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Filing date: **08/02/2010**

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

Proceeding	91177807
Party	Plaintiff 7-Eleven, Inc.
Correspondence Address	CHARLES R. MANDLY, JR. FOLEY & LARDNER LLP 321 N CLARK STREET CHICAGO, IL 60610 UNITED STATES PTOMailChicago@foley.com,dcopland@foley.com,cmandly@foley.com,jolsen@foley.com
Submission	Plaintiff's Notice of Reliance
Filer's Name	Jason A. Berta
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Signature	/JasonBerta/
Date	08/02/2010
Attachments	NOR - Discovery.pdf (33 pages)(1209630 bytes) NOR - Opposer Registrations.pdf (129 pages)(2553464 bytes) NOR - Third Party Registrations.pdf (46 pages)(691663 bytes) NOR - Publications (Index Only).pdf (61 pages)(1190506 bytes)

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

7-ELEVEN, INC.,	:	
	:	
Opposer,	:	
	:	
v.	:	Opposition No. 91177807
	:	
SUSAN B. BUCENELL,	:	
	:	
Applicant.	:	

OPPOSER’S NOTICE OF RELIANCE ON APPLICANT’S DISCOVERY RESPONSES

Opposer, 7-Eleven, Inc. (“7-Eleven”), in accordance with Rule 2.120(j) of the Trademark Rules of Practice, hereby gives notice of reliance upon the following responses made by Applicant to written interrogatories in this proceeding:

1. Applicant’s Answers and Objections to Opposer’s First Set of Interrogatories to Applicant (served October 1, 2007) at Interrogatory No. 3.
2. *Id.* at Interrogatory No. 4.
3. *Id.* at supplemental answer to Interrogatory No. 12 (served Jan. 9, 2008).
4. *Id.* at supplemental answer to Interrogatory No. 4 (served May 19, 2008).

Opposer, in accordance with Rule 2.122(a) of the Trademark Rules of Practice and Rule 804(3) of the Federal Rules of Evidence, hereby gives notice of reliance upon the following responses made by or on behalf of Applicant to written document requests in this proceeding:

5. Applicant’s Responses and Objections to Opposer’s First Set of Document or Things (served Oct. 1, 2007) at supplemental response to Request No. 5 (served Jan. 9, 2008).
6. *Id.* at supplemental response to Request No. 8 (served Jan. 9, 2008).

A true copies of such responses are attached hereto.

Dated: August 2, 2010

Respectfully submitted,

FOLEY & LARDNER LLP



Charles R. Mandly, Jr.
David A. Copland
Jason A. Berta
321 North Clark Street, Suite 2800
Chicago, Illinois 60610-4764
312.832.4500 Telephone
312.832.4700 Facsimile

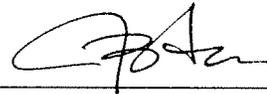
Attorneys for Opposer
7-ELEVEN, INC.

CERTIFICATE OF SERVICE

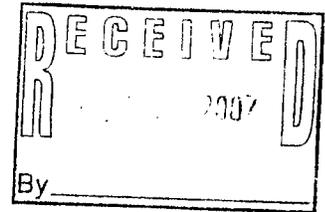
I, Jason A. Berta , an attorney for the Opposer, hereby certify that a copy of the foregoing
OPPOSER'S NOTICE OF RELIANCE ON APPLICANT'S DISCOVERY RESPONSES has
been served upon:

Susan B. Bucenell
30623 Bittsbury Ct.
Wesley Chapel, FL 33543

this 2nd day of August, 2010 by first class mail, postage prepaid.



Jason A. Berta



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

7-ELEVEN, INC.,

Opposer,

v.

SUSAN B. BUCENELL,

Applicant.

Opposition No. 91177807

**APPLICANT'S ANSWERS AND OBJECTIONS TO
OPPOSER'S FIRST SET OF INTERROGATORIES**

Applicant, Susan B. Bucenell ("Applicant"), hereby serves the following answers and objections to opposer, 7-Eleven, Inc.'s ("Opposer") interrogatories:

GENERAL OBJECTIONS

1. Applicant objects to each Interrogatory to the extent that it seeks information that violates any constitutional, statutory, or common law privacy interests of Applicant and/or any current or former employee or representative of Applicant.
2. Applicant objects to each Interrogatory to the extent that it seeks information already within the Opposer's knowledge, possession, or control because such information is equally or more readily available to Opposer and, therefore, the Interrogatories are unduly burdensome.
3. Applicant objects to each Interrogatory to the extent that it seeks information not within the possession, custody, or control of Applicant because such information is equally or more readily available to Opposer and, therefore, the Interrogatories are unduly burdensome.
4. Applicant objects to each Interrogatory to the extent that it seeks discovery of statutes, regulations, case law or legal research as said is equally available to Opposer.
5. Applicant objects to each Interrogatory to the extent that it is vague, overly broad, unduly burdensome, oppressive, not relevant and not reasonably calculated to lead to the discovery of admissible evidence.
6. Applicant objects to the extent Opposer deemed the foregoing Interrogatories ongoing in nature. Applicant will supplement her responses hereto only to the extent required by the applicable rules of civil procedure.

7. Applicant reserves the right to correct errors, interpose supplemental objections, and provide supplemental Answers in the event additional documents or information responsive to these Interrogatories is discovered.

8. Applicant reserves the right to object to the admission into evidence of information and documents made available in Answers to any Interrogatory on any ground, including but not limited to, the ground that the information or document is privileged, irrelevant and/or immaterial to the issues in this action. Nothing in Applicant's Answers to any Interrogatory may be construed as an admission respecting the admissibility or relevance of any fact or document or of the truth or accuracy of any characterization of any kind contained in Opposer's Interrogatories.

ANSWERS AND SPECIFIC OBJECTIONS

INTERROGATORY NO. 1:

Identify by its ordinary commercial name and mark used, all products in connection with which applicant has used, uses or intends to use the mark HEALTHY GULP, or any other name or mark composed, in whole or in part, of the term "gulp" (e.g., WATER GULP, GULP), and the geographic scope of such use (hereinafter occasionally each product to be identified bearing a different name and mark may be individually described or identified as a "branded product" or "branded good").

ANSWER: _____ The ordinary commercial name is "Healthy Gulp," currently intending to be marketed and distributed throughout the United States, North America.

INTERROGATORY NO. 2:

(a) For each different product and name or mark to be identified in response to Interrogatory 1 above, identify the date upon which applicant first used the identified name or mark in connection with such goods, and describe the manner and circumstances of such first use.

(b) For each different product and name or mark to be identified in response to Interrogatory 1 above, identify whether such branded product has been continuously marketed and sold since the identified date of first use, and if such marketing and sales have not been continuous since that date, identify the dates during which such branded goods were not marketed and sold, the reason such branded goods were not marketed and sold during such period.

ANSWER: _____

(a) Identified Mark "Healthy Gulp" was first used in August of 2005 while conducting concept and product development.

(b) Healthy Gulp has been continuously marketed since August of 2005. Sales of Healthy Gulp did not commence until late August of 2007.

INTERROGATORY NO. 3:

For each different product and name or mark to be identified in response to Interrogatory 1 above, identify the method of sale and distribution, and describe with particularity the channels of distribution and channels of trade with which applicant has used, uses, or intends to sell and distribute each identified branded good.

ANSWER: Healthy Gulp is currently distributed solely by Applicant through Healthy Gulp's website, www.healthygulp.com, and through Ebay's website, www.ebay.com. Applicant reserves the right to change her methods of sale and distribution in the future although she has no specific plans to do so now.

INTERROGATORY NO. 4:

Identify the annual volume of sales, in dollars and units, of each branded product to be identified in response to Interrogatory Number 1 above.

ANSWER: Objection. The information sought by this interrogatory is not relevant and not reasonably calculated to lead to the discovery of admissible evidence. Subject to the foregoing objections, Healthy Gulp does not have any "annual" sales figures. Product sales did not commence until late August 2007. Therefore, once end of year sales figures are available, applicant will provide those figures.

INTERROGATORY NO. 5:

Identify each person who participated in the creation or design of any advertising, marketing or other promotional materials used or intended for use in connection with each branded product to be identified in response to Interrogatory Number 1 above.

ANSWER: Objection. The information sought by this interrogatory is not relevant and not reasonably calculated to lead to the discovery of admissible evidence.

INTERROGATORY NO. 6:

For each name or mark to be identified in response to Interrogatory Number 1 above:

(a) Identify each person responsible for applicant's selection, adoption and use of the name or mark; and,

(b) If not identified in Interrogatory Number 6 (a) above, identify all persons with knowledge of applicant's selection, adoption and use of the name or mark.

ANSWER: Objection. The information sought by this interrogatory is not relevant and not reasonably calculated to lead to the discovery of admissible evidence. Moreover, the information sought by this Interrogatory is overly broad and unduly burdensome to the extent that it seeks identification of "all persons" with knowledge of Applicant's use of the name "Healthy Gulp."

INTERROGATORY NO. 7:

(a) For each name or mark to be identified in response to Interrogatory Number 1 above, identify, by date of assignment, parties thereto, subject name or mark, subject goods, services or business, each assignment of trademark, trade name or other trade identity rights, of which applicant has any knowledge.

(b) For each name or mark to be identified in response to Interrogatory Number 1 above, identify, by date of license grant or consent, parties thereto, subject name or mark, subject goods, services or business, each assignment or consent to use of trademark, trade name or other trade identity rights, of which applicant has any knowledge.

(c) Identify each person with knowledge of the facts to be identified in Interrogatory Number 7(a) and Interrogatory Number 7(b) above.

ANSWER: _____

(a) Healthy Gulp. See www.uspto.com All responsive documents are available online.

(b) None.

(c) Applicant, Susan B. Bucenell

INTERROGATORY NO. 8:

Describe with particularity all advertising and promotional material which has ever been used by applicant for each branded product to be identified in response to Interrogatory Number 1 above, including, but not limited to the specific types of advertising used (e.g., catalogs, brochures, television advertising, radio advertising, newspaper advertising, etc.), the date when such advertising was used and the geographic location (identified by state) where such advertising was used, state the total expenditures each month, categorized by advertising method, for such advertising from first use to date; identify the person(s) most knowledgeable about information responsive to this interrogatory.

ANSWER: ___ Objection. The information sought by this interrogatory is not relevant and not reasonably calculated to lead to the discovery of admissible evidence. Subject to the foregoing objections, see attached copies of marketing materials used by Applicant to market Healthy Gulp.

INTERROGATORY NO. 9:

Identify, by date conducted, persons involved, subject mark or other pertinent subject matter designation, methodology employed and results obtained, every survey, investigation, trademark search or other inquiry conducted by, or on behalf, of applicant in connection with each name or mark to be identified in response to Interrogatory Number 1 above, and identify each person with knowledge of each such survey, investigation, trademark search or other inquiry.

ANSWER: ___ None.

INTERROGATORY NO. 10:

If not identified in response to Interrogatory Number 9 above, identify, by date conducted, persons involved, subject mark or other pertinent subject matter designation, methodology employed and results obtained, every survey, consumer reaction test, market test, poll or research, or other inquiry conducted by, or on behalf of applicant in connection with each name or mark to be identified in response to Interrogatory Number 1 above, and identify each person with knowledge of each such survey, consumer reaction test, market test, poll or research, or other inquiry.

ANSWER: ___ See response to Interrogatory No. 9.

INTERROGATORY NO. 11:

For each name or mark to be identified in response to Interrogatory Number 1 above, identify, by subject name or mark, subject goods, services or business, person rendering and person receiving, each and every opinion concerning trademark, trade name or other trade identity rights thereto of which applicant has any knowledge.

ANSWER: Objection. The information sought by this interrogatory is not relevant, not reasonably calculated to lead to the discovery of admissible evidence and vague. Subject to the foregoing objections, none.

INTERROGATORY NO. 12:

(a) Describe the circumstances under which applicant first obtained any knowledge or information about opposer's use of each of the GULP Marks.

(b) If not identified in response to Interrogatory Number 12(a) above, identify each fact concerning opposer and its use of each of the GULP Marks of which applicant has any knowledge.

(c) Identify each person who has knowledge of each fact to be identified in response to Interrogatory Number 12(a) and Interrogatory Number 12(b) above.

ANSWER: Objection. The information sought by this interrogatory is not relevant and not reasonably calculated to lead to the discovery of admissible evidence.

INTERROGATORY NO. 13:

Identify each person applicant intends to call as an expert in this proceeding, and as to each such expert state:

(a) The subject matter on which he is expected to testify;

(b) The substance of the facts and opinions to which he is expected to testify; and,

(c) A summary of the grounds for each opinion including the identification and description of each document the expert used or relied upon in forming each opinion.

ANSWER: Applicant has not yet determined whether she will call an expert witness to testify at the proceeding of this matter. Applicant will supplement her response hereto if and when appropriate.

INTERROGATORY NO. 14:

If not previously identified, identify, by date conducted, persons involved, subject mark or other pertinent subject matter designation, methodology employed and results obtained, any investigation, search, survey, test, study, poll or other inquiry which refer or relate in anyway to opposer or any of its GULP Marks.

ANSWER: See response to Interrogatory No. 9.

INTERROGATORY NO. 15:

Identify, by subject name, mark or other right, subject goods, services or business, person making protest or objection, person receiving protest or objection, date of such protest or objection, basis for such protest or objection, and outcome of such protest or objection, each objection or protest relating to the use of any trade name, trademark or other trade identity right composed, in whole or in part, of the term "gulp", of which applicant has any knowledge.

ANSWER: Objection. The information sought by this interrogatory is not relevant and not reasonably calculated to lead to the discovery of admissible evidence as it does not appear to be limited to protests or objections to "Healthy Gulp." Moreover, the information sought by this Interrogatory is overly broad, unduly burdensome and equally available to Opposer as to Applicant. Subject to the foregoing objections, Applicant is not aware of any other party objecting to her use of the name "Healthy Gulp" other than Opposer.

INTERROGATORY NO. 16:

For each branded product to be identified in Interrogatory Number 1 above, identify each person who participated in the creation or design or any package, label, tag, wrapper or other form of marking used or intended for use in connection with each product.

ANSWER: Objection. The information sought by this interrogatory is not relevant and not reasonably calculated to lead to the discovery of admissible evidence. Subject to the foregoing objections, Applicant has agreed to provide Opposer with sample specimens of Healthy Gulp which include a product label. See response to Request for Production No. 1.

INTERROGATORY NO. 17:

Identify, by persons involved, location and date of occurrence, each instance of actual confusion, mistake or deception, involving on the one hand, applicant or applicant's use of any of the names or mark to be identified in Interrogatory Number 1 above, and, on the other hand, opposer or opposer's use of any of the GULP Marks; and identify each person who has knowledge or information regarding each such instance of actual confusion, mistake or deception.

ANSWER: None.

INTERROGATORY NO. 18:

Identify, by person manufacturing or distributing, particular trademark or name in use, ordinary commercial name of goods, annual volume of products distributed, and geographic territory in which distributed, each third party product known to applicant to be sold or distributed in the United States under a name or mark composed, in whole or in part, of the term "gulp."

ANSWER: Objection. The information sought by this interrogatory is not relevant and not reasonably calculated to lead to the discovery of admissible evidence as it does not appear to be limited to "Healthy Gulp." Moreover, the information sought by this Interrogatory is overly broad, unduly burdensome and equally available to Opposer as to Applicant.

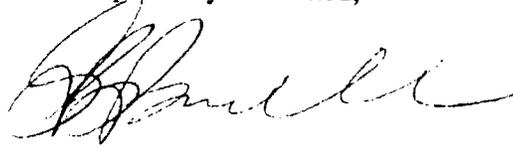
INTERROGATORY NO. 19:

If not previously identified, identify and describe in detail all use by Applicant of the mark HEALTHY GULP prior to June 24, 2006.

ANSWER: _____

See response to Interrogatory No. 2.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "S. Bucenell", written in a cursive style.

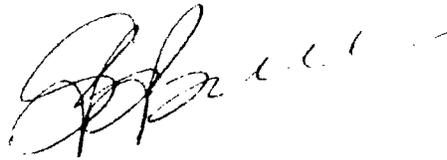
Susan B. Bucenell
30623 Bittsbury Court
Wesley Chapel, FL 33543

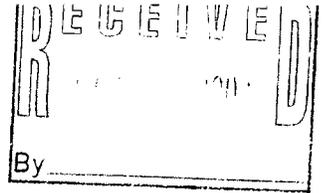
CERTIFICATE OF SERVICE

I, Susan B. Bucenell, hereby certify that a copy of the foregoing, APPLICANT'S ANSWERS AND OBJECTIONS TO OPPOSER'S FIRST SET OF INTERROGATORIES was served on the following counsel of record this 1st day of October, 2007, by mailing a true and accurate copy of same via US Mail postage prepaid:

Craig S. Fochler
Charles R. Mandly
David A. Copland
321 North Clark Street
Chicago, Illinois 60610

Susan B. Bucenell

A handwritten signature in black ink, appearing to read "Susan B. Bucenell", written in a cursive style.



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

7-ELEVEN, INC.,)
)
) Opposer,)
)
) v.)
)
) SUSAN B. BUCENELL,)
)
) Applicant.)

Opposition No. 91177807

TF _____
XC CRM
XC DAC
XC JHO
XC DK+

**APPLICANT'S RESPONSES AND OBJECTIONS TO
OPPOSER'S FIRST SET OF REQUESTS TO PRODUCE DOCUMENTS OR
THINGS**

Applicant, Susan B. Bucenell ("Applicant"), hereby serves the following answers and objections to opposer, 7-Eleven, Inc.'s ("Opposer") request for production of documents or things:

GENERAL OBJECTIONS

1. Applicant objects to each Request to the extent that it seeks information that violates any constitutional, statutory, or common law privacy interests of Applicant and/or any current or former employee or representative of Applicant.
2. Applicant objects to each Request to the extent that it seeks information already within the Opposer's knowledge, possession, or control because such information is equally or more readily available to Opposer and, therefore, the Requests are unduly burdensome.
3. Applicant objects to each Request to the extent that it seeks information not within the possession, custody, or control of Applicant because such information is equally or more readily available to Opposer and, therefore, the Requests are unduly burdensome.
4. Applicant objects to each Request to the extent that it seeks discovery of statutes, regulations, case law or legal research as said is equally available to Opposer.
5. Applicant objects to each Request to the extent that it is vague, overly broad, unduly burdensome, oppressive, not relevant and not reasonably calculated to lead to the discovery of admissible evidence.

6. Applicant objects to the extent Opposer deemed the foregoing Requests ongoing in nature. Applicant will supplement her responses hereto only to the extent required by the applicable rules of civil procedure.

7. Applicant reserves the right to correct errors, interpose supplemental objections, and provide supplemental Responses in the event additional documents or information responsive to these Requests is discovered.

8. Applicant reserves the right to object to the admission into evidence of information and documents made available in Answers to any Request on any ground, including but not limited to, the ground that the information or document is privileged, irrelevant and/or immaterial to the issues in this action. Nothing in Applicant's Answers to any Request may be construed as an admission respecting the admissibility or relevance of any fact or document or of the truth or accuracy of any characterization of any kind contained in Opposer's Requests.

RESPONSES AND SPECIFIC OBJECTIONS

1. Two (2) specimens of each branded product to be identified in response to Interrogatory Number 1 served concurrently herewith.

RESPONSE: ___ Applicant will provide two specimens of each branded product to counsel for Opposer upon receipt of prepayment of \$16.81, which represents the cost of the product plus shipping and handling.

2. For each branded product to be identified in response to Interrogatory Number 1 served concurrently herewith, a sample of each different package, wrapping, label or other item showing the affixation of such name or mark to the subject product.

RESPONSE: ___ All labeling used will be on the products when shipped pursuant to Request No. 1.

3. For each branded product to be identified in response to Interrogatory Number 1 served concurrently herewith, a sample of each piece of advertising, marketing or other promotional material created or used for such product.

RESPONSE: ___ Objection. The documents sought by this request are not relevant and not reasonably calculated to lead to the discovery of admissible evidence to the extent the request seeks all promotional material "created." Subject to the foregoing objections, Applicant will produce copies of promotional material used for Healthy Gulp. See enclosed materials.

4. For each branded product to be identified in response to Interrogatory Number 1 served concurrently herewith, all documents which refer or relate to applicant's first use of the subject name or mark for the subject product.

RESPONSE: Objection. The documents sought by this request are not relevant and not reasonably calculated to lead to the discovery of admissible evidence. Moreover, this request is overly broad, unduly burdensome and vague.

5. Documents sufficient to show applicant's annual sales, in units and dollars, of each branded product to be identified in response to Interrogatory Number 1 served concurrently herewith.

RESPONSE: Objection. The documents sought by this request are not relevant and not reasonably calculated to lead to the discovery of admissible evidence. Subject to the foregoing objections, none at this time. Marketing efforts to date have primarily focused on brand and product recognition via the mailing of free samples. Product sales did not commence until the 4th quarter of 2007. End of quarter sales report not complete.

6. For each branded product to be identified in response to Interrogatory Number 1 served concurrently herewith, documents sufficient to establish the channels of trade, including the types of retail outlets, through each such product is sold or distributed.

RESPONSE: See Applicant's website which identifies the current methods of trade of Healthy Gulp. www.healthygulp.com

7. For each branded product to be identified in response to Interrogatory Number 1 served concurrently herewith, documents sufficient to establish the geographic territory in which each such product has been marketed, sold and distributed.

RESPONSE: There are no documents responsive to this request.

8. For each branded product to be identified in response to Interrogatory Number 1 served concurrently herewith, documents sufficient to establish applicant's annual expenditures for advertising and other promotional materials.

RESPONSE: Objection. The documents sought by this request are not relevant and not reasonably calculated to lead to the discovery of admissible evidence.

9. For each advertisement to be produced in response to Request Number 3 above, documents sufficient to identify all media outlets (e.g., periodicals, radio stations or television stations) through which such material was distributed or broadcast, including the dates and frequency of distribution or broadcast, and the geographic scope of distribution or broadcast.

RESPONSE : ___ Objection. The documents sought by this request are not relevant and not reasonably calculated to lead to the discovery of admissible evidence. Subject to the foregoing objections, none.

10. For each branded product to be identified in response to Interrogatory Number 1 served concurrently herewith, all documents which refer or relate to applicant's selection of or decision to use the subject name or mark with the subject goods.

RESPONSE : ___ Objection. The documents sought by this request are not relevant and not reasonably calculated to lead to the discovery of admissible evidence. Moreover, this request is overly broad.

11. All documents which refer or relate to each survey, investigation, trademark search or other inquiry to be identified in response to Interrogatory Number 9 served concurrently herewith.

RESPONSE : ___ None.

12. All documents which refer or relate to each survey, consumer reaction test, market test, poll or research, or other inquiry to be identified in response to Interrogatory Number 10 served concurrently herewith.

RESPONSE : ___ None.

13. For each piece of advertising, marketing or other promotional material to be produced in response to Request Number 3 above, all documents which refer or relate to the creation or authorship of such materials.

RESPONSE : ___ Objection. The documents sought by this request are not relevant and not reasonably calculated to lead to the discovery of admissible evidence. Moreover, this request is overly broad and unduly burdensome.

14. All documents which refer or relate to each assignment to be identified in response to Interrogatory Number 7(a) served concurrently herewith.

RESPONSE: None.

15. All documents which refer or relate to each license or consent to be identified in response to Interrogatory Number 7(b) served concurrently herewith.

RESPONSE: None.

16. All documents which refer or relate to each opinion to be identified in response to Interrogatory Number 11 served concurrently herewith.

RESPONSE: See response to Interrogatory No. 11.

17. All documents which refer or relate to applicant's knowledge of opposer and each of opposer's GULP Marks.

RESPONSE: Objection. The documents sought by this request are not relevant and not reasonably calculated to lead to the discovery of admissible evidence. Moreover, this request is overly broad and unduly burdensome.

18. All documents upon which any expert retained by applicant relied in formulating or rendering any opinion rendered in connection with this proceeding.

RESPONSE: Objection. The documents sought by this request are not discoverable under the Federal Rules of Civil Procedure. Applicant will provide all discoverable information pertaining to expert witnesses to be called to testify at the proceedings of this matter only , if and when appropriate.

19. All documents (including all prior drafts) which memorialize any expert opinion obtained by applicant in connection with this proceeding.

RESPONSE: See response to Request No. 18.

20. For each branded product to be identified in response to Interrogatory Number 1 served concurrently herewith, all documents which refer or relate to the creation or design of labels, packages, wrappings, containers, package inserts or other packaging materials, whether or not actually used.

RESPONSE: Objection. The documents sought by this request are not relevant and not reasonably calculated to lead to the discovery of admissible evidence. Moreover, this request is overly broad and unduly burdensome.

21. For each name or mark to be identified in response to Interrogatory Number 1 served concurrently herewith, all documents, including but not limited to applications for registrations, certificates of registration, correspondence and memoranda, which refer or relate to any application to register filed by or on behalf of applicant, or any registration acquired by applicant in the United States Patent and Trademark Office or in any state of the United States.

RESPONSE: Refer to www.uspto.com. All responsive documents are available online.

22. All documents which refer or relate to any instances of actual confusion, mistake or deception to be identified in response to Interrogatory Number 17 served concurrently herewith.

RESPONSE: None.

23. If not previously produced, all documents which refer or relate to any studies, opinions or reports, including but not limited to studies, opinions or reports of advertising and marketing agencies, and polling, public relations, market research and public opinion agencies, consulted or retained by applicant, or by any person or persons acting for or its behalf, which refer or relate to applicant's use of the HEALTHY GULP mark or any variant thereof, or opposer's use of any of the GULP Marks.

RESPONSE: See previous responses.

24. Documents sufficient to identify each product in connection with which applicant proposes to use in the future, but is not now using, the HEALTHY GULP mark or any variant thereof, including any name or mark composed, in whole or in part, of the term "gulp."

RESPONSE: _____ None at this time.

25. All documents which refer or relate to each protest or objection to be identified in response to Interrogatory Number 15 served concurrently herewith.

RESPONSE: _____ See response to Interrogatory No. 15.

26. All documents which refer or relate to each third party product to be identified in response to Interrogatory Number 18 served concurrently herewith.

RESPONSE: _____ See response to Interrogatory No. 16.

27. If not previously produced, all documents which refer or relate in any way to any use by applicant of the mark HEALTHY GULP prior to June 24, 2006.

RESPONSE: _____ See attached Healthy Gulp draft logos which were discussed in August of 2005. Drafting of numerous logo concepts were also initiated in August of 2005. The attached logos were not selected as Healthy Gulp's logo.

Respectfully submitted,



Susan B. Bucenell
30623 Bittsbury Court
Wesley Chapel, Florida 33543

CERTIFICATE OF SERVICE

I, Susan B. Bucenell, hereby certify that a copy of the foregoing, APPLICANT'S ANSWERS AND OBJECTIONS TO OPPOSER'S FIRST SET OF INTERROGATORIES was served on the following counsel of record this 1st day of October, 2007, by mailing a true and accurate copy of same via US Mail postage prepaid:

Craig S. Fochler
Charles R. Mandly
David A. Copland
321 North Clark Street
Chicago, Illinois 60610

Susan B. Bucenell*

A handwritten signature in cursive script, appearing to read "S. Bucenell", written in black ink.

January 9, 2008

Foley & Lardner LLP
321 North Clark Street
Suite 2800
Chicago, IL 60610-4764

JAN 14 2008

ER

Re: HEALTHY GULP
Application Serial No. 78/916,143

Dear Mr. Copeland,

This letter is in response to your request for a supplementation of my discovery responses.

Document Requests

2. Although the response is clear in that it states "all" labeling, your inquiry is confirmed.

3. The promotional materials provided comprise all materials that have been used. Please see the enclosed materials that have been created but not used.

4. This request is somewhat vague in that "use" is not defined. However, the Healthy Gulp mark was first "used" in July 2005 during the product concept and development phase. Please see draft logos previously provided with Applicant's original response to Opposer's discovery requests. The only other document available from this phase is an invoice from a graphic artist dated April 26, 2006 who designed a logo for Healthy Gulp that was not used, a copy of which is attached. Applicant has no other documentation available responsive to this request due to a hard drive crash of her computer in early 2007.

5. The response provided specifically stated that product sales did not commence until the 4th quarter of 2007 and the end of quarter sales report is not yet complete. Please state the relevance of this information to this matter and sales information will be provided when available, if relevant.

7. As previously stated in Interrogatory responses, Healthy Gulp is marketed worldwide via the World Wide Web at Healthygulp.com. Please feel free to print the pages off of the website at your convenience. Healthy Gulp has been given free of charge to adoptive parents of DARE (Dachshund Adoption, Rescue and Education) dogs

and at the Paws For Cocktails benefit for the Atlanta Pet Rescue on November 29, 2007. Healthy Gulp was an official sponsor of the 2007 Stampede in Wesley Chapel, Florida and samples of Healthy Gulp were given away at the event. Healthy Gulp was also showcased at the annual "Next Best Idea" contest at QVC in 2006, however, was not selected. There are no documents available from DARE responsive to this request. Copies of e-mails relative to the Paws benefit, 2007 Stampede and the QVC contest are attached hereto. Some documents relative to these events were lost due to a hard drive crash of Applicant's computer in early 2007. Healthy Gulp has been mailed throughout the country to friends and family. If necessary, a mailing list will be provided with names redacted.

8. Applicant has not paid for advertising to date. Applicant has incurred expenses for postage and free product samples; see copies of attached invoices for same.

10. There are no documents responsive to this request. The selection process for the name Healthy Gulp was one of personal brainstorming.

13. See attached contract with graphic artist, limited e-mails between Applicant and her graphic artist, e-mails between Applicant and her label company and invoice from label company. Some documents relative to these events were lost due to a hard drive crash of Applicant's computer in early 2007.

17. There are no documents responsive to this request.

18. This request is not limited to experts who will be called to testify in this matter and, therefore, seeks non-discoverable documents. However, to the extent that this request is limited to experts who will be called to testify in this matter, Applicant will supplement her response, if and when appropriate.

20. There are no additional documents responsive to this request other than those previously provided with Applicant's discovery responses. Earlier versions of the creation and design of the Healthy Gulp mark are not available due to a hard drive crash of Applicant's computer in early 2007. Applicant is providing an invoice from a graphic artist as referenced in number four above.

21. Although the response is clear in that it states "all responsive documents," your inquiry is confirmed.

25. Applicant will not stipulate that third party uses of names or marks composed in whole or in part of the term "gulp" are not relevant to this proceeding. Applicant further notes that the wording of Interrogatory No. 15, which is referenced in document request no. 25, is vague and unclear. The only documents in Applicant's possession at this time responsive to this request are filings in the matter of 7-Eleven, Inc. v. Gulpy, copies of which are already in 7-Eleven, Inc.'s possession as it was the

Opposer.

26. You are correct that Applicant's response should have referred to Interrogatory No. 18. Again, Applicant will not stipulate as proposed in your letter. See response to request no. 25 above.

27. The draft logos are those not used on the Healthy Gulp samples provided. There are no additional documents available responsive to this request due to a hard drive crash of Applicant's computer in early 2007.

Interrogatories

1. The ordinary commercial name for the Healthy Gulp product is bottled water for cats and dogs, vitamin water for cats and dogs, bottled water for pets, and mineral and flavor enhanced bottled water for cats and dogs.

2. Healthy Gulp has been used as a mark for bottled water for cats and dogs. It has never been used in a different manner. However, the Healthy Gulp logo has been used on marketing products including water bowls, frisbees and t-shirts (a sample water bowl and frisbee have previously been provided with Applicant's original responses to Opposer's discovery requests).

4. Please see document request no. five above.

5. Please see number document request no. four above. In addition to Susan B. Bucenell, Monica Cevallos of Sniff Design and Marc Miller, Murray Label & Printing participated in the design of marketing and promotional materials for Healthy Gulp.

6. Please see document request no. 10 above. Susan B. Bucenell is the only individual responsible for Applicant's selection, adoption and use of the name Healthy Gulp. The only individuals with knowledge of Applicant's selection of the name Healthy Gulp are her friends and family.

7(a). Healthy Gulp has never been assigned from one party to another.

8. Please see document request no. eight above.

12. Applicant had heard the name "Big Gulp" from frequenting 7-Eleven years earlier. Applicant became aware of other marks which used the word "gulp" or a form thereof, including Opposer's use of the "GULP" marks, in connection with her research for the Healthy Gulp mark.

15. Applicant will not stipulate as proposed in your letter. Applicant is aware of the action filed by 7-Eleven in the matter of 7-Eleven, Inc. v. Gulpy.

