

From: Lovelace, James B.

Sent: 11/12/2015 3:17:33 PM

To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 86273794 - SENTENNIAL - 97046 - Request for
Reconsideration Denied - Return to TTAB - Message 3 of 5

Attachment Information:

Count: 8

Files: ExhibitG-2.jpg, ExhibitG-3.jpg, ExhibitG-4.jpg, ExhibitG-5.jpg, duplicate name 52667 ExhibitG-1.jpg,
duplicate name 52667 ExhibitG-2.jpg, ExhibitH-1.jpg, ExhibitH-2.jpg



Davidgo photo, captioned UREI Lucas, general manager of the BCFGA.

The two organizations will use only one auditor and the same bank, he said, as part of the streamlining of operations. "We'll work cooperatively," he said.

Lucas will spend some time at the PICO offices, looking after administrative functions for PICO, while Carlson looks after the business development side of things, including servicing international and domestic clients.

BCFGA president Jeet Dukhia said the operation of the two organizations will remain independent while sharing office space and staff time.



"These changes are being driven by cost reduction and efficiency gains mandated by the BCFGA board.

"While PICO is profitable, we want to ensure it has the greatest possible benefit for B.C. and Canadian growers, as well as be efficient," he said.

"Keith and the board agree that his CEO duties will help in a transition to new management, over the course of the next two years," said Nirmal Dhalwal, who was promoted to Acting Chairman of PICO when Carlson stepped aside as chairman to take on the CEO duties.

"My focus will be on business development and client satisfaction," said Carlson.



PICO was established in 1993 to provide a service to the owners of Plant Breeders' Rights, a form of ownership of newly-developed varieties of plants.

PICO administers technical, legal and contractual items for the owners of the new varieties and assists in ensuring the commercial success of promising new



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commercial success in promoting new varieties of tree fruits and berries within the context of a Canada First policy.

It also operates a budwood orchard that provides growers with true-to-type, virus-indexed budwood for grafting and supports scientific research and development in support of the tree fruit industry.

PICO is currently the agent for some of the most successful new tree fruit varieties in the world, including the Ambrosia apple and Staccato cherry.

PICO is also agent for promising new varieties such as the Salish apple, which was released in 2012, and the Sentennial cherry variety.

The BCFGA is an agriculture commodity organization with a declining membership of 550 commercial tree fruit growers in B.C. It celebrates its 125th anniversary in 2014.

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mornings
Thu, Nov 12, 2015, 9:30am
Ukrainian Orthodox Church -- 1935A Barlee Road,
Kelowna, V1Y 4S5

FREE FORM FUSED GLASS WORKSHOP
Thu, Nov 12, 2015, 10am
Glass Studio

20 Minutes Max
Thu, Nov 12, 2015, 10am
Summerland Art Gallery

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Cherries

Our Orchard

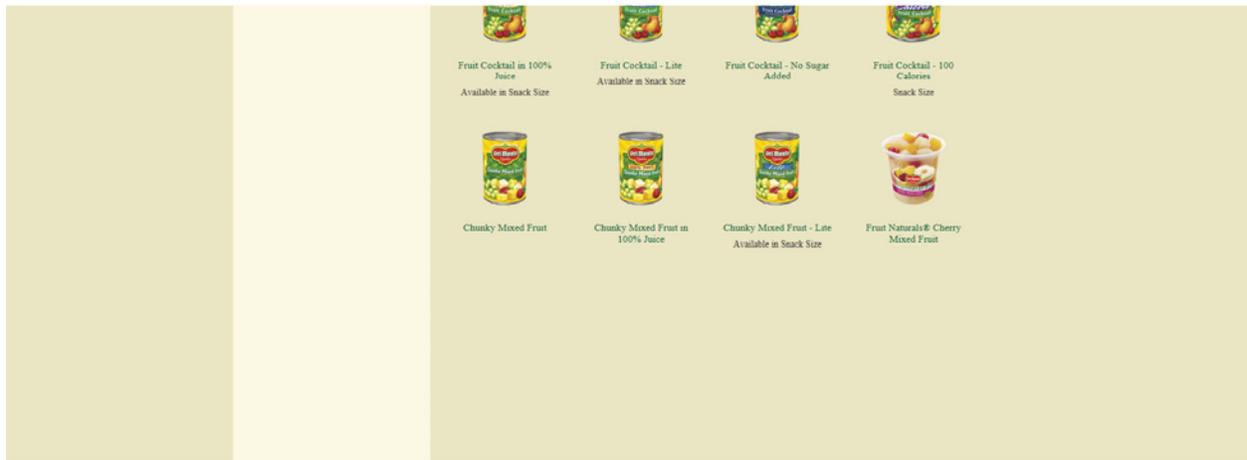
Our Orchard's Best
Our plump, juicy cherries are produced by cool climates and the best soils.

