark offices and other similar authorities anywhere in the world to record and register this IP Assignment upon request by TCCC, respectively.

3. Counterparts and Execution. This IP Assignment may be executed in two or more counterparts, all of which when taken together will be considered one and the same agreement and will become effective when counterparts have been signed by each party hereto and delivered to the other party, it being understood that all parties need not sign the same counterpart. In the event that any signature is delivered by facsimile transmission or by e-mail

delivery of a “.pdf” format data file, such signature will create a valid and binding obligation of the party executing (or on whose behalf such signature is executed) with the same force and effect as if such facsimile or “.pdf” signature page were an original thereof.

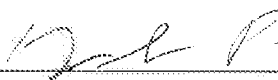
4. Successors and Assigns. This IP Assignment shall be binding upon and shall inure to the benefit of the parties hereto their respective successors and assigns.

IN WITNESS WHEREOF, the parties hereto have caused this IP Assignment to be duly executed as of the day and year first above written.

MONSTER ENERGY COMPANY

By: 
Name: Greg Hall
Title: Vice President + Senior Legal Counsel


THE COCA-COLA COMPANY

By: 
Name: Yoo-Sun Park
Title: Senior Managing Trademark & Design Counsel

SCHEDULE 1


ASSIGNED TRADEMARKS

See Attachment.



COUNTRY	MARK	APP. NO.	REG. NO.
United States of America	ANGELENO	85/306036	4158945
			
United States of America	BLUE SKY (STYLIZED AND/OR WITH DESIGN)	78/438731	3053402
United States of America	CADDY SHACK	85/127350	4036188
United States of America	CARB COOL	77/953639	
United States of America	CONSUMING MAY CAUSE JOY	86/359274	
United States of America	CONSUMING THIS PRODUCT MAY CAUSE JOY	85/846880	4614504
United States of America	FRUIT STIX	77/869595	4003145
United States of America	GIVE PEACE A CHANCE	85/809606	4487196

COUNTRY	MARK	APP. NO.	REG. NO.
United States of America	HANSEN'S	85/609682	4352637
United States of America	HANSEN'S	77/816986	4183623
	Hansen's		
United States of America	HANSEN'S (stylized)	73/314429	1258780
			
United States of America	HANSEN'S NATURAL CANE SODA (Stylized and/or with design)	85/385212	4125192
United States of America	HANSEN'S NATURAL MULTI-VITAMIN JUICE SLAM	76/199085	2673954
United States of America		78/449493	3049284

COUNTRY	MARK	APP. NO.	REG. NO.
	HANSEN'S NATURAL SODA & design		
United States of America	HANSEN'S SLIM DOWN	77/842825	4485411
United States of America	HANSEN'S SMOOTHIE	77/249221	3470780
United States of America	HANSEN'S SUPERNATURALS	85/111452	4708485
United States of America	HUBERT'S	85/115011	4025054
United States of America	IMPORTED FROM NATURE	78/969343	3424765
United States of America	IMPORTED FROM NATURE	78/969357	3424766
United States of America	JUICE BLAST	75/559891	2358619
United States of America	JUICE SLAM	77/669954	3679213
United States of	JUNIOR JUICE COCONUT WATER TWIST	85/227636	4143768

COUNTRY	MARK	APP. NO.	REG. NO.
America			
United States of America	JUNIOR JUICE GARDEN TWIST	85/109261	3991193
United States of America	JUNIOR WATER	77/427827	3628316
United States of America	ONLY THE BEST WILL DO	85/589219	4288144
United States of America	PEACE LEMONADE	85/780611	
United States of America	PEACE LOVE TEA	86/045627	
United States of America	PEACE PEACE TEA BEVERAGE CO	86/171401	4654291
United States of America			
United States of America	PEACE PEACE TEA BEVERAGE CO	86/126155	4650366

COUNTRY	MARK	APP. NO.	REG. NO.
United States of America	 PEACE SYMBOL Design	85/631002	
United States of America	PEACE TEA	77/760706	3838986
United States of America	PEACE TEA CO.	85/828745	
United States of America	PRE PREBIOTICS	85/554936	
United States of America	REACH FOR THE SKY	85/642072	4404316
United States of America	SELF BEAUTY ELIXIR	77/522007	3785527
United States of America	TRIFECTA	77/663643	3804177
United States of America	VIDRATION	78/771591	3538751
United States of America	VITAMAX	86/109496	

COUNTRY	MARK	APP. NO.	REG. NO.
United States of America	VITAMAX JUICE	86/109539	
United States of America	 WINKING LEMON DESIGN	85/589229	4269836
United States of America	 YOUTH BEAUTY SELF BEAUTY ELIXIR (stylized and/or with design)	77/645229	3816275