DOUGLAS J ALEXANDER JR

Form 4

October 20, 2010

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB Number:

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if no longer

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section may continue. 30(h) of the Investment Company Act of 1940 See Instruction

1(b).

Value

Stock.

Common

\$.25 Par

10/18/2010

(Print or Type Responses)

1. Name and Address of Reporting Person * DOUGLAS J ALEXANDER JR			2. Issuer Name and Ticker or Trading Symbol COCA COLA CO [KO]					5. Relationship of Reporting Person(s) to Issuer			
			COCA	COLAC	O [KO]			(Checl	k all applicable	:)	
(Last) THE COCA			3. Date of Earliest Transaction (Month/Day/Year) 10/18/2010			- -	Director 10% Owner Officer (give title X Other (specify				
COMPANY PLAZA	Y, ONE COCA-C	COLA					r	oelow) Gro	below) oup President		
	(Street)		4. If Ame	endment, D	ate Origina	ıl	ϵ	6. Individual or Jo	int/Group Filir	ıg(Check	
			Filed(Mor	nth/Day/Yea	r)			Applicable Line) _X_ Form filed by C			
ATLANTA	, GA 30313						Ē	Form filed by M Person	ore than One Re	porting	
(City)	(State)	(Zip)	Tabl	le I - Non-	Derivative	Secur	rities Acqui	ired, Disposed of	, or Beneficial	ly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deeme Execution any (Month/Da	Date, if	3. Transaction Code (Instr. 8)	4. Securit onor Dispos (Instr. 3, 4	ed of (4 and 5		5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
Common Stock,				Code V		(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)	(Instr. 4)		
\$.25 Par Value	10/18/2010			M	17,000	A	\$ 41.27	125,012	D		
Common Stock, \$.25 Par	10/18/2010			S	17,000 (1)	D	\$ 60	108,012	D		

M

20,000 A

\$

41.185

128,012

D

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Value								
Common Stock, \$.25 Par Value	10/18/2010	S	20,000 (1)	D	\$ 60	108,012	D	
Common Stock, \$.25 Par Value	10/19/2010	M	1,500	A	\$ 41.185	109,512	D	
Common Stock, \$.25 Par Value	10/19/2010	S	1,500 (1)	D	\$ 60	108,012	D	
Common Stock, \$.25 Par Value						4,071 <u>(2)</u>	I	By 401(k) Plan
Common Stock, \$.25 Par Value						1,201 (3)	I	By Wife As Trustee

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474 (9-02)

Table II -	- Derivative Securities Acquired, Disposed of, or Beneficially Owned
	(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transacti Code (Instr. 8)	tioı	5. Number of iorDerivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code V	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amour or Numbe of Shar
Employee Stock Option (Right to Buy)	\$ 41.27	10/18/2010		M			17,000	<u>(4)</u>	12/15/2014	Common Stock, \$.25 Par Value	17,00
	\$ 41.185	10/18/2010		M			20,000	<u>(5)</u>	12/13/2015		1,500

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Employee Stock Option (Right to Buy)							Common Stock, \$.25 Par Value	
Employee Stock Option (Right to Buy)	\$ 41.185	10/19/2010	М	1,500	(5)	12/13/2015	Common Stock, \$.25 Par Value	1,500
Hypothetical Shares	\$ 0 (6)				<u>(7)</u>	<u>(7)</u>	Common Stock, \$.25 Par Value	6,724

Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

DOUGLAS J ALEXANDER JR THE COCA-COLA COMPANY ONE COCA-COLA PLAZA ATLANTA, GA 30313

Group President

Signatures

/s/ Alexander J.
Douglas Jr.
10/19/2010

**Signature of Reporting Date
Person

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan established by the reporting person on November 4, 2009.
- (2) Shares credited to my account under The Coca-Cola Company Thrift & Investment Plan, a tax-qualified 401(k) plan, as of October 15, 2010.
- (3) These shares are held by trusts for the benefit of the reporting person's four children.
- Option (with tax withholding right) granted on December 16, 2004 under The Coca-Cola Company 2002 Stock Option Plan. One-fourth of grant became exercisable on each of the first, second, third and fourth anniversaries of the grant date.
- Option (with tax withholding right) granted on December 14, 2005 under The Coca-Cola Company 2002 Stock Option Plan. One-fourth of grant became exercisable on each of the first, second, third and fourth anniversaries of the grant date.
- (6) Each hypothetical share is equal to one share of common stock of The Coca-Cola Company.
- (7) There is no data applicable with respect to the hypothetical shares.
- (8) As of October 15, 2010.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

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