16. See response to Interrogatory no. five above.

18. Applicant will not stipulate as proposed in your letter. Applicant is aware of the following products which use the term "gulp": gulpy, gulp!, GULP, MaxiGulp, Gulp! Alive, Saltwater Gulp!, The Gulps!, Gulp!, Gulp Hydration Pack, Big Gulp Hydration Pack, Double Gulp Hydration Pack, Gulp Design, Gulp Beer Fountain, Gulp! Wine Newsletter, B. Gulp-it, Gulp Promotion, Cytomax Gulp 'N Go, Gulp!, The Gulp Stopper, The Garelli Gulp, Grip N Gulp, and Google Gulp!

19. Prior to her application for a trademark, Applicant was using the Healthy Gulp mark for product conception, development and to formulate a logo.

I trust you will find these responses adequate. Thank you for your cooperation in this regard.

Sincerely,



Susan B. Bucenell
Healthy Gulp

May 19, 2008

Foley & Lardner LLP
Mr. David A. Copland
321 North Clark Street
Suite 2800
Chicago, IL 60610-4764

Re: HEALTHY GULP
Application Serial No. 78/916,143

Dear Mr. Copland,

I am in receipt of your DECLARATION OF DAVID A. COPLAND IN SUPPORT OF OPPOSER'S MOTION FOR AN ORDER TO COMPEL, OPPOSER'S MOTION FOR AN ORDER TO COMPEL APPLICANT'S RESPONSES TO DISCOVERY, and OPPOSER'S MEMORANDUM OF LAW AND FACT IN SUPPORT OF ITS MOTION, filed with the Board on behalf of 7-Eleven, the Opposer.

I was surprised by these Motions, as I was not aware that I had not complied with your requests for discovery. Your request for supplementation of my discovery responses were provided in my letter dated January 9, 2008. (Attachment A).

There seems to be three areas you feel as though I have not complied with your discovery requests: Healthy Gulp sales data, the geographical area that Healthy Gulp is sold and marketed, and detailed information and documents of third party uses of the term "gulp".

HEALTHY GULP SALES DATA (Int. No. 4 & Req. No. 5)

Regarding Healthy Gulp's sales data, I direct your attention to #5 in Attachment A. I stated, "The response provided specifically stated that product sales did not commence until the 4th quarter of 2007 and the end of the quarter sales report is not yet complete. Please state the relevance of this information to this matter and sales information will be provided when available, if relevant."

I was waiting on your response as to its relevance. And since I had not received any response, I did not provide them. Nevertheless, subject to, and without waiver of the foregoing objection to its relevance, Healthy Gulp's total sales for year ending 2007 were \$456.00. This figure does not include marketing and promotional product give-aways.

These sales were a combination of internet sales generated from Healthy Gulp's website, sales prompted by a previous free sample of Healthy Gulp, or word of mouth sales through others who had seen or heard of Healthy Gulp.

As for documents regarding these sales and where they were made, most were cash sales and no

records exist. The geographical territory in which these sales were made and sent to is discussed in the next section.

GEOGRAPHIC TERRITORY OF MARKETING, SALES, DISTRIBUTION (Req. No. 7)

As previously stated in Interrogatory responses and in my letter dated January 9th, 2008, Healthy Gulp is marketed worldwide via the World Wide Web at www.healthygulp.com. Healthy Gulp is sold and distributed via this website. Healthy Gulp has also been sold, marketed and distributed locally (Applicants geographical area) and nationally, as cash sales and promotional free samples. I have detailed these events in previous responses and have provided all documents responsive to this request.

I again direct your attention to Attachment A. Postal receipts which detailed exactly where each Healthy Gulp shipment was sent. This included the town, state and zip code of each order and/or free sample. Therefore, I have provided very specific information regarding where sales have been made and where products were shipped to include sales as well as promotional samples.

Further, I provided details and documents regarding other promotional events in which Healthy Gulp was a participant. Yet in your motion you indicate that "Bucenell also referenced a fund raising event related to an organization with the word "Atlanta" in its name, but provided no clear information regarding where the event was or how the mark was used in association with the mark"

My apologies, Atlanta is in the State of Georgia. And to be clear, my response indicated that this particular event you made reference to was Paws for Cocktails, a benefit for the Atlanta Pet Rescue and that Healthy Gulp was given away free of charge. Additionally, a copy of the invitation was provided to you that does provide the exact address for the Paws For Cocktails Fund Raiser Event. It was at the Park Tavern, Piedmont Park, at the corner of 10th and Monroe, in Atlanta. (In the State of Georgia)

Moreover, if you review the copies of the e-mails that were provided with my letter, regarding this event, it is clear how Healthy Gulp was used in association with this event-as door prizes and giveaways.

Regarding the contest at QVC, you indicated that "Bucenell...but has provided no clear information regarding where the contest was or how the mark was used in association with the contest." On the contrary, you were provided with a copy of the Product Search Event Confirmation email. In it you will notice that Oprah's Search for the Next Big Idea was at the QVC Studio Park, 1200 Wilson Drive, West Chester, PA., 19380. Healthy Gulp was one of hundreds of products selected to be displayed and evaluated for Oprah's/QVC Contest entitled "The Next Big Idea".

In view of the foregoing, I believe that I have complied with your discovery requests, and have no further documents responsive to Req. No 7, other than those already provided. Perhaps you should review the documents in their entirety prior to advising the Board that Healthy Gulp has

not complied.

KNOWLEDGE OF THIRD PARTY "GULP" PRODUCTS (Int. No. 18 & Req. No. 26)

In your motion you indicate that "Bucenell has offered no legitimate grounds for her failure to comply with 7-Eleven's discovery requests." I did not know I had not complied. In fact, in two previous responses, Applicants Responses to Opposer's Interrogatories and again in my letter (Attachment A) dated January 9, 2008 supplementing my discovery responses I provided responses to both Int. No. 18 and Req. No. 26. Regarding Req. No. 26, I indicated that the only documents that I had relating to this request were those relating to 7-Eleven vs. Wechsler. They were and still are the only documents that I have relating to Req. No. 26.

Regarding Int. No. 18, I provided the names of 22 products which I was aware of that had used the word "gulp". These are third party products and companies and I am not privy to the annual volume of products distributed and the geographic territory in which they are distributed.

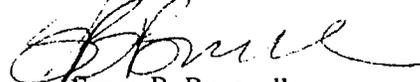
I became aware of these third party products that use the name "gulp" in their product name via internet research. A search conducted on the USPTO website of live trademark names using the key word "gulp" revealed numerous names, many of which belong to the Opposer, others do not. I also conducted a search on the internet using the "Google" search engine. I searched the key word "gulp" to find additional products using the word "Gulp" in their product name. This search netted over 5 million "hits". I then vetted out those "hits" that were products containing the word "gulp" in their name. I did this for approximately 15-20 pages of "hits" and then simply wrote the names on a piece of scrap paper. I have provided these names in my letter supplementing discovery requests.

Attached please find a copy of the piece of scrap paper that I used to write these names on. (Attachment B) I do not have any other documents relative to this request. Moreover, this information is equally available to the Opposer by conducting the same simple internet searches.

However, in your Motion to Compel you indicate that "Opposer finds it surprising that applicant has identified 21 other names or marks yet has no documents related to the same." The Applicant finds it surprising that the Opposer is not aware of these products and has not done these same simple searches. The applicant also finds it offensive that you would insinuate that I have these documents and willfully ignored a judicial request for them.

As you can see, I had no reason to believe that I had not complied with your discovery requests. In view of the foregoing clarifications, please advise if you intend to withdraw your Motion to Compel.

Sincerely,


Susan B. Bucenell
Healthy Gulp

Attachment A

January 9, 2008

Foley & Lardner LLP
321 North Clark Street
Suite 2800
Chicago, IL 60610-4764

Re: HEALTHY GULP
Application Serial No. 78/916,143

Dear Mr. Copeland,

This letter is in response to your request for a supplementation of my discovery responses.

Document Requests

2. Although the response is clear in that it states "all" labeling, your inquiry is confirmed.
3. The promotional materials provided comprise all materials that have been used. Please see the enclosed materials that have been created but not used.
4. This request is somewhat vague in that "use" is not defined. However, the Healthy Gulp mark was first "used" in July 2005 during the product concept and development phase. Please see draft logos previously provided with Applicant's original response to Opposer's discovery requests. The only other document available from this phase is an invoice from a graphic artist dated April 26, 2006 who designed a logo for Healthy Gulp that was not used, a copy of which is attached. Applicant has no other documentation available responsive to this request due to a hard drive crash of her computer in early 2007.
5. The response provided specifically stated that product sales did not commence until the 4th quarter of 2007 and the end of quarter sales report is not yet complete. Please state the relevance of this information to this matter and sales information will be provided when available, if relevant.
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10. There are no documents responsive to this request. The selection process for the name Healthy Gulp was one of personal brainstorming.

13. See attached contract with graphic artist, limited e-mails between Applicant and her graphic artist, e-mails between Applicant and her label company and invoice from label company. Some documents relative to these events were lost due to a hard drive crash of Applicant's computer in early 2007.

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Opposer.

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2. Healthy Gulp has been used as a mark for bottled water for cats and dogs. It has never been used in a different manner. However, the Healthy Gulp logo has been used on marketing products including water bowls, frisbees and t-shirts (a sample water bowl and frisbee have previously been provided with Applicant's original responses to Opposer's discovery requests).
4. Please see document request no. five above.
5. Please see number document request no. four above. In addition to Susan B. Bucenell, Monica Cevallos of Sniff Design and Marc Müller, Murray Label & Printing participated in the design of marketing and promotional materials for Healthy Gulp.
6. Please see document request no. 10 above. Susan B. Bucenell is the only individual responsible for Applicant's selection, adoption and use of the name Healthy Gulp. The only individuals with knowledge of Applicant's selection of the name Healthy Gulp are her friends and family.
- 7(a). Healthy Gulp has never been assigned from one party to another.
8. Please see document request no. eight above.
12. Applicant had heard the name "Big Gulp" from frequenting 7-Eleven years earlier. Applicant became aware of other marks which used the word "gulp" or a form thereof, including Opposer's use of the "GULP" marks, in connection with her research for the Healthy Gulp mark.
15. Applicant will not stipulate as proposed in your letter. Applicant is aware of the action filed by 7-Eleven in the matter of 7-Eleven, Inc. v. Gulpy.

16. See response to Interrogatory no. five above.

18. Applicant will not stipulate as proposed in your letter. Applicant is aware of the following products which use the term "gulp": gulpy, gulp!, GULP, MaxiGulp, Gulp! Alive, Saltwater Gulp!, The Gulps!, Gulp!, Gulp Hydration Pack, Big Gulp Hydration Pack, Double Gulp Hydration Pack, Gulp Design, Gulp Beer Fountain, Gulp! Wine Newsletter, B. Gulp-it, Gulp Promotion, Cytomax Gulp 'N Go, Gulp!, The Gulp Stopper, The Garelli Gulp, Grip N Gulp, and Google Gulp!

19. Prior to her application for a trademark, Applicant was using the Healthy Gulp mark for product conception, development and to formulate a logo.

I trust you will find these responses adequate. Thank you for your cooperation in this regard.

Sincerely,



Susan B. Bucenell
Healthy Gulp

Berkley fishing products

Gulp! Alive
Gulp!
Saltwater Gulp!

The Gulps -
by Rosemary Wells
a book.

Gulp! - Gabriella Goodard
- author -

Gulp Hydration Pack
by Irish Sierra, Dumb Gulp,
Big Gulp

Gulp design

Gulp beer fountain
Gulp! - wine newsletter

B. Gulp-it

Gulp Promotion

Cytomax
Gulp 'N GO - official gel

www.robbinsinternational
Nalgene in
Grip N Gulp Kids

Garelli 1969
Gulp.
www.cybermotorcycle.com

www.whitelightdesigns.com

line of 7 eleven drinks in
a bottle

Big Gulp Precision Products

The Gulp Stopper
- a dog dish
a doggie doo.com

Gulp! -
The unspillable vase

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

7-ELEVEN, INC.,)	
)	
Opposer,)	
)	
v.)	Opposition No. 91177807
)	
SUSAN B. BUCENELL,)	
)	
Applicant.)	

NOTICE OF RELIANCE ON OPPOSER’S REGISTRATIONS

Opposer, 7-Eleven, Inc. (“7-Eleven”), in accordance with Rules 2.122(d)(2) and (e) of the Trademark Rules of Practice, hereby gives notice of its reliance on the following federal registrations owned by 7-Eleven:

1,110,172

1,470,871

1,566,263

1,586,016

1,615,968

2,494,955

2,749,708

2,928,007

2,997,248

3,076,786

3,082,886

3,502,373

True copies of United States Patent and Trademarks Office records showing the current title and status of each registrations are attached hereto. The relevance of these registrations is to evidence, *inter alia*, the validity and inherent distinctiveness of the subject marks, and 7-Eleven's ownership of such marks.

Respectfully submitted,

FOLEY & LARDNER LLP



Date: August 2, 2010

Charles R. Mandly, Jr.
David A. Copland
Jason A. Berta
321 North Clark Street, 28th Floor
Chicago, Illinois 60654

Telephone: 312-832-4500
Facsimile: 312-832-4700

Attorneys for Opposer,
7-Eleven, Inc.

CERTIFICATE OF SERVICE

I, Jason A. Berta, counsel for Opposer, hereby certify that a copy of NOTICE OF RELIANCE ON OPPOSER'S REGISTRATIONS was served on this 2nd day of August, 2010 via first class mail, postage prepaid, upon Applicant at:

Susan B. Bucenell
30623 Bittsbury Ct.
Wesley Chapel, FL 33543



Jason A. Berta

REG. NO. 1,110,172

Int. Cl.: 32

Prior U.S. Cl.: 45

United States Patent and Trademark Office

Reg. No. 1,110,172
Registered Dec. 26, 1978

TRADEMARK

Principal Register

BIG GULP

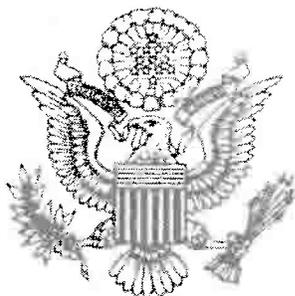
The Southland Corporation (Texas corporation)
2828 N. Haskell Ave.
Dallas, Tex. 75221

For: SOFT DRINKS FOR CONSUMPTION ON OR
OFF THE PREMISES, in CLASS 32 (U.S. CL. 45).
First use at least as early as Feb. 22, 1978; in com-
merce at least as early as Feb. 22, 1978.

Ser. No. 166,772, filed Apr. 17, 1978.

L. STRICKMAN, Examiner

The United States of America



CERTIFICATE OF RENEWAL

The registration shown in this certificate has been renewed in the United States Patent and Trademark Office to the named registrant.

The records of the United States Patent and Trademark Office show that an application for renewal of the registration for the mark shown in this certificate was filed in the Office, that the application was examined and determined to be in compliance with the requirements of the law and with the regulations prescribed by the Commissioner of Patents and Trademarks, and that the registrant is entitled to renewal of the registration for the mark under the Trademark Act of 1946, as Amended.

A copy of the mark and pertinent data from the registration are a part of this certificate.

This registration shall remain in force for TEN (10) years, unless terminated earlier as provided by law.



Bruce Lehman
Commissioner of Patents and Trademarks

Int. Cl.: 32

Prior U.S. Cl.: 45

United States Patent and Trademark Office

10 Year Renewal

Reg. No. 1,110,172

Registered Dec. 26, 1978

Renewal Term Begins Dec. 26, 1998

**TRADEMARK
PRINCIPAL REGISTER**

BIG GULP

SOUTHLAND CORPORATION, THE
(TEXAS CORPORATION)
2711 NORTH HASKELL AVENUE
DALLAS, TX 75204

FOR: SOFT DRINKS FOR CONSUMPTION ON OR OFF THE PREMISES, IN CLASS 32 (U.S. CL. 45).

FIRST USE 2-22-1978; IN COMMERCE 2-22-1978.

SER. NO. 73-166,772, FILED 4-17-1978.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Nov. 10, 1998.*

COMMISSIONER OF PATENTS AND TRADEMARKS



UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451
www.uspto.gov

REGISTRATION NO: 1110172 SERIAL NO: 73/166772 MAILING DATE: 04/09/2008
REGISTRATION DATE: 12/26/1978
MARK: BIG GULP
REGISTRATION OWNER: 7-Eleven, Inc.

CORRESPONDENCE ADDRESS:

Diane G. Elder
Foley & Lardner LLP
321 North Clark Street
Chicago IL 60610-4764

NOTICE OF ACCEPTANCE

15 U.S.C. Sec. 1058(a)(3)

THE COMBINED AFFIDAVIT AND RENEWAL APPLICATION FILED FOR THE ABOVE-IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 8 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1058. ACCORDINGLY, THE SECTION 8 AFFIDAVIT IS ACCEPTED.

NOTICE OF RENEWAL

15 U.S.C. Sec. 1059(a)

THE COMBINED AFFIDAVIT AND RENEWAL APPLICATION FILED FOR THE ABOVE-IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 9 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1059. ACCORDINGLY, THE REGISTRATION IS RENEWED.

THE REGISTRATION WILL REMAIN IN FORCE FOR CLASS(ES):
032.

CLINKSCALES, ARLENE L
PARALEGAL SPECIALIST
POST-REGISTRATION DIVISION
571-272-9500

**PLEASE SEE THE REVERSE SIDE OF THIS NOTICE FOR INFORMATION
CONCERNING REQUIREMENTS FOR MAINTAINING THIS REGISTRATION
ORIGINAL**

REQUIREMENTS FOR MAINTAINING A FEDERAL TRADEMARK REGISTRATION) SECTION 8: AFFIDAVIT

OF CONTINUED USE The registration shall remain in force for 10 years, except that the registration shall be canceled for failure to file an Affidavit of Continued Use under Section 8 of the Trademark Act, 15 U.S.C. Sec. 1058, at the end of each successive 10-year period following the date of registration.

Failure to file the Section 8 Affidavit will result in the cancellation of the registration.

II) SECTION 9: APPLICATION FOR RENEWAL The registration shall remain in force for 10 years, subject to the provisions of Section 8, except that the registration shall expire for failure to file an Application for Renewal under Section 9 of the Trademark Act, 15 U.S.C. Sec. 1059, at the end of each successive 10-year period following the date of registration. **Failure to file the Application for Renewal will result in the expiration of the registration.**

NO FURTHER NOTICE OR REMINDER OF THESE REQUIREMENTS WILL BE SENT TO THE REGISTRANT BY THE PATENT AND TRADEMARK OFFICE. IT IS RECOMMENDED THAT THE REGISTRANT CONTACT THE PATENT AND TRADEMARK OFFICE APPROXIMATELY ONE YEAR BEFORE THE EXPIRATION OF THE TIME PERIODS SHOWN ABOVE TO DETERMINE APPROPRIATE REQUIREMENTS AND FEES.



United States Patent and Trademark Office

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Record 1 out of 1[TARR Status](#) [ASSIGN Status](#) [TDR](#) [TTAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)**Typed Drawing**

Word Mark	BIG GULP
Goods and Services	IC 032. US 045. G & S: SOFT DRINKS FOR CONSUMPTION ON OR OFF THE PREMISES. FIRST USE: 19780222. FIRST USE IN COMMERCE: 19780222
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73166772
Filing Date	April 17, 1978
Current Filing Basis	1A
Original Filing Basis	1A
Registration Number	1110172
Registration Date	December 26, 1978
Owner	(REGISTRANT) SOUTHLAND CORPORATION, THE CORPORATION TEXAS 2711 NORTH HASKELL AVENUE DALLAS TEXAS 75204 (LAST LISTED OWNER) 7-Eleven, Inc. CORPORATION TEXAS One Arts Plaza 1722 Routh Street/ Suite 1000 DALLAS TEXAS 75221
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Diane G. Elder
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20080409.
Renewal	2ND RENEWAL 20080409
Live/Dead Indicator	LIVE

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

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Serial Number: 73166772 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 1110172

Mark (words only): BIG GULP

Standard Character claim: No

Current Status: This registration has been renewed.

Date of Status: 2008-04-09

Filing Date: 1978-04-17

Transformed into a National Application: No

Registration Date: 1978-12-26

Register: Principal

Law Office Assigned: (NOT AVAILABLE)

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: 830 -Post Registration

Date In Location: 2008-04-09

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

1. 7-Eleven, Inc.

Address:

7-Eleven, Inc.
One Arts Plaza 1722 Routh Street/ Suite 1000
DALLAS, TX 75221
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Texas

GOODS AND/OR SERVICES

International Class: 032

Class Status: Active

SOFT DRINKS FOR CONSUMPTION ON OR OFF THE PREMISES

Basis: 1(a)**First Use Date:** 1978-02-22**First Use in Commerce Date:** 1978-02-22

ADDITIONAL INFORMATION

(NOT AVAILABLE)

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.

2008-04-09 - Second renewal 10 year

2008-04-09 - Section 8 (10-year) accepted/ Section 9 granted

2008-04-07 - Assigned To Paralegal

2008-03-27 - TEAS Section 8 & 9 Received

2008-03-03 - Notice Of Suit

2008-02-18 - Notice Of Suit

2008-01-09 - Case File In TICRS

2006-02-24 - TEAS Change Of Correspondence Received

1998-09-30 - First renewal 10 year

1998-07-08 - Section 9 filed/check record for Section 8

1984-05-07 - Section 8 (6-year) accepted & Section 15 acknowledged

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Diane G. Elder

Correspondent

Diane G. Elder

Foley & Lardner LLP

321 North Clark Street
Chicago IL 60610-4764
Phone Number: 312-832-4398
Fax Number: 312-832-4700



United States Patent and Trademark Office

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Assignments on the Web > Trademark Query

Trademark Assignment Abstract of Title

Total Assignments: 4

Serial #: 73166772

Filing Dt: 04/17/1978

Reg #: 1110172

Reg. Dt: 12/26/1978

Registrant: SOUTHLAND CORPORATION, THE

Mark: BIG GULP

Assignment: 1

Reel/Frame: 0587/0920

Received:

Recorded: 12/18/1987

Pages: 23

Conveyance: SECURITY INTEREST

Assignor: SOUTHLAND CORPORATION, THE

Exec Dt: 12/15/1987

Entity Type: CORPORATION

Citizenship: TEXAS

Entity Type: UNKNOWN

Citizenship: NONE

Assignee: CITICORP NORTH AMERICA, INC.

641 LEXINGTON, AVENUE
NEW YORK, NEW YORK 10043

Correspondent: SIDLEY & AUSTIN
1722 EYE STREET, N.W.
WASHINGTON, DC 20006

Assignment: 2

Reel/Frame: 1589/0551

Received: 06/30/1997

Recorded: 03/27/1997

Pages: 3

Conveyance: SECURITY AGREEMENT

Assignor: CITICORP NORTH AMERICA, INC.

Exec Dt: 02/28/1997

Entity Type: CORPORATION

Citizenship: DELAWARE

Entity Type: CORPORATION

Citizenship: TEXAS

Assignee: SOUTHLAND CORP., THE

2711 N. HASKELL
DALLAS, TEXAS 75221

Correspondent: WILDMAN, HARROLD, ALLEN & DIXON
JEFFREY E. MICHEL, ESQ.
225 WEST WACKER DRIVE
CHICAGO, IL 60606

Assignment: 3

Reel/Frame: 1597/0224

Received: 06/25/1997

Recorded: 03/27/1997

Pages: 4

Conveyance: SECURITY AGREEMENT

Assignor: CITICORP NORTH AMERICA, INC.

Exec Dt: 02/28/1997

Entity Type: CORPORATION

Citizenship: DELAWARE

Entity Type: CORPORATION

Citizenship: TEXAS

Assignee: SOUTHLAND CORP., THE

2711 N. HASKELL
DALLAS, TEXAS 75221

Correspondent: WILDMAN, HARROLD, ALLEN & DIXON
JEFFREY E. MICHEL, ESQ.
225 WEST WACKER DRIVE
CHICAGO, ILLINOIS 60606

Assignment: 4

Reel/Frame: 1909/0792

Received: 08/02/1999

Recorded: 05/07/1999

Pages: 7

Conveyance: CHANGE OF NAME

Assignor: SOUTHLAND CORPORATION, THE

Exec Dt: 04/28/1999

Entity Type: CORPORATION

Citizenship: TEXAS

Assignee: 7-ELEVEN, INC.

Entity Type: CORPORATION

2711 NORTH HASKELL AVENUE
DALLAS, TEXAS 75204

Citizenship: TEXAS

Correspondent: WILDMAN, HARROLD, ALLEN & DIXON

LAWRENCE S. WICK
225 W. WACKER DRIVE
CHICAGO, IL 60606

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Web interface last modified: October 18, 2008 v.2.0.2

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REG. NO. 1,470,871

We the People



Nº 1470871

THE UNITED STATES OF AMERICA

CERTIFICATE OF REGISTRATION

This is to certify that the records of the Patent and Trademark Office show that an application was filed in said Office for registration of the Mark shown herein, a copy of said Mark and pertinent data from the Application being annexed hereto and made a part hereof.

And there having been due compliance with the requirements of the law and with the regulations prescribed by the Commissioner of Patents and Trademarks,

Upon examination, it appeared that the applicant was entitled to have said Mark registered under the Trademark Act of 1946, and the said Mark has been duly registered this day in the Patent and Trademark Office on the

PRINCIPAL REGISTER

to the registrant named herein.

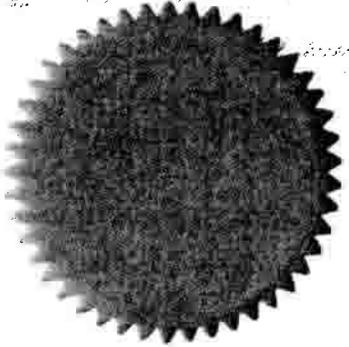
This registration shall remain in force for Twenty Years unless sooner terminated as provided by law.

Done

In Testimony Whereof I have hereunto set my hand and caused the seal of the Patent and Trademark Office to be affixed this twenty-ninth day of December, 1987.

Ronald J. Higgins

Commissioner of Patents and Trademarks



Int. Cl.: 32

Prior U.S. Cl.: 45

United States Patent and Trademark Office

Reg. No. 1,470,871

Registered Dec. 29, 1987

**TRADEMARK
PRINCIPAL REGISTER**

SUPER BIG GULP

SOUTHLAND CORPORATION, THE (TEXAS
CORPORATION)
2828 NORTH HASKELL AVENUE
DALLAS, TX 75204

FIRST USE 6-1-1983; IN COMMERCE
6-1-1983.

OWNER OF U.S. REG. NO. 1,110,172.

SER. NO. 618,074, FILED 9-4-1986.

FOR: SOFT DRINKS FOR CONSUMPTION
ON OR OFF THE PREMISES, IN CLASS 32 (U.S.
CL. 45).

JULIE B. SEYLER, EXAMINING ATTORNEY



UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office
ASSISTANT SECRETARY AND COMMISSIONER
OF PATENTS AND TRADEMARKS
Washington, D.C. 20231

REGISTRATION NO. 1470871

SERIAL NO. 73/618074

PAPER NO.

MAILING DATE: 06/07/93

MARK: SUPER BIG GULP

REGISTRANT: SOUTHLAND CORPORATION, THE

CORRESPONDENCE ADDRESS:

JOE A. WINFIELD
BOX 711
DALLAS, TX 75211-0711

Please furnish the following
in all correspondence:

1. Your phone number and zip code.
2. Mailing date of this action.
3. Affidavit-Renewal Examiner's name.
4. The address of all correspondence not containing fees should include the words "Box 5".
5. Registration No.

RECEIPT IS ACKNOWLEDGED OF THE SUBMITTED REQUEST UNDER:

SECTION 8 OF THE TRADEMARK STATUTE AND 37 CFR SECS. 2.161-2.166.

SECTION 15 OF THE TRADEMARK STATUTE AND 37 CFR SECS. 2.167-2.168.

YOUR REQUEST FULFILLS THE STATUTORY REQUIREMENTS AND HAS BEEN ACCEPTED.

PATRICIA ANN EVERETT
AFFIDAVIT-RENEWAL EXAMINER
TRADEMARK EXAMINING OPERATION
(703) 308-9500 EXT. 42



UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451
www.uspto.gov

REGISTRATION NO: 1470871 SERIAL NO: 73/618074 MAILING DATE: 05/06/2007
REGISTRATION DATE: 12/29/1987
MARK: SUPER BIG GULP
REGISTRATION OWNER: 7-Eleven, Inc.

CORRESPONDENCE ADDRESS:

DIANE G. ELDER
FOLEY & LARDNER LLP
321 N CLARK ST STE 2900
CHICAGO, IL 60610-4764

NOTICE OF ACCEPTANCE

15 U.S.C. Sec. 1058(a)(3)

THE COMBINED AFFIDAVIT AND RENEWAL APPLICATION FILED FOR THE ABOVE-IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 8 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1058. **ACCORDINGLY, THE SECTION 8 AFFIDAVIT IS ACCEPTED.**

NOTICE OF RENEWAL

15 U.S.C. Sec. 1059(a)

THE COMBINED AFFIDAVIT AND RENEWAL APPLICATION FILED FOR THE ABOVE-IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 9 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1059. **ACCORDINGLY, THE REGISTRATION IS RENEWED.**

THE REGISTRATION WILL REMAIN IN FORCE FOR CLASS(ES):
032.

MA, MACY L
PARALEGAL SPECIALIST
POST-REGISTRATION DIVISION
571-272-9500

**PLEASE SEE THE REVERSE SIDE OF THIS NOTICE FOR INFORMATION
CONCERNING REQUIREMENTS FOR MAINTAINING THIS REGISTRATION
ORIGINAL**

REQUIREMENTS FOR MAINTAINING A FEDERAL TRADEMARK REGISTRATION) SECTION 8: AFFIDAVIT

OF CONTINUED USE The registration shall remain in force for 10 years, except that the registration shall be canceled for failure to file an Affidavit of Continued Use under Section 8 of the Trademark Act, 15 U.S.C. Sec. 1058, at the end of each successive 10-year period following the date of registration.

Failure to file the Section 8 Affidavit will result in the cancellation of the registration.

ID) SECTION 9: APPLICATION FOR RENEWAL The registration shall remain in force for 10 years, subject to the provisions of Section 8, except that the registration shall expire for failure to file an Application for Renewal under Section 9 of the Trademark Act, 15 U.S.C. Sec. 1059, at the end of each successive 10-year period following the date of registration. **Failure to file the Application for Renewal will result in the expiration of the registration.**

NO FURTHER NOTICE OR REMINDER OF THESE REQUIREMENTS WILL BE SENT TO THE REGISTRANT BY THE PATENT AND TRADEMARK OFFICE. IT IS RECOMMENDED THAT THE REGISTRANT CONTACT THE PATENT AND TRADEMARK OFFICE APPROXIMATELY ONE YEAR BEFORE THE EXPIRATION OF THE TIME PERIODS SHOWN ABOVE TO DETERMINE APPROPRIATE REQUIREMENTS AND FEES.



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Typed Drawing

Word Mark	SUPER BIG GULP
Goods and Services	IC 032. US 045. G & S: SOFT DRINKS FOR CONSUMPTION ON OR OFF THE PREMISES. FIRST USE: 19830601. FIRST USE IN COMMERCE: 19830601
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73618074
Filing Date	September 4, 1986
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	October 6, 1987
Registration Number	1470871
Registration Date	December 29, 1987
Owner	(REGISTRANT) SOUTHLAND CORPORATION, THE CORPORATION TEXAS 2828 NORTH HASKELL AVENUE DALLAS TEXAS 75204 (LAST LISTED OWNER) 7-Eleven, Inc. CORPORATION TEXAS 2711 North Haskell Avenue DALLAS TEXAS 75204
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	DIANE G. ELDER
Prior Registrations	1110172
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20070506.
Renewal	1ST RENEWAL 20070506
Live/Dead Indicator	LIVE

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Serial Number: 73618074 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 1470871

Mark (words only): SUPER BIG GULP

Standard Character claim: No

Current Status: This registration has been renewed.

Date of Status: 2007-05-06

Filing Date: 1986-09-04

Transformed into a National Application: No

Registration Date: 1987-12-29

Register: Principal

Law Office Assigned: (NOT AVAILABLE)

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: 830 -Post Registration

Date In Location: 2007-05-06

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

1. 7-Eleven, Inc.

Address:

7-Eleven, Inc.
2711 North Haskell Avenue
DALLAS, TX 75204
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Texas

GOODS AND/OR SERVICES

International Class: 032

Class Status: Active

SOFT DRINKS FOR CONSUMPTION ON OR OFF THE PREMISES

Basis: 1(a)**First Use Date:** 1983-06-01**First Use in Commerce Date:** 1983-06-01

ADDITIONAL INFORMATION

Prior Registration Number(s):

1110172

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.

