

ALLEN HERBERT A  
Form 4  
May 04, 2006

**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 \*  
ALLEN HERBERT A

(Last) (First) (Middle)  
711 FIFTH AVENUE  
(Street)

NEW YORK, NY 10022

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)  
05/02/2006

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 Ownership (Instr. 4)
				(A) or (D)	Price		
Common Stock, \$.25 par value	05/02/2006		P	1,200	A \$ 42.08	2,349,120	I Allen & Company Incorporated (1)
Common Stock, \$.25 par value	05/02/2006		P	7,200	A \$ 42.09	2,356,320	I Allen & Company Incorporated (1)
Common Stock, \$.25 par value	05/02/2006		P	4,700	A \$ 42.1	2,361,020	I Allen & Company Incorporated (1)

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Common Stock, \$0.25 par value	05/02/2006	P	2,700	A	\$ 42.12	2,363,720	I	Allen & Company Incorporated <u>(1)</u>
Common Stock, \$0.25 par value	05/02/2006	P	76,200	A	\$ 42.13	2,439,920	I	Allen & Company Incorporated <u>(1)</u>
Common Stock, \$0.25 par value	05/02/2006	P	5,800	A	\$ 42.14	2,445,720	I	Allen & Company Incorporated <u>(1)</u>
Common Stock, \$0.25 par value	05/02/2006	P	53,698	A	\$ 42.15	2,499,418	I	Allen & Company Incorporated <u>(1)</u>
Common Stock, \$0.25 par value	05/02/2006	P	5,100	A	\$ 42.16	2,504,518	I	Allen & Company Incorporated <u>(1)</u>
Common Stock, \$0.25 par value	05/02/2006	P	14,100	A	\$ 42.17	2,518,618	I	Allen & Company Incorporated <u>(1)</u>
Common Stock, \$0.25 par value	05/02/2006	P	22,900	A	\$ 42.18	2,541,518	I	Allen & Company Incorporated <u>(1)</u>
Common Stock, \$0.25 par value	05/02/2006	P	50,300	A	\$ 42.19	2,591,818	I	Allen & Company Incorporated <u>(1)</u>
Common Stock, \$0.25 par value	05/03/2006	P	200,000	A	\$ 42	2,791,818	I	Allen & Company Incorporated <u>(1) (2)</u>
Common Stock, \$0.25 par value						6,000,000	D	

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)	8. Filing Date	
Phantom Stock Units	\$ 0 <sup>(3)</sup>					<sup>(4)</sup> / <sup>(4)</sup>	Common Stock, \$.25 par value		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
ALLEN HERBERT A 711 FIFTH AVENUE NEW YORK, NY 10022	X			

## Signatures

By: Carol C. Hayes,  
Attorney-in-Fact

05/04/2006

\_\_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) Shares owned by Allen & Company Incorporated ('ACI'), an affiliate of Allen Holding Inc., of which the Reporting Person is a principal shareholder. The filing of this statement shall not be deemed an admission that the Reporting Person is for purposes of Section 16 of the 1934 Act or otherwise, the beneficial owner of such securities.
  - (2) The 14,007 shares owned by Allen Capital L.P., the 266,051 shares owned by Allen Capital II, L.P. and the 10,400 shares owned by Allen Capital International L.P., previously included in the Reporting Person's Section 16 filings, while still owned by these entities, are no longer reportable.
  - (3) Each phantom stock unit is economically equivalent to one share of Common Stock.
  - (4) The phantom stock units were accrued under The Coca-Cola Company Deferred Compensation Plan for Non-Employee Directors and are to be settled 100% in cash after 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.