COCA COLA CO Form 4 April 05, 2010

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB 3235-0287

OMB APPROVAL

Number:

January 31, Expires: 2005

Estimated average burden hours per

response... 0.5

5 Relationship of Reporting Person(s) to

if no longer subject to Section 16. Form 4 or Form 5

Check this box

obligations may continue. See Instruction

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

2 Jaguar Nama and Tiakar or Trading

1(b).

1. Name and Address of Reporting Person *

(Print or Type Responses)

Common Stock, \$.25

Par Value

| N S - | Symbol | U | | Issuer (Check all applicable) | | | |
|------------------------|--------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| (Middle) | 3. Date of Ea | arliest Tra | nsaction | | • • • • • • • • • • • • • • • • • • • • | | |
| | ` . | | | X Director Officer (giv below) | | 6 Owner er (specify | |
| (Street) | | | e Original | 6. Individual or Joint/Group Filing(Check | | | |
| 019 | Filed(Month/ | Day/Year) | | | 1 0 | | |
| (Zip) | Table I | - Non-De | rivative Securities A | equired, Disposed | of, or Beneficial | lly Owned | |
| Day/Year) Execu any | tion Date, if T | Transaction Code | 4. Securities nAcquired (A) or Disposed of (D) (Instr. 3, 4 and 5) (A) | 5. Amount of Securities Beneficially Owned Following Reported | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) | |
| | NES, 300 WEST D FLOOR (Zip) (Zip) (zip) (zip) (zip) (zip) (zip) (zip) (zip) | Symbol COCA CC (Middle) 3. Date of Ea (Month/Day, NES, 300 WEST D FLOOR 4. If Amenda Filed(Month/ 019 (Zip) Table I action Date 2A. Deemed Day/Year) Execution Date, if any | Symbol COCA COLA CO (Middle) 3. Date of Earliest Tran (Month/Day/Year) NES, 300 WEST 04/01/2010 D FLOOR 4. If Amendment, Date Filed(Month/Day/Year) (Zip) Table I - Non-De action Date 2A. Deemed 3. Day/Year) Execution Date, if Transaction any Code | COCA COLA CO [KO] (Middle) 3. Date of Earliest Transaction (Month/Day/Year) NES, 300 WEST 04/01/2010 D FLOOR 4. If Amendment, Date Original Filed(Month/Day/Year) (O19 (Zip) Table I - Non-Derivative Securities Acceptable (A) or any Code Disposed of (D) (Month/Day/Year) (Instr. 8) (Instr. 3, 4 and 5) | Symbol COCA COLA CO [KO] (Middle) 3. Date of Earliest Transaction (Month/Day/Year) DES, 300 WEST O4/01/2010 DFLOOR 4. If Amendment, Date Original Filed(Month/Day/Year) Table I - Non-Derivative Securities Acquired, Disposed of Day/Year) Execution Date 2A. Deemed Day/Year) Execution Date, if TransactionAcquired (A) or any Code Disposed of (D) (Month/Day/Year) Symbol (Check (Check) AX_ Director Officer (givelen) Delow) Applicable Line) Applicable Line) Applicable Line) Applicable Line) Symbol Table I - Non-Derivative Securities Acquired, Disposed of Day/Year) Execution Date, if TransactionAcquired (A) or securities any Code Disposed of (D) (Month/Day/Year) (Instr. 8) (Instr. 3, 4 and 5) Owned Following Reported | Symbol COCA COLA CO [KO] (Middle) 3. Date of Earliest Transaction (Month/Day/Year) NES, 300 WEST O4/01/2010 D FLOOR 4. If Amendment, Date Original Filed(Month/Day/Year) Applicable Line) ———————————————————————————————————— | |

Code V Amount (D) Price

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

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)required to respond unless the form displays a currently valid OMB control number.

(Instr. 3 and 4)

D

10,200

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

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| 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) | 5. Number of orDerivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exer Expiration I I (Month/Day | Date | 7. Title and Underlying (Instr. 3 and | Securities |
|-----------------------------------------------------|-----------------------------------------------------------------------|--------------------------------------|-------------------------------------------------------------|---------------------------------------|----------------------------------------------------------------------------------------------------------|----------------------------------------------|--------------------|----------------------------------------|----------------------------------|
| | | | | Code V | (A) (D | Date Exercisable | Expiration Date | Title | Amount of Number of Shares |
| Phantom Stock Units | \$ 0 (1) | 04/01/2010 | | A | 2,599.5618 (2) | (3) | (3) | Common Stock, \$.25 Par Value | 2,599.56 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | | |
|----------------------------------|---------------|-----------|---------|-------|--|
| . 9 | Director | 10% Owner | Officer | Other | |
| BLACK CATHLEEN | | | | | |
| HEARST MAGAZINES | X | | | | |
| 300 WEST 57TH STREET, 43RD FLOOR | Λ | | | | |
| NEW YORK, NY 10019 | | | | | |

Signatures

/s/ Gloria K. Bowden, Attorey-in-Fact for Cathleen P.

Black
04/05/2010

**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) Each phantom share unit is economically equivalent to one share of Common Stock.
- Consists of 2,261.4202 phantom share units credited to the reporting person under The Coca-Cola Company Compensation and Deferred

 (2) Compensation Plan for Non-Employee Directors (the 'Directors' Plan') for 2010 compensation and 338.1416 phantom share units accrued under the Directors' Plan as a result of crediting phantom dividends.
- (3) The phantom share units credited under the Directors' Plan are settled in cash the later of (i) January 15 of the year following the year in which the reporting person leaves the Board, or (ii) six months following the date on which the reporting person leaves the Board.

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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