

ESTTA Tracking number: **ESTTA297505**

Filing date: **07/27/2009**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	77219252
Applicant	Editorial Projects In Education, Inc.
Applied for Mark	DIGITAL DIRECTIONS
Correspondence Address	JOSEPH W. BERENATO, III BERENATO, WHITE & STAVISH, LLC 6550 ROCK SPRING DR, STE 240 BETHESDA, MD 20817-1173 UNITED STATES jberenato@bwsiplaw.com
Submission	Appeal Brief
Attachments	brief_20090727135802.pdf (10 pages)(292414 bytes) exh_1_20090727135843.pdf (3 pages)(90238 bytes) exh_2_20090727135911.pdf (2 pages)(110177 bytes) exh_3_20090727135943.pdf (2 pages)(57908 bytes) exh_4_20090727140012.pdf (2 pages)(59868 bytes) exh_5_20090727140040.pdf (2 pages)(45068 bytes) exh_6_20090727140109.pdf (2 pages)(58920 bytes) exh_7_20090727140138.pdf (3 pages)(139994 bytes) exh_8_20090727140205.pdf (2 pages)(68508 bytes) exh_9_20090727140230.pdf (2 pages)(70488 bytes) exh_10_20090727140256.pdf (2 pages)(51956 bytes) exh_11_20090727140324.pdf (2 pages)(115245 bytes) exh_12_20090727140350.pdf (26 pages)(604239 bytes)
Filer's Name	Patricia M. Rehfield
Filer's e-mail	prehfield@bwsiplaw.com
Signature	/Patricia M. Rehfield/
Date	07/27/2009

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the matter of:

Mark: **DIGITAL DIRECTIONS**
Ser. No.: **77/219,252**
Filed: **June 29, 2007**
Published: **Not Applicable**

In Re:	:	
	:	
Editorial Projects In Education, Inc.	:	
	:	
Applicant-appellant	:	Serial No. 77/219,252
	:	
	:	
	:	

APPLICANT-APPELLANT’S APPEAL BRIEF

Trademark Trial and Appeal Board
Trademark Assistance Center
Madison East, Concourse Level Room C 55
600 Dulany Street
Alexandria, VA 22314

Dear Sir:

Applicant respectfully submits the following remarks in support of its appeal from the Final Refusal of the Examining Attorney.

In the Final Office Action sent via electronic mail on July 24, 2008, the Examining Attorney asserted that the Applicant’s mark so resembles the mark shown in Registration No. 2,926,422 (“the ‘422 registration”) and the mark shown in Registration No. 2,262,239 (“the ‘239 registration”) as to be likely to cause confusion. Applicant respectfully disagrees, and requests that the Board reverse the refusal.

I. Likelihood of Confusion

Likelihood of confusion under the Lanham Act, 15 U.S.C. §1052(d), is found where a mark is so similar to a registered mark “as to be likely, when used on or in connection with the goods of the applicant, to cause confusion, or to cause mistake, or to deceive.” It is a “legal determination based upon factual underpinnings.” Palm Bay Imports, Inc. v. Veuve Clicquot Ponsardin Maison Fondée En 1772,

396 F.3d 1369, 1371, 73 U.S.P.Q.2d 1689 (Fed.Cir.2005) (citing On-Line Careline, Inc. v. Am. Online, Inc., 229 F.3d 1080, 1084 (Fed.Cir.2000)). Such a finding should be evaluated on a “case-by-case basis, aided by the application of the factors set out in In re E.I. DuPont DeNemours & Co., 476 F.2d 1357, 1361, 177 U.S.P.Q. 563, 567 (C.C.P.A. 1973).” On-Line Careline at 1084. Thus, “[i]n every case turning on likelihood of confusion, it is the duty of the examiner, [and] the board...to find, upon consideration of *all* the evidence, whether or not confusion appears likely.” In re E.I. Dupont de Nemours & Co. at 1362.

II. *DuPont* Factors

In determining whether a likelihood of confusion exists under Sec. 2(d) of the Lanham Act, the following factors are taken into consideration:

1. The similarity or dissimilarity and nature of the marks in their entireties as to appearance, sound, connotation and commercial impression;
2. The similarity or dissimilarity and nature of the goods or services as described in an application or registration or in connection with which a prior mark is in use;
3. The similarity or dissimilarity of established, likely-to-continue trade channels;
4. The conditions which and buyers to whom sales are made, i.e. “impulse” vs. careful, sophisticated purchasing;
5. The fame of the prior mark (sales, advertising, length of use);
6. The number and nature of similar marks in use on similar goods;
7. The nature and extent of any actual confusion;
8. The length of time during and conditions under which there has been concurrent use without evidence of actual confusion;
9. The variety of goods on which a mark is or is not used (house mark, “family” mark, product mark);
10. The market interface between applicant and the owner of a prior mark:
 - a. A mere “consent” to register or use;

- b. Agreement provisions designed to preclude confusion, i.e. limitations on continued use of the marks by each party;
 - c. Assignment of mark, application, registration and good will of the related business;
 - d. Laches and estoppels attributable to owner of prior mark and indicative of lack of confusion;
- 11. The extent to which applicant has right to exclude others from use of its mark on its goods;
 - 12. The extent of potential confusion, i.e., whether *de minimis* or substantial; and
 - 13. Any other established fact probative of the effect of use.

In re E.I. Dupont de Nemours & Co., at 1361. However, only those factors which are relevant and of record need be considered. M2 Software, Inc. v. M2 Communications, Inc., 450 F.3d 1378, 1382, 78 U.S.P.Q.2d 1944 (Fed.Cir.2006). For the matter at hand, the following issues are germane:

- 1. The similarity or dissimilarity and nature of the marks in their entireties as to appearance, sound, connotation and commercial impression;
- 2. The similarity or dissimilarity and nature of the goods or services as described in an application or registration or in connection with which a prior mark is in use;
- 3. The similarity or dissimilarity of established, likely-to-continue trade channels; and
- 4. The conditions which and buyers to whom sales are made, i.e. "impulse" vs. careful, sophisticated purchasing;
- 5. The number and nature of similar marks in use on similar goods; and
- 6. The nature and extent of any actual confusion.

See In re E.I. Dupont de Nemours & Co., 476 F.2d 1357 (C.C.P.A. 1973).

a. **The similarity or dissimilarity and nature of the marks in their entirety as to appearance, sound, connotation and commercial impression**

The Examining Attorney has asserted that the Applicant's mark DIGITAL DIRECTIONS is likely to be confused with the '422 registration and '239 registration in that the term DIRECTION is common to all the marks. The Applicant respectfully disagrees.

The legal test for similarity has been stated to be whether "the marks 'when compared in their entirety in terms of appearance, sound and connotation, are similar or dissimilar in their overall *commercial impressions.*" Palm Bay Imports, Inc. at 1371 (emphasis added). With respect to composite marks, the general rule, also known as the "anti-dissection" rule, is that the marks be "compared by looking at them as a whole, rather than breaking [them] into [their] component parts." Autozone, Inc. v. Tandy Corp., 174 F.Supp2d 718, 726 (M.D. Tennessee). (citing McCarthy on Trademarks and Unfair Competition § 23:41 (4th ed. 2001)). The reasoning behind this principle is that "the commercial impression of a composite trademark on an ordinary prospective purchaser is created by the mark as a whole, and that a purchaser would not evaluate all of the individual details of a composite mark." *Id.*

While the Examining Attorney contends that the use of the term DIRECTION creates a visual similarity between the Applicants mark and the '422 registration and the '239 registration, there are, in fact, obvious differences between the marks. Most importantly, the Applicant's mark is a composite mark, combining the term DIRECTIONS with the term DIGITAL. This combination of terms brings uniqueness to the Applicant's mark, especially in light of the Applicant's goods. The second, and slightly more subtle, difference between the Applicant's mark and the Registrant's marks is that the Applicant has pluralized the term DIRECTION, thus altering the pronunciation of the word. Finally, unlike the '239 registration, the Applicant has no graphics associated with its mark. Given these striking differences, it would be fair to say that the Applicant's marks and the Registrant's marks are not similar in either their appearance or pronunciation.

As for verbal translation, the word DIRECTION has more than one definition. It can mean anything from the act of aiming, to the body of managers of a corporation or enterprise. See Exhibit 1

<http://ardictionary.com/Direction/5439>. Here, the Applicant combines the term DIRECTIONS with DIGITAL, creating the composite mark, DIGITAL DIRECTIONS. When the mark is viewed in its entirety, the word DIRECTIONS comes to mean “a general course along which something has a tendency to develop,” i.e., digital developments or, given the term digitals relation to technology, technology developments. On the other hand, the use of DIRECTION by the Registrant in the ‘422 registration and ‘239 registration provides a markedly different meaning.

The Registrant, Urban Ministries, Inc., is in the business of providing “quality Christian education services.” See Exhibit 2 <http://www.urbanministries.com/v/vspfiles/corporate/index-5.html>. Indeed, the goods for the ‘422 registration and ‘239 registration relate to religious education topics, thus specifically limiting the registrations to a mark with a basis in spirituality. The concept of spiritual direction is the act of providing assistance to individuals as they attempt to deepen their relationship with the divine, or to learn and grow in their own personal spirituality. See Exhibit 3 http://en.wikipedia.org/wiki/Spiritual_direction. This is quite different from a general course of development and provides for a dissimilar overall commercial impression when comparing the ‘422 registration and ‘239 registration with the Applicant’s mark. Indeed, digital direction must be viewed separate and apart from a spiritual direction.

