

Quincey James  
Form 3  
January 10, 2013

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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)

<p>1. Name and Address of Reporting Person *</p> <p>Quincey James</p> <p>(Last) (First) (Middle)</p> <p>THE COCA-COLA COMPANY, ONE COCA-COLA PLAZA</p> <p>(Street)</p> <p>ATLANTA, GA 30313</p> <p>(City) (State) (Zip)</p>	<p>2. Date of Event Requiring Statement</p> <p>(Month/Day/Year)</p> <p>01/01/2013</p>	<p>3. Issuer Name and Ticker or Trading Symbol</p> <p>COCA COLA CO [KO]</p>	<p>4. Relationship of Reporting Person(s) to Issuer</p> <p>(Check all applicable)</p> <p><input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input type="checkbox"/> Officer <input checked="" type="checkbox"/> Other (give title below) (specify below) Group President</p>	<p>5. If Amendment, Date Original Filed(Month/Day/Year)</p>	<p>6. Individual or Joint/Group Filing(Check Applicable Line)</p> <p><input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person</p>
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**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock, \$.25 Par Value	1,368	D <sup>(1)</sup>	By Wife
Common Stock, \$.25 Par Value	44,678	I	By 401(k) Plan
Common Stock, \$.25 Par Value	649 <sup>(2)</sup>	I	

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

SEC 1473 (7-02)

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**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

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1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Employee Stock Option (Right to Buy)	Â (3)	02/18/2019	Common Stock, \$.25 Par Value	80,112	\$ 21.6	D	Â
Employee Stock Option (Right to Buy)	Â (4)	02/18/2019	Common Stock, \$.25 Par Value	20,000	\$ 21.6	D	Â
Employee Stock Option (Right to Buy)	Â (5)	02/17/2020	Common Stock, \$.25 Par Value	151,600	\$ 27.7675	D	Â
Employee Stock Option (Right to Buy)	Â (6)	02/16/2021	Common Stock, \$.25 Par Value	171,800	\$ 31.9975	D	Â
Employee Stock Option (Right to Buy)	Â (7)	02/15/2022	Common Stock, \$.25 Par Value	153,044	\$ 34.3525	D	Â
Hypothetical Shares	Â (8)	Â (8)	Common Stock, \$.25 Par Value	35	\$ 0 (9)	I	By Supplemental 401(k) Plan (10)

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Quincey James THE COCA-COLA COMPANY ONE COCA-COLA PLAZA ATLANTA, GA 30313	Â	Â	Â	Group President

## Signatures

/s/ James  
Quincey

01/09/2013

Date

\*\*Signature of  
Reporting Person

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(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) Exhibit Index - Exhibit No. 24 - Power of Attorney
- (2) Shares credited to my account under The Coca-Cola Company 401(k) Plan, as of January 1, 2013.
- (3) 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.
- (4) Option (with tax withholding right) granted on February 19, 2009 under The Coca-Cola Company 2008 Stock Option Plan. One-fourth of grant becomes exercisable on the first, second, third and fourth anniversaries of the grant date.
- (5) Option (with tax withholding right) granted on February 18, 2010 under The Coca-Cola Company 1999 Stock Option Plan. One-fourth of grant becomes exercisable on each of the first, second, third and fourth anniversaries of the grant date.
- (6) Options (with tax withholding right) granted on February 17, 2011 under The Coca-Cola Company 1999 Stock Option Plan. One-fourth of grant becomes exercisable on each of the first, second, third and fourth anniversaries of the grant date.
- (7) Option (with tax withholding right) granted on February 16, 2012 under The Coca-Cola Company 1999 Stock Option Plan. One-fourth of grant becomes exercisable on each of the first, second, third and fourth anniversaries of the grant date.
- (8) There is no data applicable with respect to the hypothetical shares.
- (9) Each hypothetical share is equal to one share of common stock of The Coca-Cola Company.
- (10) As of January 1, 2013.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

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