Show Me: ALL Heavy Syrup Light Syrup Extra Light Syrup No Sugar Added In Juice

Fruits by Package

- Fruit Burst® Squeezers
- Fruit Cup® Snacks
- Canned Fruit
- Refrigerated Fruit

 Pitted Cherries	 Cherry Fruit Trio, Del Monte® Fusions Fruit + Veggie	 Cherry Mixed Fruit, Fruit Cup® Snacks	 Very Cherry Mixed Fruit
 Very Cherry Mixed Fruit - No Sugar Added	 Cherry Mixed Fruit - 100 Calories Snack Size	 Cherry Mixed Fruit Snack Size	 Fruit Cocktail Available in Snack Size
			



Vegetables

- Beans
- Corn
- Peas
- Carrots
- Potatoes
- Spinach
- Mixed Vegetables
- Butts
- Asparagus
- SweetLard
- Zucchini
- Harvest Selects® Vegetables
- Seasoned Vegetables

Tomatoes

- Diced Tomatoes
- Stewed Tomatoes
- Whole Tomatoes
- Tomato Wedges
- Tomato Sauce
- Pasta Sauce
- Tomato Juice
- Tomato Paste
- Condiments
- Sloppy Joe Sauce

Fruits

- Peaches
- Mandarin Oranges
- Mangoes
- Peas
- Pineapple
- Mixed Fruit
- Cherries
- Apples
- Grapefruit
- Apricots
- Desserts & More

Snacks

- Fruit & Veggie Fusions
- Fruit Burst® Squeezers
- Fruit Cup® Snacks
- Snack Sized Cans
- Refrigerated Fruit Snacks

Recipes

- Main Dish
- Side Dish
- Salad
- Soup/ Stew/ Chili
- Beverage
- Dessert
- Snack/ Appetizer
- Sauce
- Topping/ Condiment
- Breakfast

Healthy Living

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Mandarin Oranges

Our Orchard

- Peaches
- Mandarin Oranges
- Mangos
- Pears
- Pineapple
- Mixed Fruit
- Cherries
- Apples
- Grapefruit
- Apricots
- Berries & More

Fruits by Package

- Fruit Burst® Squeezers
- Fruit Cup® Snacks
- Canned Fruit
- Refrigerated Fruit

Picked at Their Peak
Our mandarin oranges are juicy and firm with a flavor perfectly balanced between sweet and tart.



Show Me: ALL Light Syrup Extra Light Syrup In Gel No Sugar Added

 <p>Mandarin Oranges, Fruit Cup® Snacks</p>	 <p>Mandarin Oranges - No Sugar Added, Fruit Cup® Snacks</p>	 <p>Mandarin Oranges Available in Snack Size</p>	 <p>Mandarin Oranges in Orange Flavored Gel-Lite, Fruit Cup® Snacks</p>
 <p>Mandarin Oranges - No Sugar Added</p>	 <p>Fruit Naturals® Mandarin Oranges</p>	 <p>SunFresh® Mandarin Oranges in Extra Light Syrup</p>	



Vegetables

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- Carrots
- Potatoes
- Spinach
- Mixed Vegetables
- Butts
- Asparagus
- Sauerkraut
- Zucchini
- Harvest Selects® Vegetables
- Seasoned Vegetables

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- Tomato Wedges
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- Apricots
- Desserts & More

Snacks

- Fruit & Veggie Fusions
- Fruit Burst® Squeezers
- Fruit Cap® Snacks
- Snack Sized Cans
- Refrigerated Fruit Snacks

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