In light of these contrasting definitions, the Applicant submits that not only are the marks visually dissimilar, but there is also a markedly different commercial impression of the term DIRECTIONS when utilized by the Applicant as compared to the Registrant’s ‘422 registration and ‘239 registration use of the singular DIRECTION. Therefore, Applicant’s mark, DIGITAL DIRECTIONS, is unlikely to be confused with either the ‘422 registration or the ‘239 registration.

b. The similarity or dissimilarity and nature of the goods or services as described in an application or registration or in connection with which a prior mark is in use

As to the relatedness of the goods, the Examining Attorney has asserted the Applicant’s goods are identified broadly and are therefore presumed to encompass all goods and/or services related to

downloadable electronic publications in the nature of periodicals and printed periodicals, including those goods listed in the '422 registration and '239 registration. The Applicant respectfully disagrees.

The Applicant's goods classified in international class 009 are identified as "downloadable electronic publications in the nature of periodicals in the field of K-12 education" and in international class 016 as "printed periodicals in the field of K-12 education." Although the Examining Attorney found this description to be broad, the Applicant has, in fact, placed a limitation by including the parameter "of K-12 education" in connection with the described periodicals. The term "K-12" is used in education and educational technology in the United States and Canada to generally mean publicly-supported school grades prior to college. See Exhibit 4 http://whatis.techtarget.com/definition/0,,sid9_gci212431,00.html. These grades are more specifically identified as kindergarten, or K, and the 1st through the 12th grade. *Id.* Thus, the Applicant's goods are in reference to a small subset of the population, i.e., educators in elementary and high schools.

The Examining Attorney went on to assert that the Applicant's goods may encompass the Registrant's "booklets and teaching manuals" in the field of "religious educational topics." Religious education is defined as the teaching of a particular religion and its varied aspects – its beliefs, doctrines, rituals, customs, rites, and personal roles. See Exhibit 5 http://en.wikipedia.org/wiki/Religious_education. In Western cultures, religious education is largely separate from academia. *Id.* In fact, public schools may not teach religion. See Exhibit 6 <http://www.ed.gov/Speeches/04-1995/prayer.html>. The teaching of religion to children who attend publicly-supported schools generally occurs during "Sunday school." Sunday schools are virtually never recognized educational institutions as they simply attempt to offer meaningful instruction concerning religious doctrine without offering formal grades or transcripts. See Exhibit 7 http://en.wikipedia.org/wiki/Sunday_school. Further, Sunday school teachers are typically lay individuals with little or no formal training in education, selected for their job normally because of their advanced experience with the Bible. *Id.* A review of the Registrant's website for a product description with regards to its publication entitled DIRECTION reveals that DIRECTION is a teaching kit for *Sunday*

school classes. See Exhibit 8 http://www.urbanministries.com/Direction_reg_Teaching_Success_Kit_p/5-77-94.htm (emphasis added).

Although the marks are all listed in international class 016, in light of the identification of goods, Applicant respectfully submits that the Registrant's religious materials are substantially different from Applicant's education materials. The fact that the goods generally deal with education does not ensure overlap.

c. The similarity or dissimilarity of established, likely-to-continue trade channels

With regards to the third *DuPont* factor being considered, the Applicant respectfully submits that the established, likely-to-continue trade channels of the Applicant and those of the Registrant differ greatly. While both the Applicant and the Registrant utilize online advertising, the target markets are not similar.

The Applicant, Editorial Projects in Education (EPE), incorporated in late 1950's as a nonprofit educational organization. See Exhibit 9 <http://www.edweek.org/info/about/history.html>. The primary mission of EPE is to help raise the level of awareness and understanding among professionals and the public of the important issues surrounding *American* education. See Exhibit 10 <http://www.edweek.org/info/about> (emphasis added). Since its inception, EPE has established itself as an independent source of accurate and objective information in the field of education. *Id.*

Established in 1970, the Registrant is the largest independent African American owned and operated Christian media company. See Exhibit 11 <http://www.urbanministries.com/v/vspfiles/corporate/index-5.html>.

Their website boasts service to over 40,000 *churches* across the United States, *the Caribbean, and Africa*. *Id.* (emphasis added). Further, the Registrant's website indicates their products are developed by expert Christian educators who have experienced both African and African American worldviews. *Id.*

It is clear that both the Applicant and the Registrant have well-established places in the market. However, the history and goals of each organization reveal vastly different target consumers. The Applicant provides unbiased information regarding American education and its surrounding issues. The

Registrant, on the other hand, focuses on African American Christian teachings for churches. The Registrant also reaches outside of the United States, providing information on Christian education to international customers. While there may be an American educator who teaches African American based Christian beliefs at Sunday school, such an overlap in customer base would not be inherent and would be, at best, *de minimis*. (See M2 Software, Inc. v. M2 Communications, Inc., 450 F.3d 1378, 78 U.S.P.Q.2d 1944 (Fed.Cir.2006) where the Court upheld the Board's determination that any overlap of customers would be *de minimis*, stating that the parties' channels of trade and purchasers were different, regardless of the fact that the goods in question were both interactive multimedia CD-ROMs, since one party targeted the medical field and the other the entertainment field).

d. The conditions which and buyers to whom sales are made, i.e. impulse vs. careful, sophisticated purchasing

Finally, the Applicant submits that confusion from the marks is unlikely given the sophistication of those customers who would typically purchase products from either the Applicant or the Registrant. This is a situation where the Applicant's customers are seeking specific goods, i.e., an educated professional teacher looking for information on the state of American education. On the other hand, customers of the Registrant are simply looking for ways in which to enhance the teachings of African American based Christian teachings. In both situations, the customers would be "exercising reasonable care, caution, and perception [and] would not likely equate the...marks." CBS, Inc. v. Morrow, 708 F.2d 1579, 1582, 218 U.S.P.Q. 198 (Fed.Cir.1983).

e. The number and nature of similar marks in use on similar goods

The marks of the Applicant and the Registrant are not the only ones to utilize the word DIRECTION. In fact, there are eleven (11) other registered marks in internal class 016 that make use of said term. See Exhibit 12. These range from Registration No. 3,456,859, NEW DIRECTION, for newsletters, educational and information pamphlets and brochures in the field of weight control, to Registration No. 1,074,520, DIRECTION, for magazine for consumers. This use of the term DIRECTION in various other

registered marks diminishes the likelihood that a prospective consumer would be likely to associate the Applicant's mark and the Registrant's marks emanate from the same owner.

CHANGE YOUR DIRECTION	Registration No. 3,034,747	Songbooks
GOD'S DIRECTION IS ALWAYS BEST	Registration No. 3,044,693	Printed materials, namely, note cards, greeting cards, inspirational cards, scripture cards, prayer cards, gift cards, pictures, gift books, devotionals, book marks, note pads and stationary.
NEW DIRECTION	Registration No. 3,456,859	Newsletters, educational and informational pamphlets and brochures in the field of weight control.
CLEAR DIRECTION	Registration No. 2,587,779	Printed test reports featuring information in the field of college majors, career aptitude, job training and development, and career counseling.
TAKING BUSINESS IN THE RIGHT DIRECTION	Registration No. 2,688,506	Envelopes
TAKING BUSINESS IN THE RIGHT DIRECTION (stylized)	Registration No. 2,688,510	Envelopes
TAKING BUSINESS IN THE RIGHT DIRECTION COLUMBIAN (stylized)	Registration No. 2,690,016	Envelopes
THE WRITE DIRECTION	Registration No. 2,477,298	Series of educational books and printed instructional materials for teaching English composition to grade school children.
NEW DIRECTION OUTLOOK (stylized)	Registration No. 1,734,315	Educational pamphlets, newsletters and brochures for weight control.
DIRECTION	Registration No. 1,074,520	Magazine for consumers.
A PROGRAM DESIGNED TO GIVE DIRECTION TO YOUR DREAMS	Registration No. 0794224	Educational and training courses comprising books, booklets and related printed instructional material, and sound recordings pertaining thereto.

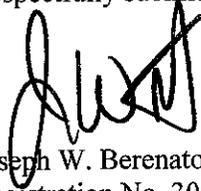
f. The nature and extent of any actual confusion

The Applicant is unaware of any actual customer confusion.

III. Conclusion

In light of the arguments herein and those already of record, the Applicant respectfully requests reversal of the Examining Attorney's refusal. It is believed that no fees are due with this submission. Should that determination be incorrect, then kindly debit account 50-0548 and notify the undersigned.

Respectfully submitted,

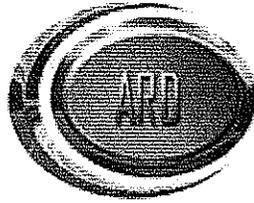


Joseph W. Berenato, III
Registration No. 30,546
Attorney for Applicant

Date: July 27, 2009

Berenato, White & Stavish, LLC
6550 Rock Spring Drive, Ste. 240
Bethesda, Maryland 20817
Telephone: (301) 896-0600
Facsimile: (301) 896-0607

EXHIBIT 1



Accurate & Reliable Dictionary

A free english-english online dictionary

[Home](#) [Add to Favorites](#) [Forums](#) [Webmasters](#) [About Us](#) [Contact Us](#)

www.whitesmoke.com ✓ Grammar check ✓ Spelling check ✓ Text enrichment ✓ Thesaurus ✓ Dictionary ✓ Resume Templates

Search Dictionary:

[Search Now](#)

[A] [B] [C] [D] [E] [F] [G] [H] [I] [J] [K] [L] [M] [N] [O] [P] [Q] [R] [S] [T] [U] [V] [W] [X] [Y] [Z]

Welcome to ARDictionary!

Ads by Google

Direction ¹

Definition: The act of directing, of aiming, regulating, guiding, or ordering; guidance; management; superintendence; administration; as, the direction of public affairs or of a bank.

Room Pressure Monitor
Patented Ping Pong Baulin-Tube for Hospitals Labs Vivariums Neg Pos
www.airflowdirection.com

Position Satellite Dish

Search multiple engines for position satellite dish



DISH Network Satellite TV

Free 4 Room Install. \$9.99/mo Free DVR & HD. Free HBO/Starz 3 Mo.

