

DOUGLAS J ALEXANDER JR  
Form 4  
October 20, 2010

**FORM 4**

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

OMB APPROVAL

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**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

(Last) (First) (Middle)

THE COCA-COLA  
COMPANY, ONE COCA-COLA  
PLAZA

(Street)

ATLANTA, GA 30313

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
COCA COLA CO [KO]

3. Date of Earliest Transaction  
(Month/Day/Year)  
10/18/2010

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

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

**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 Ownership (Instr. 4)
			Code	V	Amount or Price		
Common Stock, \$.25 Par Value	10/18/2010		M		17,000 A \$ 41.27	125,012	D
Common Stock, \$.25 Par Value	10/18/2010		S		17,000 (1) D \$ 60	108,012	D
Common Stock, \$.25 Par	10/18/2010		M		20,000 A \$ 41.185	128,012	D

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Value								
Common Stock, \$0.25 Par Value	10/18/2010	S	20,000 <u>(1)</u>	D	\$ 60	108,012	D	
Common Stock, \$0.25 Par Value	10/19/2010	M	1,500	A	\$ 41.185	109,512	D	
Common Stock, \$0.25 Par Value	10/19/2010	S	1,500 <u>(1)</u>	D	\$ 60	108,012	D	
Common Stock, \$0.25 Par Value						4,071 <u>(2)</u>	I	By 401(k) Plan
Common Stock, \$0.25 Par Value						1,201 <u>(3)</u>	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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**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)	\$ 41.27	10/18/2010		M	17,000	<u>(4)</u>	12/15/2014	Common Stock, \$0.25 Par Value	17,000
	\$ 41.185	10/18/2010		M	20,000	<u>(5)</u>	12/13/2015		1,500

