

COCA COLA CO  
Form 4  
April 04, 2017

**FORM 4**

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

OMB APPROVAL

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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 \*  
**WEINBERG DAVID B**

(Last) (First) (Middle)

**C/O JUDD ENTERPRISES, 401 N. MICHIGAN AVE., SUITE 3050**

(Street)

**CHICAGO, IL 60611**

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)  
**03/31/2017**

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)  Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)

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 Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| Common Stock, \$.25 Par Value   |                                      |  |                                | (A) or (D)  | Amount  |  |   |
|                                 |                                      |  |                                | V   | Price   |  |   |
| Common Stock, \$.25 Par Value   |                                      |  |                                |   | 355,214   | D  |   |
| Common Stock, \$.25 Par Value   |                                      |  |                                |   | 3,540,000   | I  | By Family Limited Partnerships (1)                    |
| Common Stock, \$.25 Par Value   |                                      |  |                                |   | 3,000,000   | I  | By Family Trusts (2)                                  |
| Common                          |                                      |  |                                |   | 1,152,930   | I  | By Family   |

|                                     |  |  |  |           |   |   |
|-------------------------------------|--|--|--|-----------|---|---|
| Stock, \$.25<br>Par Value           |  |  |  |           |   | Member's<br>Living Trust  |
| Common<br>Stock, \$.25<br>Par Value |  |  |  | 2,466,558 | I | By Family<br>Member's<br>Marital<br>Grantor Trust<br><u>(3)</u> |

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

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(9-02)

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

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4. Transaction<br>Code<br>(Instr. 8) | 5. Number of<br>Derivative<br>Securities Acquired<br>(A) or Disposed of<br>(D)<br>(Instr. 3, 4, and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) |  |                                  |
|---|--|---|---|--------------------------------------|--|--|---|--|----------------------------------|
|   |  |   |   | Code                                 | V (A) (D)  | Date<br>Exercisable  | Expiration<br>Date  | Title                                  | Amount of<br>Number of<br>Shares |
| Phantom<br>Stock<br>Units                           | <u>(4)</u>   | 03/31/2017                              |   | A                                    | 5,876.8219<br><u>(5)</u>   | <u>(6)</u>   | <u>(6)</u>  | Common<br>Stock,<br>\$.25 Par<br>Value | 5,876.82                         |

## Reporting Owners

### Reporting Owner Name / Address

### Relationships

Director 10% Owner Officer Other

WEINBERG DAVID B  
C/O JUDD ENTERPRISES  
401 N. MICHIGAN AVE., SUITE 3050  
CHICAGO, IL 60611

X

## Signatures

/s/ Karen V. Danielson, attorney-in-fact for David B.  
Weinberg

04/04/2017

  \*\*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 reporting person disclaims beneficial ownership of the reported securities except to the extent of his pecuniary interest therein.
- (2) The reported securities are held in three trusts of which the reporting person is one of three trustees. The reporting person disclaims beneficial ownership of the reported securities except to the extent of his pecuniary interest therein.
- (3) The reporting person is one of three trustees and holds a remainder interest in the trust. The reporting person disclaims beneficial ownership of the reported securities except to the extent of his pecuniary interest therein.
- (4) Each phantom share unit is economically equivalent to one share of Common Stock.
- (5) Phantom share units credited to the reporting person under The Coca-Cola Company Directors' Plan effective January 1, 2013 (the "Directors' Plan") for 2017 compensation, which may include voluntary deferred compensation.
- (6) 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.
- (7) This number includes phantom share units accrued through December 15, 2016 under the Directors' Plan as result of crediting phantom dividends.

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.