Ads by Google

Dish Network - Promotions

\$9.99/mo. Dish Network - Save \$425. Free HD Programming & 100 Channels!
www.DishPromotions.com

Direction ²

Definition: That which is imposed by directing; a guiding or authoritative instruction; prescription; order; command; as, he gave directions to the servants.

Direction ³

Definition: The name and residence of a person to whom any thing is sent, written upon the thing sent; superscription; address; as, the direction of a letter.

Your Antenna Superstore

Regular and HDTV Antennas In Stock Clearance Items Updated Daily
www.SolidSignal.com

Direction ⁴

Definition: The line or course upon which anything is moving or aimed to move, or in which anything is lying or pointing; aim; line or point of tendency; direct line or course; as, the ship sailed in a southeasterly direction.

Dish Calculator Info

Get Info On Dish Calculator Access 10 Search Engines At Once.
www.Info.com/DishCalcu

Direction ⁵

Definition: The body of managers of a corporation or enterprise; board of directors.

Direction ⁶

Definition: The pointing of a piece with reference to an imaginary vertical axis; distinguished from elevation. The direction is given when the plane of sight passes through the object.

direction ⁷

Definition: the act of setting and holding a course; "a new council was installed under the direction of the king"

direction ⁸

Definition: the act of managing something; "he was given overall management of the program"; "Is the direction of the economy a function of government?"

direction ⁹

Definition: the concentration of attention or energy on something; "the focus of activity shifted to molecular biology"; "he had no direction in his life"

direction ¹⁰

Definition: a general course along which something has a tendency to develop; "I couldn't follow the direction of his thoughts"; "his ideals determined the direction of his career"; "they proposed a new direction for the firm"

direction ¹¹

Definition: something that provides direction or advice as to a decision or course of action

direction ¹²

Definition: a message describing how something is to be done; "he gave directions faster than she could follow them"

direction ¹³

Definition: a formal statement of a command or injunction to do something; "the judge's charge to the jury"

direction ¹⁴

Definition: a line leading to a place or point; "he looked the other direction"; "didn't know the way home"

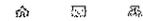
direction ¹⁵

Definition: the spatial relation between something and the course along which it points or moves; "he checked the direction and velocity of the wind"

EXHIBIT 2



Urban Ministries, Inc.
The African American Christian
Publishing & Communications Co.



[Main](#) [Store](#) [New Products](#) [ABOUT US](#)



UMI ON THE WEB

UrbanFaith.com

Where can contemporary Christians go for stimulating conversation about the people, news, and ideas that are shaping our world today? UrbanFaith.com—UMI's exciting new blog and online community.

TheGuardianLine.com

The dawn of a new universe has begun – The Guardian Universe. Join our characters as they take you on an electrifying journey through the fictional city of New Hope.

UrbanOutreach.net

The Urban Outreach Foundation and UMI were created to serve churches and church leaders, primarily in the African American community.

Mcdonalds.urbanministries.com

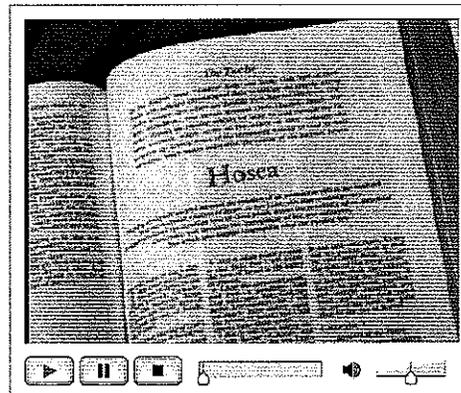
UMI has partnered with McDonald's to bring you the 3rd annual McDonald's Inspiration Celebration Gospel Tour.

Marriage.urbanministries.com

For Christian Lovers Only is an engaging, interactive curriculum designed to provide guidance in facilitating ministry for married couples.

"We are called of God to create, produce, and distribute quality educational products; to deliver exemplary customer service; and to provide quality Christian educational services, which will empower God's people, especially within the Black community, to evangelize, disciple, and equip people for serving Christ, His kingdom, and church."

—UMI Mission Statement



Urban Ministries, Inc. is the largest independent, African American-owned and operated Christian media company. We publish Christian resources, including Sunday School and Vacation Bible School curricula, books, movies, and websites designed for African American churches and others seeking a diverse, Christ-centered perspective on faith and life issues.

Since 1970, our innovative approach has enabled us to serve over 40,000 churches across the United States, the Caribbean, and Africa. Our products are developed by expert Christian educators who have experienced the African and African American worldview.

On this site, you will find sample Sunday School lessons at each age level with culturally relevant and theologically sound insights on God's Word and contemporary issues. We invite you to investigate our book, music, and video offerings as well.



Email:

cust_ord@urbanministries.com
customerservice@urbanministries.com

Billing Address:

Dept. #4870
PO Box 87618
Chicago, IL 60680-0618

New Orders:

Dept. #4860
PO Box 87618
Chicago, IL 60680-0618

Marketing:

PO Box 436987
Chicago, IL 60643

[Statement of Faith](#)

[Letter from the President](#)

[Executive Management](#)

[UMI History & Vision](#)

UMI Career Corner

We are always interested in finding new talent. Even if we don't currently have positions open, we would like your information to retain so that when positions become available, the information has already been screened and would be available for easy access. Some of the areas that we recruit for are:

Marketing
Finance

EXHIBIT 3

Spiritual direction

From Wikipedia, the free encyclopedia

Spiritual direction is the practice of being with people as they attempt to deepen their relationship with the divine, or to learn and grow in their own personal spirituality. The person seeking direction shares stories of his or her encounters of the divine, or how he or she is experiencing spiritual issues. The director listens and asks questions to assist the directee in his or her process of reflection and spiritual growth. Spiritual direction develops a deeper relationship with the spiritual aspect of being human. It is not psychotherapy, counseling, or financial planning.

While there is some degree of variability, there are primarily two forms of spiritual direction: retreat direction and regular direction. They differ largely in the frequency of meeting and in the intensity of reflection. If the directee is on a retreat (lasting a weekend, a week or even 40 days), he or she will generally meet with their director on a daily basis for one hour. During these daily meetings, exercises or new spiritual disciplines such as *lectio divina* are given to the directee as fodder to continue his or her spiritual growth. Regular direction involves a one to two hour meeting every four to eight weeks, and thus is slightly less intense than retreat direction, although spiritual exercises and disciplines are often given for the directee to attempt between meetings.

Within Christianity, spiritual direction has its roots in the Early Christianity. The gospels describe Jesus serving as a mentor to his disciples. Additionally, Acts of the Apostles Chapter 9 describes Ananias helping Paul of Tarsus to grow in his newfound experience of Christianity. Likewise, several of Pauline Epistles describe Paul mentoring both Timothy and Titus among others. Tradition tells that John the Evangelist tutored Polycarp, the second-century bishop of Smyrna.

John Cassian who lived in the fourth century provided some of the earliest recorded guidelines on the practice of spiritual direction. He introduced mentoring in the monasteries. Each novice was put under the care of an older monk. Benedict of Nursia integrated Cassian's guidelines into what is now known as the Rule of Saint Benedict. The Spiritual Exercises of Ignatius of Loyola are guidelines for spiritual direction during a retreat.

In Judaism, the Hebrew term for spiritual director differs among traditional communities. The verb *Hashpa'ah* is somewhat a misnomer, since the spiritual director called a *mashpi'a* occurs only in the Habad-Lubavitch community. A *mashgiakh ruchani* is the equivalent role among mitnagedim (adherents of the *mussar* tradition). The purpose of hashpa'ah is to support the directee in her or his personal relationship with God, and to deepen that person's ability to find God's presence in ordinary life. Amongst Lubavitchers this draws on the literature and praxis of Hasidism as it is practiced according to Habad standards, and to Jewish mystical tradition generally. Spiritual mentorship is customary in the Hasidic world, but not necessarily in the same way.

References

- Catholic Encyclopedia on Spiritual Direction

External links

- Spiritual Directors International

Retrieved from "http://en.wikipedia.org/wiki/Spiritual_direction"

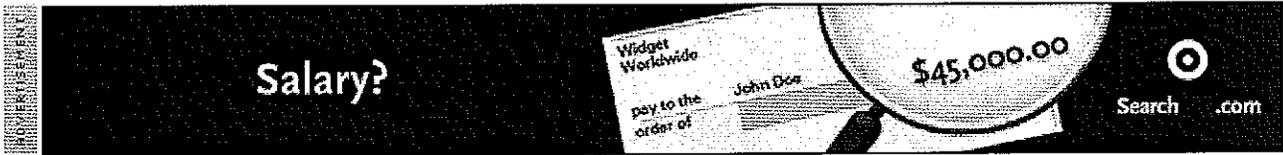
EXHIBIT 4

K-12

Activate your FREE membership today | Log-in



The leading IT encyclopedia and learning center



- HOME
- LOOK IT UP
- ITKNOWLEDGE EXCHANGE
- CHEAT SHEETS
- PRODUCT DEMOS
- WHITE PAPERS
- BLOGS

ADVERTISEMENT

2020softwares.com

The Short List for Business Software: Free Demos and Selection Help on Accounting, Manufacturing, ERP, CRM & Enterprise Software.

WhatIs.com Target Search™

Search our IT-specific encyclopedia for:

Search input field with a Search button

OR Jump to a topic:

Choose a topic... input field with a Go button

Advanced Search

Browse alphabetically:

ABCDEFGHIJKLMNOPQRSTUVWXYZ#

All Categories → Computing Fundamentals

K-12

K-12, a term used in education and educational technology in the United States, Canada, and possibly other countries, is a short form for the publicly-supported school grades prior to college. These grades are kindergarten (K) and the 1st through the 12th grade (1-12). (If the term were used, "13th grade" would be the first year of college.)

Most communities in the United States and Canada (and wherever else the term is used) are just beginning to provide modern information technology at the K-12 levels.