2008-03-03 - Notice Of Suit

2008-02-18 - Notice Of Suit

2007-05-06 - First renewal 10 year

2007-05-06 - Section 8 (10-year) accepted/ Section 9 granted

2007-05-06 - Assigned To Paralegal

2007-05-01 - Case File In TICRS

2007-03-05 - Combined Section 8 (10-year)/Section 9 filed

2007-03-05 - TEAS Section 8 & 9 Received

2006-02-24 - TEAS Change Of Correspondence Received

1993-05-24 - Section 8 (6-year) accepted & Section 15 acknowledged

1993-02-16 - Section 8 (6-year) and Section 15 Filed

1987-12-29 - Registered - Principal Register

1987-10-06 - Published for opposition

1987-09-04 - Notice of publication

1987-08-05 - Approved for Pub - Principal Register (Initial exam)

1986-12-18 - Non-final action mailed

1986-12-03 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

DIANE G. ELDER

Correspondent

DIANE G. ELDER

FOLEY & LARDNER LLP

321 N CLARK ST STE 2900

CHICAGO, IL 60610-4764

Phone Number: 312-832-4398

Fax Number: 312-832-4700



United States Patent and Trademark Office

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Assignments on the Web > Trademark Query

Trademark Assignment Abstract of Title

Total Assignments: 4

Serial #: 73618074

Filing Dt: 09/04/1986

Reg #: 1470871

Reg. Dt: 12/29/1987

Registrant: SOUTHLAND CORPORATION, THE

Mark: SUPER BIG GULP

Assignment: 1

Reel/Frame: 0587/0920

Received:

Recorded: 12/18/1987

Pages: 23

Conveyance: SECURITY INTEREST

Assignor: SOUTHLAND CORPORATION, THE

Exec Dt: 12/15/1987

Entity Type: CORPORATION

Citizenship: TEXAS

Entity Type: UNKNOWN

Citizenship: NONE

Assignee: CITICORP NORTH AMERICA, INC.

641 LEXINGTON, AVENUE
NEW YORK, NEW YORK 10043

Correspondent: SIDLEY & AUSTIN
1722 EYE STREET, N.W.
WASHINGTON, DC 20006

Assignment: 2

Reel/Frame: 1589/0551

Received: 06/30/1997

Recorded: 03/27/1997

Pages: 3

Conveyance: SECURITY AGREEMENT

Assignor: CITICORP NORTH AMERICA, INC.

Exec Dt: 02/28/1997

Entity Type: CORPORATION

Citizenship: DELAWARE

Entity Type: CORPORATION

Citizenship: TEXAS

Assignee: SOUTHLAND CORP., THE

2711 N. HASKELL
DALLAS, TEXAS 75221

Correspondent: WILDMAN, HARROLD, ALLEN & DIXON
JEFFREY E. MICHEL, ESQ.
225 WEST WACKER DRIVE
CHICAGO, IL 60606

Assignment: 3

Reel/Frame: 1597/0224

Received: 06/25/1997

Recorded: 03/27/1997

Pages: 4

Conveyance: SECURITY AGREEMENT

Assignor: CITICORP NORTH AMERICA, INC.

Exec Dt: 02/28/1997

Entity Type: CORPORATION

Citizenship: DELAWARE

Entity Type: CORPORATION

Citizenship: TEXAS

Assignee: SOUTHLAND CORP., THE

2711 N. HASKELL
DALLAS, TEXAS 75221

Correspondent: WILDMAN, HARROLD, ALLEN & DIXON
JEFFREY E. MICHEL, ESQ.
225 WEST WACKER DRIVE
CHICAGO, ILLINOIS 60606

Assignment: 4

Reel/Frame: 1909/0792

Received: 08/02/1999

Recorded: 05/07/1999

Pages: 7

Conveyance: CHANGE OF NAME

Assignor: SOUTHLAND CORPORATION, THE

Exec Dt: 04/28/1999

Entity Type: CORPORATION

Citizenship: TEXAS

Assignee: 7-ELEVEN, INC.

2711 NORTH HASKELL AVENUE
DALLAS, TEXAS 75204

Entity Type: CORPORATION

Citizenship: TEXAS

Correspondent: WILDMAN, HARROLD, ALLEN & DIXON

LAWRENCE S. WICK
225 W. WACKER DRIVE
CHICAGO, IL 60606

Search Results as of: 07/30/2010 03:05 PM

If you have any comments or questions concerning the data displayed, contact PRD / Assignments at 571-272-3350.
Web interface last modified: October 18, 2008 v.2.0.2

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REG. NO. 1,566,263



Nº 1566263

THE UNITED STATES OF AMERICA

CERTIFICATE OF REGISTRATION

This is to certify that the records of the Patent and Trademark Office show that an application was filed in said Office for registration of the Mark shown herein, a copy of said Mark and pertinent data from the Application being annexed hereto and made a part hereof,

And there having been due compliance with the requirements of the law and with the regulations prescribed by the Commissioner of Patents and Trademarks,

Upon examination, it appeared that the applicant was entitled to have said Mark registered under the Trademark Act of 1946, and the said Mark has been duly registered this day in the Patent and Trademark Office on the

PRINCIPAL REGISTER

to the registrant named herein.

This registration shall remain in force for Twenty Years unless sooner terminated as provided by law.



In Testimony Whereof I have hereunto set my hand and caused the seal of the Patent and Trademark Office to be affixed this fourteenth day of November, 1989.

Jeffrey M. Samuel

Acting Commissioner of Patents and Trademarks

Int. Cl.: 32

Prior U.S. Cl.: 45

United States Patent and Trademark Office

Reg. No. 1,566,263

Registered Nov. 14, 1989

**TRADEMARK
PRINCIPAL REGISTER**

DOUBLE GULP

**SOUTHLAND CORPORATION, THE (TEXAS
CORPORATION)
2828 NORTH HASKELL AVENUE
DALLAS, TX 75204**

**FIRST USE 7-15-1987; IN COMMERCE
5-0-1988.
OWNER OF U.S. REG. NOS. 1,110,172,
1,437,474, AND 1,470,871.**

**FOR: SOFT DRINKS FOR CONSUMPTION
ON AND OFF THE PREMISES, IN CLASS 32
(U.S. CL. 45).**

SER. NO. 785,856, FILED 3-10-1989.

**ALLISON C. MITCHELL, EXAMINING ATTOR-
NEY**



UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office
ASSISTANT SECRETARY AND COMMISSIONER
OF PATENTS AND TRADEMARKS
Washington, D.C. 20231

REGISTRATION NO. 1566263

SERIAL NO. 73/785856

PAPER NO.

MAILING DATE: 04/08/96

MARK: DOUBLE GULP

REGISTRANT: SOUTHLAND CORPORATION, THE

CORRESPONDENCE ADDRESS:

CRAIG S. FOCHLER
WILMAN, HARROLD, ALLEN & DIXON
225 WEST WACKER DRIVE
CHICAGO, IL 60606-1229

Please furnish the following
in all correspondence:

1. Your phone number and zip code.
2. Mailing date of this action.
3. Affidavit-Renewal Examiner's name.
4. The address of all correspondence not containing fees should include the words "Box 5".
5. Registration No.

RECEIPT IS ACKNOWLEDGED OF THE SUBMITTED REQUEST UNDER:

SECTION 8 OF THE TRADEMARK STATUTE AND 37 CFR SECS. 2.161-2.166.

SECTION 15 OF THE TRADEMARK STATUTE AND 37 CFR SECS. 2.167-2.168.

YOUR REQUEST FULFILLS THE STATUTORY REQUIREMENTS AND HAS BEEN ACCEPTED.

WYE JEAN SMITH
AFFIDAVIT-RENEWAL EXAMINER
TRADEMARK EXAMINING OPERATION
(703) 308-9500 EXT. 38

Side - 1



**NOTICE OF ACCEPTANCE OF §8
DECLARATION AND §9 RENEWAL
MAILING DATE: Feb 26, 2009**

The declaration and renewal application filed in connection with the registration identified below meets the requirements of Sections 8 and 9 of the Trademark Act, 15 U.S.C. §§1058 and 1059. The declaration is accepted and renewal is granted. The registration remains in force. For further information about this notice, visit our website at: <http://www.uspto.gov>. To review information regarding the referenced registration, go to <http://tarr.uspto.gov>.

REG NUMBER: 1566263
MARK: DOUBLE GULP
OWNER: 7-Eleven, Inc.

Side - 2

UNITED STATES PATENT AND TRADEMARK OFFICE
COMMISSIONER FOR TRADEMARKS
P.O. BOX 1451
ALEXANDRIA, VA 22313-1451

FIRST-CLASS
MAIL
U.S POSTAGE
PAID

Diane G. Elder
Foley & Lardner LLP
321 North Clark Street
Chicago, IL 60654



United States Patent and Trademark Office

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TESS was last updated on Fri Jul 30 04:02:21 EDT 2010

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Record 1 out of 1

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Typed Drawing

Word Mark	DOUBLE GULP
Goods and Services	IC 032. US 045. G & S: SOFT DRINKS FOR CONSUMPTION ON AND OFF THE PREMISES. FIRST USE: 19870715. FIRST USE IN COMMERCE: 19880500
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73785856
Filing Date	March 10, 1989
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	August 22, 1989
Registration Number	1566263
Registration Date	November 14, 1989
Owner	(REGISTRANT) SOUTHLAND CORPORATION, THE CORPORATION TEXAS 2828 NORTH HASKELL AVENUE DALLAS TEXAS 75204 (LAST LISTED OWNER) 7-Eleven, Inc. CORPORATION TEXAS 2711 North Haskell Avenue Dallas TEXAS 75204
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Diane G. Elder
Prior Registrations	1110172;1437474;1470871
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20090226.
Renewal	1ST RENEWAL 20090226
Live/Dead Indicator	LIVE

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Serial Number: 73785856 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 1566263

Mark (words only): DOUBLE GULP

Standard Character claim: No

Current Status: This registration has been renewed.

Date of Status: 2009-02-26

Filing Date: 1989-03-10

Transformed into a National Application: No

Registration Date: 1989-11-14

Register: Principal

Law Office Assigned: (NOT AVAILABLE)

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: 830 -Post Registration

Date In Location: 2009-02-26

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

1. 7-Eleven, Inc.

Address:

7-Eleven, Inc.
2711 North Haskell Avenue
Dallas, TX 75204
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Texas

GOODS AND/OR SERVICES

International Class: 032

Class Status: Active

SOFT DRINKS FOR CONSUMPTION ON AND OFF THE PREMISES

Basis: 1(a)

First Use Date: 1987-07-15

First Use in Commerce Date: 1988-05-00

ADDITIONAL INFORMATION

Prior Registration Number(s):

1110172

1437474

1470871

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.

2009-02-26 - First renewal 10 year

2009-02-26 - Section 8 (10-year) accepted/ Section 9 granted

2009-02-18 - Assigned To Paralegal

2009-02-16 - TEAS Section 8 & 9 Received

2008-11-24 - Case File In TICRS

2008-03-03 - Notice Of Suit

2008-02-18 - Notice Of Suit

2006-02-24 - TEAS Change Of Correspondence Received

1996-03-23 - Section 8 (6-year) accepted & Section 15 acknowledged

1995-07-19 - Section 8 (6-year) and Section 15 Filed

1989-11-14 - Registered - Principal Register

1989-08-22 - Published for opposition

1989-07-22 - Notice of publication

1989-06-03 - Approved for Pub - Principal Register (Initial exam)

1989-03-27 - Communication received from applicant

1989-05-11 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Diane G. Elder

Correspondent

Diane G. Elder

Foley & Lardner LLP

321 North Clark Street

Chicago IL 60654

Phone Number: 312-832-4452

Fax Number: 312-832-4700



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)**Assignments on the Web > Trademark Query****Trademark Assignment Abstract of Title****Total Assignments: 1****Serial #:** [73785856](#)**Filing Dt:** 03/10/1989**Reg #:** [1566263](#)**Reg. Dt:** 11/14/1989**Registrant:** SOUTHLAND CORPORATION, THE**Mark:** DOUBLE GULP**Assignment: 1****Reel/Frame:** [1909/0792](#)**Received:** 08/02/1999**Recorded:** 05/07/1999**Pages:** 7**Conveyance:** CHANGE OF NAME**Assignor:** [SOUTHLAND CORPORATION, THE](#)**Exec Dt:** 04/28/1999**Entity Type:** CORPORATION**Citizenship:** TEXAS**Assignee:** [7-ELEVEN, INC.](#)2711 NORTH HASKELL AVENUE
DALLAS, TEXAS 75204**Entity Type:** CORPORATION**Citizenship:** TEXAS**Correspondent:** WILDMAN, HARROLD, ALLEN & DIXON
LAWRENCE S. WICK
225 W. WACKER DRIVE
CHICAGO, IL 60606

Search Results as of: 07/30/2010 03:05 PM

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Web interface last modified: October 18, 2008 v.2.0.2

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REG. NO. 1,586,016

The United States of America



Nº 1586016

CERTIFICATE OF REGISTRATION

This is to certify that the records of the Patent and Trademark Office show that an application was filed in said Office for registration of the Mark shown herein, a copy of said Mark and pertinent data from the Application being annexed hereto and made a part hereof,

And there having been due compliance with the requirements of the law and with the regulations prescribed by the Commissioner of Patents and Trademarks,

Upon examination, it appeared that the applicant was entitled to have said Mark registered under the Trademark Act of 1946, as amended, and the said Mark has been duly registered this day in the Patent and Trademark Office on the

PRINCIPAL REGISTER

to the registrant named herein.

This registration shall remain in force for TEN years unless sooner terminated as provided by law.

In Testimony Whereof I have hereunto set my hand and caused the seal of the Patent and Trademark Office to be affixed this sixth day of March 1990.

A handwritten signature in cursive script, reading "Jeffrey M. Samuel".

Acting Commissioner of Patents and Trademarks

Int. Cl.: 32

Prior U.S. Cl.: 45

United States Patent and Trademark Office

Reg. No. 1,586,016

Registered Mar. 6, 1990

**TRADEMARK
PRINCIPAL REGISTER**

GULP

SOUTHLAND CORPORATION, THE (TEXAS
CORPORATION)
2828 NORTH HASKELL AVENUE
DALLAS, TX 75204

FIRST USE 3-0-1989; IN COMMERCE
3-0-1989.
OWNER OF U.S. REG. NOS. 1,110,172 AND
1,470,871.

FOR: SOFT DRINKS FOR CONSUMPTION
ON OR OFF THE PREMISES, IN CLASS 32 (U.S.
CL. 45).

SER. NO. 73-817,236, FILED 8-7-1989.
KENNETH D. BATTLE, EXAMINING ATTOR-
NEY



UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office
ASSISTANT SECRETARY AND COMMISSIONER
OF PATENTS AND TRADEMARKS
Washington, D.C. 20231

REGISTRATION NO. 1586016

SERIAL NO. 73/817236

PAPER NO.
MAILING DATE: 08/12/96

MARK: GULP

REGISTRANT: SOUTHLAND CORPORATION, THE

CORRESPONDENCE ADDRESS:

CRAIG S. FOCHLER
WILDMAN, HARROLD, ALLEN & DIXON
225 WEST WACKER DRIVE
CHICAGO, IL 60606-1229

Please furnish the following
in all correspondence:

1. Your phone number and zip code.
2. Mailing date of this action.
3. Affidavit-Renewal Examiner's name.
4. The address of all correspondence not containing fees should include the words "Box 5".
5. Registration No.

RECEIPT IS ACKNOWLEDGED OF THE SUBMITTED REQUEST UNDER:

SECTION 8 OF THE TRADEMARK STATUTE AND 37 CFR SECS. 2.161-2.166.

SECTION 15 OF THE TRADEMARK STATUTE AND 37 CFR SECS. 2.167-2.168.

YOUR REQUEST FULFILLS THE STATUTORY REQUIREMENTS AND HAS BEEN ACCEPTED.

RIMAS LUKAS
AFFIDAVIT-RENEWAL EXAMINER
TRADEMARK EXAMINING OPERATION
(703) 308-9500

The United States of America



CERTIFICATE OF RENEWAL

The registration shown in this certificate has been renewed in the United States Patent and Trademark Office to the named registrant.

The records of the United States Patent and Trademark Office show that an application for renewal of the registration for the mark shown in this Certificate was filed in the Office, that the application was examined and determined to be in compliance with the requirements of the law and with the regulations prescribed by the Director of the United States Patent and Trademark Office; and that the registrant is entitled to renewal of the registration for the mark under the Trademark Act of 1946, as Amended.

A copy of the Mark and pertinent data from the registration are part of this certificate.

This registration shall remain in force for TEN (10) years, unless terminated earlier as provided by law.



A handwritten signature in black ink, appearing to read "L. Ford".

Director of the United States Patent and Trademark Office

Int. Cl.: 32

Prior U.S. Cl.: 45

Reg. No. 1,586,016

United States Patent and Trademark Office

Registered Mar. 6, 1990

10 Year Renewal

Renewal Term Begins Mar. 6, 2000

**TRADEMARK
PRINCIPAL REGISTER**

GULP

7-ELEVEN, INC. (TEXAS CORPORATION)
2711 NORTH HASKELL AVENUE
DALLAS, TX 75204, BY CHANGE OF
NAME SOUTHLAND CORPORATION,
THE (TEXAS CORPORATION)
DALLAS, TX

OWNER OF U.S. REG. NOS. 1,110,172
AND 1,470,871.

FOR: SOFT DRINKS FOR CONSUMPTION
ON OR OFF THE PREMISES, IN
CLASS 32 (U.S. CL. 45).

FIRST USE 3-0-1989; IN COMMERCE
3-0-1989.

SER. NO. 73-817,236, FILED 8-7-1989.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on May 16, 2000.*

COMMISSIONER OF PATENTS AND TRADEMARKS



**NOTICE OF ACCEPTANCE OF §8
DECLARATION AND §9 RENEWAL
MAILING DATE: Mar 19, 2009**

The declaration and renewal application filed in connection with the registration identified below meets the requirements of Sections 8 and 9 of the Trademark Act, 15 U.S.C. §§1058 and 1059. The declaration is accepted and renewal is granted. The registration remains in force.

For further information about this notice, visit our website at:
<http://www.uspto.gov>. To review information regarding the referenced registration, go to <http://tarr.uspto.gov/>.

REG NUMBER: 1586016
MARK: GULP
OWNER: 7-ELEVEN, INC.



United States Patent and Trademark Office

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Typed Drawing

Word Mark	GULP
Goods and Services	IC 032. US 045. G & S: SOFT DRINKS FOR CONSUMPTION ON OR OFF THE PREMISES. FIRST USE: 19890300. FIRST USE IN COMMERCE: 19890300
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73817236
Filing Date	August 7, 1989
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	December 12, 1989
Registration Number	1586016
Registration Date	March 6, 1990
Owner	(REGISTRANT) SOUTHLAND CORPORATION, THE CORPORATION TEXAS 2828 NORTH HASKELL AVENUE DALLAS TEXAS 75204 (LAST LISTED OWNER) 7-ELEVEN, INC. CORPORATION BY CHANGE OF NAME TEXAS 1722 Routh Street Suite 1000 DALLAS TEXAS 75201
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Diane G. Elder
Prior Registrations	1110172;1470871
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20090319.
Renewal	1ST RENEWAL 20090319
Live/Dead Indicator	LIVE

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Serial Number: 73817236 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 1586016

Mark (words only): GULP

Standard Character claim: No

Current Status: This registration has been renewed.

Date of Status: 2009-03-19

Filing Date: 1989-08-07

Transformed into a National Application: No

Registration Date: 1990-03-06

Register: Principal

Law Office Assigned: (NOT AVAILABLE)

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: 830 -Post Registration

Date In Location: 2009-03-19

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

1. 7-ELEVEN, INC.

Address:

7-ELEVEN, INC.
1722 Routh Street Suite 1000
DALLAS, TX 75201
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Texas

GOODS AND/OR SERVICES

International Class: 032

Class Status: Active

SOFT DRINKS FOR CONSUMPTION ON OR OFF THE PREMISES

Basis: 1(a)**First Use Date:** 1989-03-00**First Use in Commerce Date:** 1989-03-00

ADDITIONAL INFORMATION

Prior Registration Number(s):

1110172

1470871

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.

2009-03-19 - First renewal 10 year

2009-03-19 - Section 8 (10-year) accepted/ Section 9 granted

2009-03-12 - Assigned To Paralegal

2009-03-10 - TEAS Section 8 & 9 Received

2008-11-18 - Case File In TICRS

2008-03-03 - Notice Of Suit

2008-02-18 - Notice Of Suit

2006-02-24 - TEAS Change Of Correspondence Received

2000-04-04 - First renewal 10 year

2000-04-04 - Section 9 granted/check record for Section 8

1999-10-20 - Combined Section 8 (10-year)/Section 9 filed

1996-07-22 - Section 8 (6-year) accepted & Section 15 acknowledged

1996-03-05 - Section 8 (6-year) and Section 15 Filed

1990-03-06 - Registered - Principal Register

1989-12-12 - Published for opposition

1989-11-10 - Notice of publication

1989-09-28 - Approved for Pub - Principal Register (Initial exam)

1989-09-28 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Diane G. Elder

Correspondent

Diane G. Elder

Foley & Lardner LLP

321 North Clark Street

Chicago IL 60654

Phone Number: 312-832-4452

Fax Number: 312-832-4700



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Trademark Assignment Abstract of Title

Total Assignments: 1**Serial #:** [73817236](#)**Filing Dt:** 08/07/1989**Reg #:** [1586016](#)**Reg. Dt:** 03/06/1990**Registrant:** SOUTHLAND CORPORATION, THE**Mark:** GULP**Assignment: 1****Reel/Frame:** [1909/0792](#)**Received:** 08/02/1999**Recorded:** 05/07/1999**Pages:** 7**Conveyance:** CHANGE OF NAME**Assignor:** [SOUTHLAND CORPORATION, THE](#)**Exec Dt:** 04/28/1999**Entity Type:** CORPORATION**Citizenship:** TEXAS**Assignee:** [7-ELEVEN, INC.](#)2711 NORTH HASKELL AVENUE
DALLAS, TEXAS 75204**Entity Type:** CORPORATION**Citizenship:** TEXAS**Correspondent:** WILDMAN, HARROLD, ALLEN & DIXONLAWRENCE S. WICK
225 W. WACKER DRIVE
CHICAGO, IL 60606

Search Results as of: 07/30/2010 03:06 PM

If you have any comments or questions concerning the data displayed, contact PRD / Assignments at 571-272-3350.

Web interface last modified: October 18, 2008 v.2.0.2

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REG. NO. 1,615,968

The United States of America



Nº 1615968

CERTIFICATE OF REGISTRATION

This is to certify that the records of the Patent and Trademark Office show that an application was filed in said Office for registration of the Mark shown herein, a copy of said Mark and pertinent data from the Application being annexed hereto and made a part hereof,

And there having been due compliance with the requirements of the law and with the regulations prescribed by the Commissioner of Patents and Trademarks,

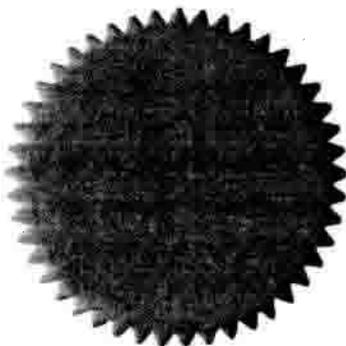
Upon examination, it appeared that the applicant was entitled to have said Mark registered under the Trademark Act of 1946, as amended, and the said Mark has been duly registered this day in the Patent and Trademark Office on the

PRINCIPAL REGISTER

to the registrant named herein.

This registration shall remain in force for TEN years unless sooner terminated as provided by law.

In Testimony Whereof I have hereunto set my hand and caused the seal of the Patent and Trademark Office to be affixed this second day of October 1990.



Harry F. Mansbach, Jr.

Commissioner of Patents and Trademarks

Int. Cl.: 32

Prior U.S. Cl.: 45

United States Patent and Trademark Office

Reg. No. 1,615,968

Registered Oct. 2, 1990

**TRADEMARK
PRINCIPAL REGISTER**

**DOUBLE
GULP**

SOUTHLAND CORPORATION, THE (TEXAS
CORPORATION)
2711 NORTH HASKELL AVENUE
DALLAS, TX 75204

FOR: SOFT DRINKS FOR CONSUMPTION
ON OR OFF THE PREMISES, IN CLASS 32 (U.S.
CL. 45).

FIRST USE 7-15-1987; IN COMMERCE
5-0-1988.

OWNER OF U.S. REG. NOS. 1,110,172, 1,566,263
AND OTHERS.

THE MARK CONSISTS OF THE STYLIZED
WORDS, "DOUBLE GULP".

SER. NO. 74-002,867, FILED 11-16-1989.

STEVEN R. FINE, EXAMINING ATTORNEY



UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office
ASSISTANT SECRETARY AND COMMISSIONER
OF PATENTS AND TRADEMARKS
Washington, D.C. 20231

REGISTRATION NO. 1615968

SERIAL NO. 74/002867

PAPER NO.

MAILING DATE: 09/16/96

MARK: DOUBLE GULP (STYLIZED)

REGISTRANT: SOUTHLAND CORPORATION, THE

CORRESPONDENCE ADDRESS:

Craig S. Fochler
Allen & Dixon
225 West Wacker Drive
Chicago, IL 60606-1229

Please furnish the following
in all correspondence:

1. Your phone number and zip code.
2. Mailing date of this action.
3. Affidavit-Renewal Examiner's name.
4. The address of all correspondence not containing fees should include the words "Box 5".
5. Registration No.

RECEIPT IS ACKNOWLEDGED OF THE SUBMITTED REQUEST UNDER:

SECTION 8 OF THE TRADEMARK STATUTE AND 37 CFR SECS. 2.161-2.166.

SECTION 15 OF THE TRADEMARK STATUTE AND 37 CFR SECS. 2.167-2.168.

YOUR REQUEST FULFILLS THE STATUTORY REQUIREMENTS AND HAS BEEN ACCEPTED.

SHARON CAMPBELL
AFFIDAVIT-RENEWAL EXAMINER
TRADEMARK EXAMINING OPERATION
(703) 308-9500 EXT. 209

Side - 1



**NOTICE OF ACCEPTANCE OF §8
DECLARATION AND §9 RENEWAL
MAILING DATE: Jun 5, 2010**

The declaration and renewal application filed in connection with the registration identified below meets the requirements of Sections 8 and 9 of the Trademark Act, 15 U.S.C. §§1058 and 1059. The declaration is accepted and renewal is granted. The registration remains in force. For further information about this notice, visit our website at: <http://www.uspto.gov>. To review information regarding the referenced registration, go to <http://tarr.uspto.gov>.

REG NUMBER: 1615968
MARK: DOUBLE GULP
OWNER: 7-ELEVEN, INC.

Side - 2

UNITED STATES PATENT AND TRADEMARK OFFICE
COMMISSIONER FOR TRADEMARKS
P.O. BOX 1451
ALEXANDRIA, VA 22313-1451

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Diane G. Elder
FOLEY & LARDNER LLP
321 North Clark Street, Suite 2800
CHICAGO, IL 60654



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Record 1 out of 1[TARR Status](#)[ASSIGN Status](#)[TDR](#)[TTAB Status](#)*(Use the "Back" button of the Internet**Browser to return to TESS)***DOUBLE
GULP**

Word Mark	DOUBLE GULP
Goods and Services	IC 032. US 045. G & S: SOFT DRINKS FOR CONSUMPTION ON OR OFF THE PREMISES. FIRST USE: 19870715. FIRST USE IN COMMERCE: 19880500
Mark Drawing Code	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Serial Number	74002867
Filing Date	November 16, 1989
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	July 10, 1990
Registration Number	1615968
Registration Date	October 2, 1990
Owner	(REGISTRANT) SOUTHLAND CORPORATION, THE CORPORATION TEXAS 2711 NORTH HASKELL AVENUE DALLAS TEXAS 75204 (LAST LISTED OWNER) 7-ELEVEN, INC. CORPORATION BY CHANGE OF NAME TEXAS 1722 Routh Street, Suite 100 DALLAS TEXAS 75201
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Diane G. Elder
Prior	

Registrations 1110172;1437474;1470871;1566263;AND OTHERS
Description of Mark THE MARK CONSISTS OF THE STYLIZED WORDS, "DOUBLE GULP".
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20100605.
Renewal 2ND RENEWAL 20100605
Live/Dead Indicator LIVE

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Serial Number: 74002867 Assignment Information Trademark Document Retrieval

Registration Number: 1615968

Mark

The logo consists of the words "DOUBLE" and "GULP" stacked vertically. Both words are rendered in a bold, black, sans-serif font. The letters are thick and closely spaced, with a slightly irregular, hand-drawn appearance. The "G" in "GULP" is particularly large and stylized, with a thick stroke.

(words only): DOUBLE GULP

Standard Character claim: No

Current Status: This registration has been renewed.

Date of Status: 2010-06-05

Filing Date: 1989-11-16

Transformed into a National Application: No

Registration Date: 1990-10-02

Register: Principal

Law Office Assigned: (NOT AVAILABLE)

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: (NOT AVAILABLE)

Date In Location: 2010-06-05

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

1. 7-ELEVEN, INC.

Address:

7-ELEVEN, INC.
1722 Routh Street, Suite 100

DALLAS, TX 75201
United States
Legal Entity Type: Corporation
State or Country of Incorporation: Texas

GOODS AND/OR SERVICES

International Class: 032
Class Status: Active
SOFT DRINKS FOR CONSUMPTION ON OR OFF THE PREMISES
Basis: 1(a)
First Use Date: 1987-07-15
First Use in Commerce Date: 1988-05-00

ADDITIONAL INFORMATION

Description of Mark: THE MARK CONSISTS OF THE STYLIZED WORDS, "DOUBLE GULP".

Prior Registration Number(s):

1110172
1437474
1470871
1566263

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.

2010-06-05 - Second renewal 10 year
2010-06-05 - Section 8 (10-year) accepted/ Section 9 granted
2010-06-03 - Case Assigned To Post Registration Paralegal
2010-05-27 - TEAS Section 8 & 9 Received
2008-03-03 - Notice Of Suit
2008-02-18 - Notice Of Suit
2007-09-28 - Case File In TICRS
2006-02-24 - TEAS Change Of Correspondence Received

2001-03-30 - First renewal 10 year
2001-03-30 - Section 8 (10-year) accepted/ Section 9 granted
2001-03-12 - Post Registration action mailed Sections 8 & 9
2000-10-20 - Combined Section 8 (10-year)/Section 9 filed
1996-08-23 - Section 8 (6-year) accepted & Section 15 acknowledged
1996-03-05 - Section 8 (6-year) and Section 15 Filed
1990-10-02 - Registered - Principal Register
1990-07-10 - Published for opposition
1990-06-09 - Notice of publication
1990-04-13 - Approved for Pub - Principal Register (Initial exam)
1990-04-06 - Communication received from applicant
1990-02-20 - Non-final action mailed
1990-01-02 - Communication received from applicant
1990-02-08 - Assigned To Examiner
1990-02-01 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Diane G. Elder

Correspondent

Diane G. Elder

FOLEY & LARDNER LLP

321 North Clark Street, Suite 2800

CHICAGO IL 60654

Phone Number: 312-832-4552

Fax Number: 312-832-4700



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Trademark Assignment Abstract of Title

Total Assignments: 1**Serial #:** [74002867](#)**Filing Dt:** 11/16/1989**Reg #:** [1615968](#)**Reg. Dt:** 10/02/1990**Registrant:** SOUTHLAND CORPORATION, THE**Mark:** DOUBLE GULP**Assignment: 1****Reel/Frame:** [1909/0792](#)**Received:** 08/02/1999**Recorded:** 05/07/1999**Pages:** 7**Conveyance:** CHANGE OF NAME**Assignor:** [SOUTHLAND CORPORATION, THE](#)**Exec Dt:** 04/28/1999**Entity Type:** CORPORATION**Citizenship:** TEXAS**Assignee:** [7-ELEVEN, INC.](#)2711 NORTH HASKELL AVENUE
DALLAS, TEXAS 75204**Entity Type:** CORPORATION**Citizenship:** TEXAS**Correspondent:** WILDMAN, HARROLD, ALLEN & DIXONLAWRENCE S. WICK
225 W. WACKER DRIVE
CHICAGO, IL 60606

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Web interface last modified: October 18, 2008 v.2.0.2

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REG. NO. 2,494,955

The United States of America



CERTIFICATE OF REGISTRATION PRINCIPAL REGISTER

The Mark shown in this certificate has been registered in the United States Patent and Trademark Office to the named registrant.

