

DOUGLAS J ALEXANDER JR  
Form 4  
November 07, 2011

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

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 30(h) of the Investment Company Act of 1940

(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

(Check all applicable)

(Last) (First) (Middle)

THE COCA-COLA COMPANY, ONE COCA-COLA PLAZA

3. Date of Earliest Transaction (Month/Day/Year)  
11/03/2011

\_\_\_\_ Director  
\_\_\_\_ Officer (give title below) \_\_\_\_\_ 10% Owner  
\_\_\_\_ Other (specify below)  
Group President

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
\_X\_ Form filed by One Reporting Person  
\_\_\_ Form filed by More than One Reporting Person

ATLANTA, GA 30313

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|
|                                 |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price                                      |
| Common Stock, \$.25 Par Value   | 11/03/2011                           |  | M                              |   | 43,242  | A  | \$ 47.84                                   |
|                                 |                                      |  |                                |   | 155,487   |  | D  |
| Common Stock, \$.25 Par Value   | 11/03/2011                           |  | S                              |   | 43,242  | D  | \$ 68.4288                                 |
|                                 |                                      |  |                                |   | 112,245   |  | D  |
|                                 |                                      |  |                                |   |   |  | (1)  |
| Common Stock, \$.25 Par         | 11/04/2011                           |  | M                              |   | 43,241  | A  | \$ 47.84                                   |
|                                 |                                      |  |                                |   | 155,486   |  | D  |

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|                                |            |  |                  |        |   |                                 |                  |   |                    |
|--------------------------------|------------|--|------------------|--------|---|---------------------------------|------------------|---|--------------------|
| Value                          |            |  |                  |        |   |                                 |                  |   |                    |
| Common Stock, \$0.25 Par Value | 11/04/2011 |  | M                | 20,000 | A | \$ 43.2                         | 175,486          | D |                    |
| Common Stock, \$0.25 Par Value | 11/04/2011 |  | S                | 63,241 | D | \$ <u>67.353</u> <sup>(2)</sup> | 112,245          | D |                    |
| Common Stock, \$0.25 Par Value | 11/04/2011 |  | J <sup>(3)</sup> | 19,583 | D | <u>(3)</u>                      | 92,662           | D |                    |
| Common Stock, \$0.25 Par Value |            |  |                  |        |   |                                 | 1,201 <u>(4)</u> | I | By Wife As Trustee |
| Common Stock, \$0.25 Par Value |            |  |                  |        |   |                                 | 4,305 <u>(5)</u> | I | By 401(k) Plan     |

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. Transaction Code (Instr. 8) | 5. Number of Derivative 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) | Amount or Number of Shares     |        |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--------------------------------|--------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                          |        |
| Employee Stock Option (Right to Buy)       | \$ 47.84   | 11/03/2011                           |  | M                              | 43,242  | <u>(6)</u>   | 02/14/2017  | Common Stock, \$0.25 Par Value | 43,242 |
|  | \$ 47.84   | 11/04/2011                           |  | M                              | 43,241  | <u>(6)</u>   | 02/14/2017  |                                | 43,241 |

|                                      |          |            |   |        |     |            |  |                               |        |
|--------------------------------------|----------|------------|---|--------|-----|------------|--|-------------------------------|--------|
| Employee Stock Option (Right to Buy) |          |            |   |        |     |            |  | Common Stock, \$.25 Par Value |        |
| Employee Stock Option (Right to Buy) | \$ 43.2  | 11/04/2011 | M | 20,000 | (7) | 02/18/2019 |  | Common Stock, \$.25 Par Value | 20,000 |
| Hypothetical Shares                  | \$ 0 (8) |            |   |        | (9) | (9)        |  | Common Stock, \$.25 Par Value | 7,762  |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                 |       |
|---|---------------|-----------|-----------------|-------|
|   | Director      | 10% Owner | Officer         | Other |
| DOUGLAS J ALEXANDER JR<br>THE COCA-COLA COMPANY<br>ONE COCA-COLA PLAZA<br>ATLANTA, GA 30313 |               |           | Group President |       |

## Signatures

/s/ Gloria K. Bowden, attorney-in-fact for J. Alexander Douglas Jr. 11/07/2011

\_\_Signature of Reporting Person

Date

## 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 price is the weighted average sale price of the aggregate number of shares that were sold by the reporting person. These shares were sold in multiple transactions at prices ranging from \$68.39 to \$68.50. The reporting person undertakes to provide to the issuer, any security holder of the issuer or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price.
  - (2) The price is the weighted average sale price of the aggregate number of shares that were sold by the reporting person. These shares were sold in multiple transactions at prices ranging from \$67.32 to \$67.40. The reporting person undertakes to provide to the issuer, any security holder of the issuer or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price.
  - (3) The reporting person transferred these shares to his wife pursuant to a property settlement agreement entered into in connection with pending divorce proceedings.
  - (4) These shares are held by trusts for the benefit of the reporting person's four children.
  - (5) Shares credited to my account under The Coca-Cola Company Thrift & Investment Plan, a tax-qualified 401(k) plan, as of November 2, 2011.
  - (6) Option (with tax withholding right) granted on February 15, 2007 under The Coca-Cola Company 1999 Stock Option Plan. One-fourth of grant became exercisable on the first, second, third and fourth anniversaries of the grant date.
  - (7) Option (with tax withholding right) granted on February 19, 2009 under The Coca-Cola Company 2002 Stock Option Plan. One-fourth of grant becomes exercisable on the first, second, third and fourth anniversaries of the grant date.

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- (8) Each hypothetical share is equal to one share of common stock of The Coca-Cola Company.
- (9) There is no data applicable with respect to the hypothetical shares.
- (10) As of November 2, 2011.

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.