YOURS IS THE WINNING DEAL

SEE THE LATEST DELL XPS DEALS

DELL INSPIRON SPECIAL OFFERS

VIEW DELL TOP CUSTOMER PICKS

CLICK HERE FOR MORE DEALS

DELL YOU'RE HERE **SHOP NOW**

WHATIS RELATED LINKS

Ads by Google

Network Enterprise Storage

Data Storage Solutions For Today's Enterprise Users. Free Resources. www.NetApp.com/US

ERP White Papers

Download Free IT White Papers about ERP & Other Enterprise Applications www.FindWhitePapers.com/ERP

ERP White Paper

Answers to your most important ERP Questions. Free White Paper. www.GlobalShopSolutions.com

Storage Area Network

80% Utilization Rates Guaranteed Download Your Free Strategy Brief Pillardata.com

Want To Become a Teacher?

NCATE Accredited Education Degrees. Affordable Online Courses. Sign Up! www.WGU.edu

EXHIBIT 5

Religious education

From Wikipedia, the free encyclopedia

In secular usage, **religious education** is the teaching of a particular religion (although in England the term **religious instruction** would refer to the teaching of a particular religion, with **religious education** referring to teaching about religions in general) and its varied aspects —its beliefs, doctrines, rituals, customs, rites, and personal roles. In Western and secular culture, religious education implies a type of education which largely separate from academia, and which (generally) regards religious belief as a fundamental tenet and operating modality, as well as a prerequisite condition of attendance.

The secular concept is substantially different from societies that adhere to religious law, wherein "religious education" connotes the dominant academic study, and in typically religious terms, teaches doctrines which define social customs as "laws" and the violations thereof as "crimes," or else misdemeanors requiring punitive correction.

Contents

- 1 Overview
- 2 Religious education by religion
- 3 Approaches in various regions
 - 3.1 Asia
 - 3.2 Europe
 - 3.3 Middle East
 - 3.4 North America
- 4 See also
- 5 External links

Overview

Since people within a given country often hold varying religious and non-religious beliefs, government-sponsored religious education can be a source of conflict. Countries vary widely in whether religious education is allowed in government-run schools (often called "public schools"). Those that allow it also vary in the type of education provided.

People oppose religious education in public schools on various grounds. One is that it constitutes a state sponsorship or establishment of whatever religious beliefs are taught. Others argue that if a particular religion is taught in school, children who do not belong to that religion will either feel pressure to conform or be excluded from their peers. Proponents argue that religious beliefs have historically socialized people's behaviour and morality. They feel that teaching religion in school is important to encourage children to be responsible, spiritually sound adults.

Religious education by religion

The Church Educational System of The Church of Jesus Christ of Latter-day Saints (Mormon) provides religious education in approximately 135 countries.

In traditional Muslim education, children are taught to read and sometimes speak Arabic and memorize

EXHIBIT 6

Many of the organizations listed below are actively involved in litigation about religion in the schools. On some of the issues discussed in this summary, some of the organizations have urged the courts to reach positions different than they did. Though there are signatories on both sides which have and will press for different constitutional treatments of some of the topics discussed below, they all agree that the following is an accurate statement of what the law currently is.

Student Prayers

1. Students have the right to pray individually or in groups or to discuss their religious views with their peers so long as they are not disruptive. Because the Establishment Clause does not apply to purely private speech, students enjoy the right to read their Bibles or other scriptures, say grace before meals, pray before tests, and discuss religion with other willing student listeners. In the classroom students have the right to pray quietly except when required to be actively engaged in school activities (e.g., students may not decide to pray just as a teacher calls on them). In informal settings, such as the cafeteria or in the halls, students may pray either audibly or silently, subject to the same rules of order as apply to other speech in these locations. However, the right to engage in voluntary prayer does not include, for example, the right to have a captive audience listen or to compel other students to participate.

Graduation Prayer and Baccalaureates

2. School officials may not mandate or organize prayer at graduation, nor may they organize a religious baccalaureate ceremony. If the school generally rents out its facilities to private groups, it must rent them out on the same terms, and on a first-come first-served basis, to organizers of privately sponsored religious baccalaureate services, provided that the school does not extend preferential treatment to the baccalaureate ceremony and the school disclaims official endorsement of the program.
3. The courts have reached conflicting conclusions under the federal Constitution on student-initiated prayer at graduation. Until the issue is authoritatively resolved, schools should ask their lawyers what rules apply in their area.

Official Participation or Encouragement of Religious Activity

4. Teachers and school administrators, when acting in those capacities, are representatives of the state, and, in those capacities, are themselves prohibited from encouraging or soliciting student religious or anti-religious activity. Similarly, when acting in their official capacities, teachers may not engage in religious activities with their students. However, teachers may engage in private religious activity in faculty lounges.

Teaching About Religion

5. Students may be taught about religion, but public schools may not teach religion. As the U.S. Supreme Court has repeatedly said, "[i]t might well be said that one's education is not complete without a study of comparative religion, or the history of religion and its relationship to the advancement of civilization." It would be difficult to teach art, music, literature and most social studies without considering religious influences.

The history of religion, comparative religion, the Bible (or other scripture)-as-literature (either as a separate course or within some other existing course), are all permissible public school subjects.

EXHIBIT 7

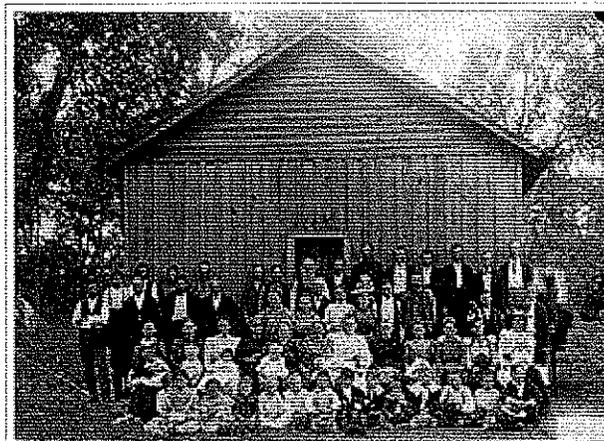
Sunday school

From Wikipedia, the free encyclopedia

"**Sunday school**" is the generic name for many different types of religious education pursued on Sundays by various denominations.

Contents

- 1 Development
- 2 Form
 - 2.1 Today
- 3 Teachers
- 4 Notable Sunday school teachers
- 5 See also
- 6 References
- 7 External links



Sunday school, Indians and whites. Indian Territory (Oklahoma), ca. 1900.

Development

The first Sunday school may have been that opened in 1751 in St. Mary's Church, Nottingham.^[1] Another early start was made by Hannah Ball, a native of High Wycombe in Buckinghamshire, England, who founded a school within the town in 1769.^[2]

However the founding of Sunday schools is more commonly associated with the work of Robert Raikes, editor of the *Gloucester Journal*, who saw the need to prevent children in the slums descending into crime. The first Sunday school in London opened at Surrey Chapel under Rowland Hill. By 1831, Sunday schools in Great Britain were attended weekly by 1,250,000 children, approximately 25 percent of the population. They provided basic literacy education alongside religious instruction. Their work in the industrial cities was increasingly supplemented by ragged schools (charitable provision for the industrial poor), and eventually by publicly funded education under the late nineteenth century school boards. Sunday schools continued alongside such increasing educational provision, and new forms also developed such as the Socialist Sunday Schools movement which began in the United Kingdom in the late 19th century.

The American Sunday School system was first begun by Samuel Slater in his textile mills in Pawtucket, Rhode Island, in the 1790's.

Some Roman Catholic churches operate Sunday schools, though Catholics commonly refer to Sunday school as "Catechism class".

Form

Sunday schools, contrary to the name, are virtually never recognized educational institutions; rather than offering formal grades or transcripts, Sunday schools simply attempt to offer meaningful instruction concerning Christian doctrine and keep little or no record of performance for any given week.

Attendance is often tracked as a means of encouraging children to attend regularly, and awards are frequently given for reaching attendance milestones.

Sunday school often takes the form of a one hour or longer Bible study which can occur before, during, or after a church service. While many Sunday schools are focused on providing instruction for children (especially those occurring during service times), adult Sunday school classes are also popular and widespread (see RCIA.) In some traditions, Sunday school is too strongly associated with children and alternate terms such as "Adult Electives" are used instead of "Adult Sunday school". Some churches only run Sunday school for children concurrently with the adult worship service. In this case there is typically no adult Sunday school.

Today

Today many different expressions of Sunday schools exist. They range from traditional methods of teaching, using small groups, Bible-based teaching, familiar songs etc. to the more contemporary. Sunday school is often part of a larger Christian Formation program in many churches.

Postal Sunday schools conduct religious education via correspondence for children in sparsely populated areas.

In 1986 a new kind of Sunday school started out of a ministry of Bill Wilson in the inner city of Brooklyn, New York, called Sidewalk Sunday School. With little delivery trucks that can be converted to stages, project areas and parks are being served Sunday school programs. Metro Ministries is now in many major cities in the U.S. and has branches in eight other countries.

Teachers

Sunday school teachers are usually lay people who are selected for their job by a church board or committee, normally because of their advanced experience with the Bible — few teachers receive any formal training in education, though many Sunday school teachers have a background in education as a result of their occupations. Some churches, however, do make Sunday school teachers and catechists attend several courses on religion to ensure that they have a mature enough understanding of the faith to educate others. Some Baptist Churches (particularly Southern Baptist Churches) do allow volunteers to teach even without formal educational backgrounds. A profession of faith and a desire to teach is all that is required in such a case.

It is also not uncommon for Roman Catholic priests or Protestant pastors (church ministers) to teach such classes themselves.