The records of the United States Patent and Trademark Office show that an application for registration of the Mark shown in this Certificate was filed in the Office; that the application was examined and determined to be in compliance with the requirements of the law and with the regulations prescribed by the Director of the United States Patent and Trademark Office; and that the Applicant is entitled to registration of the Mark under the Trademark Act of 1946, as Amended.

A copy of the Mark and pertinent data from the application are part of this certificate.

This registration shall remain in force for TEN (10) years, unless terminated earlier as provided by law, and subject to compliance with the provisions of Section 8 of the Trademark Act of 1946, as Amended.



Nicholas P. Ebdici

Acting Director of the United States Patent and Trademark Office

Int. Cls.: 21 and 32

Prior U.S. Cls.: 2, 13, 23, 29, 30, 33, 40, 45, 46, 48, and 50

United States Patent and Trademark Office

Reg. No. 2,494,955

Registered Oct. 2, 2001

**TRADEMARK
PRINCIPAL REGISTER**

CAR GULP

7-ELEVEN, INC. (TEXAS CORPORATION)
2711 NORTH HASKELL AVENUE
DALLAS, TX 75204

FOR: REUSABLE PLASTIC CUPS, IN CLASS 21
(U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 2-29-2000; IN COMMERCE 2-29-2000.

FOR: SOFT DRINKS FOR CONSUMPTION ON
OR OFF THE PREMISES, IN CLASS 32 (U.S. CLS. 45,
46 AND 48).

FIRST USE 2-29-2000; IN COMMERCE 2-29-2000.

SN 75-827,544, FILED 10-20-1999.

GEORGIA CARTY, EXAMINING ATTORNEY



UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451
www.uspto.gov

REGISTRATION NO: 2494955 SERIAL NO: 75/827544 MAILING DATE: 08/05/2007
REGISTRATION DATE: 10/02/2001
MARK: CAR GULP
REGISTRATION OWNER: 7-Eleven, Inc.

CORRESPONDENCE ADDRESS:

Diane G. Elder
Foley & Lardner LLP
321 North Clark Street
Chicago IL 60610-4764

NOTICE OF ACCEPTANCE

15 U.S.C. Sec. 1058(a)(1)

THE COMBINED AFFIDAVIT FILED FOR THE ABOVE-IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 8 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1058. **ACCORDINGLY, THE SECTION 8 AFFIDAVIT IS ACCEPTED.**

NOTICE OF ACKNOWLEDGEMENT

15 U.S.C. Sec. 1065

THE AFFIDAVIT FILED FOR THE ABOVE-IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 15 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1065. **ACCORDINGLY, THE SECTION 15 AFFIDAVIT IS ACKNOWLEDGED.**

THE REGISTRATION WILL REMAIN IN FORCE FOR CLASS(ES):

021, 032.

ROBERSON, FAITH
PARALEGAL SPECIALIST
POST-REGISTRATION DIVISION
571-272-9500

**PLEASE SEE THE REVERSE SIDE OF THIS NOTICE FOR INFORMATION
CONCERNING REQUIREMENTS FOR MAINTAINING THIS REGISTRATION
ORIGINAL**

**REQUIREMENTS FOR MAINTAINING A FEDERAL TRADEMARK REGISTRATION) SECTION 8: AFFIDAVIT
OF CONTINUED USE** The registration shall remain in force for 10 years, except that the registration

shall be canceled for failure to file an Affidavit of Continued Use under Section 8 of the Trademark Act, 15 U.S.C. Sec. 1058, at the end of each successive 10-year period following the date of registration.

Failure to file the Section 8 Affidavit will result in the cancellation of the registration.

II) SECTION 9: APPLICATION FOR RENEWAL The registration shall remain in force for 10 years, subject to the provisions of Section 8, except that the registration shall expire for failure to file an Application for Renewal under Section 9 of the Trademark Act, 15 U.S.C. Sec. 1059, at the end of each successive 10-year period following the date of registration. **Failure to file the Application for Renewal will result in the expiration of the registration.**

NO FURTHER NOTICE OR REMINDER OF THESE REQUIREMENTS WILL BE SENT TO THE REGISTRANT BY THE PATENT AND TRADEMARK OFFICE. IT IS RECOMMENDED THAT THE REGISTRANT CONTACT THE PATENT AND TRADEMARK OFFICE APPROXIMATELY ONE YEAR BEFORE THE EXPIRATION OF THE TIME PERIODS SHOWN ABOVE TO DETERMINE APPROPRIATE REQUIREMENTS AND FEES.



United States Patent and Trademark Office

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Record 1 out of 1[TARR Status](#) | [ASSIGN Status](#) | [TDR](#) | [TTAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)**Typed Drawing**

Word Mark CAR GULP

Goods and Services IC 021. US 002 013 023 029 030 033 040 050. G & S: reusable plastic cups. FIRST USE: 20000229. FIRST USE IN COMMERCE: 20000229

IC 032. US 045 046 048. G & S: soft drinks for consumption on or off the premises. FIRST USE: 20000229. FIRST USE IN COMMERCE: 20000229

Mark Drawing Code (1) TYPED DRAWING

Serial Number 75827544

Filing Date October 20, 1999

Current Filing Basis 1A

Original Filing Basis 1B

Published for Opposition June 20, 2000

Registration Number **2494955**

Registration Date October 2, 2001

Owner (REGISTRANT) 7-Eleven, Inc. CORPORATION TEXAS 2711 North Haskell Avenue Dallas TEXAS 75204

Attorney of Record Diane G. Elder

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR).

Live/Dead Indicator LIVE

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Serial Number: 75827544 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 2494955

Mark (words only): CAR GULP

Standard Character claim: No

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

Date of Status: 2007-08-05

Filing Date: 1999-10-20

Transformed into a National Application: No

Registration Date: 2001-10-02

Register: Principal

Law Office Assigned: LAW OFFICE 111

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: 830 -Post Registration

Date In Location: 2007-08-05

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

1. 7-Eleven, Inc.

Address:

7-Eleven, Inc.
2711 North Haskell Avenue
Dallas, TX 75204
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Texas

GOODS AND/OR SERVICES

International Class: 021

Class Status: Active

reusable plastic cups

Basis: 1(a)

First Use Date: 2000-02-29

First Use in Commerce Date: 2000-02-29

International Class: 032

Class Status: Active

soft drinks for consumption on or off the premises

Basis: 1(a)

First Use Date: 2000-02-29

First Use in Commerce Date: 2000-02-29

ADDITIONAL INFORMATION

(NOT AVAILABLE)

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.

2008-03-03 - Notice Of Suit

2008-02-18 - Notice Of Suit

2007-08-05 - Section 8 (6-year) accepted & Section 15 acknowledged

2007-07-23 - Assigned To Paralegal

2007-06-26 - Section 8 (6-year) and Section 15 Filed

2007-06-26 - TEAS Section 8 & 15 Received

2007-01-25 - Case File In TICRS

2006-02-24 - TEAS Change Of Correspondence Received

2001-10-02 - Registered - Principal Register

2001-08-01 - Allowed for Registration - Principal Register (SOU accepted)

2001-07-11 - Assigned To Examiner

2001-06-30 - Statement Of Use Processing Complete

2001-01-24 - Use Amendment Filed
2000-09-12 - Noa Mailed - SOU Required From Applicant
2000-06-20 - Published for opposition
2000-05-19 - Notice of publication
2000-04-06 - Approved For Pub - Principal Register
2000-03-31 - Assigned To Examiner
2000-03-09 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Diane G. Elder

Correspondent

Diane G. Elder
Foley & Lardner LLP
321 North Clark Street
Chicago IL 60610-4764
Phone Number: 312-832-4398
Fax Number: 312-832-4700



United States Patent and Trademark Office

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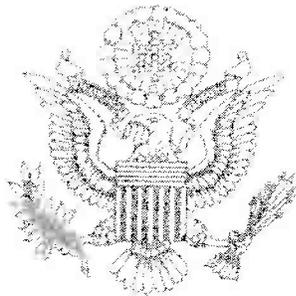
For Serial Number: 75827544

If you have any comments or questions concerning the data displayed, contact PRD / Assignments at 571-272-3350.
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REG. NO. 2,749,708

The United States of America



CERTIFICATE OF REGISTRATION PRINCIPAL REGISTER

The Mark shown in this certificate has been registered in the United States Patent and Trademark Office to the named registrant.

The records of the United States Patent and Trademark Office show that an application for registration of the Mark shown in this Certificate was filed in the Office; that the application was examined and determined to be in compliance with the requirements of the law and with the regulations prescribed by the Director of the United States Patent and Trademark Office; and that the Applicant is entitled to registration of the Mark under the Trademark Act of 1946, as Amended.

A copy of the Mark and pertinent data from the application are part of this certificate.

This registration shall remain in force for TEN (10) years, unless terminated earlier as provided by law, and subject to compliance with the provisions of Section 8 of the Trademark Act of 1946, as Amended.



A handwritten signature in black ink, appearing to read "James P. Rogan".

Director of the United States Patent and Trademark Office

Int. Cl.: 32

Prior U.S. Cls.: 45, 46 and 48

United States Patent and Trademark Office

Reg. No. 2,749,708

Registered Aug. 12, 2003

**TRADEMARK
PRINCIPAL REGISTER**

BIG GULP FLAVOR SHOT

7-ELEVEN, INC. (TEXAS CORPORATION)
2711 NORTH HASKELL AVENUE
DALLAS, TX 75204

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "FLAVOR SHOT", APART FROM
THE MARK AS SHOWN.

FOR: SOFT DRINKS AND SYRUPS OR CONCEN-
TRATES ADDED TO SOFT DRINKS FOR CON-
SUMPTION ON OR OFF THE PREMISES, IN CLASS
32 (U.S. CLS. 45, 46 AND 48).

SER. NO. 76-399,944, FILED 4-23-2002.

FIRST USE 4-30-2002; IN COMMERCE 4-30-2002.

GEORGIA CARTY, EXAMINING ATTORNEY

Side - 1



**NOTICE OF ACCEPTANCE AND
ACKNOWLEDGEMENT OF §§8 & 15
DECLARATION
MAILING DATE: Apr 24, 2009**

The combined declaration of use and incontestability filed in connection with the registration identified below meets the requirements of Sections 8 and 15 of the Trademark Act, 15 U.S.C. §1058 and 1065. The combined declaration is accepted and acknowledged. The registration remains in force. For further information about this notice, visit our website at: <http://www.uspto.gov>. To review information regarding the referenced registration, go to <http://tarr.uspto.gov>.

REG NUMBER: 2749708
MARK: BIG GULP FLAVOR SHOT
OWNER: 7-Eleven, Inc.

Side - 2

UNITED STATES PATENT AND TRADEMARK OFFICE
COMMISSIONER FOR TRADEMARKS
P.O. BOX 1451
ALEXANDRIA, VA 22313-1451

FIRST-CLASS
MAIL
U.S POSTAGE
PAID

Diane G. Elder
Foley & Lardner LLP
321 North Clark Street
Chicago, IL 60654



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Record 1 out of 1[TARR Status](#) | [ASSIGN Status](#) | [TDR](#) | [TTAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)**Typed Drawing**

Word Mark	BIG GULP FLAVOR SHOT
Goods and Services	IC 032. US 045 046 048. G & S: soft drinks and syrups or concentrates added to soft drinks for consumption on or off the premises. FIRST USE: 20020430. FIRST USE IN COMMERCE: 20020430
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	76399944
Filing Date	April 23, 2002
Current Filing Basis	1A
Original Filing Basis	1B
Published for Opposition	May 20, 2003
Registration Number	2749708
Registration Date	August 12, 2003
Owner	(REGISTRANT) 7-Eleven, Inc. CORPORATION TEXAS 2711 North Haskell Avenue Dallas TEXAS 75204
Attorney of Record	Diane G. Elder
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "FLAVOR SHOT" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR).
Live/Dead Indicator	LIVE

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Serial Number: 76399944 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 2749708

Mark (words only): BIG GULP FLAVOR SHOT

Standard Character claim: No

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

Date of Status: 2009-04-24

Filing Date: 2002-04-23

Transformed into a National Application: No

Registration Date: 2003-08-12

Register: Principal

Law Office Assigned: LAW OFFICE 111

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: 830 -Post Registration

Date In Location: 2009-04-24

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

1. 7-Eleven, Inc.

Address:

7-Eleven, Inc.
2711 North Haskell Avenue
Dallas, TX 75204
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Texas

GOODS AND/OR SERVICES

International Class: 032

Class Status: Active

soft drinks and syrups or concentrates added to soft drinks for consumption on or off the premises

Basis: 1(a)

First Use Date: 2002-04-30

First Use in Commerce Date: 2002-04-30

ADDITIONAL INFORMATION

Disclaimer: "FLAVOR SHOT"

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.

2009-04-24 - Section 8 (6-year) accepted & Section 15 acknowledged

2009-04-24 - Assigned To Paralegal

2009-04-22 - TEAS Section 8 & 15 Received

2008-08-28 - Case File In TICRS

2008-03-03 - Notice Of Suit

2008-02-18 - Notice Of Suit

2006-02-24 - TEAS Change Of Correspondence Received

2003-08-12 - Registered - Principal Register

2003-05-20 - Published for opposition

2003-04-30 - Notice of publication

2003-03-27 - Approved for Pub - Principal Register (Initial exam)

2003-03-27 - Amendment to Use approved

2003-03-27 - Previous Allowance Count Withdrawn

2003-03-12 - Approved For Pub - Principal Register

2003-02-24 - Communication received from applicant

2003-02-24 - TEAS Response to Office Action Received

2003-02-14 - Final refusal mailed
2002-11-14 - Communication received from applicant
2002-12-06 - Communication received from applicant
2002-11-27 - Disapproval of Amendment to use mailed
2002-11-25 - AMENDMENT OF ALLEGED USE DISAPPROVED
2002-11-25 - Previous Action Count Withdrawn
2002-11-14 - TEAS Response to Office Action Received
2002-10-29 - Communication received from applicant
2002-11-08 - Amendment To Use Processing Complete
2002-10-29 - Use Amendment Filed
2002-10-29 - TEAS Amendment of Use Received
2002-11-27 - Non-final action mailed
2002-08-26 - Assigned To Examiner
2002-08-07 - Assigned To Examiner
2002-08-07 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Diane G. Elder

Correspondent

Diane G. Elder

Foley & Lardner LLP

321 North Clark Street

Chicago IL 60654

Phone Number: 312-832-4552

Fax Number: 312-832-4700



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For Serial Number: 76399944

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REG. NO. 2,928,007

The United States of America



CERTIFICATE OF REGISTRATION PRINCIPAL REGISTER

The Mark shown in this certificate has been registered in the United States Patent and Trademark Office to the named registrant.

The records of the United States Patent and Trademark Office show that an application for registration of the Mark shown in this Certificate was filed in the Office; that the application was examined and determined to be in compliance with the requirements of the law and with the regulations prescribed by the Director of the United States Patent and Trademark Office; and that the Applicant is entitled to registration of the Mark under the Trademark Act of 1946, as Amended.

A copy of the Mark and pertinent data from the application are part of this certificate.

To avoid CANCELLATION of the registration, the owner of the registration must submit a declaration of continued use or excusable non-use between the fifth and sixth years after the registration date. (See next page for more information.) Assuming such a declaration is properly filed, the registration will remain in force for ten (10) years, unless terminated by an order of the Commissioner for Trademarks or a federal court. (See next page for information on maintenance requirements for successive ten-year periods.)



A handwritten signature in black ink, reading "Jon W. I. Dudas".

Director of the United States Patent and Trademark Office

Int. Cls.: 21 and 32

Prior U.S. Cls.: 2, 13, 23, 29, 30, 33, 40, 45, 46, 48 and
50

United States Patent and Trademark Office

Reg. No. 2,928,007

Registered Feb. 22, 2005

TRADEMARK
PRINCIPAL REGISTER

PRO CAR GULP

7-ELEVEN, INC. (TEXAS CORPORATION)
2711 NORTH HASKELL AVENUE
DALLAS, TX 75204

FOR: REUSABLE PLASTIC CUPS, IN CLASS 21
(U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 4-1-2004; IN COMMERCE 4-1-2004.

FOR: SOFT DRINKS FOR CONSUMPTION ON
OR OFF THE PREMISES, IN CLASS 32 (U.S. CLS. 45,
46 AND 48).

FIRST USE 4-1-2004; IN COMMERCE 4-1-2004.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 2,494,955.

SER. NO. 78-376,439, FILED 3-1-2004.

LINDA POWELL, EXAMINING ATTORNEY



United States Patent and Trademark Office

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Record 1 out of 1[TARR Status](#) [ASSIGN Status](#) [TDR](#) [TTAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)**PRO CAR GULP**

Word Mark	PRO CAR GULP
Goods and Services	IC 021. US 002 013 023 029 030 033 040 050. G & S: Reusable plastic cups. FIRST USE: 20040401. FIRST USE IN COMMERCE: 20040401
	IC 032. US 045 046 048. G & S: Soft drinks for consumption on or off the premises. FIRST USE: 20040401. FIRST USE IN COMMERCE: 20040401
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	78376439
Filing Date	March 1, 2004
Current Filing Basis	1A
Original Filing Basis	1B
Published for Opposition	November 30, 2004
Registration Number	2928007
Registration Date	February 22, 2005
Owner	(REGISTRANT) 7-Eleven, Inc. CORPORATION TEXAS 2711 North Haskell Avenue Dallas TEXAS 75204
Attorney of Record	Diane G. Elder
Prior Registrations	2494955
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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Serial Number: 78376439 Assignment Information Trademark Document Retrieval

Registration Number: 2928007

Mark

PRO CAR GULP

(words only): PRO CAR GULP

Standard Character claim: Yes

Current Status: Registered.

Date of Status: 2005-02-22

Filing Date: 2004-03-01

Transformed into a National Application: No

Registration Date: 2005-02-22

Register: Principal

Law Office Assigned: LAW OFFICE 106

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: 650 -Publication And Issue Section

Date In Location: 2005-02-22

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

1. 7-Eleven, Inc.

Address:

7-Eleven, Inc.
2711 North Haskell Avenue

Dallas, TX 75204
United States
Legal Entity Type: Corporation
State or Country of Incorporation: Texas

GOODS AND/OR SERVICES

International Class: 021
Class Status: Active
Reusable plastic cups
Basis: 1(a)
First Use Date: 2004-04-01
First Use in Commerce Date: 2004-04-01

International Class: 032
Class Status: Active
Soft drinks for consumption on or off the premises
Basis: 1(a)
First Use Date: 2004-04-01
First Use in Commerce Date: 2004-04-01

ADDITIONAL INFORMATION

Prior Registration Number(s):
2494955

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.

2006-02-24 - TEAS Change Of Correspondence Received
2005-02-22 - Registered - Principal Register
2004-11-30 - Published for opposition
2004-11-10 - Notice of publication
2004-10-19 - Assigned To Examiner
2004-09-29 - Law Office Publication Review Completed
2004-09-21 - Assigned To LIE

2004-09-20 - Approved for Pub - Principal Register (Initial exam)

2004-09-20 - Amendment to Use approved

2004-09-20 - Amendment To Use Processing Complete

2004-04-23 - Use Amendment Filed

2004-09-20 - Amendment From Applicant Entered

2004-04-23 - Communication received from applicant

2004-09-20 - Assigned To LIE

2004-09-17 - Assigned To Examiner

2004-04-23 - TEAS Amendment of Use Received

2004-03-17 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Diane G. Elder

Correspondent

Charles R. Mandly, Jr.

Foley & Lardner LLP

Suite 2900

321 North Clark Street

Chicago IL 60610-4764

Phone Number: 312-832-4398

Fax Number: 312-832-4700



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For Serial Number: 78376439

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Web interface last modified: October 18, 2008 v.2.0.2

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REG. NO. 2,997,248

The United States of America



CERTIFICATE OF REGISTRATION PRINCIPAL REGISTER

The Mark shown in this certificate has been registered in the United States Patent and Trademark Office to the named registrant.

The records of the United States Patent and Trademark Office show that an application for registration of the Mark shown in this Certificate was filed in the Office; that the application was examined and determined to be in compliance with the requirements of the law and with the regulations prescribed by the Director of the United States Patent and Trademark Office; and that the Applicant is entitled to registration of the Mark under the Trademark Act of 1946, as Amended.

A copy of the Mark and pertinent data from the application are part of this certificate.

To avoid CANCELLATION of the registration, the owner of the registration must submit a declaration of continued use or excusable non-use between the fifth and sixth years after the registration date. (See next page for more information.) Assuming such a declaration is properly filed, the registration will remain in force for ten (10) years, unless terminated by an order of the Commissioner for Trademarks or a federal court. (See next page for information on maintenance requirements for successive ten-year periods.)



John W. F. Jones

Director of the United States Patent and Trademark Office

Int. Cl.: 32

Prior U.S. Cls.: 45, 46 and 48

United States Patent and Trademark Office

Reg. No. 2,997,248

Registered Sep. 20, 2005

**TRADEMARK
PRINCIPAL REGISTER**

**BIG GULP SODA
FLOAT**

7-ELEVEN, INC. (TEXAS CORPORATION)
2711 NORTH HASKELL AVENUE
DALLAS, TX 75204

OWNER OF U.S. REG. NOS. 1,110,172, 2,718,348,
AND 2,749,708.

FOR: SOFT DRINKS CONTAINING ICE CREAM
FOR CONSUMPTION ON OR OFF THE PREMISES,
IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "SODA FLOAT", APART FROM
THE MARK AS SHOWN.

FIRST USE 8-16-2004; IN COMMERCE 8-16-2004.

SER. NO. 78-367,791, FILED 2-13-2004.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

RONALD AIKENS, EXAMINING ATTORNEY



United States Patent and Trademark Office

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Record 1 out of 1[TARR Status](#) [ASSIGN Status](#) [TDR](#) [TTAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)**BIG GULP SODA
FLOAT**

Word Mark BIG GULP SODA FLOAT

Goods and Services IC 032. US 045 046 048. G & S: Soft drinks containing ice cream for consumption on or off the premises. FIRST USE: 20040816. FIRST USE IN COMMERCE: 20040816

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 78367791

Filing Date February 13, 2004

Current Filing Basis 1A

Original Filing Basis 1B

Published for Opposition June 28, 2005

Registration Number **2997248**

Registration Date September 20, 2005

Owner (REGISTRANT) 7-Eleven, Inc. CORPORATION TEXAS 2711 North Haskell Avenue Dallas TEXAS 75204

Attorney of Record Diane G. Elder

Prior Registrations 1110172;2718348;2749708

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "Soda Float" APART FROM THE MARK AS SHOWN

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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Serial Number: 78367791 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 2997248

Mark

**BIG GULP SODA
FLOAT**

(words only): BIG GULP SODA FLOAT

Standard Character claim: Yes

Current Status: Registered.

Date of Status: 2005-09-20

Filing Date: 2004-02-13

Transformed into a National Application: No

Registration Date: 2005-09-20

Register: Principal

Law Office Assigned: LAW OFFICE 103

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: 650 -Publication And Issue Section

Date In Location: 2005-09-20

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

1. 7-Eleven, Inc.

Address:

7-Eleven, Inc.
2711 North Haskell Avenue

Dallas, TX 75204
United States
Legal Entity Type: Corporation
State or Country of Incorporation: Texas

GOODS AND/OR SERVICES

International Class: 032
Class Status: Active
Soft drinks containing ice cream for consumption on or off the premises
Basis: 1(a)
First Use Date: 2004-08-16
First Use in Commerce Date: 2004-08-16

ADDITIONAL INFORMATION

Disclaimer: "Soda Float"

Prior Registration Number(s):

1110172
2718348
2749708

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.

2008-03-03 - Notice Of Suit
2008-02-18 - Notice Of Suit
2006-02-10 - TEAS Change Of Correspondence Received
2005-09-20 - Registered - Principal Register
2005-06-28 - Published for opposition
2005-06-08 - Notice of publication
2005-03-23 - Law Office Publication Review Completed
2005-03-18 - Assigned To LIE

2005-03-14 - Approved for Pub - Principal Register (Initial exam)
2005-03-14 - Amendment to Use approved
2004-10-29 - Teas/Email Correspondence Entered
2004-10-26 - Communication received from applicant
2004-10-29 - Amendment From Applicant Entered
2004-10-25 - Communication received from applicant
2004-10-29 - Amendment To Use Processing Complete
2004-10-25 - Use Amendment Filed
2004-10-26 - TEAS Response to Office Action Received
2004-10-25 - TEAS Amendment of Use Received
2004-09-05 - Non-final action e-mailed
2004-09-05 - Non-Final Action Written
2004-09-04 - Assigned To Examiner
2004-02-26 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Diane G. Elder

Correspondent

Charles R. Mandly Jr.

Foley & Lardner LLP

Suite 2900

321 North Clark Street

Chicago IL 60610

Phone Number: 312-832-4398

Fax Number: 312-832-4700



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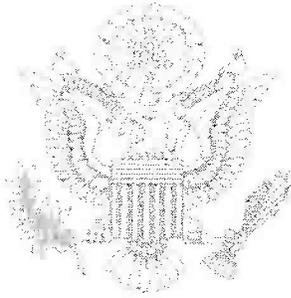
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Web interface last modified: October 18, 2008 v.2.0.2

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REG. NO. 3,076,786

The United States of America



CERTIFICATE OF REGISTRATION PRINCIPAL REGISTER

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A copy of the Mark and pertinent data from the application are part of this certificate.

To avoid CANCELLATION of the registration, the owner of the registration must submit a declaration of continued use or excusable non-use between the fifth and sixth years after the registration date. (See next page for more information.) Assuming such a declaration is properly filed, the registration will remain in force for ten (10) years, unless terminated by an order of the Commissioner for Trademarks or a federal court. (See next page for information on maintenance requirements for successive ten-year periods.)



A handwritten signature in black ink that reads "Jon W. Dudas".

Director of the United States Patent and Trademark Office

Int. Cl.: 30

Prior U.S. Cl.: 46

Reg. No. 3,076,786

United States Patent and Trademark Office

Registered Apr. 4, 2006

**TRADEMARK
PRINCIPAL REGISTER**

BIG GULP

7-ELEVEN, INC. (TEXAS CORPORATION)
2711 NORTH HASKELL AVENUE
DALLAS, TX 75204

FOR: CONFECTIONERY PRODUCTS, NAMELY
CANDY, IN CLASS 30 (U.S. CL. 46).

FIRST USE 8-8-2005; IN COMMERCE 8-8-2005.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,110,172, 2,718,348
AND OTHERS.

SER. NO. 78-612,911, FILED 4-20-2005.

MICHAEL TANNER, EXAMINING ATTORNEY

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BIG GULP

Word Mark	BIG GULP
Goods and Services	IC 030. US 046. G & S: Confectionery products, namely candy. FIRST USE: 20050808. FIRST USE IN COMMERCE: 20050808
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	78612911
Filing Date	April 20, 2005
Current Filing Basis	1A
Original Filing Basis	1B
Published for Opposition	January 10, 2006
Registration Number	3076786
Registration Date	April 4, 2006
Owner	(REGISTRANT) 7-Eleven, Inc. CORPORATION TEXAS 2711 North Haskell Avenue Dallas TEXAS 75204
Attorney of Record	Diane G. Elder
Prior Registrations	1110172;1470871;2718348;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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Serial Number: 78612911 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 3076786

Mark

BIG GULP

(words only): BIG GULP

Standard Character claim: Yes

Current Status: Registered.

Date of Status: 2006-04-04

Filing Date: 2005-04-20

Transformed into a National Application: No

Registration Date: 2006-04-04

Register: Principal

Law Office Assigned: LAW OFFICE 102

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: 650 -Publication And Issue Section

Date In Location: 2006-04-04

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

1. 7-Eleven, Inc.

Address:

7-Eleven, Inc.
2711 North Haskell Avenue

Dallas, TX 75204

United States

Legal Entity Type: Corporation

State or Country of Incorporation: Texas

GOODS AND/OR SERVICES

International Class: 030

Class Status: Active

Confectionery products, namely candy

Basis: 1(a)

First Use Date: 2005-08-08

First Use in Commerce Date: 2005-08-08

ADDITIONAL INFORMATION

Prior Registration Number(s):

1110172

1470871

2718348

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.

2008-03-03 - Notice Of Suit

2008-02-18 - Notice Of Suit

2006-04-04 - Registered - Principal Register

2006-02-10 - TEAS Change Of Correspondence Received

2006-01-10 - Published for opposition

2005-12-21 - Notice of publication

2005-11-23 - Law Office Publication Review Completed

2005-11-18 - Assigned To LIE

2005-11-17 - Approved for Pub - Principal Register (Initial exam)

2005-11-17 - Amendment to Use approved

2005-11-17 - Assigned To Examiner

2005-09-19 - Amendment To Use Processing Complete

2005-09-08 - Use Amendment Filed

2005-09-08 - TEAS Amendment of Use Received

2005-04-28 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Diane G. Elder

Correspondent

Charles R. Mandly Jr.

Foley & Lardner LLP

Suite 2900

321 North Clark Street

Chicago IL 60610

Phone Number: 312-832-4398

Fax Number: 312-832-4700



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For Serial Number: 78612911

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REG. NO. 3,082,886

The United States of America



CERTIFICATE OF REGISTRATION PRINCIPAL REGISTER

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A handwritten signature in cursive script that reads "Jon W. Dudas".

Director of the United States Patent and Trademark Office

Int. Cl.: 21

Prior U.S. Cls.: 2, 13, 23, 29, 30, 33, 40 and 50

United States Patent and Trademark Office

Reg. No. 3,082,886

Registered Apr. 18, 2006

TRADEMARK
PRINCIPAL REGISTER

TEAM GULP

7-ELEVEN, INC. (TEXAS CORPORATION)
2711 NORTH HASKELL AVENUE
DALLAS, TX 75204

FOR: BEVERAGE CONTAINERS, NAMELY,
REUSABLE PLASTIC CUPS, PLASTIC SPORTS
AND SQUEEZE BOTTLES SOLD EMPTY, IN CLASS
21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 6-30-2005; IN COMMERCE 6-30-2005.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,586,016, 2,660,731
AND OTHERS.

SER. NO. 78-706,473, FILED 9-2-2005.

MICHAEL TANNER, EXAMINING ATTORNEY



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TEAM GULP

Word Mark	TEAM GULP
Goods and Services	IC 021. US 002 013 023 029 030 033 040 050. G & S: Beverage containers, namely, reusable plastic cups, plastic sports and squeeze bottles sold empty. FIRST USE: 20050630. FIRST USE IN COMMERCE: 20050630
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	78706473
Filing Date	September 2, 2005
Current Filing Basis	1A
Original Filing Basis	1B
Published for Opposition	January 24, 2006
Registration Number	3082886
Registration Date	April 18, 2006
Owner	(REGISTRANT) 7-Eleven, Inc. CORPORATION TEXAS 2711 North Haskell Avenue Dallas TEXAS 75204
Attorney of Record	Diane G. Elder
Prior Registrations	1586016;2494955;2660731;AND OTHERS

Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead
Indicator LIVE

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Serial Number: 78706473 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 3082886

Mark

TEAM GULP

(words only): TEAM GULP

Standard Character claim: Yes

Current Status: Registered.

Date of Status: 2006-04-18

Filing Date: 2005-09-02

Transformed into a National Application: No

Registration Date: 2006-04-18

Register: Principal

Law Office Assigned: LAW OFFICE 102

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: 650 -Publication And Issue Section

Date In Location: 2006-04-18

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

1. 7-Eleven, Inc.

Address:

7-Eleven, Inc.
2711 North Haskell Avenue

Dallas, TX 75204

United States

Legal Entity Type: Corporation

State or Country of Incorporation: Texas

GOODS AND/OR SERVICES

International Class: 021

Class Status: Active

Beverage containers, namely, reusable plastic cups, plastic sports and squeeze bottles sold empty

Basis: 1(a)

First Use Date: 2005-06-30

First Use in Commerce Date: 2005-06-30

ADDITIONAL INFORMATION

Prior Registration Number(s):

1586016

2494955

2660731

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.

