## Edgar Filing: DOUGLAS J ALEXANDER JR - Form 4

DOUGLAS J ALEXANDER JR Form 4 February 23, 2012 **OMB APPROVAL** FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION OMB 3235-0287 Washington, D.C. 20549 Number: Check this box January 31, Expires: if no longer 2005 STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF subject to Estimated average **SECURITIES** Section 16. burden hours per Form 4 or response... 0.5 Form 5 Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, obligations 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). (Print or Type Responses) 1. Name and Address of Reporting Person \* 5. Relationship of Reporting Person(s) to 2. Issuer Name and Ticker or Trading DOUGLAS J ALEXANDER JR Issuer Symbol COCA COLA CO [KO] (Check all applicable) (First) (Middle) (Last) 3. Date of Earliest Transaction (Month/Day/Year) Director 10% Owner Officer (give title \_\_\_\_X\_\_\_ Other (specify THE COCA-COLA 02/21/2012 below) below) COMPANY, ONE COCA-COLA Group President PLAZA (Street) 4. If Amendment, Date Original 6. Individual or Joint/Group Filing(Check Filed(Month/Day/Year) Applicable Line) \_X\_ Form filed by One Reporting Person Form filed by More than One Reporting ATLANTA, GA 30313 Person (City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned 4. Securities Acquired (A) or 5. Amount of 1.Title of 2. Transaction Date 2A. Deemed 3. 6. 7. Nature of TransactionDisposed of (D) Security (Month/Day/Year) Execution Date, if Securities Ownership Indirect (Instr. 3) any Code (Instr. 3, 4 and 5) Beneficially Form: Beneficial (Month/Day/Year) Owned Ownership (Instr. 8) Direct (D) Following or Indirect (Instr. 4) Reported (I)(A) Transaction(s) (Instr. 4) or (Instr. 3 and 4) Price Code V Amount (D) Common Stock, 02/21/2012 12,000 \$44.655 89,611 D Μ Α \$.25 Par Value Common Stock, 02/21/2012 Μ 23.000 \$49.8 112.611 D Α \$.25 Par Value Common 02/21/2012 Μ 17,500 \$47.84 130,111 D А Stock. \$.25 Par

Value								
Common Stock, \$.25 Par Value	02/21/2012	М	92,280	A	\$ 43.2	222,391	D	
Common Stock, \$.25 Par Value	02/21/2012	S	144,780	D	\$ 68.6829 (1)	77,611	D	
Common Stock, \$.25 Par Value	02/21/2012	F <u>(2)</u>	11,349	D	\$ 68.775	66,262	D	
Common Stock, \$.25 Par Value	02/21/2012	S	6,478	D	\$ 68.8 ( <u>3)</u>	59,784	D	
Common Stock, \$.25 Par Value						4,377 <u>(4)</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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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)	5. Number of orDerivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	e Expiration Date (Month/Day/Year) (A) ed of		7. Title and Amount o Underlying Securities (Instr. 3 and 4)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amour or Numbe of Shar
Employee Stock Option (Right to Buy)	\$ 44.655	02/21/2012		М	12,000	(5)	12/17/2017	Common Stock, \$.25 Par Value	12,00
	\$ 49.8	02/21/2012		М	23,000	(6)	12/17/2013		23,00

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Employee Stock Option (Right to Buy)							Common Stock, \$.25 Par Value	
Employee Stock Option (Right to Buy)	\$ 47.84	02/21/2012	М	17,500	(7)	02/14/2017	Common Stock, \$.25 Par Value	17,50
Employee Stock Option (Right to Buy)	\$ 43.2	02/21/2012	М	92,280	(8)	02/18/2019	Common Stock, \$.25 Par Value	92,28
Hypothetical Shares	\$ 0 <u>(9)</u>				<u>(10)</u>	(10)	Common Stock, \$.25 Par Value	7,86:

## **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 I						

/s/ Alexander J.	02/22/2012		
Douglas Jr.			
**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).

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 \$68.50 to \$68.8903. The reporting person undertakes to provide to the issuer, any

- solution multiple transactions at prices ranging from \$60.50 to \$60.800. 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) Represents shares withheld to satisfy tax liabilities upon the vesting of restricted stock units issued under the 2008-2010 performance share unit program.

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 \$68.8003 to \$68.8110. The reporting person undertakes to provide to the issuer, any

- (3) solu in multiple transactions at prices ranging from \$65,8005 to \$68,8100. The reporting person undertakes to provide to the issuer, at 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.
- (4) Shares credited to my account under The Coca-Cola Company 401(k) Plan, as of February 21, 2012.

(5)

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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.

- (6) 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.
- (7) 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.
- (8) Option (with tax withholding right) granted on February 19, 2009 under The Coca-Cola Company 1999 Stock Option Plan. One-fourth of grant becomes exercisable on the first, second, third and fourth anniversaries of the grant date.
- (9) Each hypothetical share is equal to one share of common stock of The Coca-Cola Company.
- (10) There is no data applicable with respect to the hypothetical shares.
- (11) As of February 21, 2012.

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.