Notable Sunday school teachers

- Jimmy Carter, 39th President of the United States and Nobel Peace Prize recipient^[3]
- Truett Cathy, Founder of Chick-fil-A, has taught Sunday school for over 55 years.
- Stephen Colbert, American comedian and host of the *Colbert Report*
- Rev. Alexander Fletcher, 'The Children's Friend', nineteenth century pioneer of attracting large audiences of children
- Margaret Hamilton, American film actress ("The Wicked Witch of the West")
- Kay Hagan, United States Senator from North Carolina
- Johnny Isakson, U.S. Senator of Georgia
- John Marshall Harlan, Associate Justice of the Supreme Court of the United States 1877–1911

EXHIBIT 8

UMI Products

- ▶ ****CRAFT SUPER SALE!****
- ▶ Christian Education and Sunday School
- ▶ VBS 2009: The Jesus Chronicles
- ▶ Church Leaders/Pastors
- ▶ Bible Commentaries
- ▶ Books
- ▶ DVDs
- ▶ Music
- ▶ The Guardian Line
- ▶ Life Issues
- ▶ Search By Age
- ▶ Search By Gender

SEARCH



Join Our Mailing List

Enter Your E-Mail



ABOUT SSL CERTIFICATES



Home > Christian Education and Sunday School > Direction® >
Direction® Teaching Success Kit (Jun09)



[Larger Photo](#)
[Email a Friend](#)

Our Price: \$18.99

Qty: 1



Age Level
 Ideal for ages 25+

FREE Teacher Training Workshops!
 Sign up!

[Add to Wish List](#)

Free Curriculum Trial, Get 50% Off Next Quarter
 Learn More!

Questions About Your Order?

Call 1-800-860-8642

Availability: In Stock
 Product Code: 5-77-94

Description How to Use this Material Lessons At-A-Glance

The Direction® Teaching Success Kit includes everything you need to make your Sunday School class come alive!

Student magazine—Each of the thirteen weekly lessons have Scripture passages, memory verse, and thought-provoking questions for class discussions, and suggestions to incorporate Bible truth into the lifestyles of African American adults. In addition, each quarterly book has an overview of the lessons covered in the quarter, a section for personalized note-taking during discussions and enlightened essays for expanding knowledge base. (Available in large print.)

Teacher Guide—Each lesson has a teaching plan and Bible study guide with more information to give light on the text as well as instruction and background information from the Precepts for Living commentary. Each guide has a section for notes and essays for continuing Christian education.

Visuals and Activities Packet—This packet gives the teacher directions for using posters for a bulletin board or wall décor for the theme focus in the quarter. It also includes a lesson plan sheet and quarterly quiz (eleven student quizzes—four page student folder and one teacher folder with answers and grading key) and end of the quarter sheets with writing exercises.

Black History Personalities Poster and Profile Sheet—Every quarter students are exposed to extraordinary African-Americans who achieved success. A profile is included in the Visuals and Activities Booklet with engaging activities for each person.

About this Material

Each Adult Direction product relates to the five fold ministry based on Ephesians 4:11-12 by equipping teachers with everything they need to "prepare God's people for works of service, so that the body of Christ may be built up." By exposing adults to God's word, it is our desire to help them influence the next generation in spiritual knowledge and maturity by their lifestyle.

Key Curriculum Features

- Christ-centered and Bible-based
- Educationally sound
- Aimed at identifying with the realities of African Americans
- Illustrated with authentic Bible art
- Promoting Family and Church Values
- Based on the International Uniform Lesson Series

Customers who bought this also bought...

Precepts for Living@ eCommentary (2008- 2009) Sale Price: \$10.00	The Leadership Journey Our Price: \$12.00	Minister of Defense: The Reggie White Story Our Price: \$13.50	SoulMate DVD Our Price: \$19.99
---	---	---	---

EXHIBIT 9

EPE Editorial Projects in Education

[Education Week](#)
[Teacher Magazine](#)
[Digital Directions](#)
[Research Center](#)
[TopSchoolJobs](#)

About EPE

[Work@EPE](#)
[How to Submit](#)
[Commentary](#)
[Letters](#)
[Calendar/Events](#)
[Press Releases](#)
[Customer Service](#)
[Feedback](#)
[Using Website](#)
[Print Subscriptions](#)
[Top School Jobs](#)

Contacts

[General Information](#)
[Ed Week News Staff](#)
[Teacher News Staff](#)
[Staff List](#)
[Library](#)
[Research](#)
[Advertising](#)
[Business Staff](#)
[Web Staff](#)

Policies

[Privacy](#)
[Reprints](#)
[Terms of Use](#)

Services

[Subscribe](#)
[Advertise](#)
[Order Reports](#)

Editorial Projects in Education—A History

In 1957, 15 editors of university alumni magazines launched a bold experiment that would have a substantial and lasting impact on all of American education.

In the era of Sputnik, they called their endeavor the "Moonshooter" project. With a \$12,000 grant from Carnegie Corporation of New York, they sought to speak with one voice to their collective alumni through unique research and writing. Eventually, 150 colleges signed up for the initial report. *American Higher Education: 1958*, a 32-page document, reached almost 1 million college-educated Americans that April.

Not long after, the group incorporated as Editorial Projects in Education (EPE), a nonprofit educational organization. From there, many successes followed, and, in November 1966, with a grant from Carnegie Corporation of New York and on the eve of one of the most turbulent periods in American higher education, *The Chronicle of Higher Education* was born. *The Chronicle* was a popular and critical success.

In 1978, EPE sold *The Chronicle* to its editors and shifted its attention. With the support of several philanthropies, EPE went on to launch *Education Week*.

Education Week

The first issue of *Education Week* appeared on Sept. 7, 1981, and sought to provide Chronicle-like coverage of elementary and secondary education. It was an immediate critical success. Today, *Education Week* has achieved its original objectives and is recognized as "American education's newspaper of record."

Education Week has a dedicated staff of reporters and editors, each and every one an expert in the complicated world of covering education.

In terms of serving as a bridge between the worlds of policy and practice, *Education Week* and other EPE staffers have the expertise, the understanding of context, the long-standing sources in the K-12 community, and the in-house research capacity to take our reporting beyond the norm and to provide coverage that both energizes debate on reform and spurs change. And, increasingly, the newspaper's editors and reporters are focusing their efforts on coverage that seeks to help policymakers and practitioners identify "what works," promising strategies, and model programs.

Education Week has made a significant impact on the school reform debate through its focused and nuanced coverage and its continuing role as a forum for the exchange of important ideas in K-12 education.

Since the launch of *Education Week*, EPE has grown and changed. Today, its many components include:



EXHIBIT 10

EPE Editorial Projects in Education

Education Week

Teacher Magazine

Digital Directions

Research Center

TopSchoolJobs

- About EPE
- Work@EPE
- How to Submit
- Commentary
- Letters
- Calendar/Events
- Press Releases
- Customer Service**
- Feedback
- Using Website
- Print Subscriptions
- Top School Jobs
- Contacts**
- General Information
- Ed Week News Staff
- Teacher News Staff
- Staff List
- Library
- Research
- Advertising
- Business Staff
- Web Staff
- Policies**
- Privacy
- Reprints
- Terms of Use
- Services**
- Subscribe
- Advertise
- Order Reports

About EPE

About Editorial Projects in Education (EPE)

Editorial Projects in Education Inc. publishes *Education Week*, American education's newspaper of record, the *Teacher Professional Development Sourcebook*, *Digital Directions*, edweek.org, teachermagazine.org, and TopSchoolJobs.org. We also publish periodic special reports on issues ranging from state policy to technology, as well as books of special interest to educators.

We are a nonprofit, tax-exempt organization based in Bethesda, Md. Our primary mission is to help raise the level of awareness and understanding among professionals and the public of important issues in American education. We cover local, state, and national news and issues from preschool through the 12th grade.

Read a history of EPE.

Address:

Editorial Projects in Education Inc.
6935 Arlington Road, Suite 100
Bethesda, MD 20814-5233

Phone:

(301) 280-3100

Problems? Questions? Changes? See our Guest Center.

For editorial comments, please e-mail: webeditors

Additional contact information



[Customer Service](#) | [Help/FAQ](#) | [Contact us](#)

Copyright Policy © 2008 Editorial Projects in Education

6935 Arlington Road, Bethesda MD 20814 | 301-280-3100 | 1-800-346-1834

EXHIBIT 11



Urban Ministries, Inc.
The African American Christian
Publishing & Communications Co.

[Main](#) [Store](#) [New Products](#) [ABOUT US](#)

For Christian Lovers Only

[Get the Leader's Kit >>](#)

[Sign Up for a Free Workshop >>](#)

[Drs. Clarence and Ja'Ola Walker >>](#)



UMI ON THE WEB

UrbanFaith.com

Where can contemporary Christians go for stimulating conversation about the people, news, and ideas that are shaping our world today? UrbanFaith.com—UMI's exciting new blog and online community.

TheGuardianLine.com

The dawn of a new universe has begun -- The Guardian Universe. Join our characters as they take you on an electrifying journey through the fictional city of New Hope.

UrbanOutreach.net

The Urban Outreach Foundation and UMI were created to serve churches and church leaders, primarily in the African American community.

McDonalds.urbanministries.com

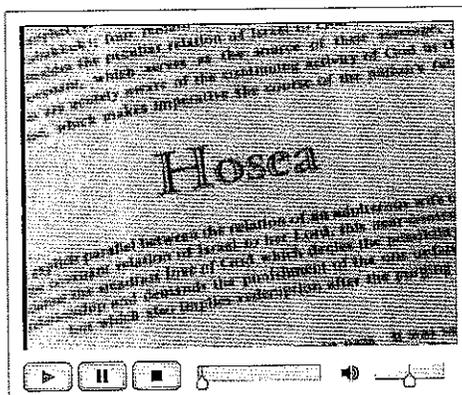
UMI has partnered with McDonald's to bring you the 3rd annual McDonald's Inspiration Celebration Gospel Tour.

Marriage.urbanministries.com

For Christian Lovers Only is an engaging, interactive curriculum designed to provide guidance in facilitating ministry for married couples.