2008-03-03 - Notice Of Suit

2008-02-18 - Notice Of Suit

2006-04-18 - Registered - Principal Register

2006-02-10 - TEAS Change Of Correspondence Received

2006-01-24 - Published for opposition

2006-01-04 - Notice of publication

2005-12-05 - Law Office Publication Review Completed

2005-11-25 - Assigned To LIE

2005-11-18 - Approved for Pub - Principal Register (Initial exam)

2005-11-18 - Examiner's Amendment Entered
2005-11-18 - Examiners amendment e-mailed
2005-11-18 - Examiners Amendment - Written
2005-11-17 - Amendment to Use approved
2005-11-17 - Assigned To Examiner
2005-10-04 - Amendment To Use Processing Complete
2005-09-27 - Use Amendment Filed
2005-10-04 - Teas/Email Correspondence Entered
2005-09-27 - Communication received from applicant
2005-09-27 - TEAS Amendment of Use Received
2005-09-12 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Diane G. Elder

Correspondent

Charles R. Mandly Jr.
Foley & Lardner LLP
Suite 2900
321 North Clark Street
Chicago IL 60610
Phone Number: 312-832-4398
Fax Number: 312-832-4700



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REG. NO. 3,502,373

The United States of America



CERTIFICATE OF REGISTRATION

PRINCIPAL REGISTER

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A handwritten signature in black ink, reading "Jon W. I. Dudas".

Director of the United States Patent and Trademark Office

Int. Cl.: 32

Prior U.S. Cls.: 45, 46, and 48

United States Patent and Trademark Office

Reg. No. 3,502,373

Registered Sep. 16, 2008

TRADEMARK
PRINCIPAL REGISTER

ULTIMATE GULP

7-ELEVEN, INC. (TEXAS CORPORATION)
ONE ARTS PLAZA
1722 ROUTH STREET/SUITE 1000
DALLAS, TX 75201

FOR: BEVERAGES, NAMELY, CARBONATED
AND NON-CARBONATED SOFT DRINKS FOR
CONSUMPTION ON OR OFF THE PREMISES, IN
CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 6-30-2006; IN COMMERCE 6-30-2006.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,110,172, 1,687,295,
AND OTHERS.

SN 77-134,475, FILED 3-19-2007.

ELIZABETH BEYER, EXAMINING ATTORNEY



United States Patent and Trademark Office

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ULTIMATE GULP

Word Mark	ULTIMATE GULP
Goods and Services	IC 032. US 045 046 048. G & S: Beverages, namely, carbonated and non-carbonated soft drinks for consumption on or off the premises. FIRST USE: 20060630. FIRST USE IN COMMERCE: 20060630
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77134475
Filing Date	March 19, 2007
Current Filing Basis	1A
Original Filing Basis	1B
Published for Opposition	September 4, 2007
Registration Number	3502373
Registration Date	September 16, 2008
Owner	(REGISTRANT) 7-Eleven, Inc. CORPORATION TEXAS One Arts Plaza 1722 Routh Street/Suite 1000 Dallas TEXAS 75201
Attorney of Record	Diane G. Elder
Prior Registrations	1110172;1586016;1687295;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL

Live/Dead Indicator LIVE

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Serial Number: 77134475 Assignment Information Trademark Document Retrieval

Registration Number: 3502373

Mark

ULTIMATE GULP

(words only): ULTIMATE GULP

Standard Character claim: Yes

Current Status: Registered.

Date of Status: 2008-09-16

Filing Date: 2007-03-19

Transformed into a National Application: No

Registration Date: 2008-09-16

Register: Principal

Law Office Assigned: LAW OFFICE 102

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Current Location: 650 -Publication And Issue Section

Date In Location: 2008-08-12

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

1. 7-Eleven, Inc.

Address:

7-Eleven, Inc.
One Arts Plaza 1722 Routh Street/Suite 1000

Dallas, TX 75201

United States

Legal Entity Type: Corporation

State or Country of Incorporation: Texas

GOODS AND/OR SERVICES

International Class: 032

Class Status: Active

Beverages, namely, carbonated and non-carbonated soft drinks for consumption on or off the premises

Basis: 1(a)

First Use Date: 2006-06-30

First Use in Commerce Date: 2006-06-30

ADDITIONAL INFORMATION

Prior Registration Number(s):

1110172

1586016

1687295

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.

2008-09-16 - Registered - Principal Register

2008-08-12 - Law Office Registration Review Completed

2008-08-07 - Allowed for Registration - Principal Register (SOU accepted)

2008-08-06 - Teas/Email Correspondence Entered

2008-08-06 - Communication received from applicant

2008-08-05 - TEAS Response to Office Action Received

2008-06-16 - Notification Of Non-Final Action E-Mailed

2008-06-16 - Non-final action e-mailed

2008-06-16 - SU - Non-Final Action - Written

2008-05-23 - Statement Of Use Processing Complete
2008-05-23 - Extension 1 granted
2008-05-19 - Use Amendment Filed
2008-05-19 - Extension 1 filed
2008-05-19 - TEAS Extension Received
2008-05-19 - TEAS Statement of Use Received
2007-11-27 - Noa Mailed - SOU Required From Applicant
2007-09-04 - Published for opposition
2007-08-15 - Notice of publication
2007-05-26 - Law Office Publication Review Completed
2007-05-26 - Assigned To LIE
2007-05-10 - Approved For Pub - Principal Register
2007-05-09 - Assigned To Examiner
2007-03-22 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Diane G. Elder

Correspondent

Diane G. Elder
FOLEY & LARDNER LLP
321 N CLARK ST
CHICAGO IL 60610-4714
Phone Number: 312-832-4552
Fax Number: 312-832-4700



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For Serial Number: 77134475

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Web interface last modified: October 18, 2008 v.2.0.2

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

7-ELEVEN, INC.,)	
)	
Opposer,)	
)	
v.)	Opposition No. 91177807
)	
SUSAN B. BUCENELL,)	
)	
Applicant.)	

OPPOSER’S NOTICE OF RELIANCE ON THIRD PARTY TRADEMARK REGISTRATIONS

Opposer, 7-Eleven, Inc. (“7-Eleven”), in accordance with Rule 2.122(e) of the Trademark Rules of Practice, hereby gives notice of reliance upon the following.

<u>MARK</u>	<u>REG. NO</u>	<u>PERTINENT GOODS</u>
HIMALANIA	3,397,061	Beverages for animals, bird seed, dog biscuits, dog treats in International Class 31; drinks based on yoghurt, milk based beverages containing fruit juice; milk beverages containing fruits, and milk drinks containing fruits in International Class 29; and aerated fruit juices, colas, de-alcoholized wines, energy drinks, flavoured waters, frozen fruit-based beverages, fruit beverages, fruit drinks, fruit flavored soft drinks, fruit juice bases, fruit juices, fruit juices, namely, fruit punch, fruit-flavored drinks, fruit-flavoured beverages, lemonade, non-alcoholic beverages containing fruit juices, non-alcoholic beverages, namely, carbonated beverages, non-alcoholic fruit juice beverages, non-carbonated, non-alcoholic frozen flavored beverages, pop, smoothies, soft drinks, and sports drinks in International Class 32.
TERRAMAZON	3,397,062	Beverages for animals, bird seed, dog biscuits, dog treats in International Class 31; drinks based on yoghurt, milk based beverages containing fruit juice; milk beverages containing fruits, and milk drinks containing fruits in International Class 29; and aerated fruit juices, colas, de-alcoholized wines, energy drinks, flavoured waters, frozen fruit-based beverages, fruit beverages, fruit drinks, fruit flavored soft drinks, fruit juice bases,

<u>MARK</u>	<u>REG. NO</u>	<u>PERTINENT GOODS</u>
		fruit juices, fruit juices, namely, fruit punch, fruit-flavored drinks, fruit-flavoured beverages, lemonade, non-alcoholic beverages containing fruit juices, non-alcoholic beverages, namely, carbonated beverages, non-alcoholic fruit juice beverages, non-carbonated, non-alcoholic frozen flavored beverages, pop, smoothies, soft drinks, and sports drinks in International Class 32.
LA CENSE BEEF	3,306,160	Dog food in International Class 31; and beef and related products, namely, beef steaks, roasts, burgers, hot dogs, brisket, ribs, beef for kabobs, liver, London broil, prime rib, chateaubriand in International Class 29.
KINGKRILL	2,840,517	Animal feed and fish food, and animal and fish feed additives for nonnutritional purposes, namely krill, krill meal and krill oil in International Class 31; seafood products for human consumption, namely krill, krill meat, krill protein concentrate, edible oils, namely krill oil in International Class 29; and nutritional supplements, namely krill, krill meat, krill protein concentrate and krill oil; fish food and animal feed nutritional supplements, namely krill, krill meal and krill oil in International Class 5.
THE CULINARY INSTITUTE	3,345,086	Food stuffs for animals in International Class 31; meat, fish, poultry, game, fruit preserves, cooked fruits and vegetables, jellies, jams, fruit, eggs, milk products excluding ice cream, ice milk and frozen yogurt in International Class 29; coffee, tea, cocoa, sugar, rice, tapioca, bread, and pastries in International Class 30; and beers, mineral and aerated waters, soft drinks, fruit juices, syrups and other preparations for making beverages in International Class 32.
BEST OF HEALTH!	3,493,799	Alfalfa for animal consumption, animal feed, and straw for animal consumption in International Class 31; butter, cheese, cottage cheese, eggs, milk, preserved vegetables, yogurt based beverages, yogurt, and sour cream in International Class 29; and fruit juices and vegetable juices in International Class 32.
PS: PRIVATE SELECTION & Design	1,966,330	Animal litter and pet food in International Class 31; precooked or ready to eat foods, namely canned vegetables, frozen vegetables, chicken, ham, sliced meats, luncheon meats, soups, instant soups, shelled salted roasted nuts, raisins and prunes, snack mix consisting primarily of processed fruits, processed nuts, and/or raisins; canned, dried and preserved fruits in International Class 29; pancake mix, flour, candy, processed cereals, iced tea, cookies, honey, salsa, salad dressing and rice in International Class 30; and beverages, namely soft drinks, carbonated and non-carbonated flavored seltzer water, orange juice, sports

<u>MARK</u>	<u>REG. NO</u>	<u>PERTINENT GOODS</u>
		drinks and beer in International Class 32.

True copies of the TESS and TARR database records for each of the foregoing are filed herewith.

The aforementioned materials submitted by 7-Eleven are pertinent to the issue of relatedness of the goods of the respective parties in this proceeding.

Respectfully submitted,

FOLEY & LARDNER LLP



Date: August 2, 2010

Charles R. Mandly, Jr.
David A. Copland
Jason A. Berta
321 North Clark Street, 28th Floor
Chicago, Illinois 60654

Telephone: 312-832-4500
Facsimile: 312-832-4700

Attorneys for Opposer,
7-Eleven, Inc.

CERTIFICATE OF SERVICE

I, Jason A. Berta, counsel for Opposer, hereby certify that a copy of NOTICE OF RELIANCE ON THIRD PARTY TRADEMARK REGISTRATIONS was served on this 2nd day of August, 2010 via first class mail, postage prepaid, upon Applicant at:

Susan B. Bucenell
30623 Bittsbury Ct.
Wesley Chapel, FL 33543



Jason A. Berta



United States Patent and Trademark Office

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HIMALANIA

Word Mark HIMALANIA

Goods and Services

IC 029. US 046. G & S: Candied fruit; Candied fruit snacks; Candied nuts; Canned fruits; Canned or bottled fruits; Canned or bottled vegetables; Compotes; Crystallized fruit; Cut fruits; Cut vegetables; Dehydrated fruit snacks; Dips; Dried fruit mixes; Dried fruits; Dried vegetables; Drinking yogurts; Drinks based on yoghurt; Dry or aromatized fruit; Food glazing preparations comprised primarily of fruit and/or fruit pectin for use in cooking and baking; Food package combinations consisting primarily of cheese, meat and/or processed fruit; Frozen fruits; Frozen vegetables; Fruit and soy based snack food; Fruit and vegetable salads; Fruit chips; Fruit conserves; Fruit leathers; Fruit paste; Fruit pectin; Fruit peels; Fruit preserves; Fruit pulps; Fruit rinds; Fruit salads; Fruit topping; Fruit-based filling for cakes and pies; Fruit-based food beverage; Fruit-based organic food bars; Fruit-based snack food; Fruit-based spreads; Fruits preserved in alcohol; Fruits, namely, dried, canned, preserved, processed goji berries; Glazed fruits; Jams; Jellies; Milk based beverages containing fruit juice; Milk beverages containing fruits; Milk drinks containing fruits; Pickled fruits; Pickled vegetables; Processed fruits; Processed nuts; Processed roots; Processed vegetables and fruits; Protein based, nutrient-dense snack bars; Proteins being foodstuffs for human consumption; Snack dips; Snack mix consisting primarily of processed fruits, processed nuts and/or raisins; Yogurt-based beverages. FIRST USE: 20050700. FIRST USE IN COMMERCE: 20050700

IC 031. US 001 046. G & S: Agricultural seeds; Beverages for animals; Bird seed; Dog biscuits; Dog treats; Dried plants; Fresh fruits; Fresh nuts; Fruit seeds; Fruits, namely, fresh goji berries; Living fruit plants; Plant seeds; Raw fruits; Unprocessed fruits. FIRST USE: 20050700. FIRST USE IN COMMERCE: 20050700

IC 032. US 045 046 048. G & S: Aerated fruit juices; Colas; Concentrates, syrups or powders used in the preparation of soft drinks; De-alcoholized wines; Energy drinks; Essences for the preparation of mineral waters; Essences for use in making soft drinks; Flavoured waters; Frozen fruit-based beverages; Fruit beverages; Fruit drinks; Fruit flavored soft drinks; Fruit juice bases; Fruit juice concentrates; Fruit juices; Fruit juices, namely, goji berry juice; Fruit nectars; Fruit punch; Fruit-based soft drinks flavored with tea; Fruit-flavored drinks; Fruit-flavoured beverages; Herbal juices; Horchata;

Iced fruit beverages; Isotonic drinks; Juice base concentrates; Lemonade; Non-alcoholic beverages containing fruit juices; Non-alcoholic beverages with tea flavor; Non-alcoholic beverages, namely, carbonated beverages; Non-alcoholic cocktail mixes; Non-alcoholic fruit extracts used in the preparation of beverages; Non-alcoholic fruit juice beverages; Non-carbonated, non-alcoholic frozen flavored beverages; Nonalcoholic aperitifs; Pop; Sherbets; Smoothies; Soft drinks; Soft drinks flavored with tea; Sports drinks; Syrup for making lemonade; Syrups for beverages; Syrups for making soft drinks; Vegetable juices. FIRST USE: 20050700. FIRST USE IN COMMERCE: 20050700

Standard Characters Claimed

Mark

Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 77042705

Filing Date November 13, 2006

Current Filing Basis 1A

Original Filing Basis NO FILING BASIS

Published for Opposition January 1, 2008

Registration Number 3397061

Registration Date March 18, 2008

Owner (REGISTRANT) SELECTPRO SALES, Inc. CORPORATION CALIFORNIA 10853 Venice Blvd Los Angeles CALIFORNIA 90034

(LAST LISTED OWNER) BRANDSTORM INC. CORPORATION CALIFORNIA 10853 VENICE BLVD. SUITE 2 LOS ANGELES CALIFORNIA 90034

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Christopher L. Graff

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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Serial Number: 77042705 Assignment Information Trademark Document Retrieval

Registration Number: 3397061

Mark

HIMALANIA

(words only): HIMALANIA

Standard Character claim: Yes

Current Status: Registered.

Date of Status: 2008-03-18

Filing Date: 2006-11-13

Transformed into a National Application: No

Registration Date: 2008-03-18

Register: Principal

Law Office Assigned: LAW OFFICE 102

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: 650 -Publication And Issue Section

Date In Location: 2008-03-18

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

1. BRANDSTORM INC.

Address:

BRANDSTORM INC.
10853 VENICE BLVD. SUITE 2

LOS ANGELES, CA 90034

United States

Legal Entity Type: Corporation

State or Country of Incorporation: California

GOODS AND/OR SERVICES

International Class: 029

Class Status: Active

Candied fruit; Candied fruit snacks; Candied nuts; Canned fruits; Canned or bottled fruits; Canned or bottled vegetables; Compotes; Crystallized fruit; Cut fruits; Cut vegetables; Dehydrated fruit snacks; Dips; Dried fruit mixes; Dried fruits; Dried vegetables; Drinking yogurts; Drinks based on yoghurt; Dry or aromatized fruit; Food glazing preparations comprised primarily of fruit and/or fruit pectic for use in cooking and baking; Food package combinations consisting primarily of cheese, meat and/or processed fruit; Frozen fruits; Frozen vegetables; Fruit and soy based snack food; Fruit and vegetable salads; Fruit chips; Fruit conserves; Fruit leathers; Fruit paste; Fruit pectin; Fruit peels; Fruit preserves; Fruit pulps; Fruit rinds; Fruit salads; Fruit topping; Fruit-based filling for cakes and pies; Fruit-based food beverage; Fruit-based organic food bars; Fruit-based snack food; Fruit-based spreads; Fruits preserved in alcohol; Fruits, namely, dried, canned, preserved, processed goji berries; Glazed fruits; Jams; Jellies; Milk based beverages containing fruit juice; Milk beverages containing fruits; Milk drinks containing fruits; Pickled fruits; Pickled vegetables; Processed fruits; Processed nuts; Processed roots; Processed vegetables and fruits; Protein based, nutrient-dense snack bars; Proteins being foodstuffs for human consumption; Snack dips; Snack mix consisting primarily of processed fruits, processed nuts and/or raisins; Yogurt-based beverages

Basis: 1(a)

First Use Date: 2005-07-00

First Use in Commerce Date: 2005-07-00

International Class: 031

Class Status: Active

Agricultural seeds; Beverages for animals; Bird seed; Dog biscuits; Dog treats; Dried plants; Fresh fruits; Fresh nuts; Fruit seeds; Fruits, namely, fresh goji berries; Living fruit plants; Plant seeds; Raw fruits; Unprocessed fruits

Basis: 1(a)

First Use Date: 2005-07-00

First Use in Commerce Date: 2005-07-00

International Class: 032

Class Status: Active

Aerated fruit juices; Colas; Concentrates, syrups or powders used in the preparation of soft drinks; De-alcoholized wines; Energy drinks; Essences for the preparation of mineral waters; Essences for use in making soft drinks; Flavoured waters; Frozen fruit-based beverages; Fruit beverages; Fruit drinks; Fruit flavored soft drinks; Fruit juice bases; Fruit juice concentrates; Fruit juices; Fruit juices, namely, goji berry juice; Fruit nectars; Fruit punch; Fruit-based soft drinks flavored with tea; Fruit-flavored drinks; Fruit-flavoured beverages; Herbal juices; Horchata; Iced fruit beverages; Isotonic drinks; Juice base concentrates; Lemonade; Non-alcoholic beverages containing fruit juices; Non-alcoholic beverages with tea flavor; Non-alcoholic beverages, namely, carbonated beverages; Non-alcoholic cocktail mixes; Non-alcoholic fruit extracts used in the preparation of beverages; Non-alcoholic fruit juice beverages; Non-carbonated, non-alcoholic frozen flavored beverages; Nonalcoholic aperitifs; Pop; Sherbets; Smoothies; Soft drinks; Soft drinks flavored with tea; Sports drinks; Syrup for making lemonade; Syrups for

beverages; Syrups for making soft drinks; Vegetable juices

Basis: 1(a)

First Use Date: 2005-07-00

First Use in Commerce Date: 2005-07-00

ADDITIONAL INFORMATION

(NOT AVAILABLE)

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.

2008-07-16 - Attorney Revoked And/Or Appointed

2008-07-16 - TEAS Revoke/Appoint Attorney Received

2008-06-18 - Automatic Update Of Assignment Of Ownership

2008-03-18 - Registered - Principal Register

2008-01-01 - Published for opposition

2007-12-12 - Notice of publication

2007-11-27 - Law Office Publication Review Completed

2007-11-24 - Approved for Pub - Principal Register (Initial exam)

2007-11-16 - Amendment From Applicant Entered

2007-11-16 - Communication received from applicant

2007-11-14 - PAPER RECEIVED

2007-05-17 - Final refusal e-mailed

2007-05-17 - Final Refusal Written

2007-05-09 - Teas/Email Correspondence Entered

2007-04-17 - Communication received from applicant

2007-05-09 - Assigned To LIE

2007-04-17 - TEAS Response to Office Action Received

2007-04-08 - Non-final action e-mailed

2007-04-08 - Non-Final Action Written

2007-03-17 - Assigned To Examiner

2006-11-17 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Christopher L. Graff

Correspondent

Christopher L. Graff

Trop, Pruner & Hu, P.C.

1616 S. Voss Rd., Suite 750

Houston TX 77057-2631

Phone Number: 512-418-9944

Fax Number: 713-468-8883



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TERRAMAZON

Word Mark TERRAMAZON

Goods and Services

IC 029. US 046. G & S: Candied fruit; Candied fruit snacks; Candied nuts; Canned fruits; Canned or bottled fruits; Canned or bottled vegetables; Compotes; Crystallized fruit; Cut fruits; Cut vegetables; Dehydrated fruit snacks; Dips; Dried fruit mixes; Dried fruits; Dried vegetables; Drinking yogurts; Drinks based on yoghurt; Dry or aromatized fruit; Food glazing preparations comprised primarily of fruit and/or fruit pectic for use in cooking and baking; Food package combinations consisting primarily of cheese, meat and/or processed fruit; Frozen fruits; Frozen vegetables; Fruit and soy based snack food; Fruit and vegetable salads; Fruit chips; Fruit conserves; Fruit leathers; Fruit paste; Fruit pectin; Fruit peels; Fruit preserves; Fruit pulps; Fruit rinds; Fruit salads; Fruit topping; Fruit-based filling for cakes and pies; Fruit-based food beverage; Fruit-based organic food bars; Fruit-based snack food; Fruit-based spreads; Fruits preserved in alcohol; Fruits, namely, dried, canned, preserved, processed goji berries; Glazed fruits; Jams; Jellies; Milk based beverages containing fruit juice; Milk beverages containing fruits; Milk drinks containing fruits; Pickled fruits; Pickled vegetables; Processed fruits; Processed nuts; Processed roots; Processed vegetables and fruits; Protein based, nutrient-dense snack bars; Proteins being foodstuffs for human consumption; Snack dips; Snack mix consisting primarily of processed fruits, processed nuts and/or raisins; Yogurt-based beverages. FIRST USE: 20060700. FIRST USE IN COMMERCE: 20060700

IC 031. US 001 046. G & S: Agricultural seeds; Beverages for animals; Bird seed; Dog biscuits; Dog treats; Dried plants; Fresh fruits; Fresh nuts; Fruit seeds; Fruits, namely, fresh goji berries; Living fruit plants; Plant seeds; Raw fruits; Unprocessed fruits. FIRST USE: 20060700. FIRST USE IN COMMERCE: 20060700

IC 032. US 045 046 048. G & S: Aerated fruit juices; Colas; Concentrates, syrups or powders used in the preparation of soft drinks; De-alcoholized wines; Energy drinks; Essences for the preparation of mineral waters; Essences for use in making soft drinks; Flavoured waters; Frozen fruit-based beverages; Fruit beverages; Fruit drinks; Fruit flavored soft drinks; Fruit juice bases; Fruit juice concentrates; Fruit juices; Fruit juices, namely, goji berry juice; Fruit nectars; Fruit punch; Fruit-based soft drinks flavored with tea; Fruit-flavored drinks; Fruit-flavoured beverages; Herbal juices; Horchata;

Iced fruit beverages; Isotonic drinks; Juice base concentrates; Lemonade; Non-alcoholic beverages containing fruit juices; Non-alcoholic beverages with tea flavor; Non-alcoholic beverages, namely, carbonated beverages; Non-alcoholic cocktail mixes; Non-alcoholic fruit extracts used in the preparation of beverages; Non-alcoholic fruit juice beverages; Non-carbonated, non-alcoholic frozen flavored beverages; Nonalcoholic aperitifs; Pop; Sherbets; Smoothies; Soft drinks; Soft drinks flavored with tea; Sports drinks; Syrup for making lemonade; Syrups for beverages; Syrups for making soft drinks; Vegetable juices. FIRST USE: 20060700. FIRST USE IN COMMERCE: 20060700

Standard Characters Claimed

Mark

Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 77042738

Filing Date November 13, 2006

Current Filing Basis 1A

Original Filing Basis NO FILING BASIS

Published for Opposition January 1, 2008

Registration Number 3397062

Registration Date March 18, 2008

Owner (REGISTRANT) SELECTPRO SALES, Inc. CORPORATION CALIFORNIA 10853 Venice Blvd Los Angeles CALIFORNIA 90034

(LAST LISTED OWNER) BRANDSTORM INC. CORPORATION CALIFORNIA 10853 VENICE BLVD. SUITE 2 LOS ANGELES CALIFORNIA 90034

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Christopher L. Graff

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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Registration Number: 3397062

Mark

TERRAMAZON

(words only): TERRAMAZON

Standard Character claim: Yes

Current Status: Registered.

Date of Status: 2008-03-18

Filing Date: 2006-11-13

Transformed into a National Application: No

Registration Date: 2008-03-18

Register: Principal

Law Office Assigned: LAW OFFICE 102

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

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Date In Location: 2008-03-18

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LOS ANGELES, CA 90034

United States

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State or Country of Incorporation: California

GOODS AND/OR SERVICES

International Class: 029

Class Status: Active

Candied fruit; Candied fruit snacks; Candied nuts; Canned fruits; Canned or bottled fruits; Canned or bottled vegetables; Compotes; Crystallized fruit; Cut fruits; Cut vegetables; Dehydrated fruit snacks; Dips; Dried fruit mixes; Dried fruits; Dried vegetables; Drinking yogurts; Drinks based on yoghurt; Dry or aromatized fruit; Food glazing preparations comprised primarily of fruit and/or fruit pectic for use in cooking and baking; Food package combinations consisting primarily of cheese, meat and/or processed fruit; Frozen fruits; Frozen vegetables; Fruit and soy based snack food; Fruit and vegetable salads; Fruit chips; Fruit conserves; Fruit leathers; Fruit paste; Fruit pectin; Fruit peels; Fruit preserves; Fruit pulps; Fruit rinds; Fruit salads; Fruit topping; Fruit-based filling for cakes and pies; Fruit-based food beverage; Fruit-based organic food bars; Fruit-based snack food; Fruit-based spreads; Fruits preserved in alcohol; Fruits, namely, dried, canned, preserved, processed goji berries; Glazed fruits; Jams; Jellies; Milk based beverages containing fruit juice; Milk beverages containing fruits; Milk drinks containing fruits; Pickled fruits; Pickled vegetables; Processed fruits; Processed nuts; Processed roots; Processed vegetables and fruits; Protein based, nutrient-dense snack bars; Proteins being foodstuffs for human consumption; Snack dips; Snack mix consisting primarily of processed fruits, processed nuts and/or raisins; Yogurt-based beverages

Basis: 1(a)

First Use Date: 2006-07-00

First Use in Commerce Date: 2006-07-00

International Class: 031

Class Status: Active

Agricultural seeds; Beverages for animals; Bird seed; Dog biscuits; Dog treats; Dried plants; Fresh fruits; Fresh nuts; Fruit seeds; Fruits, namely, fresh goji berries; Living fruit plants; Plant seeds; Raw fruits; Unprocessed fruits

Basis: 1(a)

First Use Date: 2006-07-00

First Use in Commerce Date: 2006-07-00

International Class: 032

Class Status: Active

Aerated fruit juices; Colas; Concentrates, syrups or powders used in the preparation of soft drinks; De-alcoholized wines; Energy drinks; Essences for the preparation of mineral waters; Essences for use in making soft drinks; Flavoured waters; Frozen fruit-based beverages; Fruit beverages; Fruit drinks; Fruit flavored soft drinks; Fruit juice bases; Fruit juice concentrates; Fruit juices; Fruit juices, namely, goji berry juice; Fruit nectars; Fruit punch; Fruit-based soft drinks flavored with tea; Fruit-flavored drinks; Fruit-flavoured beverages; Herbal juices; Horchata; Iced fruit beverages; Isotonic drinks; Juice base concentrates; Lemonade; Non-alcoholic beverages containing fruit juices; Non-alcoholic beverages with tea flavor; Non-alcoholic beverages, namely, carbonated beverages; Non-alcoholic cocktail mixes; Non-alcoholic fruit extracts used in the preparation of beverages; Non-alcoholic fruit juice beverages; Non-carbonated, non-alcoholic frozen flavored beverages; Nonalcoholic aperitifs; Pop; Sherbets; Smoothies; Soft drinks; Soft drinks flavored with tea; Sports drinks; Syrup for making lemonade; Syrups for

beverages; Syrups for making soft drinks; Vegetable juices

Basis: 1(a)

First Use Date: 2006-07-00

First Use in Commerce Date: 2006-07-00

ADDITIONAL INFORMATION

(NOT AVAILABLE)

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.

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2008-07-16 - TEAS Revoke/Appoint Attorney Received

2008-06-18 - Automatic Update Of Assignment Of Ownership

2008-03-18 - Registered - Principal Register

2008-01-01 - Published for opposition

2007-12-12 - Notice of publication

2007-11-27 - Law Office Publication Review Completed

2007-11-24 - Approved for Pub - Principal Register (Initial exam)

2007-11-16 - Amendment From Applicant Entered

2007-11-16 - Communication received from applicant

2007-11-14 - PAPER RECEIVED

2007-05-17 - Final refusal e-mailed

2007-05-17 - Final Refusal Written

2007-05-09 - Teas/Email Correspondence Entered

2007-04-17 - Communication received from applicant

2007-05-09 - Assigned To LIE

2007-04-17 - TEAS Response to Office Action Received

2007-04-08 - Non-final action e-mailed

2007-04-08 - Non-Final Action Written

2007-03-17 - Assigned To Examiner

2006-11-17 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Christopher L. Graff

Correspondent

Christopher L. Graff

Trop, Pruner & Hu, P.C.

1616 S. Voss Rd., Suite 750

Houston TX 77057-2631

Phone Number: 512-418-9944

Fax Number: 713-468-8883



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TARR Status	ASSIGN Status	TDR	TTAB Status
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LA CENSE BEEF

Word Mark	LA CENSE BEEF
Translations	The literal translation of "LA CENSE" is "the ranch."
Goods and Services	IC 029. US 046. G & S: Beef and related products, namely, beef steaks, roasts, burgers, hot dogs, brisket, ribs, beef for kabobs, liver, London Broil, prime rib, chateaubriand. FIRST USE: 20060518. FIRST USE IN COMMERCE: 20060518
	IC 031. US 001 046. G & S: Dog Food. FIRST USE: 20060518. FIRST USE IN COMMERCE: 20060518
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77094242
Filing Date	January 30, 2007
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	July 24, 2007
Registration Number	3306160
Registration Date	October 9, 2007
Owner	(REGISTRANT) Le Haras De La Cense COMPANY FRANCE Rochefort en Yvelines Versailles FRANCE 78730

Attorney of Record Monica B. Richman

Prior Registrations 3048486;3048487

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BEEF" APART FROM THE MARK AS SHOWN

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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Serial Number: 77094242 Assignment Information Trademark Document Retrieval

Registration Number: 3306160

Mark

LA CENSE BEEF

(words only): LA CENSE BEEF

Standard Character claim: Yes

Current Status: Registered.

Date of Status: 2007-10-09

Filing Date: 2007-01-30

Transformed into a National Application: No

Registration Date: 2007-10-09

Register: Principal

Law Office Assigned: LAW OFFICE 101

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: 650 -Publication And Issue Section

Date In Location: 2007-10-09

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

1. Le Haras De La Cense

Address:

Le Haras De La Cense
Rochefort en Yvelines

Versailles 78730

France

Legal Entity Type: Company

State or Country Where Organized: France

GOODS AND/OR SERVICES

International Class: 029

Class Status: Active

Beef and related products, namely, beef steaks, roasts, burgers, hot dogs, brisket, ribs, beef for kabobs, liver, London Broil, prime rib, chateaubriand

Basis: 1(a)

First Use Date: 2006-05-18

First Use in Commerce Date: 2006-05-18

International Class: 031

Class Status: Active

Dog Food

Basis: 1(a)

First Use Date: 2006-05-18

First Use in Commerce Date: 2006-05-18

ADDITIONAL INFORMATION

Disclaimer: "BEEF"

Transliteration: The literal translation of "LA CENSE" is "the ranch."

Prior Registration Number(s):

3048486

3048487

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.

