

DOUGLAS J ALEXANDER JR  
Form 4  
November 14, 2011

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

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)

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

(Last) (First) (Middle)  
THE COCA-COLA  
COMPANY, ONE COCA-COLA  
PLAZA  
  
(Street)

3. Date of Earliest Transaction  
(Month/Day/Year)  
11/10/2011

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

6. Individual or Joint/Group Filing(Check Applicable Line)  
 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 Beneficial Ownership (Instr. 4)
			Code	V	Amount	(D)	Price
Common Stock, \$.25 Par Value	11/10/2011		M		32,031	A	\$ 43.2
					124,693		D
Common Stock, \$.25 Par Value	11/10/2011		M		45,000	A	\$ 48.21
					169,693		D
Common Stock, \$.25 Par	11/10/2011		M		12,000	A	\$ 44.655
					181,693		D

Edgar Filing: DOUGLAS J ALEXANDER JR - Form 4

Value								
Common Stock, \$.25 Par Value	11/10/2011	S	89,031	D	\$ 67.2836 <u>(1)</u>	92,662	D	
Common Stock, \$.25 Par Value	11/11/2011	M	23,000	A	\$ 49.8	115,662	D	
Common Stock, \$.25 Par Value	11/11/2011	M	17,500	A	\$ 54.3437	133,162	D	
Common Stock, \$.25 Par Value	11/11/2011	M	7,500	A	\$ 53.4062	140,662	D	
Common Stock, \$.25 Par Value	11/11/2011	S	48,000	D	\$ 68.1249 <u>(2)</u>	92,662	D	
Common Stock, \$.25 Par Value						1,201 <u>(3)</u>	I	By Wife As Trustee
Common Stock, \$.25 Par Value						4,305 <u>(4)</u>	I	By 401(k) Plan

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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)
--	--	--------------------------------------	--	--------------------------------	---	--	---

Edgar Filing: DOUGLAS J ALEXANDER JR - Form 4

					Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
			Code	V (A)	(D)				
Employee Stock Option (Right to Buy)	\$ 43.2	11/10/2011	M		32,031	<u>(5)</u>	02/18/2019	Common Stock, \$.25 Par Value	32,031
Employee Stock Option (Right to Buy)	\$ 48.21	11/10/2011	M		45,000	<u>(6)</u>	05/29/2016	Common Stock, \$.25 Par Value	45,000
Employee Stock Option (Right to Buy)	\$ 44.655	11/10/2011	M		12,000	<u>(7)</u>	12/17/2017	Common Stock, \$.25 Par Value	12,000
Employee Stock Option (Right to Buy)	\$ 49.8	11/11/2011	M		23,000	<u>(8)</u>	12/17/2013	Common Stock, \$.25 Par Value	23,000
Employee Stock Option (Right to Buy)	\$ 54.3437	11/11/2011	M		17,500	<u>(9)</u>	02/15/2015	Common Stock, \$.25 Par Value	17,500
Employee Stock Option (Right to Buy)	\$ 53.4062	11/11/2011	M		7,500	<u>(10)</u>	10/20/2014	Common Stock, \$.25 Par Value	7,500
Hypothetical Shares	\$ 0 <u>(11)</u>					<u>(12)</u>	<u>(12)</u>	Common Stock, \$.25 Par Value	7,762

## 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. 11/14/2011

\_\_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 \$67.13 to \$67.37. 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 \$67.09 to \$67.165. 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) These shares are held by trusts for the benefit of the reporting person's four children.
  - (4) Shares credited to my account under The Coca-Cola Company Thrift & Investment Plan, a tax-qualified 401(k) plan, as of November 10, 2011.
  - (5) 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.
  - (6) Option granted on May 30, 2001 under The Coca-Cola Company's 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 December 18, 2002 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.
  - (8) Option (with tax withholding right) granted on December 18, 2003 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.
  - (9) Grant was awarded on February 16, 2000. Grant became exercisable in its entirety on the third anniversary of the grant date.
  - (10) Grant was awarded on October 21, 1999. One-fourth of grant became exercisable on the first, second, third and fourth anniversaries of the grant date.
  - (11) Each hypothetical share is equal to one share of common stock of The Coca-Cola Company.
  - (12) There is no data applicable with respect to the hypothetical shares.
  - (13) As of November 10, 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.