"We are called of God to create, produce, and distribute quality educational products; to deliver exemplary customer service; and to provide quality Christian educational services, which will empower God's people, especially within the Black community, to evangelize, disciple, and equip people for serving Christ, His kingdom, and church."

—UMI Mission Statement



Urban Ministries, Inc. is the largest independent, African American-owned and operated Christian media company. We publish Christian resources, including Sunday School and Vacation Bible School curricula, books, movies, and websites designed for African American churches and others seeking a diverse, Christ-centered perspective on faith and life issues.

Since 1970, our innovative approach has enabled us to serve over 40,000 churches across the United States, the Caribbean, and Africa. Our products are developed by expert Christian educators who have experienced the African and African American worldview.

On this site, you will find sample Sunday School lessons at each age level with culturally relevant and theologically sound insights on God's Word and contemporary issues. We invite you to investigate our book, music, and video offerings as well.

Email:
cust_ord@urbanministries.com
customerservice@urbanministries.com

Billing Address:
Dept. #4870
PO Box 87618
Chicago, IL 60680-0618

New Orders:
Dept. #4860
PO Box 87618
Chicago, IL 60680-0618

Marketing:
PO Box 436987
Chicago, IL 60643

- [Statement of Faith](#)
- [Letter from the President](#)
- [Executive Management](#)
- [UMI History & Vision](#)

UMI Career Corner

We are always interested in finding new talent. Even if we don't currently have positions open, we would like your information to retain so that when positions become available, the information has already been screened and would be available for easy access. Some of the areas that we recruit for are:

- Marketing
- Finance

EXHIBIT 12



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Thu Jul 23 03:59:27 EDT 2009

[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE DICT](#) | [SEARCH OG](#) | [PREV LIST](#) | [NEXT LIST](#) | [IMAGE LIST](#) | [BOTTOM](#)
[HELP](#)

Please logout when you are done to release system resources allocated for you.

List At: OR to record: **16 Records(s) found (This page: 1 ~ 16)**

Refine Search

Current Search: S5: (direction)[MN] and (016)[IC] and live[lid] docs: 16 occ: 48

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	78443725	3034747	CHANGE YOUR DIRECTION	TARR	LIVE
2	78419930	2926422	DIRECTION	TARR	LIVE
3	78405497	3044693	GOD'S DIRECTION IS ALWAYS BEST	TARR	LIVE
4	77779730		P ON POINT DIRECTION FOR LIFE	TARR	LIVE
5	77248150		SPEAKING TO MEN ABOUT HEALTH POINTING YOU IN THE RIGHT DIRECTION	TARR	LIVE
6	77628365		DIRECTION	TARR	LIVE
7	77222766	3456859	NEW DIRECTION	TARR	LIVE
8	76176060	2587779	CLEAR DIRECTION	TARR	LIVE
9	76401210	2688506	TAKING BUSINESS IN THE RIGHT DIRECTION	TARR	LIVE
10	76401397	2688510	TAKING BUSINESS IN THE RIGHT DIRECTION	TARR	LIVE
11	76247539	2690016	TAKING BUSINESS IN THE RIGHT DIRECTION COLUMBIAN	TARR	LIVE
12	75803075	2477298	THE WRITE DIRECTION	TARR	LIVE
13	75375670	2262239	DIRECTION	TARR	LIVE
14	74169599	1734315	NEW DIRECTION OUTLOOK	TARR	LIVE
15	73074553	1074520	DIRECTION	TARR	LIVE
16	72202869	0794224	A PROGRAM DESIGNED TO GIVE DIRECTION TO YOUR DREAMS	TARR	LIVE

[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE DICT](#) | [SEARCH OG](#) | [PREV LIST](#) | [NEXT LIST](#) | [IMAGE LIST](#) | [TOP](#)
[HELP](#)



United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Thu Jul 23 03:59:27 EDT 2009

TESS HOME NEW USER STRUCTURED FREE FORM BROWSER DICT SEARCH OG BOTTOM HELP PREV LIST CURR LIST
 NEXT LIST FIRST DOC PREV DOC NEXT DOC LAST DOC

Please logout when you are done to release system resources allocated for you.

List At: _____ OR to record: _____ **Record 1 out of 16**

(Use the "Back" button of the Internet Browser to return to TESS)

CHANGE YOUR DIRECTION

**Word Mark
 Goods and
 Services**

CHANGE YOUR DIRECTION

IC 009. US 021 023 026 036 038. G & S: Pre-recorded CDs and audio cassette tapes featuring religious and inspirational content. FIRST USE: 20030800. FIRST USE IN COMMERCE: 20030800

IC 016. US 002 005 022 023 029 037 038 050. G & S: Songbooks. FIRST USE: 20040525. FIRST USE IN COMMERCE: 20040525

IC 035. US 100 101 102. G & S: Online retail store services featuring pre-recorded CDs and audio cassettes. FIRST USE: 20030900. FIRST USE IN COMMERCE: 20030900

IC 038. US 100 101 104. G & S: Transmitting streamed and downloadable sound recordings via the Internet. FIRST USE: 20040500. FIRST USE IN COMMERCE: 20040500

IC 041. US 100 101 107. G & S: Publication of song lyrics and sheet music via the Internet for use in leading worship. FIRST USE: 20030900. FIRST USE IN COMMERCE: 20030900

IC 045. US 100 101. G & S: Providing information via the Internet in the field of ministerial services and religious worship. FIRST USE: 20030900. FIRST USE IN COMMERCE: 20030900

**Standard
 Characters Claimed**

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 78443725
Filing Date June 30, 2004
Current Filing Basis 1A
Original Filing Basis 1A
Published for Opposition October 4, 2005
Registration Number 3034747
Registration Date December 27, 2005
Owner (REGISTRANT) Integrity Media, Inc. CORPORATION DELAWARE 1000 Cody Road Mobile ALABAMA 36695
Attorney of Record Wendy L. Robertson
Type of Mark TRADEMARK. SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

TESS HOME	NEW USER	STRUCTURED	FREE FORM	BROWSE DICT	SEARCH OG	TOP	HELP	PREV LIST	CURR LIST
NEXT LIST	FIRST DOC	PREV DOC	NEXT DOC	LAST DOC					

[|.HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Thu Jul 23 03:59:27 EDT 2009

[TESS HOME](#)
[NEW USER](#)
[STRUCTURED](#)
[FREE FORM](#)
[BROWSE DICT](#)
[SEARCH OG](#)
[BOTTOM](#)
[HELP](#)
[PREV LIST](#)
[CURR LIST](#)

[NEXT LIST](#)
[FIRST DOC](#)
[PREV DOC](#)
[NEXT DOC](#)
[LAST DOC](#)

Please logout when you are done to release system resources allocated for you.

List At: _____ OR to record: _____ **Record 3 out of 16**

[TARR Status](#)
[ASSIGN Status](#)
[TDR](#)
[TTAB Status](#)
 (Use the "Back" button of the Internet Browser to return to TESS)

GOD'S DIRECTION IS ALWAYS BEST

Word Mark GOD'S DIRECTION IS ALWAYS BEST
Goods and Services IC 016. US 002 005 022 023 029 037 038 050. G & S: Printed materials, namely, note cards, greeting cards, inspirational cards, scripture cards, prayer cards, gift cards, pictures, gift books, devotionals, book marks, note pads and stationary. FIRST USE: 20030220. FIRST USE IN COMMERCE: 20030220
Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 78405497
Filing Date April 21, 2004
Current Filing Basis 1A
Original Filing Basis 1A
Published for Opposition October 25, 2005
Registration Number 3044693
Registration Date January 17, 2006
Owner (REGISTRANT) CTA, Inc. CORPORATION MISSOURI 1625 Larkin Williams Road Fenton

MISSOURI 63026
Attorney of Record Joseph L. Johnson
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [TOP](#) [HELP](#) [PREV LIST](#) [CURR LIST](#)
[NEXT LIST](#) [FIRST DOC](#) [PREV DOC](#) [NEXT DOC](#) [LAST DOC](#)

[|.HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Thu Jul 23 03:59:27 EDT 2009

[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE DICT](#) | [SEARCH OG](#) | [BOTTOM](#) | [HELP](#) | [PREV LIST](#) | [CURR LIST](#)
[NEXT LIST](#) | [FIRST DOC](#) | [PREV DOC](#) | [NEXT DOC](#) | [LAST DOC](#)

Please logout when you are done to release system resources allocated for you.

List At: _____ OR to record: _____ **Record 7 out of 16**

[TARR Status](#) | [ASSIGN Status](#) | [TDR](#) | [TTAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)

NEW DIRECTION

Word Mark	NEW DIRECTION
Goods and Services	IC 005. US 006 018 044 046 051 052. G & S: nutritional meal replacements, namely, meal replacement bars, drinks, drink mixes, puddings, soups, fiber drinks, gelatins and desserts. FIRST USE: 19861003. FIRST USE IN COMMERCE: 19861003
	IC 016. US 002 005 022 023 029 037 038 050. G & S: newsletters, educational and informational pamphlets and brochures in the field of weight control. FIRST USE: 19820706. FIRST USE IN COMMERCE: 19820706
	IC 044. US 100 101. G & S: weight management, weight loss and weight control program and counseling services in the field of weight control, nutrition and general health. FIRST USE: 19820706. FIRST USE IN COMMERCE: 19820706
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77222766
Filing Date	July 5, 2007
Current Filing Basis	1A
Original Filing Basis	1A

Published for Opposition April 15, 2008
Registration Number 3456859
Registration Date July 1, 2008
Owner (REGISTRANT) Food Sciences Corporation CORPORATION NEVADA 821 East Gate Drive Mount Laurel NEW JERSEY 08054
Attorney of Record Manny D. Pokotilow
Prior Registrations 1495606;1734315
Type of Mark TRADEMARK. SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [TOP](#) [HELP](#) [PREV LIST](#) [CURR LIST](#)
[NEXT LIST](#) [FIRST DOC](#) [PREV DOC](#) [NEXT DOC](#) [LAST DOC](#)

[|.HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)



United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Thu Jul 23 03:59:27 EDT 2009

Please logout when you are done to release system resources allocated for you.