2007-10-09 - Registered - Principal Register

2007-07-24 - Published for opposition

2007-07-04 - Notice of publication

2007-06-20 - Law Office Publication Review Completed

2007-06-20 - Assigned To LIE
2007-06-19 - Approved for Pub - Principal Register (Initial exam)
2007-06-09 - Teas/Email Correspondence Entered
2007-06-08 - Communication received from applicant
2007-06-08 - TEAS Response to Office Action Received
2007-05-30 - Applicant/Correspondence Changes (Non-Responsive) Entered
2007-05-23 - PAPER RECEIVED
2007-05-19 - Non-final action e-mailed
2007-05-19 - Non-Final Action Written
2007-05-17 - Assigned To Examiner
2007-04-19 - Applicant amendment prior to exam entered
2007-04-19 - Assigned To LIE
2007-03-16 - TEAS Voluntary Amendment Received
2007-03-15 - Attorney Revoked And/Or Appointed
2007-03-15 - TEAS Revoke/Appoint Attorney Received
2007-02-02 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Monica B. Richman

Correspondent

MONICA B. RICHMAN
THELEN REID BROWN RAYSMAN & STEINER LLP
875 THIRD AVENUE
NEW YORK, NY 10022
Phone Number: 212.603.2000
Fax Number: 212.603.2001

Domestic Representative

Monica B. Richman
Phone Number: 212.603.2000
Fax Number: 212.603.2001


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Record 1 out of 1

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

Typed Drawing

Word Mark	KINGKRILL
Goods and Services	<p>IC 005. US 006 018 044 046 051 052. G & S: Nutritional supplements, namely krill, krill meat, krill protein concentrate and krill oil; fish food and animal feed nutritional supplements, namely krill, krill meal and krill oil. FIRST USE: 20001231. FIRST USE IN COMMERCE: 20010626</p> <p>IC 029. US 046. G & S: Seafood products for human consumption, namely krill, krill meat, krill protein concentrate, edible oils, namely krill oil. FIRST USE: 20001231. FIRST USE IN COMMERCE: 20010816</p> <p>IC 031. US 001 046. G & S: Animal feed and fish food, and animal and fish feed additives for nonnutritional purposes, namely krill, krill meal and krill oil. FIRST USE: 20001231. FIRST USE IN COMMERCE: 20010626</p>
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75846958
Filing Date	November 12, 1999
Current Filing Basis	1A
Original Filing Basis	1B
Published for Opposition	November 20, 2001
Registration Number	2840517
Registration Date	May 11, 2004
Owner	(REGISTRANT) TOP OCEAN, INC. CORPORATION ALASKA P.O. BOX 242 KODIAK ALASKA 99615
Attorney of Record	Sara E. Heideman
Type of Mark	TRADEMARK
Register	PRINCIPAL

Live/Dead
Indicator

LIVE

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Serial Number: 75846958 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 2840517

Mark (words only): KINGKRILL

Standard Character claim: No

Current Status: Registered.

Date of Status: 2004-05-11

Filing Date: 1999-11-12

Transformed into a National Application: No

Registration Date: 2004-05-11

Register: Principal

Law Office Assigned: LAW OFFICE 113

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: 900 -File Repository (Franconia)

Date In Location: 2004-06-01

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

1. TOP OCEAN, INC.

Address:

TOP OCEAN, INC.
P.O. BOX 242
KODIAK, AK 99615
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Alaska

GOODS AND/OR SERVICES

International Class: 005

Class Status: Active

Nutritional supplements, namely krill, krill meat, krill protein concentrate and krill oil; fish food and animal feed nutritional supplements, namely krill, krill meal and krill oil

Basis: 1(a)

First Use Date: 2000-12-31

First Use in Commerce Date: 2001-06-26

International Class: 029

Class Status: Active

Seafood products for human consumption, namely krill, krill meat, krill protein concentrate, edible oils, namely krill oil

Basis: 1(a)

First Use Date: 2000-12-31

First Use in Commerce Date: 2001-08-16

International Class: 031

Class Status: Active

Animal feed and fish food, and animal and fish feed additives for nonnutritional purposes, namely krill, krill meal and krill oil

Basis: 1(a)

First Use Date: 2000-12-31

First Use in Commerce Date: 2001-06-26

ADDITIONAL INFORMATION

(NOT AVAILABLE)

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.

2004-05-11 - Registered - Principal Register

2004-02-28 - Allowed for Registration - Principal Register (SOU accepted)

2004-02-26 - Examiner's amendment mailed

2004-02-25 - Assigned To Examiner

2004-02-24 - Case File In TICRS

2004-02-20 - Statement Of Use Processing Complete

2004-01-22 - Use Amendment Filed

2004-02-20 - Extension 4 granted
2004-01-22 - Extension 4 filed
2004-01-22 - TEAS Statement of Use Received
2004-01-22 - TEAS Extension Received
2003-07-23 - Extension 3 granted
2003-07-17 - Extension 3 filed
2003-07-17 - TEAS Extension Received
2003-03-28 - Extension 2 granted
2003-01-24 - Extension 2 filed
2003-01-24 - TEAS Extension Received
2002-09-24 - Extension 1 granted
2002-07-31 - Extension 1 filed
2002-08-02 - PAPER RECEIVED
2002-02-12 - Noa Mailed - SOU Required From Applicant
2001-11-20 - Published for opposition
2001-10-31 - Notice of publication
2001-02-24 - Approved For Pub - Principal Register
2000-10-16 - Communication received from applicant
2000-04-27 - Non-final action mailed
2000-04-11 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Sara E. Heideman

Correspondent

SARA E HEIDEMAN
HEDLAND BRENNAN HEIDEMAN & COOKE
1227 W 9TH AVE STE 300
ANCHORAGE AK 99501-3218



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INSTITUTE**

Word Mark	THE CULINARY INSTITUTE
Goods and Services	<p>IC 029. US 046. G & S: MEAT, FISH, POULTRY, GAME, FRUIT PRESERVES, COOKED FRUITS AND VEGETABLES, JELLIES, JAMS, FRUIT, EGGS, MILK PRODUCTS EXCLUDING ICE CREAM, ICE MILK AND FROZEN YOGURT, EDIBLE OILS, EDIBLE FATS. FIRST USE: 20060427. FIRST USE IN COMMERCE: 20060427</p> <p>IC 030. US 046. G & S: COFFEE, TEA, COCOA, SUGAR, RICE, TAPIOCA, BREAD, PASTRIES, YEAST, BAKING POWDER, SALT, MUSTARD, VINEGAR, SAUCES, SPICES, ICE. FIRST USE: 20060427. FIRST USE IN COMMERCE: 20060427</p> <p>IC 031. US 001 046. G & S: AGRICULTURAL GRAINS FOR PLANTING, UNPROCESSED GRAINS, LIVE ANIMALS, FRESH FRUITS, FRESH VEGETABLES, SEEDS FOR AGRICULTURAL PURPOSES, NATURAL PLANTS AND FLOWERS, FOOD STUFFS FOR ANIMALS MALT FOR BREWING AND DISTILLING. FIRST USE: 20060427. FIRST USE IN COMMERCE: 20060427</p> <p>IC 032. US 045 046 048. G & S: BEERS, MINERAL AND AERATED WATERS, SOFT DRINKS, FRUIT JUICES, SYRUPS AND OTHER PREPARATIONS FOR MAKING BEVERAGES. FIRST USE: 20060427. FIRST USE IN COMMERCE: 20060427</p> <p>IC 033. US 047 049. G & S: WHISKY. FIRST USE: 20060427. FIRST USE IN COMMERCE: 20060427</p>
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	78443873

Filing Date June 30, 2004
Current Filing Basis 1A
Original Filing Basis 1B
Published for Opposition October 11, 2005
Registration Number 3345086
Registration Date November 27, 2007
Owner (REGISTRANT) Sutherland, Gordon Ross INDIVIDUAL UNITED STATES Unit 2E, 1435 Lexington Avenue New York NEW YORK 10128
Attorney of Record Richard C. Agins
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CULINARY" APART FROM THE MARK AS SHOWN
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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Serial Number: 78443873 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 3345086

Mark

**THE CULINARY
INSTITUTE**

(words only): THE CULINARY INSTITUTE

Standard Character claim: Yes

Current Status: Registered.

Date of Status: 2007-11-27

Filing Date: 2004-06-30

Transformed into a National Application: No

Registration Date: 2007-11-27

Register: Principal

Law Office Assigned: LAW OFFICE 110

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: 650 -Publication And Issue Section

Date In Location: 2007-10-24

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

1. Sutherland, Gordon Ross

Address:

Sutherland, Gordon Ross
Unit 2E, 1435 Lexington Avenue

New York, NY 10128

United States

Legal Entity Type: Individual

Country of Citizenship: United States

Phone Number: 212-490-9073

Fax Number: 212-570-6677

GOODS AND/OR SERVICES

International Class: 029

Class Status: Active

MEAT, FISH, POULTRY, GAME, FRUIT PRESERVES, COOKED FRUITS AND VEGETABLES, JELLIES, JAMS, FRUIT, EGGS, MILK PRODUCTS EXCLUDING ICE CREAM, ICE MILK AND FROZEN YOGURT, EDIBLE OILS, EDIBLE FATS

Basis: 1(a)

First Use Date: 2006-04-27

First Use in Commerce Date: 2006-04-27

International Class: 030

Class Status: Active

COFFEE, TEA, COCOA, SUGAR, RICE, TAPIOCA, BREAD, PASTRIES, YEAST, BAKING POWDER, SALT, MUSTARD, VINEGAR, SAUCES, SPICES, ICE

Basis: 1(a)

First Use Date: 2006-04-27

First Use in Commerce Date: 2006-04-27

International Class: 031

Class Status: Active

AGRICULTURAL GRAINS FOR PLANTING, UNPROCESSED GRAINS, LIVE ANIMALS, FRESH FRUITS, FRESH VEGETABLES, SEEDS FOR AGRICULTURAL PURPOSES, NATURAL PLANTS AND FLOWERS, FOOD STUFFS FOR ANIMALS MALT FOR BREWING AND DISTILLING

Basis: 1(a)

First Use Date: 2006-04-27

First Use in Commerce Date: 2006-04-27

International Class: 032

Class Status: Active

BEERS, MINERAL AND AERATED WATERS, SOFT DRINKS, FRUIT JUICES, SYRUPS AND OTHER PREPARATIONS FOR MAKING BEVERAGES

Basis: 1(a)

First Use Date: 2006-04-27

First Use in Commerce Date: 2006-04-27

International Class: 033

Class Status: Active

WHISKY

Basis: 1(a)

First Use Date: 2006-04-27

First Use in Commerce Date: 2006-04-27

ADDITIONAL INFORMATION

Disclaimer: "CULINARY"

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.

2007-11-27 - Registered - Principal Register

2007-10-24 - Law Office Registration Review Completed

2007-10-22 - Allowed for Registration - Principal Register (SOU accepted)

2007-10-03 - Data Modification Completed

2007-09-07 - Teas/Email Correspondence Entered

2007-09-07 - Communication received from applicant

2007-09-07 - Assigned To LIE

2007-08-01 - TEAS Response to Office Action Received

2007-03-23 - NON-FINAL ACTION E-MAILED

2007-03-23 - SU - Non-Final Action - Written

2007-03-03 - Statement Of Use Processing Complete

2006-12-19 - Use Amendment Filed

2006-12-19 - TEAS Statement of Use Received

2006-06-26 - Extension 1 granted

2006-06-26 - Extension 1 filed

2006-06-26 - TEAS Extension Received

2006-01-03 - Noa Mailed - SOU Required From Applicant

2005-10-11 - Published for opposition

2005-09-21 - Notice of publication
2005-06-30 - Law Office Publication Review Completed
2005-06-24 - Assigned To LIE
2005-06-22 - Approved For Pub - Principal Register
2005-06-22 - Teas/Email Correspondence Entered
2005-06-15 - Communication received from applicant
2005-06-15 - TEAS Response to Office Action Received
2005-02-15 - Non-final action e-mailed
2005-02-15 - Non-Final Action Written
2005-02-04 - Assigned To Examiner
2004-07-08 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

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NEW YORK NY 10016-8804
Phone Number: 212-447-5599
Fax Number: 212-447-5549



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Best of Health!

Word Mark	BEST OF HEALTH!
Goods and Services	IC 029. US 046. G & S: Butter; cheese; cottage cheese; eggs; milk; preserved vegetables; processed edible seeds; yogurt based beverages; yogurt; sour cream. FIRST USE: 20070830. FIRST USE IN COMMERCE: 20080211
	IC 030. US 046. G & S: Spices; processed grains. FIRST USE: 20060830. FIRST USE IN COMMERCE: 20080331
	IC 031. US 001 046. G & S: Agricultural seeds and grains for planting; alfalfa for animal consumption; raw, unprocessed alfalfa for human consumption; animal feed; fresh beans; fresh fruits; fresh herbs; fresh melons; fresh mushrooms; fresh vegetables; live animals; straw for animal consumption. FIRST USE: 20080211. FIRST USE IN COMMERCE: 20080211
	IC 032. US 045 046 048. G & S: Fruit juices; vegetable juices. FIRST USE: 20080131. FIRST USE IN COMMERCE: 20080131
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Trademark Search Facility Classification Code	NOTATION-SYMBOLS Notation Symbols such as Non-Latin characters,punctuation and mathematical signs,zodiac signs,prescription marks
Serial Number	78330720
Filing Date	November 20, 2003
Current Filing	1A

Basis**Original Filing Basis** 1B**Published for Opposition** March 29, 2005**Registration Number** 3493799**Registration Date** August 26, 2008**Owner** (REGISTRANT) The Ladwig Companies, Inc. CORPORATION MINNESOTA 21366 Indian Hills Road Albert Lea MINNESOTA 56007**Attorney of Record** Elizabeth D. Lewen**Type of Mark** TRADEMARK**Register** PRINCIPAL**Live/Dead Indicator** LIVE[TESS HOME](#)[NEW USER](#)[STRUCTURED](#)[FREE FORM](#)[BROWSE DICT](#)[SEARCH OG](#)[TOP](#)[HELP](#)[|.HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)

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Serial Number: 78330720 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 3493799

Mark

Best of Health!

(words only): BEST OF HEALTH!

Standard Character claim: Yes

Current Status: Registered.

Date of Status: 2008-08-26

Filing Date: 2003-11-20

Transformed into a National Application: No

Registration Date: 2008-08-26

Register: Principal

Law Office Assigned: LAW OFFICE 113

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: 650 -Publication And Issue Section

Date In Location: 2008-07-24

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

1. The Ladwig Companies, Inc.

Address:

The Ladwig Companies, Inc.
21366 Indian Hills Road

Albert Lea, MN 56007

United States

Legal Entity Type: Corporation

State or Country of Incorporation: Minnesota

GOODS AND/OR SERVICES

International Class: 029

Class Status: Active

Butter; cheese; cottage cheese; eggs; milk; preserved vegetables; processed edible seeds; yogurt based beverages; yogurt; sour cream

Basis: 1(a)

First Use Date: 2007-08-30

First Use in Commerce Date: 2008-02-11

International Class: 030

Class Status: Active

Spices; processed grains

Basis: 1(a)

First Use Date: 2006-08-30

First Use in Commerce Date: 2008-03-31

International Class: 031

Class Status: Active

Agricultural seeds and grains for planting; alfalfa for animal consumption; raw, unprocessed alfalfa for human consumption; animal feed; fresh beans; fresh fruits; fresh herbs; fresh melons; fresh mushrooms; fresh vegetables; live animals; straw for animal consumption

Basis: 1(a)

First Use Date: 2008-02-11

First Use in Commerce Date: 2008-02-11

International Class: 032

Class Status: Active

Fruit juices; vegetable juices

Basis: 1(a)

First Use Date: 2008-01-31

First Use in Commerce Date: 2008-01-31

ADDITIONAL INFORMATION

(NOT AVAILABLE)

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.

2008-08-26 - Registered - Principal Register

2008-07-24 - Law Office Registration Review Completed

2008-07-24 - Assigned To LIE

2008-07-24 - Allowed for Registration - Principal Register (SOU accepted)

2008-06-30 - Statement Of Use Processing Complete

2008-06-19 - Use Amendment Filed

2008-06-19 - TEAS Statement of Use Received

2007-12-20 - Extension 5 granted

2007-12-20 - Extension 5 filed

2007-12-20 - TEAS Extension Received

2007-06-12 - Extension 4 granted

2007-06-12 - Extension 4 filed

2007-06-12 - TEAS Extension Received

2006-12-19 - Extension 3 granted

2006-12-19 - Extension 3 filed

2006-12-19 - TEAS Extension Received

2006-07-11 - Extension 2 granted

2006-06-19 - Extension 2 filed

2006-06-19 - TEAS Extension Received

2005-12-19 - Extension 1 granted

2005-12-19 - Extension 1 filed

2005-12-19 - TEAS Extension Received

2005-06-21 - Noa Mailed - SOU Required From Applicant

2005-03-29 - Published for opposition

2005-03-09 - Notice of publication
2004-10-02 - Law Office Publication Review Completed
2004-09-30 - Assigned To LIE
2004-09-07 - Assigned To LIE
2004-09-01 - Approved For Pub - Principal Register
2004-09-01 - EXAMINERS AMENDMENT E-MAILED
2004-09-01 - Examiners Amendment -Written
2004-08-17 - Examiner's Amendment And/Or Priority Action E-Mailed
2004-08-11 - Previous Allowance Count Withdrawn
2004-06-06 - Approved For Pub - Principal Register
2004-06-03 - Examiners amendment e-mailed
2004-05-31 - Assigned To Examiner
2003-12-12 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

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Correspondent

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Word Mark PS PRIVATE SELECTION

Goods and Services IC 029. US 046. G & S: precooked or ready to eat foods, namely canned vegetables, frozen vegetables, chicken, ham, sliced meats, luncheon meats, soups, instant soups, shelled salted roasted nuts, raisins and prunes, snack mix consisting primarily of processed fruits, processed nuts, and/or raisins; canned, dried and preserved fruits; processed edible seeds and processed pumpkin seeds; and processed coconuts, figs and dates. FIRST USE: 19931104. FIRST USE IN COMMERCE: 19931104

IC 030. US 046. G & S: pancake mix, flour, candy, processed cereals, iced tea, cookies, honey, salsa, salad dressing and rice. FIRST USE: 19931104. FIRST USE IN COMMERCE: 19931104

IC 031. US 001 046. G & S: animal litter, unpopped popcorn, pet food and raw nuts. FIRST USE: 19940606. FIRST USE IN COMMERCE: 19940606

IC 032. US 045 046 048. G & S: beverages, namely soft drinks, carbonated and non-carbonated flavored seltzer water, orange juice, sports drinks and beer. FIRST USE: 19930523. FIRST USE IN COMMERCE: 19930523

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design 26.07.01 - Diamonds with plain multiple line border; Diamonds with plain single line border

Search Code 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

Serial Number 74579519

Filing Date September 28, 1994

Current Filing Basis 1A

Original Filing 1A

Basis**Published for
Opposition** January 16, 1996**Registration
Number** 1966330**Registration
Date** April 9, 1996**Owner** (REGISTRANT) RALPHS GROCERY COMPANY CORPORATION CALIFORNIA P.O. Box 54143
Los Angeles CALIFORNIA 90054(LAST LISTED OWNER) KROGER CO. OF MICHIGAN, THE CORPORATION BY ASSIGNMENT
MICHIGAN 18334 Laurel Park Drive North Livonia MICHIGAN 481522686**Assignment
Recorded** ASSIGNMENT RECORDED**Attorney of
Record** Richard L. Kirkpatrick**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SELECTION" APART FROM THE
MARK AS SHOWN**Type of Mark** TRADEMARK**Register** PRINCIPAL**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20060825.**Renewal** 1ST RENEWAL 20060825**Live/Dead
Indicator** LIVE

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Serial Number: 74579519 Assignment Information Trademark Document Retrieval

Registration Number: 1966330

Mark



(words only): PS PRIVATE SELECTION

Standard Character claim: No

Current Status: This registration has been renewed.

Date of Status: 2006-08-25

Filing Date: 1994-09-28

Transformed into a National Application: No

Registration Date: 1996-04-09

Register: Principal

Law Office Assigned: LAW OFFICE 101

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: 830 -Post Registration

Date In Location: 2006-08-25

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

1. KROGER CO. OF MICHIGAN, THE

Address:

KROGER CO. OF MICHIGAN, THE
18334 Laurel Park Drive North
Livonia, MI 481522686
United States
Legal Entity Type: Corporation
State or Country of Incorporation: Michigan

GOODS AND/OR SERVICES

International Class: 029

Class Status: Active

precooked or ready to eat foods, namely canned vegetables, frozen vegetables, chicken, ham, sliced meats, luncheon meats, soups, instant soups, shelled salted roasted nuts, raisins and prunes, snack mix consisting primarily of processed fruits, processed nuts, and/or raisins; canned, dried and preserved fruits; processed edible seeds and processed pumpkin seeds; and processed coconuts, figs and dates

Basis: 1(a)

First Use Date: 1993-11-04

First Use in Commerce Date: 1993-11-04

International Class: 030

Class Status: Active

pancake mix, flour, candy, processed cereals, iced tea, cookies, honey, salsa, salad dressing and rice

Basis: 1(a)

First Use Date: 1993-11-04

First Use in Commerce Date: 1993-11-04

International Class: 031

Class Status: Active

animal litter, unpopped popcorn, pet food and raw nuts

Basis: 1(a)

First Use Date: 1994-06-06

First Use in Commerce Date: 1994-06-06

International Class: 032

Class Status: Active

beverages, namely soft drinks, carbonated and non-carbonated flavored seltzer water, orange juice, sports drinks and beer

Basis: 1(a)

First Use Date: 1993-05-23

First Use in Commerce Date: 1993-05-23

ADDITIONAL INFORMATION

Disclaimer: "SELECTION"

Design Search Code(s):

26.07.01 - Diamonds with plain multiple line border; Diamonds with plain single line border

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.

2008-10-23 - Applicant/Correspondence Changes (Non-Responsive) Entered

2008-10-23 - TEAS Change Of Owner Address Received

2008-05-05 - Attorney Revoked And/Or Appointed

2008-05-05 - TEAS Revoke/Appoint Attorney Received

2006-08-25 - First renewal 10 year

2006-08-25 - Section 8 (10-year) accepted/ Section 9 granted

2006-08-16 - Assigned To Paralegal

2006-08-11 - Case File In TICRS

2006-05-17 - Combined Section 8 (10-year)/Section 9 filed

2006-05-17 - TEAS Section 8 & 9 Received

2002-06-10 - Section 8 (6-year) accepted & Section 15 acknowledged

2002-04-11 - Section 8 (6-year) and Section 15 Filed

2002-04-11 - PAPER RECEIVED

1996-04-09 - Registered - Principal Register

1996-01-16 - Published for opposition

1995-12-15 - Notice of publication

1995-09-28 - Approved for Pub - Principal Register (Initial exam)

1995-09-11 - Communication received from applicant

1995-03-06 - Non-final action mailed

1995-02-16 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Richard L. Kirkpatrick

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Calendar/Docketing Department

San Francisco CA 94120-7880

Phone Number: 415-983-1784

Fax Number: 415-983-1200

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

7-ELEVEN, INC.,)	
)	
Opposer,)	
)	
vs.)	Opposition No. 91177807
)	
SUSAN B. BUCENELL)	
)	
Applicant.)	
)	

**OPPOSER'S NOTICE OF RELIANCE ON PRINTED PUBLICATIONS:
PUBLISHED ARTICLES**

Opposer, 7-Eleven, Inc. ("7-Eleven"), in accordance with Rule 2.122(e) of the Trademark Rules of Practice, hereby gives notice of its reliance on the published articles identified in the attached Schedule A, all of which were obtained from the "News" library of the LEXIS-NEXIS electronic database. Such publications evidence the fame of 7-Eleven's trademarks at issue in this proceeding, as well as public usage and understanding of such marks. Given the voluminous

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nature of these materials, copies of these publications are not being filed on-line. However, true copies of these publications are being filed by post in an electronic format.¹

Dated: August 2, 2010

Respectfully submitted,

FOLEY & LARDNER LLP



Charles R. Mandly, Jr.
David A. Copland
Jason A. Berta
321 North Clark Street, Suite 2800
Chicago, Illinois 60610
Telephone No. (312) 832-4500
Facsimile No. (312) 832-4700

Attorneys for Opposer
7-Eleven, Inc.

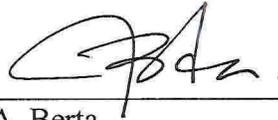
¹ 7-Eleven also notes for purposes of reference only that these materials were previously filed in support of its motion for summary judgment.

CERTIFICATE OF SERVICE

I, Jason A. Berta, an attorney for opposer, hereby certify that a copy of the foregoing
OPPOSER'S NOTICE OF RELIANCE ON PRINTED PUBLICATIONS: PUBLISHED
ARTICLES has been served upon:

Susan B. Bucenell
30623 Bittsbury Ct.
Wesley Chapel, Florida 33543

this 2nd day of August, 2010, by first class mail, postage prepaid.



Jason A. Berta

Name of Publication	Citation	Date
Articles 1-462 (June 4, 2001 through September 15, 1982)		
1. <i>Brunico Communications, Inc. Strategy</i>	News; Youth marketing; Pg. 12 Title: 7-Eleven courts kids.	June 4, 2001
2. <i>The Dallas Morning News The Dallas Morning News</i>	Metro; Pg. 16A; Larry Powell Title: Message to kids: Enjoy lazy summer days while you still can	May 29, 2001 Third Edition
3. <i>Time Inc. - Time</i>	Personal Time/Your Money; Pg. 102 Title: In Brief	May 21, 2001
4. <i>Times Publishing Company - St. Petersburg Time</i>	Largo Times; Religion; Pg. 8 Title: Friday parties feature God's music	May 12, 2001
5. <i>Business Wire, Inc. Business Wire</i>	Business Editors Title: 7-Eleven, Inc. Reports First Quarter 2001 Results	April 24, 2001
6. <i>The Denver Post Corporation The Denver Post</i>	LFS; Pg. I-01 Title: Our New Drinking Problem	April 15, 2001 2nd Edition
7. <i>Globe Newspaper Company The Boston Globe</i>	Sports; Pg. G1 Title: Home Opener 2001 / Dan Shaughnessy; Fans get their Money's worth	April 7, 2001 Third Edition
8. <i>A/S/M Communications, Inc. Used with permission from Brandweek</i>	Title: Strategy 7-Eleven to Cast Self as New Teen Heaven	April 2, 2001
9. <i>The Deseret New Publishing Co. The Deseret News</i>	Viewpoint; Pg. AA02 Title: If racial profiting is wrong, how can teenage profiling be right?	April 1, 2001
10. <i>Cahners Business Information Design News</i>	Readers Writer Opinions, Suggestions, Solutions, and More; Pg. 14 Title: Readers Write	March 26, 2001
11. <i>PR Newswire Association, Inc. PR Newswire</i>	Financial News Title: Sun, ski, Slurpee(R) and Spring-All at your Neighborhood 7-Eleven(R); 7-Eleven Stores offer Hassle-free Spring Shopping	March 13, 2001
12. <i>Crain Communications Inc. Autoweek</i>	Pg. 64 Title: But Wait, There's More.	March 12, 2001

Name of Publication	Citation	Date
13. <i>A/S/M Communication, Inc. Used with permission from Brandweek</i>	Title: Reggie Awards 2001 Fox does on for the fans.	March 12, 2001
14. <i>Business Wire, Inc. Business Wire</i>	Business Editors Title: Corporate Profile for 7-Eleven, dated March 2, 2001.	March 2, 2001
15. <i>The Denver Post Corporation The Denver Post</i>	Sports: Pg. DD-01 Title: Coach not slippery when wet	March 1, 2001 2nd Edition
16. <i>Information Access Company ASAP - Technology & Learning</i>	No. 8, Vol. 21; Pg. 9; Issn:1053-6728 Title: Wireless Networks com of Age; Industry Trend or Event	March 1, 2001
17. <i>Boston Herald Inc. The Boston Herald</i>	Sports; Pg. 072 Title: Auto Racing; It's a death race; Nothing heroic about Earnhard tragedy	February 20, 2001 All Editions
18. <i>Palm Beach Newspapers, Inc. The Palm Beach Post</i>	Accent, Pg. 1E Title: No. It's not your Imagination. Things truly are getting really big.	February 17, 2001 Final Edition
19. <i>The Florida Times-Union The Florida Times-Union</i>	National International; Pg. A-5 Title: Californians use metal energy to solve power crisis State collects resident's best conservation tips	February 11, 2001 City Edition
20. <i>Los Angeles Times Los Angeles Times</i>	Part A; Part 1; Page 1; Metro Desk Title: The California Energy crisis; from bright to dim, ideas on energy pour in	February 10, 2001 Home Edition
21. <i>Star-Telegraph Newspaper, Inc. The Fort Worth Star-Telegram</i>	Life & Arts; Pg. 1 Title: Does this city make me look fat? A newcomer blubbers on about Forth Worth's surprising ranking in a new fat study	January 22, 2001 Final Edition
22. <i>Network World, Inc. Network World</i>	Title: 7-Eleven store systems hit by Y2K-like glitch	January 4, 2001
23. <i>New Times Inc. Houston Press</i>	Columns Title: Breaking up is hard to do	January 4, 2001
24. <i>InfoWorld Media Group InfoWorld Daily News</i>	Title: 7-Eleven store systems hit by Y2K-like glitch	January 4, 2001

Name of Publication	Citation	Date
25. <i>The Denver Post Corporation</i> <i>The Denver Post</i>	Business; Pg. C-01 Title: Y2K-plus-1 bug takes a big gulp of 7-Eleven's sales registers	January 3, 2001 2nd Edition
26. <i>McClatchy Newspapers, Inc.</i> <i>The Fresno Bee</i>	Vision; Pg. G3; Other Opinions - - Jim Boren Title: New Fresno leadership has a chance to really get cooking	December 31, 2000 Final Edition
27. <i>Telegraph-Herald</i> <i>Telegraph Herald</i>	Pg. A3 Title: Want a gift with that Big Gulp?; "Biggest shopping day": Convenience stores are catering to the last-minute shoppers on Christmas.	December 24, 2000
28. <i>South Bend Tribune Corporation</i> <i>South Bend Tribune</i>	Business; Pg. B10 Title: Convenience stores cash in; Last-minute shoppers find bargains when they gas up	December 23, 2000 Michigan Edition
29. <i>Charleston Newspapers</i> <i>The Charleston Gazette</i>	News; Pg. P5C Title: Convenience stores offer last-minute holiday gifts.	December 23, 2000
30. <i>Dayton Newspapers, Inc.</i> <i>Dayton Daily News</i>	Title: Business Headlines	December 23, 2000
31. <i>The Press Enterprise Co.</i> <i>The Press-Enterprise</i>	Business; Pg. E01 Title: Mini-marts a haven for desperate shoppers	December 23, 2000
32. <i>The Associated Press State & Local Wire</i>	Business News Title: It's Christmas Day, and the shopping still isn't done? Last-minute opinions abound	December 22, 2000 BC cycle
33. <i>The Associated Press</i>	Business News - Title: It's Christmas Day, and the shopping still isn't done? Last-minute opinions abound	December 22, 2000 BC cycle
34. <i>The Associated Press</i>	Domestic News Title: Last-minute shopping: Want a Christmas gift with that Big Gulp?	December 22, 2000 BC cycle
35. <i>Crain Communications, Inc.</i> <i>RCR Wireless News</i>	Pg. 36 Title: Verizon signs deal with 7-Eleven	December 18, 2000
36. <i>Gale Group, Inc.</i> <i>Business and Industry - Crain Communications Inc.</i> <i>RCR Wireless News</i>	Vol. 19; Pg. 36; ISSN: 0744-0618 Title: Verizon signs deal with 7-Eleven	December 18, 2000

Name of Publication	Citation	Date
37. <i>Reed Elsevier Inc. Variety</i>	Inside Moves; Pg. 8 Title: Reel life	December 18, 2000 December 31, 2000
38. <i>American Banker, Inc. The American Banker</i>	News; Pg. 3 Title: The New Bankers: Would you like a soda with your web transaction?: 7-Eleven hopes customers that heaven for Internet-enabled kiosks that will let them make deposits, purchases	December 15, 2000
39. <i>Reed Elsevier Inc. Daily Variety</i>	News; Pg. 60 Title: Reel life; 2000 Brandies; My placement or yours?	December 15, 2000
40. <i>South Inc. Calgary Herald</i>	Comment; Pg. A31 Naomi Lakritz Title: Breast not best for boy	December 14, 2000
41. <i>The Dallas Morning News The Dallas Morning News</i>	F!D; Pg. 6G; Beauty Buzz Title: The softener side of 7-Eleven	December 7, 2000
42. <i>PR Newswire Association, Inc. PR Newswire</i>	Financial News Title: 7-Eleven(R) offers everything you need for the holidays (including gifts)	December 6, 2000
43. <i>A/S/M Communications, Inc. Used with permission from Brandweek</i>	Title: Brand Builders: Licensing	November 27, 2000
44. <i>The Dallas Morning News The Dallas Morning News</i>	Arlington Morning News; Business; Pg. 9A; In Business News Title: In Business News	November 19, 2000
45. <i>The Washington Post The Washington Post</i>	Food; Pg. M01; In the Aisles Title: What's up with OJ?	November 19, 2000
46. <i>The Seattle Times Company The Seattle Times</i>	Sports; Pg. D2; Ron C. Judd Title: Bored fans wonders if Hawks are worth his time or money	November 12, 2000 Final Edition
47. <i>Globe Newspaper Company The Boston Globe</i>	National/Foreign; Pg. D1 Title: Election 2000 / Brian McGory; Only in Florida	November 9, 2000 Third Edition