List At: _____ OR to record: **Record 8 out of 16**

(Use the "Back" button of the Internet Browser to return to TESS)

Typed Drawing

Word Mark	CLEAR DIRECTION
Goods and Services	IC 016. US 002 005 022 023 029 037 038 050. G & S: PRINTED TEST REPORTS FEATURING INFORMATION IN THE FIELD OF COLLEGE MAJORS, CAREER APTITUDE, JOB TRAINING AND DEVELOPMENT, AND CAREER COUNSELING. FIRST USE: 19960800. FIRST USE IN COMMERCE: 19960800
	IC 041. US 100 101 107. G & S: EDUCATIONAL TESTING SERVICES IN THE FIELDS OF COLLEGE MAJORS AND CAREER APTITUDE; CONDUCTING TRAINING AND DEVELOPMENT CLASSES IN THE FIELD OF CAREER COUNSELING. FIRST USE: 19960800. FIRST USE IN COMMERCE: 19960800
	IC 042. US 100 101. G & S: CAREER COUNSELING SERVICES; TESTING TO DETERMINE EMPLOYMENT SKILLS AND APTITUDES. FIRST USE: 19960800. FIRST USE IN COMMERCE: 19960800
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	76176060
Filing Date	December 5, 2000
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	April 9, 2002
Registration Number	2587779
Registration Date	July 2, 2002
Owner	(REGISTRANT) CLEAR DIRECTION, INC. CORPORATION TEXAS 4314 NEWTON COURT

DALLAS TEXAS 75219

Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record John J Timar
Type of Mark TRADEMARK. SERVICE MARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead Indicator LIVE

TESS HOME	NEW USER	STRUCTURED	FREE FORM	BROWSE DICT	SEARCH OG	TOP	HELP	PREV LIST	CURR LIST
NEXT LIST	FIRST DOC	PREV DOC	NEXT DOC	LAST DOC					

[|.HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Thu Jul 23 03:59:27 EDT 2009

[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE DICT](#) | [SEARCH OG](#) | [BOTTOM](#) | [HELP](#) | [PREV LIST](#) | [CURR LIST](#)
[NEXT LIST](#) | [FIRST DOC](#) | [PREV DOC](#) | [NEXT DOC](#) | [LAST DOC](#)

Please logout when you are done to release system resources allocated for you.

List At: _____ OR to record: _____ **Record 9 out of 16**

| | | (Use the "Back" button of the Internet Browser to return to TESS)

Typed Drawing

Word Mark TAKING BUSINESS IN THE RIGHT DIRECTION
Goods and Services IC 016. US 002 005 022 023 029 037 038 050. G & S: Envelopes. FIRST USE: 20001215. FIRST USE IN COMMERCE: 20001215
Mark Drawing Code (1) TYPED DRAWING
Serial Number 76401210
Filing Date April 29, 2002
Current Filing Basis 1A
Original Filing Basis 1A
Published for Opposition November 26, 2002
Registration Number 2688506
Registration Date February 18, 2003
Owner (REGISTRANT) Westvaco Corporation CORPORATION DELAWARE One High Ridge Park Stamford CONNECTICUT 06905
 (LAST LISTED OWNER) MeadWestvaco Corporation CORPORATION DELAWARE Law Dept., 4th Floor 11013 West Broad Street Glen Allen VIRGINIA 230605937
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record George R. McGuire
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead

Indicator LIVE

TESS HOME	NEW USER	STRUCTURED	FREE FORM	BROWSE DICT	SEARCH OG	TOP	HELP	PREV LIST	CURR LIST
NEXT LIST	FIRST DOC	PREV DOC	NEXT DOC	LAST DOC					

[|.HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)



United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Thu Jul 23 03:59:27 EDT 2009

- [TESS HOME](#)
- [NEW USER](#)
- [STRUCTURED](#)
- [FREE FORM](#)
- [Browser Dict](#)
- [SEARCH OG](#)
- [BOTTOM](#)
- [HELP](#)
- [PREV LIST](#)
- [CURR LIST](#)
- [NEXT LIST](#)
- [FIRST DOC](#)
- [PREV DOC](#)
- [NEXT DOC](#)
- [LAST DOC](#)

Please logout when you are done to release system resources allocated for you.

List At: _____ OR to record: _____ **Record 12 out of 16**

(Use the "Back" button of the Internet Browser to return to TESS)

Typed Drawing

Word Mark	THE WRITE DIRECTION
Goods and Services	IC 016. US 002 005 022 023 029 037 038 050. G & S: SERIES OF EDUCATIONAL BOOKS AND PRINTED INSTRUCTIONAL MATERIALS FOR TEACHING ENGLISH COMPOSITION TO GRADE SCHOOL CHILDREN. FIRST USE: 19980700. FIRST USE IN COMMERCE: 19980700
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75803075
Filing Date	September 16, 1999
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	May 22, 2001
Registration Number	2477298
Registration Date	August 14, 2001
Owner	(REGISTRANT) Modern Curriculum, Inc. CORPORATION CALIFORNIA 299 Jefferson Road Parsippany NEW JERSEY 07054 (LAST LISTED OWNER) PEARSON EDUCATION, INC. CORPORATION DELAWARE ONE LAKE STREET UPPER SADDLE RIVER NEW JERSEY 07458
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Stephen W. Feingold
Type of Mark	TRADEMARK

Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead Indicator LIVE

TESS HOME	NEW USER	STRUCTURED	FREE FORM	BROWSE DICT	SEARCH QG	TOP	HELP	PREV LIST	CURR LIST
NEXT LIST	FIRST DOC	PREV DOC	NEXT DOC	LAST DOC					

[|.HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Thu Jul 23 03:59:27 EDT 2009

- [TESS HOME](#)
- [NEW USER](#)
- [STRUCTURED](#)
- [FREE FORM](#)
- [BROWSE DICT](#)
- [SEARCH OG](#)
- [BOTTOM](#)
- [HELP](#)
- [PREV LIST](#)
- [CURR LIST](#)
- [NEXT LIST](#)
- [FIRST DOC](#)
- [PREV DOC](#)
- [NEXT DOC](#)
- [LAST DOC](#)

Please logout when you are done to release system resources allocated for you.

List At: OR to record: **Record 15 out of 16**

(Use the "Back" button of the Internet Browser to return to TESS)

Typed Drawing

Word Mark	DIRECTION
Goods and Services	IC 016. US 038. G & S: MAGAZINE FOR CONSUMERS. FIRST USE: 19731031. FIRST USE IN COMMERCE: 19731031
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73074553
Filing Date	January 16, 1976
Current Filing Basis	1A
Original Filing Basis	1A
Registration Number	1074520
Registration Date	October 4, 1977
Owner	(REGISTRANT) UNITED CONSUMERS CLUB, INC. CORPORATION INDIANA 8450 SOUTH BROADWAY MERRILLVILLE INDIANA 46411
Attorney of Record	Christina L. Martini
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20071004.
Renewal	2ND RENEWAL 20071004
Live/Dead Indicator	LIVE

- [TESS HOME](#)
- [NEW USER](#)
- [STRUCTURED](#)
- [FREE FORM](#)
- [BROWSE DICT](#)
- [SEARCH OG](#)
- [TOP](#)
- [HELP](#)
- [PREV LIST](#)
- [CURR LIST](#)
- [NEXT LIST](#)
- [FIRST DOC](#)
- [PREV DOC](#)
- [NEXT DOC](#)
- [LAST DOC](#)



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Thu Jul 23 03:59:27 EDT 2009

[TESS HOME](#)
[NEW USER](#)
[STRUCTURED](#)
[FREE FORM](#)
[BROWSE DICT](#)
[SEARCH OG](#)
[BOTTOM](#)
[HELP](#)
[PREV LIST](#)
[CURR LIST](#)
[NEXT LIST](#)
[FIRST DOC](#)
[PREV DOC](#)
[NEXT DOC](#)
[LAST DOC](#)

Please logout when you are done to release system resources allocated for you.

List At: _____ OR to record: _____ **Record 16 out of 16**

(Use the "Back" button of the Internet Browser to return to TESS)

Typed Drawing

Word Mark	A PROGRAM DESIGNED TO GIVE DIRECTION TO YOUR DREAMS
Goods and Services	IC 016. US 038. G & S: EDUCATIONAL AND TRAINING COURSES COMPRISING BOOKS, BOOKLETS AND RELATED PRINTED INSTRUCTIONAL MATERIAL, AND SOUND RECORDINGS PERTAINING THERETO. FIRST USE: 19640528. FIRST USE IN COMMERCE: 19640528
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	72202869
Filing Date	September 28, 1964
Current Filing Basis	1A
Original Filing Basis	1A
Supplemental Register Date	June 7, 1965
Registration Number	0794224
Registration Date	August 10, 1965
Owner	(REGISTRANT) SUCCESS MOTIVATION INSTITUTE, INC., CORPORATION TEXAS LAKEWOOD DRIVE WACO TEXAS (LAST LISTED OWNER) MEYER RESOURCE GROUP, INC., THE CORPORATION TEXAS 4565 LAKE SHORE DRIVE WACO TEXAS 76710
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	FRANK P. PRESTA
Type of Mark	TRADEMARK

Register SUPPLEMENTAL
Affidavit Text SECTION 8(10-YR) 20051107.
Renewal 2ND RENEWAL 20051107
Live/Dead Indicator LIVE

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [TOP](#) [HELP](#) [PREV LIST](#) [CURR LIST](#)
[NEXT LIST](#) [FIRST DOC](#) [PREV DOC](#) [NEXT DOC](#) [LAST DOC](#)

[|.HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2009-07-27 10:57:07 ET

Serial Number: 76401397 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 2688510

Mark



Taking Business in the Right Direction

(words only): TAKING BUSINESS IN THE RIGHT DIRECTION

Standard Character claim: No

Current Status: Section 8 and 15 affidavits have been accepted and acknowledged.