Name of Publication	Citation	Date
48. <i>Southam Inc. The Ottawa Citizen</i>	Health Life, Pg. B12/Front Title: Pop goes with your health; Too many colas can weaken bones, cause kidney stones and other woes	November 7, 2000 Final Edition
49. <i>Chicago Sun-Times, Inc. Chicago Sun-Times</i>	Food; Pg. 4; NP Title: Is bigger really better?	November 1, 2000 Late Sports Final Edition
50. <i>Information Access Company ASAP - Center for Science in the Public Interest Nutrition Action Healthletter</i>	No. 9, Vol. 27; Pg. 7; ISSN: 0885-7792 Title: In the Drink: how beverages contribute to obesity	November 1, 2000
51. <i>Information Access Company ASAP - Fairchild Publications, Inc. Supermarket News</i>	Pg. 48; ISSN: 0039-5803 Title: Produce growing at 7-Eleven Stores.	October 30, 2000
52. <i>Daily News, L.P. Daily News</i>	Thursday; Pg. 64 Title: In the Know	October 19, 2000 Sports Final Edition
53. <i>The Baltimore Sun Company The Baltimore Sun</i>	A La Carte, 1F Title: More on your plates; Food portions grow larger, and so do waistlines.	October 18, 2000 Final
54. <i>The San Diego Union-Tribune The San Diego Union-Tribune</i>	Lifestyle; Pg. E-9 Title: 'Simpsons' cashes in on commercial appeal	October 14, 2000
55. <i>Knight Ridder/Tribune News Service Knight Ridder/Tribune News Service The Dallas Morning News</i>	Entertainment News Title: TV's Simpsons are the first family of advertising	October 12, 2000
56. <i>The Houston Chronicle Publishing Company The Houston Chronicle</i>	Houston; Pg. 1 Title: Book takes look at joking matters	October 12, 2000
57. <i>Chicago Sun-Times, Inc. Chicago Sun-Times</i>	Sunday News; Quick Takes; Pg. 40 Title: Gore's TV makeup suspiciously familiar	October 8, 2000 Late Sports Final Edition
58. <i>The Dallas Morning News The Dallas Morning News</i>	Texas Living; Pg. 5c Title: Marketing D-oh!: Don't have a cow, man...TV's Simpsons are the first family of advertising	October 7, 2000 Third Edition

Name of Publication	Citation	Date
59. <i>Southam Inc. Calgary Herald</i>	Vitality; V2 Title: That's one big ol'pop	October 5, 2000 - Final
60. <i>The News and Observer The News and Observer</i>	Arts & Entertainment; Pg. G4 Title: The man who cried Wolfe	October 1, 2000 Final Edition
61. <i>The Chronicle Publishing Co. The San Francisco Chronicle</i>	News; Pg. A2; Scott Ostler Title: A Mini-Mart's Big, New Ideas	September 28, 2000 Final Edition
62. <i>Scripps Howard, Inc. Scripps Howard News Service</i>	Entertainment Title: The man who cried Wolfe	September 27, 2000
63. <i>Cox Enterprises, Inc. Cox News Service</i>	Lifestyle Title: Open their hearts, O, but leave the locks to him	September 18, 2000
64. <i>Palm Beach Newspaper, Inc. The Palm Beach Post</i>	Accent, Pg. 1D Title: Open their hearts, O, but leave the locks to him	September 17, 2000 Final Edition
65. <i>Cox Enterprises, Inc. Cox News Service</i>	Lifestyle Title: Process your emotions, Oprah, not your hair The Practical Man	September 16, 2000
66. <i>Information Access Company ASAP - Cahners Publishing Company Restaurants & Institutions</i>	No. 25, Vol. 110; Pg. 18; ISSN: 0273-5520 Title: Slurpee and Sushi; 7-Eleven Inc.'s new food offerings' Brief Article	September 15, 2000
67. <i>The Austin American-Statesman Austin American-Statesman</i>	Lifestyle; Pg. E1 Title: Kitty's Crumbs	September 13, 2000
68. <i>Community Television Foundation of South Florida, Inc. The Nightly Business Report</i>	Business Title: Nightly Business Report	September 4, 2000
69. <i>Bell & Howell Information and Learning ABI/INFORM - Bill Communications Restaurant Business</i>	Vol. 99; No. 17; Pg. 18; ISSN: 00978043; CODEN: RSBSAY Title: Big McGulp?	September 1, 2000
70. <i>Daily News, L.P. Daily News</i>	Business; Pg. 13 Title: Beauty line and Slurpee at 7-Eleven	August 26, 2000 Sports Final Edition

Name of Publication	Citation	Date
71. <i>The News Tribune</i> <i>The News Tribune</i>	South Sound; Pg. A1 Title: School in session for University of 7-Eleven Tacoma: "Students" get lessons in Slurpees, pantyhose	August 25, 2000
72. <i>Information Access Company</i> <i>ASAP - Fairchild Publications, Inc.</i> <i>WWD</i>	Pg. 1; ISSN:0149-5380 Title: 7-Eleven targets Slurpee generation with exclusive color line: Brief article, statistical data included	August 25, 2000
73. <i>Landmark Communications, Inc.</i> <i>The Virginian-Pilot</i>	Daily Break, Pg. E1	August 24, 2000
74. <i>TheStreet.com, Inc.</i> <i>TheStreet.com</i>	Stock News; Brokerages/Wall Street	August 9, 2000
75. <i>The Denver Post Corporation</i> <i>The Denver Post</i>	Denver & The West; Pg. B-05	August 6, 2000
76. <i>Telegraph-Herald</i> <i>Telegraph Herald</i>	Pg. D3 Title: 7-Eleven stores plan to offer everything from sushi to videos; Overhaul: Goal is to offer customers an entire meal, not just a snack, company president says	August 6, 2000
77. <i>Telegraph-Herald</i> <i>Telegraph Herald</i>	Pg. D3 Title: 7-Eleven stores plan to offer everything from sushi to videos; Overhaul: Goal is to offer customers an entire meal, not just a snack, company president says	August 6, 2000
78. <i>Telegraph-Herald</i> <i>Telegraph Herald</i>	Pg. D3 Title: 7-Eleven stores plan to offer everything from sushi to videos; Overhaul: Goal is to offer customers an entire meal, not just a snack, company president says	August 6, 2000
79. <i>Toronto Star Newspapers, Ltd.</i> <i>The Toronto Star</i>	Wheels Title: Redesign puts Mazda's MPV at front of the minivan pack	August 5, 2000
80. <i>The Associated Press</i>	Domestic News Title: 7-Eleven plans overhaul of product offerings	August 2, 2000
81. <i>The Dallas Morning News</i> <i>The Dallas Morning News</i>	News; Pg. 29A Title: Women unite in faith, seek grace at conference	July 15, 2000 Third Edition

Name of Publication	Citation	Date
82. <i>Southam Inc. Calgary Herald</i>	Living; L1 / Front- Title: Noshing on the night shift; You'd think the biggest challenge facing graveyard shift workers is how to get a decent day's sleep. But those who do it say that's nothing compared to figuring out how to get a good meal in the middle of the night.	July 14, 2000
83. <i>Orange County Register The Orange County Register</i>	Business; Pg. C0; By the Numbers	July 12, 2000
84. <i>Canada NewsWire Ltd. - Canada NewsWire</i>	Financial News Title: 7-Eleven, Inc. Opens 20,000th Convenience store	July 11, 2000
85. <i>FT Asia Intelligence Wire - PR Newswire PR Newswire</i>	Title: Happy Slurpee(R) to you! 7-Eleven(R) turns 73 on 7-11 day	July 11, 2000
86. <i>FT Asia Intelligence Wire - PR Newswire PR Newswire</i>	Title: 7-Eleven, Inc. Opens 20,000th Convenience store	July 11, 2000
87. <i>PR Newswire Association, Inc. PR Newswire</i>	Financial News - Title: Happy Slurpee(R) to you! 7-Eleven(R) turns 73 on 7-11 day	July 11, 2000
88. <i>PR Newswire Association, Inc. PR Newswire</i>	Financial News - Title: 7-Eleven, Inc. Opens 20,000th Convenience store	July 11, 2000
89. <i>Chicago Sun-Times, Inc. Chicago Sun-Times</i>	Financial; Analysts' Action; The Bull; Pg. 46	July 10, 2000 Late Sports Final Edition
90. <i>CNBC/Dow Jones Business Video, LLC Show: CNBC/Dow Jones Business Video</i>	Business Title: 7 Eleven Pres. & CEO - Interview	July 7,2000
91. <i>Fox News Network, Inc. Show: Your World with Neil Cavuto</i>	Business Title: President & CEO of 7-Eleven - Interview	July 7, 2000
92. <i>Daily Press, Inc. Daily Press</i>	Business, Pg. C7 Title: 7-Eleven recruits European students newest hires get taste of U.S. Life	July 5, 2000

Name of Publication	Citation	Date
93. <i>The Associated Press State & Local Wire</i>	State and Regional Title: 7-Eleven recruits abroad	July 4, 2000 BC cycle
94. <i>The Patriot Ledger The Patriot Ledger</i>	Features; Pg. 15 Title: Healthy Eating The pros and cons of caffeine	July 4, 2000 ROP Edition
95. <i>The Hearst Corporation The San Francisco Examiner</i>	Sports; Pg. D-7 The Collectors	July 1, 2000 First Edition
96. <i>Daily News, L.P. Daily News</i>	Health & Fitness; Pg. 37	June 26, 2000 Sports Final Edition
97. <i>Daily Texan via U-Wire University Wire</i>	Column Title: Austin needs homes not computers	June 26, 2000
98. <i>San Antonio Express-News San Antonio Express- News</i>	Drive; On the Road; Pg. 1G	June 16, 200
99. <i>Community Television Foundation of South Florida, Inc. Show: Nightly Business Report</i>	Business Title: Nightly Business Report	June 14, 2000
100. <i>Community Television Foundation of South Florida, Inc. Show: Nightly Business Report</i>	Business Title: Nightly Business Report	June 14, 200
101. <i>The Washington Post The Washington Post</i>	Prince William Extra; Pg. V01	June 14, 2000 Final Edition
102. <i>FT Asia Intelligence Wire PR Newswire</i>	Title 7-Eleven(R) enters the Major Leagues; Popular Commemorative Baseball Coin Cups return for Summer 2000 Season	June 12, 2000
103. <i>PR Newswire Association, Inc. PR Newswire</i>	Financial News - Title 7-Eleven(R) enters the Major Leagues; Popular Commemorative Baseball Coin Cups return for Summer 2000 Season	June 12, 2000
104. <i>The Oregonian The Oregonian</i>	Portland Extra Zoner; Pg. B03	June 6, 2000 Sunrise Edition

Name of Publication	Citation	Date
105. <i>Sentinel Communications Co. The Orlando Sentinel</i>	Local & State; Pg. C1	May 30, 2000
106. <i>Little Rock Newspapers, Inc. The Arkansas Democrat-Gazette</i>	Weekend; Pg. W23	May 26, 2000
107. <i>Little Rock Newspapers, Inc. The Arkansas Democrat-Gazette</i>	NWA Weekend; Pg. NW2	May 26, 2000
108. <i>St. Louis Post-Dispatch, Inc. St. Louis Post-Dispatch</i>	A&E; Pg. F2	May 21, 2000 Five Star Lift Edition
109. <i>Daily Press, Inc. Daily Press</i>	A-Section; Pg. A1	May 9, 2000 Final
110. <i>Softline Information, Inc. GenderWatch</i>	Vol. 14; No. 2; Pg. 3	April 30, 2000
111. <i>Stern Publishing, Inc. OC Weekly</i>	Art; Pg. 32	April 28, 2000
112. <i>New Times Inc. Denver Westword</i>	Features Title: We are Capitol Hill	April 27, 2000
113. <i>Knight Ridder/Tribune News Service Knight Ridder/Tribune News Service The Orange County Register</i>	Entertainment News Title: The Supreme diva of them all	April 11, 2000
114. <i>Asbury Park Press, Inc. Asbury Park Press</i>	A, Pg. 1, The 7 Deadly Sins	April 10, 2000
115. <i>Orange County Register The Orange County Register</i>	Show; Pg. F05; After Dark	April 9, 2000
116. <i>Knight Ridder/Tribune Business News - Philadelphia Daily News- Philadelphia Daily News</i>	Title: Convenience store chain to expand offerings, sell retail product lines	April 7, 2000
117. <i>The Denver Post Corporation The Denver Post</i>	Sports; Pg. D-08	April 6, 2000 2nd Edition

Name of Publication	Citation	Date
118. <i>Multimedia Publishing of North Carolina, Inc. Asheville Citizen-Times</i>	Lifestyle; Pg. C1	April 3, 2000
119. <i>Information Access Company ASAP - The Hearst Corporation Cosmopolitan</i>	No. 4, Vol. 228; Pg. 114; ISSN: 0010-9541	April 1, 2000
120. <i>Gannett Company, Inc. Gannet News Service</i>	Pg. ARC Title: Use common objects to help size up your meal	March 22, 2000 Final Edition
121. <i>Information Access Company ASAP - CBJ, L.P. San Diego Business Journal</i>	No. 12, Vol. 21; Pg. 1; ISSN: 8750-6890	March 20, 2000
122. <i>PR Newswire Association, Inc. PR Newswire</i>	Financial News Title: Fun and games at 7-Eleven(R); Convenience retailer introduces toy works section	March 7, 2000
123. <i>FT Asia Intelligence Wire - PR Newswire PR Newswire</i>	Title: Fun and games at 7-Eleven(R); Convenience retailer introduces toy works section	March 7, 2000
124. <i>Landmark Communications, Inc. The Virginia-Pilot</i>	Local, Pg. B1	February 27, 2000 Final Edition
125. <i>Southam Inc. The Ottawa Citizen</i>	Wheels; C3	February 4, 2000 Final
126. <i>Orange County Register-The Orange County Register</i>	Accent; Pg. E01	February 3, 2000 Morning Edition
127. <i>Southam Inc. Calgary Herald</i>	Wheels, W5	January 28, 2000 Final
128. <i>Pacific Press Ltd. The Vancouver Sun</i>	Wheels, D6	January 28, 2000 Final
129. <i>Phoenix Newspapers, Inc. The Arizona Republic</i>	Valley and State; Pg. B2	December 16, 1999 Final Chaser
130. <i>Orange County Register The Orange County Register</i>	Business; Pg. C01	December 10, 1999 Morning Edition

Name of Publication	Citation	Date
131. <i>Texas Monthly, Inc. Texas Monthly</i>	The Best of the Texas Century; Business; Pg. 160	December, 1999
132. <i>Information Access Company ASAP - Denver Business Journal, Inc. Denver Business Journal</i>	No. 14, Vol. 51; Pg. 60A; ISSN: 0893-7745	November 26, 1999
133. <i>Information Access Company ASAP - Denver Business Journal, Inc. Denver Business Journal</i>	No. 14, Vol. 51; Pg. 60A; ISSN: 0893-7745	November 26, 1999
134. <i>The Associated Press State and Local Wire</i>	State and Regional Title: Norfolk pair tries to help skeptical world save gas	November 22, 1999 BC cycle
135. <i>Landmark communications, Inc. The Virginian-Pilot</i>	Business; Pg. D1	November 22, 1999 Final Edition
136. <i>A/S/M Communications, Inc. Adweek</i>	Art & Commerce; Debra Goldman's Consumer Republic	November 8, 1999 National Features Edition All Editions
137. <i>Information Access Company ASAP - CBJ, L.P. Los Angeles Business Journal</i>	No. 45, Vol. 21; Pg. 1; ISSN: 0194-2603	November 8, 1999
138. <i>Express Newspapers The Express</i>	Title: The United States of Obesity	October 29, 1999
139. <i>Charleston Newspapers The Charleston Gazette</i>	News; Pg. P3A	October 25, 1999
140. <i>P.G. Publishing Co. Pittsburgh Post-Gazette</i>	Arts & Entertainment, Pg. G-2	October 24, 1999 31one Star 18 Edition
141. <i>The Deseret News Publishing Co. The Deseret News</i>	Local; Pg. B01	October 17, 1999
142. <i>Tower Media, Inc. The Daily News of Los Angeles</i>	L.A. Life Title: Wake up and smell the controversy; research and opinions differ widely on risks and rewards of caffeine	October 11, 1999

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143. <i>Stern Publishing, Inc. LA Weekly</i>	Theater; Pg. 46	September 24, 1999
144. <i>Stern Publishing, Inc. The Long Island Voice</i>	Libido Beach; Pg. 24	September 22, 199
145. <i>The Richmond Times Dispatch The Richmond Times Dispatch</i>	Metro Business; Pg. D-16	September 20, 1999 City Edition
146. <i>Landmark Communications, Inc. The Virginian-Pilot</i>	Business; Pg. D1	September 19, 1999 Final Edition
147. <i>Phoenix Newspapers, Inc. The Arizona Republic</i>	Glendale/Peoria Community; Pg. 1	September 4, 1999 Final
148. <i>Earl G. Graves Publishing Company, Inc. Black Enterprise</i>	Special Advertising Supplement Title: 7-Eleven Billy and Sheila Williams	September, 1999
149. <i>Time Inc. Sports Illustrated</i>	Scorecard; Pg. 31	August 30, 1999
150. <i>The Dallas Morning News The Dallas Morning News</i>	News; Pg. 1A	August 29, 1999 Third Edition
151. <i>The Dallas Morning News The Dallas Morning News</i>	News; Pg. 1A	August 29, 1999 Third Edition
152. <i>Southam Inc. The Ottawa Citizen</i>	City; C4	August 25, 1999
153. <i>The Denver Post Corporation The Denver Post</i>	Business; Pg. D-01	August 20, 1999
154. <i>Times Mirror Company Los Angeles Times</i>	Southern California Living; Part E; Page 5; View Desk	August 20, 1999
155. <i>Gannett Company, Inc. Gannet News Service</i>	Pg. ARC Title: Paul Lienert; Detroit News	August 18, 1999 Final Edition
156. <i>Orange County Register The Orange County Register</i>	Business; Pg. C01	August 6, 1999 Morning Edition
157. <i>American Lawyer Media The Legal Intelligence</i>	People in the News; buck; Pg. 2	July 29, 1999

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158. <i>Dr. Partners Las Vegas Review-Journal</i>	D; Pg. 1D	July 15, 1999
159. <i>Mclatchy Newspapers, Inc. Sacramento Bee</i>	Sports, Pg. F6	July 14, 1999 Metro Final
160. <i>Lakeland Ledger Publishing Corporation The Ledger</i>	Business; Pg. E1	July 11, 1999
161. <i>Computerworld, Inc. Computerworld</i>	Biz News; Pg. 37	July 5, 1999
162. <i>American Broadcasting Companies, Inc. Show: ABC 20/20</i>	News Title: The bigger, the better?	July 4, 1999
163. <i>Sun Media Corporation The London Free Press</i>	Business; Pg. D2	July 2, 1999 Final Edition
164. <i>BusinessWorld Publishing Corporation BusinessWorld</i>	Pg. 37 Title: This week; Franchise: location is no. 1 for 7-Eleven	June 21, 1999
165. <i>Boston Herald Inc. The Boston Herald</i>	News; Pg. 020	May 23, 1999 All Editions
166. <i>Investor's Business Daily, Inc. Investor's Business Daily</i>	The Economy; Pg. A4	May 20, 1999
167. <i>Landmark Communications, Inc. The Virginian-Pilot</i>	Front; Pg. A1	May 20, 1999 Final Edition
168. <i>Microsoft Corporation Slate Magazine</i>	News quiz Title: No. 232: "Summoning DiMaggio's Ghost?"	April 28, 1999
169. <i>South Bend Tribune Corporation South Bend Tribune</i>	Opinion; Pg. A8	April 22, 1999 Indiana, Michigan, Mishawaka, PHM, Tribune
170. <i>The Commercial Appeal The Commercial Appeal</i>	News; Pg. A18	April 18, 1999 Final Edition
171. <i>The News Tribune The News Tribune</i>	Local/State; Pg. B2	April 18, 1999

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172. <i>Globe Newspaper Company</i> <i>The Boston Globe</i>	Metro/Region; Pg. B1	April 15, 1999 City Edition
173. <i>Times Publishing Company</i> <i>St. Petersburg Times</i>	Hernando Times; Business; Pg. 1	April 12, 1999
174. <i>Business Wire, Inc.</i> <i>Business Wire</i>	Title: Slurpee does the splitz: 7-Eleven introduces divided Slurpee Cup nationally	April 8, 1999
175. <i>American Broadcasting Companies Inc.</i> Show: <i>ABC 20/20</i>	News Title: The bigger, the better?	April 2, 1999
176. <i>Southam Inc.</i> <i>Calgary Herald</i>	Wheels; G	April 2, 1999 Final
177. <i>Star-Telegram Newspaper, Inc.</i> <i>The Fort Worth Star-Telegram</i>	Life & Arts; Pg. 1	March 27, 1999 Final AM Edition
178. <i>The Des Moines Register, Inc.</i> <i>The Des Moines Register</i>	Datebook Pg. 4	March 25, 1999
179. <i>The Des Moines Register, Inc.</i> <i>The Des Moines Register</i>	Datebook Pg. 4	March 25, 1999
180. <i>Tower Media, Inc.</i> <i>The Daily News of Los Angeles</i>	Sports Title: The writing on (and off) the wall; for every man, woman, child....	March 15, 1999
181. <i>The San Diego Union-Tribune</i> <i>The San Diego Union-Tribune</i>	Sports Pg. D-2	March 15, 1999
182. <i>The Richmond Times Dispatch</i> <i>The Richmond Times Dispatch</i>	Metro Business, Pg. D-3	March 1, 1999 City Edition
183. <i>McClatchy Newspapers, Inc.</i> <i>Sacramento Bee</i>	Neighbors; Pg. N3	February 25, 1999 South Placer
184. <i>Orange County Register</i> <i>The Orange County Register</i>	Sports; Pg. D12; John Reger	February 18, 1999 Morning Edition

Name of Publication	Citation	Date
185. <i>N.Y.P. Holdings, Inc. The New York Post</i>	All Editions; Pg. O34	February 14, 1999
186. <i>The Associated Press State & Local Wire</i>	State and Regional Title: U.S., Canadian governments agree to examine water diversion issues	February 11, 1999 PM cycle
187. <i>The Associated Press State & Local Wire</i>	State and Regional Title: U.S., Canadian governments agree to examine water diversion issues	February 11, 1999 PM cycle
188. <i>The Associated Press State & Local Wire</i>	State and Regional Title: U.S., Canadian governments agree to examine water diversion issues	February 11, 1999 PM cycle
189. <i>The Associated Press State & Local Wire</i>	State and Regional Title: U.S., Canadian governments agree to examine water diversion issues	February 11, 1999 PM cycle
190. <i>The Associated Press State & Local Wire</i>	State and Regional Title: U.S., Canadian governments agree to examine water diversion issues	February 10, 1999 AM cycle
191. <i>The Associated Press State & Local Wire</i>	State and Regional Title: U.S., Canadian governments agree to examine water diversion issues	February 10, 1999 AM cycle
192. <i>The Associated Press State & Local Wire</i>	State and Regional Title: U.S., Canadian governments agree to study water removal	February 10, 1999 AM cycle
193. <i>The Associated Press State & Local Wire</i>	State and Regional Title: U.S., Canadian governments agree to examine water diversion issues	February 10, 1999 AM cycle
194. <i>The Associated Press State & Local Wire</i>	State and Regional Title: U.S., Canadian governments agree to examine water diversion issues	February 10, 1999 AM cycle
195. <i>The Associated Press State & Local Wire</i>	State and Regional Title: U.S., Canadian governments agree to examine water diversion issues	February 10, 1999 PM cycle
196. <i>Time Inc. Time</i>	The Arts/Short Takes; Pg. 68	February 1, 1999

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197. <i>Landmark Communications, Inc. The Virginian-Pilot</i>	Chesapeake Clipper; Pg. 02	January 15, 1999 Final Edition
198. <i>Palm Beach Newspaper, Inc. The Palm Beach Post</i>	Food, Pg. 1FN	January 7, 1999 Final Edition
199. <i>Brunico Communications, Inc. Strategy</i>	News; Pg. 10	January 4, 1999
200. <i>Knight Ridder/Tribune Business News - Detroit Free Press. Detroit Free Press</i>	Title: Diamler Chrysler's New Neon a Giant Step above Predecessor	December 30, 1998
201. <i>Knight Ridder/Tribune News Service Knight Ridder/Tribune News Service - Detroit Free Press</i>	Business and Financial News Title: 2000 Neon a giant step above 1999 predecessor	December 29, 1998
202. <i>Cable News Network Show: Take it Personally</i>	Interview Investing Tips/Reg. Guest, CNNfn	December 23, 1998
203. <i>E & E Publishing, LLC Greenwire</i>	Summary Title: The Kicker	December 21, 1998
204. <i>Orange County Register The Orange County Register</i>	Sports; Pg. C01; Mark Whicker	December 21, 1998 Morning Edition
205. <i>The San Diego Union-Tribune The San Diego Union-Tribune</i>	Sports Pg. C-2	December 21, 1998
206. <i>Times Mirror Company Los Angeles Times</i>	Metro; Part B; Page 3; Zones Desk	December 19, 1998 Valley Edition
207. <i>Knight Ridder/Tribune News Service Knight Ridder/Tribune News Service - Seattle Times</i>	International News Title: Researches Uncover Signs of Area's Earliest Settlers	December 17, 1998
208. <i>Phoenix Newspapers, Inc. The Arizona Republic</i>	Food; Pg. FD1	December 16, 1998 Final Chaser
209. <i>Lebhar-Friedman, Inc. Discount Store News</i>	Power Competitors, Pg. 55	December 14, 1998

Name of Publication	Citation	Date
210. <i>DR Partners Las Vegas Review-Journal</i>	A; Pg. 1a Title: Miller's legacy: families come first: part 1	December 13, 1998 Final Edition
211. <i>Denver Publishing Company The Rocky Mountain News</i>	Sports; Ed. F; Pg. 15C	December 11, 1998
212. <i>The Idaho Statesman The Idaho Statesman</i>	Editorial; Pg. 8b	December 5, 1998
213. <i>Orange County Register The Orange County Register</i>	Business; Pg. C01	December 5, 1998 Morning Edition
214. <i>Star Tribune - Star Tribune</i>	Pg. 3T Super-size: It's a winning formula for restaurants	November 25, 1998 Metro Edition
215. <i>News World Communications, Inc. The Washington Times</i>	Part E; Food; Health Watch; Pg. E2	November 25, 1998 Final Edition
216. <i>News World Communications, Inc. The Washington Times</i>	Part E; Food; Health Watch; Pg. E2	November 25, 1998 Final Edition
217. <i>PR Newswire Association, Inc. PR Newswire</i>	Financial News Title: Ro business, retailing and food editors	November 23, 1998
218. <i>PR Newswire Association, Inc. PR Newswire</i>	Financial News Title: Ro business, retailing and food editors	November 23, 1998
219. <i>Plain Dealer Publishing co. The Plain Dealer</i>	Living; Pg. 1E Title: Americans Biting Off More Than They Should	November 20, 1998 Final / All
220. <i>Plain Dealer Publishing co. The Plain Dealer</i>	Living; Pg. 1E Title: Americans Biting Off More Than They Should	November 20, 1998 Final / All
221. <i>PR Newswire Association, Inc. PR Newswire</i>	Financial News Oh Thanksgiving! Celebrate Turkey Day the 7-Eleven way in your car	November 20, 1998
222. <i>Times Mirror Company Los Angeles Times</i>	Part A; Page 3; Metro Desk	November 13, 1998 Home Edition

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223. <i>Little Rock Newspapers, Inc. The Arkansas Democrat-Gazette</i>	NW Weekend; Pg. 5N	November 6, 1998
224. <i>Little Rock Newspapers, Inc. The Arkansas Democrat-Gazette</i>	NW Weekend; Pg. 5N	November 6, 1998
225. <i>Little Rock Newspapers, Inc. The Arkansas Democrat-Gazette</i>	NW Weekend; Pg. 5N	November 6, 1998
226. <i>Boston Herald Inc. The Boston Herald</i>	Finance; Pg. 040	November 6, 1998 All Editions
227. <i>Information Access Company ASAP - Center for Science in the Public Interest Nutrition Action Healthletter</i>	No. 9, Vol. 25; Pg. 8; ISSN: 0885-7792 Title: Liquid candy; soft drink usage in the American diet; brief article	November, 1998
228. <i>Softline Information, Inc. The Ethnic NewsWatch Hispanic</i>	Pg. 34 Title: The official Spanglish Dictionary; Un User's Guia to More than 300 words and phrases that aren't exactly Espanol or Ingles	October 31, 1998
229. <i>Softline Information, Inc. The Ethnic NewsWatch Hispanic</i>	Pg. 34 Title: The official Spanglish Dictionary; Un User's Guia to More than 300 words and phrases that aren't exactly Espanol or Ingles	October 31, 1998
230. <i>The Seattle Times Company The Seattle Times</i>	News; Pg. A1	October 27, 1998 Final Edition
231. <i>Information Access Company IAC (SM) Promt (R) - Sparks Companies, Inc. Food & Drink Weekly</i>	Pg. 1; ISSN: 1044-1433 Title: Soft Drinks undermining health of teenagers, says Consumer Group	October 26, 1998
232. <i>The Dallas Morning News The Dallas Morning News</i>	Viewpoints; Pg. 29A; Ann Melvin	October 24, 1998 Home Final Edition
233. <i>Burrelle's Information Services CBS News Transcripts Show: CBS Morning News</i>	Title: Center for science in the public interest says teen-agers are drinking too much soda	October 22, 1998

Name of Publication	Citation	Date
234. <i>Burrelle's Information Services CBS News Transcripts Show: CBS this Morning</i>	Title: New study suggests that teen-agers are drinking too much soda	October 22, 1998
235. <i>Burrelle's Information Services CBS News Transcripts Show: CBS Morning News</i>	Title: Center for science in the public interest says teen-agers are drinking too much soda	October 22, 1998
236. <i>Burrelle's Information Services CBS News Transcripts Show: CBS this Morning</i>	Title: New study suggests that teen-agers are drinking too much soda	October 22, 1998
237. <i>Burrelle's Information Services CBS News Transcripts Show: CBS Evening News</i>	Title: Center for science in the public interest says teen-agers are drinking too much soda	October 21, 1998
238. <i>Burrelle's Information Services CBS New Transcripts Show: CBS Evening News</i>	Title: Center for science in the public interest says teen-agers are drinking too much soda	October 21, 1998
239. <i>Chicago Tribune Company Chicago Tribune</i>	Transportation; Pg. 11; Zone: CN	October 18, 1998 Chicagoland Final Edition
240. <i>The Associated Press State & Local Wire</i>	State and Regional Title: Bangor Daily News	October 7, 1998 10 Cycle
241. <i>Associated Newspapers Ltd. The Evening Standard</i>	Pg. 23 Title: Coming Soon: Honey, I shrunk the kids	October 2, 1998
242. <i>The Seattle Times Company The Seattle Times</i>	Scene; Pg. L2	September 27, 1998 Final Edition
243. <i>Anchorage Daily News Anchorage Daily News</i>	Metro, Pg. 8D	September 25, 1998 Final Edition
244. <i>Bangor Daily News Bangor Daily News</i>	Title: A look inside the Big Gulp universe	September 23, 1998 Correction Appended