Date of Status: 2008-04-09

Filing Date: 2002-04-29

Transformed into a National Application: No

Registration Date: 2003-02-18

Register: Principal

Law Office Assigned: LAW OFFICE 107

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 40S -Scanning On Demand

Date In Location: 2008-08-25

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. MeadWestvaco Corporation

Address:

MeadWestvaco Corporation
Law Dept., 4th Floor 11013 West Broad Street

Glen Allen, VA 230605937

United States

Legal Entity Type: Corporation

State or Country of Incorporation: Delaware

GOODS AND/OR SERVICES

International Class: 016

Class Status: Active

Envelopes

Basis: 1(a)

First Use Date: 2000-12-15

First Use in Commerce Date: 2000-12-15

ADDITIONAL INFORMATION

Design Search Code(s):

02.01.30 - Business suits (men wearing); Men wearing two or three piece business suits

09.01.12 - Bathroom articles, bathmats; Carpets and rugs (includes flying carpets); Floor mats; Mats, bath; Mats, door; Mats, exercise; Rugs

19.01.05 - Attache cases; Briefcases; Cases, attache; Portfolios

20.03.03 - Envelopes

20.05.01 - Bibles (closed); Books that are closed; Cook books (closed); Encyclopedias (closed)

21.03.25 - Archery arm guards; Athletic supporters; Badminton shuttlecocks (birdies); Bags, punching; Balance beams (gymnastic); Basketball backboards; Basketball hoops; Batons, twirling; Billiard cue sticks; Boxing bags; Catcher's mask; Cues, billiard; Decoys, hunting; Diving boards; Face Masks, catcher's; Face masks (sports); Fins, swim; Goal posts, football; Gym bars (jungle gyms, monkey bars); Gymnastic apparatus; Handgrips, exercise; Hockey pucks; Horse apparatus (gymnastic); Masks, athletic; Masks, catcher's; Masks, fencing; Masks, scuba; Pads, protection (athletic); Parallel bars; Playground equipment; Pool cues; Pucks; Scuba fins or flippers; Scuba masks; Scuba snorkels; Shuttlecocks, badminton birdies; Supporters, athletic; Swim fins; Swim masks; Tees, kicking; Tennis ball throwers (mechanical device); Tetherball game; Trampolines; Twirling batons; Vaulting horses, gymnastic

26.17.13 - Letters or words underlined and/or overlined by one or more strokes or lines; Overlined words or letters; Underlined words or letters

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2008-08-25 - Case File In TICRS

2008-04-09 - Section 8 (6-year) accepted & Section 15 acknowledged

2008-03-27 - Assigned To Paralegal

2008-03-25 - TEAS Section 8 & 15 Received

2007-01-31 - TEAS Change Of Correspondence Received

2003-02-18 - Registered - Principal Register

2002-11-26 - Published for opposition

2002-11-06 - Notice of publication

2002-09-19 - Approved for Pub - Principal Register (Initial exam)

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

George R. McGuire

Correspondent

George R. McGuire

Bond, Schoeneck & King, PLLC

One Lincoln Center

Syracuse NY 13202

Phone Number: 315-218-8515

Fax Number: 315-218-8100

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2009-07-27 10:58:05 ET

Serial Number: 76247539 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 2690016

Mark



(words only): TAKING BUSINESS IN THE RIGHT DIRECTION COLUMBIAN

Standard Character claim: No

Current Status: Registered.

Date of Status: 2003-02-25

Filing Date: 2001-04-30

Transformed into a National Application: No

Registration Date: 2003-02-25

Register: Principal

Law Office Assigned: LAW OFFICE 107

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 40S -Scanning On Demand

Date In Location: 2008-03-31

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Westvaco Corporation

Address:

Westvaco Corporation
299 Park Avenue

New York, NY 10171

United States

Legal Entity Type: Corporation

State or Country of Incorporation: Delaware

GOODS AND/OR SERVICES

International Class: 016

Class Status: Active

envelopes

Basis: 1(a)

First Use Date: 2000-12-15

First Use in Commerce Date: 2000-12-15

ADDITIONAL INFORMATION

Design Search Code(s):

02.01.30 - Business suits (men wearing); Men wearing two or three piece business suits

09.01.12 - Bathroom articles, bathmats; Carpets and rugs (includes flying carpets); Floor mats; Mats, bath; Mats, door; Mats, exercise; Rugs

19.01.05 - Attache cases; Briefcases; Cases, attache; Portfolios

20.03.03 - Envelopes

21.03.25 - Archery arm guards; Athletic supporters; Badminton shuttlecocks (birdies); Bags, punching; Balance beams (gymnastic); Basketball backboards; Basketball hoops; Batons, twirling; Billiard cue sticks; Boxing bags; Catcher's mask; Cues, billiard; Decoys, hunting; Diving boards; Face Masks, catcher's; Face masks (sports); Fins, swim; Goal posts, football; Gym bars (jungle gyms, monkey bars); Gymnastic apparatus; Handgrips, exercise; Hockey pucks; Horse apparatus (gymnastic); Masks, athletic; Masks, catcher's; Masks, fencing; Masks, scuba; Pads, protection (athletic); Parallel bars; Playground equipment; Pool cues; Pucks; Scuba fins or flippers; Scuba masks; Scuba snorkels; Shuttlecocks, badminton birdies; Supporters, athletic; Swim fins; Swim masks; Tees, kicking; Tennis ball throwers (mechanical device); Tetherball game; Trampolines; Twirling batons; Vaulting horses, gymnastic

26.17.13 - Letters or words underlined and/or overlined by one or more strokes or lines; Overlined words or letters; Underlined words or letters

Prior Registration Number(s):

436748

442636

1522613

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2008-03-31 - Case File In TICRS
2005-06-16 - TEAS Change Of Correspondence Received
2003-02-25 - Registered - Principal Register
2002-12-03 - Published for opposition
2002-11-13 - Notice of publication
2002-09-19 - Approved for Pub - Principal Register (Initial exam)
2002-09-12 - Examiner's amendment mailed
2002-08-27 - Assigned To Examiner
2002-08-23 - Petition To Revive-Granted
2002-05-14 - Petition To Revive-Received
2002-05-14 - PAPER RECEIVED
2002-04-18 - Abandonment - Failure To Respond Or Late Response
2001-08-27 - Non-final action mailed
2001-08-17 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

THOMAS A BOSHINSKI

Correspondent

George R. McGuire
Bond, Schoeneck & King, PLLC
One Lincoln Center
Syracuse NY 13202
Phone Number: 315-218-8515
Fax Number: 315-218-8100

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2009-07-27 10:58:45 ET

Serial Number: 74169599 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 1734315

Mark



(words only): NEW DIRECTION OUTLOOK

Standard Character claim: No

Current Status: This registration has been renewed.

Date of Status: 2003-03-10

Filing Date: 1991-05-23

Transformed into a National Application: No

Registration Date: 1992-11-24

Register: Principal

Law Office Assigned: LAW OFFICE 7

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 40S -Scanning On Demand

Date In Location: 2008-04-14

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Abbott Laboratories

DBA/AKA/TA/Formerly: TA Ross Laboratories

Address:

Abbott Laboratories

Abbott Park, IL 60064
United States
Legal Entity Type: Corporation
State or Country of Incorporation: Illinois

GOODS AND/OR SERVICES

International Class: 005
Class Status: Section 8 - Cancelled
Basis: 1(a)
First Use Date: 1991-01-00
First Use in Commerce Date: 1991-01-00

International Class: 016
Class Status: Active
educational pamphlets, newsletters and brochures for weight control
Basis: 1(a)
First Use Date: 1991-01-00
First Use in Commerce Date: 1991-01-00

International Class: 041
Class Status: Active
educational services; namely, conducting classes and seminars relating to weight loss
Basis: 1(a)
First Use Date: 1991-01-00
First Use in Commerce Date: 1991-01-00

ADDITIONAL INFORMATION

Disclaimer: "WEIGHT CONTROL PROGRAM"

Design Search Code(s):

26.17.01 - Bands, straight; Bars, straight; Lines, straight; Straight line(s), band(s) or bar(s)
26.17.05 - Bands, horizontal; Bars, horizontal; Horizontal line(s), band(s) or bar(s); Lines, horizontal
26.17.13 - Letters or words underlined and/or overlined by one or more strokes or lines; Overlined words or letters; Underlined words or letters

Prior Registration Number(s):
1264945

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document

Retrieval" shown near the top of this page.

2008-09-20 - Notice Of Design Search Code Mailed
2008-04-14 - Case File In TICRS
2003-03-10 - First renewal 10 year
2003-03-10 - Section 8 (10-year) accepted/ Section 9 granted
2002-11-26 - Combined Section 8 (10-year)/Section 9 filed
2002-11-26 - PAPER RECEIVED
1998-12-11 - Partial Section 8 (6-year) accepted & Section 15 acknowledged
1998-11-02 - Response received for Post Registration action
1998-10-09 - Post Registration action mailed Section 8 & 15
1998-07-01 - Section 8 (6-year) and Section 15 Filed
1992-11-24 - Registered - Principal Register
1992-09-01 - Published for opposition
1992-07-31 - Notice of publication
1992-01-13 - Approved for Pub - Principal Register (Initial exam)
1991-12-26 - Examiner's amendment mailed
1991-11-07 - Non-final action mailed
1991-10-10 - Assigned To Examiner
1991-08-28 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

MANNY D POKOTILOW

Correspondent

MANNY D POKOTILOW
CAESAR, RIVISE, BERNSTEIN, COHEN, ET AL
12TH FLOOR, SEVEN PENN CENTER
1635 MARKET ST
PHILADELPHIA PA 19103-2212