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245. <i>Star-Telegram Newspaper, Inc. The Fort Worth Star-Telegram</i>	Tarrant Business; Pg. 21	September 21, 1998
246. <i>McClatchy Newspapers, Inc. Sacramento Bee</i>	Business; Pg. I83	September 7, 1998 Metro Final
247. <i>The Buffalo News The Buffalo News</i>	Lifestyles; Pg. 9B	September 4, 1998 City Edition
248. <i>Palm Beach Newspaper, Inc. The Palm Beach Post</i>	Inside Business; Pg. 5	August 31, 1998 Final Edition
249. <i>PR Newswire Association, Inc. PR Newswire</i>	Financial News Title: Back-to-school at 7-Eleven(R); Nation's leading convenience store retailer introduces some non-traditional school supplies for the non-stop '90s	August 28, 1998
250. <i>Knight Ridder/Tribune News Service Knight Ridder/Tribune News Service The Dallas Morning News</i>	Lifestyles Title: When it comes down to big vs. small, here are some likely winners	August 25, 1998
251. <i>The Dallas Morning News The Dallas Morning News</i>	Today; Pg. 1C Title: Big vs. small	August 19, 1998
252. <i>UMI Inc.; Peoria Journal Star Inc. Business Dateline; Peoria Journal Star</i>	Pg. C.1 Title: Wise buys car space cold calls taming retailers	August 15, 1998
253. <i>Sentinel Communications Co. The Orlando Sentinel</i>	Local & State; Pg. D1	August 12, 1998 Metro
254. <i>The Kansas City Star co. The Kansas City Star</i>	Business' Pg. B1; Cityscape	August 7, 1998 Metropolitan Edition
255. <i>Times Publishing Company St. Petersburg Times</i>	Floridian; Pg. 1D	August 4, 1998 0 South Pinellas Edition
256. <i>Times Mirror Company Los Angeles Times</i>	Business; Pard D; Page 1; Financial Desk	July 30, 1998 Home Edition

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257. <i>The Christian Science Publishing Society The Christian Science Monitor</i>	Features; Homefront; Neighbor to Neighbor; Pg. B1	July 29, 1998
258. <i>Ashbury Park Press, Inc. Asbury Park Press</i>	C, Pg. 1 Title: Justin; Finding hope & happiness in a game	July 28, 1998
259. <i>New Times, Inc. New Times Los Angeles</i>	Features Title: The freak who stopped the Subway; MTA basher John Walsh may come across a lunatic, but his seven-year quest to bring down L.A.'s \$6-billion mass-transit project finally paid off	July 23, 1998
260. <i>The Hartford Courant Company The Hartford Courant</i>	Business; Pg. D1 Title: Portion-Size Puzzle has no Happy Medium	July 18, 1998 Statewide
261. <i>The Press Enterprise Co. The Press-Enterprise</i>	Living; Pg. E04 Title: Love Brews on Coffee Aisle at the 7-Eleven	July 17, 1998 Riverside; All Zones
262. <i>Bulletin Braxfaxing Network, Inc. The Bulletin's Frontrunner</i>	Last Laughs	July 15, 1998
263. <i>Little Rock Newspapers, Inc. The Arkansas Democrat-Gazette</i>	News; Pg. A1	July 13, 1998
264. <i>The Commercial Appeal The Commercial Appeal</i>	News; Pg. A6 Title: 7-Eleven Wedding has 7-11 Theme	July 12, 1998 Final Edition
265. <i>The Dallas Morning News The Dallas Morning News</i>	News; Pg. 10A Title: Around the U.S.	July 12, 1998 Home Final Edition
266. <i>Orange County Register The Orange County Register</i>	News; Pg. A15 Title: The Nation Briefly	July 12, 1998 Morning Edition
267. <i>Stuart News Company Press Journal</i>	A section; Pg. A12 Title: Couple Weds at 7-11	July 12, 1998
268. <i>Telegraph-Herald Telegraph Herald</i>	National/World; Pg. D 9	July 12, 1998

Name of Publication	Citation	Date
269. <i>Associated Press AP Online</i>	Domestic, non-Washington, general news item	July 11, 1998
270. <i>The Associated Press</i>	Domestic News Title: Couple weds on 7-11 at the 7-Eleven	July 11, 1998 AM Cycle
271. <i>PR Newswire Association, Inc. PR Newswire</i>	Financial News Title: 7-Eleven(R) turns 71 on 7/11; Leading convenience store celebrates with 11-cents Slurpee(R) beverages	July 9, 1998
272. <i>Securities Data Publishing On Wall Street</i>	Title: Slup it up!	July 1, 1998
273. <i>UMI Inc. - San Diego Business Journal, Inc. Business Dateline; San Diego Business Journal</i>	Vol. 19; No 26; Pg. 4	June 29, 1998
274. <i>Landmark Communications, Inc. The Virginian-Pilot</i>	Local, Pg. B3	June 24, 1998 Final Edition
275. <i>Lebhar-Friedman, Inc. Drug Store News</i>	Consumables; Pg. 251	June 22, 1998
276. <i>Star-Telegram Newspaper, Inc. The Fort Worth Star-Telegram</i>	Special; Hometown Star-Grapevine, Colleyville, Southlake; Pg. 2cc Title: The Best of Times	June 21, 1998-Northeast AM Edition
277. <i>Bangor Daily News Bangor Daily News</i>	Title: Christy's buyout open new doors, Ohio Street manager looking forward to owning her own 7-Eleven franchise	June 11, 1998
278. <i>Tower Media, Inc. The Daily News of Los Angeles</i>	News Title: 20 Years later, ROTC Chief's work is done: Leader preparing to retire	May 31, 1998
279. <i>Charleston Newspapers Charleston Daily Mail</i>	Sports; Pg. P1B	May 18, 1998
280. <i>Daily Press, Inc. Daily Press</i>	State, Pg. C6	April 10, 1998 Final
281. <i>Sun-Sentinel Company Sun-Sentinel</i>	Sports; Pg. 1C Title: Marlins Losing Streak Hits Seven	April 8, 1998 Final Edition

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282. <i>Chicago Sun-Times, Inc.</i> <i>Chicago Sun-Times</i>	Features; Planet Paige; Pg. 42	April 7, 1998 Late Sports Final Edition
283. <i>Charleston Newspapers</i> <i>Charleston Daily Mail</i>	Sports; Pg. P1B	March 19, 1998
284. <i>Sun-Sentinel Company</i> <i>Sun-Sentinel</i>	Business, Pg. 13	February 23, 1998 Final Edition
285. <i>Orange County Register</i> <i>The Orange County Register</i>	Business; Pg. C01	February 19, 1998 Morning Edition
286. <i>New Times Inc. SF Weekly</i>	Music Title: Riff Raff	February 18, 1998
287. <i>The Baltimore Sun</i> <i>Company The Baltimore Sun</i>	Sports, Pg. 7D, Postcard from Nagano	February 17, 1998 Final Edition
288. <i>The Roanoke Time & World</i> <i>News Roanoke Times &</i> <i>World News</i>	Business; Pg. A13, Marketplace	February 11, 1998 Metro Edition
289. <i>Business Wire, Inc.</i> <i>Business Wire</i>	Business & Technology Editors	February 5, 1998
290. <i>Daily Press, Inc. Daily</i> <i>Press</i>	Business, Pg. C7, Ticker	February 5, 1998 Final
291. <i>PR Newswire Association,</i> <i>Inc. PR Newswire</i>	Financial News Title: 7-Eleven and Pagemart Wireless, Inc. expand sale of pages and paging service nationwide	February 5, 1998
292. <i>The Richmond Times</i> <i>Dispatch The Richmond</i> <i>Times Dispatch</i>	Business, Pg. C-1	February 4, 1998 City Edition
293. <i>The Reporter via U-Wire</i> <i>University Wire</i>	Title: Evolving road rage	February 4, 1998
294. <i>Gannett Company, Inc.</i> <i>USA Today</i>	Sports; Pg. 6C	February 3, 1998 Final Edition

Name of Publication	Citation	Date
295. <i>Business Wire, Inc. Business Wire</i>	Business Editors Title: Test begins in Virginia and Arizona; 7-Eleven becomes first national retailer to offer new pharmacy, Vision Discount Cards	January 29, 1998
296. <i>The Des Moines Register, Inc. The Des Moines Register</i>	Sunday Pg. 1 Title: Big deals. Your name it, it's huge cars, stores, drinks, portions, TV screens, movie theaters. What's this all about?	January 18, 1998 Correction Appended
297. <i>The Des Moines Register, Inc. The Des Moines Register</i>	Sunday Pg. 1 Title: Big deals. Your name it, it's huge cars, stores, drinks, portions, TV screens, movie theaters. What's this all about?	January 18, 1998 Correction Appended
298. <i>Orange County Register The Orange County Register</i>	News; Pg. A06	January 6, 1998 Morning Edition
299. <i>Daily Press, Inc. Daily Press</i>	Local, Pg. A2	December 24, 1997 Final
300. <i>National Public Radio, Inc. Show: Morning Edition</i>	News; Domestic	December 1, 1997
301. <i>DR Partners Las Vegas Review-Journal</i>	L; Pg. 7L Title Landing the big one takes many angels	November 30, 1997 Final Edition
302. <i>Orange County Register The Orange County Register</i>	Business; Pg. C01	November 29, 1997 Morning Edition
303. <i>UMI Inc. ; American City Business Journals; Business Dateline; Pacific Business News</i>	Vol. 35; No. 37; Pg. 9	November 24, 1997
304. <i>South Bend Tribune Corporation South Bend Tribune</i>	Travel Week, Pg. E10	November 23, 1997 Indiana, Michigan, Mishawaka, Tribune
305. <i>Journal Sentinel Inc. Milwaukee Journal Sentinel</i>	Travel Pg. 2 Vagabond Traveler	November 23, 1997 All

Name of Publication	Citation	Date
306. <i>Information Access Company ASAP - MacFadden Trade Publishing U.S. Distribution Journal</i>	No. 6, Vol. 224; Pg. 12; ISSN: 0897-1315 Title: 7-Eleven open Web portals, brief article	November 21, 1997
307. <i>Knight Ridder/Tribune News Service Knight Ridder/Tribune News Service The Dallas Morning News</i>	Domestic News Title: Criminal justice system_with jail caught in middle_have become custodians of the mentally ill	November 10, 1997
308. <i>Golden Gater via U-Wire University Wire</i>	Title: Mr. Lucky's Lounge: The drink of the week	November 5, 1997
309. <i>Charleston Newspapers Charleston Daily Mail</i>	Sports; Pg. P4B	November 4, 1997
310. <i>Journal of Commerce, Inc. Traffic World</i>	The Back Page; Pg. 47	November 3, 1997
311. <i>The Dallas Morning News The Dallas Morning News</i>	News; Pg. 1A	November 2, 1997 Home Final Edition
312. <i>The Dallas Morning News The Dallas Morning News</i>	News; Pg. 1A	November 2, 1997 Home Final Edition
313. <i>Information Access Company ASAP - McFadden Trade Publishing LLC U.S. Distribution Journal</i>	No. 6, Vol. 224; Pg. 12; ISSN: 0897-1315 Title: - 7-Eleven open Web portals; brief article	November 1, 1997
314. <i>The Houston Chronicle Publishing Company</i>	A; Pg. 20	October 18, 1997 Star Edition
315. <i>The Washington Post The Washington Post</i>	Financial; Pg. H01	October 12, 1997 Final Edition
316. <i>The Des Moines Register, Inc. The Des Moines Register</i>	Metro Iowa Pg. 1	October 11, 1997 4 Star
317. <i>The Des Moines Register, Inc. The Des Moines Register</i>	Metro Iowa Pg. 1	October 11, 1997 4 Star

Name of Publication	Citation	Date
318. <i>Tower Media, Inc. The Daily News of Los Angeles</i>	Business Title: Biz Bytes; Size of the Week	October 5, 1997
319. <i>Tower Media, Inc. The Daily News of Los Angeles</i>	Business Title: Biz Bytes; Size of the Week	October 5, 1997 Correction Appended
320. <i>Post-Newsweek Business Information Inc. Newsbytes</i>	Title: Newsbytes breaking news headlines	October 3, 1997
321. <i>Post-Newsweek Business Information Inc. Newsbytes</i>	Title: 7-Eleven expands US Pager Market test Heading Nationwide	October 3, 1997
322. <i>The Salt Lake Tribune The Salt Lake Tribune</i>	Business; Pg. D12	October 3, 1997
323. <i>Business Wire, Inc. Business Wire</i>	Business Editors Title: 7-Eleven and PageMart Wireless, Inc. test sale of pagers and paging service in Utah stores	October 2, 1997
324. <i>Business Wire, Inc. Business Wire</i>	Business Editors Title: 7-Eleven and PageMart Wireless, Inc. test sale of pagers and paging service in Colorado stores	October 2, 1997
325. <i>Business Wire, Inc. Business Wire</i>	Business Editors Title: 7-Eleven and PageMart Wireless, Inc. test sale of pagers and paging service in the Miami area	October 2, 1997
326. <i>Business Wire, Inc. Business Wire</i>	Business Editors Title: 7-Eleven and PageMart Wireless, Inc. test sale of pagers and paging service in Texas stores	October 2, 1997
327. <i>Cable News Network Show: Digital Jam</i>	Business Title: 7-11 now selling pagers	October 2, 1997
328. <i>Softline Information, Inc. The Ethnic NewsWatch Michigan Chronicle</i>	Vol. 60; No. 52; Pg. 8-A Title: 7-Eleven celebrates 70 years of convenience	September 30, 1997
329. <i>Computerworld, Inc. Computerworld</i>	News; The Back Page; Pg. 114	September 29, 1997

Name of Publication	Citation	Date
330. <i>The Idaho Statesman</i> <i>The Idaho Statesman</i>	Discover; Pg. 42 Title: Hikers Have Over Hundred Miles of Trails at Their Feet	September 28, 1997
331. <i>Phoenix Newspapers, Inc.</i> <i>The Arizona Republic</i>	Business; Pg. E2	September 19, 1997 Final Chaser
332. <i>Orange County Register</i> <i>The Orange County Register</i>	Business; Pg. C01 Title: Surf the Net at 7-Eleven? Yep, in Seattle.	September 18, 1997 Morning Edition
333. <i>The Atlanta Constitution</i> <i>The Atlanta Journal and Constitution</i>	Features; Pg. 04B	September 16, 1997 All Editions
334. <i>Cable News Network</i> <i>Show: Biz Buzz</i>	Business Title: Editor of Stores Magazine	September 16, 1997
335. <i>Knight Ridder/Tribune News Service</i> <i>Knight Ridder/Tribune News Service</i> <i>Forth Worth Star-Telegram</i>	Lifestyle Title: Put it in a bottle, and we'll pay dearly for it	September 16, 1997
336. <i>Information Access</i> <i>Company IAC (SM)</i> <i>Newsletter Database</i> <i>APT Data Services Ltd.</i> <i>Network Briefing</i>	Title: Internet: 7-Eleven offers internet access in Seattle stores	September 16, 1997
337. <i>News & Record</i> <i>News & Record</i>	Business, Pg. B4	September 16, 1997 All Edition
338. <i>Community Television</i> <i>Foundation of South Florida, Inc.</i> <i>The Nightly Business Report</i> <i>Show: Nightly Business Report</i>	Business Title: Nightly Business Report, Paul Kangas, Jeff Ystine Business	September 16, 1997
339. <i>Business Wire, Inc.</i> <i>Business Wire</i>	Business Editors Title: 7-Eleven tests internet stations in Seattle area stores	September 15, 1997
340. <i>Denver Publishing</i> <i>Company Denver Rocky Mountain News</i>	Local; Ed. F; Pg. 6A	September 14, 1997

Name of Publication	Citation	Date
341. <i>The Dallas Morning News</i> <i>The Dallas Morning News</i>	Opinions; Commentary; Pb. 7A	September 12, 1997 Arlington Morning News Edition
342. <i>Star Tribune</i> <i>Star Tribune</i>	Variety; Pg. 1E Title: Is Bottled Better or Just a Fashion Accessory?	September 6, 1997 Metro Edition
343. <i>St. Louis Post-Dispatch, Inc.</i> <i>St. Louis Post-Dispatch</i>	Everyday Magazine, Pb. 03E	September 3, 1997 Five Star Lift Edition
344. <i>The Des Moines Register, Inc.</i> <i>The Des Moines Register</i>	LifeStyle; Pg. 1 Title: Pay to Drink Water? What Are We Thinking?	August 31, 1997 4 Star
345. <i>The Des Moines Register, Inc.</i> <i>The Des Moines Register</i>	LifeStyle; Pg. 1 Title: Pay to Drink Water? What Are We Thinking?	August 31, 1997 4 Star
346. <i>Star-Telegram Newspaper, Inc.</i> <i>The Fort Worth Star-Telegram</i>	Life; Pg. 1	August 24, 1997 Final AM Edition
347. <i>Information Access Company</i> <i>ASAP - Ziff-Davis Publishing Company</i> <i>PC Week</i>	No. 33; Vol. 14; Pg. 169; ISSN: 0740-1640 Title: Some thought on melting chips and squashed cows; includes related article on Logitech Cyberman 2 joystick; Mind the Gap: Humor: Column	August 4, 1997
348. <i>The Deseret News Publishing Co.</i> <i>The Deseret News</i>	Living; Pg. 2	August 3, 1997
349. <i>The Richmond Times Dispatch</i> <i>The Richmond Times Dispatch</i>	Metro Business; Pg. D-3	July 28, 1997 City Edition
350. <i>The Kansas City Star Co.</i> <i>The Kansas City Star</i>	Zone/Olathe; Pg. 3	July 26, 1997 Johnson County Edition
351. <i>South Bend Tribune Corporation</i> <i>South Bend Tribune</i>	Style; Pg. D2	July 23, 1997 Indiana, Michigan, Mishawaka, Tribune

Name of Publication	Citation	Date
352. <i>Star-Telegram Newspaper, Inc. The Fort Worth Star-Telegram</i>	Life & Arts; Pg. 1	July 22, 1997 Final AM Edition
353. <i>Palm Beach Newspaper, Inc. The Palm Beach Post</i>	Accent, Pg. 1D	July 15, 1997 Final Edition
354. <i>Ventura County Star Ventura County Star</i>	Columns; Pg. A03	July 15, 1997
355. <i>The Daily Oklahoman The Daily Oklahoman</i>	Community I; Pg. 1, A Healthy You	July 14, 1997 City Edition
356. <i>The Roanoke Times & World News Roanoke Times & World News</i>	Business, Pg. A-5	July 12, 1997 Metro Edition
357. <i>Tower Media, Inc. The Daily News of Los Angeles</i>	Business; Title: 7-Eleven gives 2 Big Gulp of dream; Successful store owners celebrate	July 11, 1997
358. <i>The Dallas Morning News The Dallas Morning News</i>	Today; Pg. 1C	July 11, 1997 Home Final Edition
359. <i>Orange County Register The Orange County Register</i>	Accent; Pg. E03 Title: Home of the Super Big Gulp Turns 70	July 11, 1997 Morning Edition
360. <i>Southam Inc. Calgary Herald</i>	Sports; Pg. C2	July 9, 1997 Final Edition
361. <i>Business Wire, Inc. Business Wire</i>	Title: 7-Eleven celebrates 70 Years of Convenience July 11; Happy Birthday to the store that invented 24-hour service and big drinks	July 7, 1997
362. <i>The Idaho Statesman The Idaho Statesman</i>	REC; Pg. 6r Title: Spend the Holiday Weekend Hiking Around Treasure Valley: Hundreds of Miles of Trails are Within Minutes of Boise	July 3, 1997
363. <i>Landmark Communications, Inc. The Virginian-Pilot</i>	Business; Pg. D1	July 2, 1997 Final Edition
364. <i>Business Wire, Inc. Business Wire</i>	Title: 7-Eleven tests sale of pages in area stores	July 1, 1997

Name of Publication	Citation	Date
365. <i>The Dallas Morning News</i> <i>The Dallas Morning News</i>	News; Pg. 39A	June 29, 1997 Home Final Edition
366. <i>National Broadcasting Co. Inc. NBC News Transcripts Show: Today</i>	Title: NBC's Today Show, 8:30 AM	June 24, 1997
367. <i>The Washington Post</i> <i>The Washington Post</i>	A Section; Pg. A01	June 19, 1997 Final Edition
368. <i>Times Publishing Company</i> <i>St. Petersburg Time</i>	Floridian; Monday Journal; Pg. 1D	May 26, 1997 0 South Pinellas Edition
369. <i>Sentinel Communications Co. The Orlando Sentinel</i>	Business; Pg. B4	May 23, 1997 Metro
370. <i>Journal Sentinel Inc. Milwaukee Journal Sentinel</i>	Health Pg. 3	May 5, 1997 All
371. <i>Sarasota Herald-Tribune Co. Sarasota Herald-Tribune</i>	Local/State, Pg. 1B	April 28, 1997 Sarasota Edition
372. <i>The Washington Post</i> <i>The Washington Post</i>	OP-ED; Pb. C07 Title: One Tough Customer	April 27, 1997 Final Edition
373. <i>The Tribune Co. Publishes The Tampa Tribune</i>	Baylife, Pg. 1	April 26, 1997 Final Edition
374. <i>The Florida Times-Union</i> <i>The Florida Times-Union</i>	Body & Mind; Pg. C-1	April 22, 1997 City Edition
375. <i>Chicago Tribune Company</i> <i>Chicago Tribune</i>	Transportation; Pg. 22B; Zone; N	April 20, 1997 Chicagoland Final Edition
376. <i>Orange County Register</i> <i>The Orange County Register</i>	Accent; Pg. E01	April 15, 1997 Morning Edition
377. <i>Knight Ridder/Tribune New Service</i> <i>Knight Ridder/Tribune News Service</i> <i>The Gazette</i>	Lifestyle Title: Caffeine-powered soft drinks aimed at kids; parents, experts express	April 8, 1997

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378. <i>Globe Newspaper Company</i> <i>The Boston Globe</i>	Sports; Pg. A1	March 29, 1997 City Edition
379. <i>Knight Ridder/Tribune</i> <i>News Service Knight</i> <i>Ridder/Tribune News Service</i> <i>Philadelphia Daily News</i>	Business and Financial News Title: 10 years after introduction, vehicles can't hold too many cupholders	March 28, 1997
380. <i>Asbury Park Press, Inc.</i> <i>Asbury Park Press</i>	B, Pg. 1, Michael Riley only Human Column	February 15, 1997
381. <i>The State Journal-Register</i> <i>The State Journal-Register</i>	The Voice; Pg. 14, humor	January 21, 1997 Early and City Editions
382. <i>Chicago Tribune Company</i> <i>Chicago Tribune</i>	Transportation; Pg. 1; Zone: CN	January 19, 1997 Chicagoland Final Edition
383. <i>Micromedia Limited</i> <i>Canadian Business and Current</i> <i>Affairs Alberta Report</i>	v.24(5) January 13, 1997 pg. 21-22; ISSN: 0225-0519 Title: Asian gang terrorism spreads in Edmonton (Dominic Kin Mah case)	January 13, 1997
384. <i>Micromedia Limited</i> <i>Canadian Business and Current</i> <i>Affairs British Columbia</i> <i>Report</i>	v.8(20) January 13, 1997 pg. 32-33; ISSN: 0847-2998 Title: The Boxing Day massacre: Asian gang violence erupts in Edmonton and Vancouver (Dominic Kim Mah case)	January 13, 1997
385. <i>The Kansas City Star Co.</i> <i>The Kansas City Star</i>	Sports; Pg. D1 Title: Tigers Socked by Overdue CU: Colorado Stops Long Slide at MU	January 8, 1997 Metropolitan Edition
386. <i>The Washington Post The</i> <i>Washington Post</i>	Financial; Pg. C06	December 26, 1996 Final Edition
387. <i>Palm Beach Newspaper,</i> <i>Inc. The Palm Beach Post</i>	Accent, Pg. 1D	December 22, 1996 Final Edition
388. <i>Gannett Company, Inc.</i> <i>USA Today</i>	News; Pg. 13A	December 11, 1996 Final Edition

Name of Publication	Citation	Date
389. <i>Information Access Company ASAP - Center for Science in the Public Interest Nutrition Action Healthletter</i>	No. 10, Vol. 23; Pg. 1; ISSN: 0885-7792 Caffeine, the inside scoop; includes related information on caffeine content and health aspects of coffee, health aspects of caffeine and other sources of caffeine, Cover story	December, 1996
390. <i>St. Louis Post-Dispatch, Inc. St. Louis Post-Dispatch</i>	Lifestyle; Pg. 30	November 23, 1996 Five Star Lift Edition
391. <i>St. Louis Post-Dispatch, Inc. St. Louis Post-Dispatch</i>	Everyday magazine; Pg. 1E	November 18, 1996 Five Star Lift Edition
392. <i>Boston Herald Inc. The Boston Herald</i>	Arts & Life; Pg. 049	October 10, 1996 First Edition
393. <i>Star-Telegram Newspaper, Inc. The Fort Worth Star-Telegram</i>	Life & Arts; Pg. 1	October 5, 1996 Final AM Edition
394. <i>International Herald Tribune International herald Tribune</i>	News Title: American Topics; For Big Drinkers, A No-Limit Gulp	September 30, 1996
395. <i>Sun-Sentinel Company Sun-Sentinel</i>	Lifestyle; Pg. 1E	September 26, 1996 All Editions
396. <i>The Dallas Morning News The Dallas Morning News</i>	News; Pg. 41A	September 22, 1996 Home Final Edition
397. <i>Orange County Register The Orange County Register</i>	Accent; Pg. E01	September 22, 1996 Morning Edition
398. <i>Journal Sentinel Inc. Milwaukee Journal Sentinel</i>	Business Pg. 1	September 21, 1996 Final
399. <i>Pacific Press Ltd. The Vancouver Sun</i>	People; Pg. C2	September 21, 1996 Final Edition
400. <i>Pacific Press Ltd. The Vancouver Sun</i>	People; Pg. C2	September 21, 1996 Final Edition

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401. <i>Globe Newspaper Company</i> <i>The Boston Globe</i>	Living; Pg. E1	September 19, 1996 City Edition
402. <i>BPI Communications, Inc.</i> <i>The Hollywood Reporter</i>	Body: ...Can add a dose of glamour and heighten the awareness of any product. Promotions ranged from a presence on millions of 7-Eleven Big Gulp cups to an in-store standee to cross-promotion of the movie in TV, radio and even direct mail. The cost of these....	September 12, 1996
403. <i>St. Louis Post-Dispatch, Inc.</i> <i>St. Louis Post-Dispatch</i>	News; Pg. 1A	September 11, 1996 Three Star Edition
404. <i>St. Louis Post-Dispatch, Inc.</i> <i>St. Louis Post-Dispatch</i>	News; Pg. 1A	September 11, 1996 Five Star Lift Edition
405. <i>The Tribune Co. Publishes</i> <i>The Tampa Tribune</i>	Business and Finance Pg. 10	September 9, 1996 Final Edition
406. <i>Softline Information, Inc.</i> <i>The Ethnic NewsWatch</i> <i>Philadelphia Tribune, The</i>	Vol. 113; No. 64; Pg. 3-A Title: 7-Eleven stores offering more to the term convenient: Customers can get a drink, register to vote at the same time	September 6, 1996
407. <i>Palm Beach Newspaper, Inc.</i> <i>The Palm Beach Post</i>	Travel, Pg. 11	September 1, 1996 Final Edition
408. <i>The Dallas Morning News</i> <i>The Dallas Morning News</i>	News; Pg. 1A	August 18, 1996 Home Final Edition
409. <i>The Dallas Morning News</i> <i>The Dallas Morning News</i>	News; Pg. 1A	August 18, 1996 Home Final Edition
410. <i>Southam Inc. Calgary</i> <i>Herald</i>	News; Pg. A12	August 11, 1996 Final Edition
411. <i>The New York Times</i> <i>Company The New York Times</i>	Section D; Page 16; Column 2; Business/Financial Desk	August 2, 1996 Late Edition Final
412. <i>The Florida Times-Union</i> <i>The Florida Times-Union</i>	Lifestyle; Pg. D-1	August 1, 1996 All Edition

Name of Publication	Citation	Date
413. <i>The Buffalo News</i> <i>The Buffalo News</i>	Lifestyle; Pg. 1E	July 28, 1996 Final Edition
414. <i>The Columbian Publishing Co.</i> <i>The Columbian</i>	Sports; Pg. D1 Title: It's Not Easy Being Green	July 17, 1996
415. <i>Billboard Publications, Inc.</i> <i>Billboard</i>	Title: Promotions & Marketing: Less is more for KRQ Promotions	July 13, 1996
416. <i>Burrelle's Information Services</i> <i>CBS News Transcripts</i> <i>Show: CBS this Morning</i>	Title: CBS This Morning, 8:00 AM	July 11, 1996
417. <i>Burrelle's Information Services</i> <i>CBS News Transcripts</i> <i>Show: CBS this Morning</i>	Title: CBS This Morning, 8:00 AM	July 11, 1996
418. <i>Sofiline Information, Inc.</i> <i>Alt HealthWatch</i> <i>Today's Chiropractic</i>	Vol. 25; No. 3; Pg. 18 Title: The latest fast food rage; Growing portion sizes and fat content	May 1996/June 1996
419. <i>Sentinel Communications Co.</i> <i>The Orlando Sentinel</i>	Transportation; Pg. F1	June 27, 1996 Metro
420. <i>Star Tribune</i> <i>Star Tribune</i>	Variety; Pg. 1E	June 23, 1996 Metro Edition
421. <i>Information Access Company</i> <i>IAC (SM) Newsletter Database</i> <i>American Institute of Food Distribution Inc.</i> <i>Food Institute Report</i>	No. 24, Vol. 69, ISSN: 0745-4503 Title: Beverage briefs: Burger King's small soda	June 17, 1996
422. <i>Pacific Press Ltd.</i> <i>The Vancouver Sun</i>	Satrev; Karma & Dogma; Pg. D18	June 15, 1996 Final Edition
423. <i>The Press Enterprises Co.</i> <i>The Press-Enterprise</i>	Local; Pg. B04	June 12, 1996 Corona-Norco
424. <i>The Commercial Appeal</i> <i>The Commercial Appeal</i>	Appeal; Pg. 1C	June 7, 1996 Final Edition

Name of Publication	Citation	Date
425. <i>The Dallas Morning News</i> <i>The Dallas Morning News</i>	Business; Career Strategies; Pg. 1D	June 5, 1996 Home Final Edition
426. <i>Phoenix Newspapers, Inc.</i> <i>The Phoenix Gazette</i>	Front; Pg. A2	June 5, 1996 Final
427. <i>The Chronicle Publishing Co.</i> <i>The San Francisco Chronicle</i>	Daily Datebook; Pg. E8 Title: Personals	June 5, 1996 Final Edition
428. <i>Times Mirror Company</i> <i>Los Angeles Times</i>	Part A; Page 1; Zones Desk Title: Valley Newswatch	June 4, 1996 Valley Edition
429. <i>Denver Publishing Company</i> <i>Denver Rocky Mountain News</i>	Special Pullout; Ed F; Pg. 1s	May 28, 1996
430. <i>Phoenix Newspapers, Inc.</i> <i>The Arizona Republic</i>	Valley and State; Pg. B1	May 21, 1996 Final Chaser
431. <i>The San Diego Union-Tribune</i> <i>The San Diego Union-Tribune</i>	Auto; Ed. 2,3,4,5; Pg. Auto NC-2	May 18, 1996
432. <i>News World Communications, Inc.</i> <i>The Washington Times</i>	Part E; Auto Weekend; Calendar; Top Picks; Pg. E9	May 17, 1996 Final Edition
433. <i>News World Communications, Inc.</i> <i>The Washington Times</i>	Part M; Washington Weekend; Calendar; Top Picks; Pg. M9	May 16, 1996 Final Edition
434. <i>Crain Communications Inc.</i> <i>Advertising Age</i>	International; Pg. 50	May 13, 1996
435. <i>Crain communication Inc.</i> <i>Automotive News</i>	News; Pg. 1	May 13, 1996
436. <i>The Denver Post Corporation</i> <i>The Denver Post</i>	Food; Pg. F-01	May 8, 1996
437. <i>Information Access Company</i> <i>ASAP - U.S. Department of Agriculture</i> <i>Food Review</i>	Vol. 18; No. 2; Pg. 2; ISSN: 1056-327X	May, 1996

Name of Publication	Citation	Date
438. <i>Information Access Company ASAP - BPI Communications Amusement Business</i>	Vol. 103; No. 39; ISSN: 0003-2344 Title: Creative promotions boos attendance's; Spotlights: Water Attractions	September 30, 1991
439. <i>Crain Communications, Inc. Advertising Age</i>	Special Issue; Pg. S-2	November 3, 1986
440. <i>Crain Communications, Inc. Advertising Age</i>	Special Issue; Pg. S-4 Due to the large size of this document, it has been divided into size parts, this is Part 4	November 3, 1986
441. <i>The Times Mirror Company Los Angeles Times</i>	Calendar; Part 6; Page 10; Column 3; Entertainment Desk	October 31, 1986 Home Edition
442. <i>The Washington Post The Washington Post</i>	First Section; Page A1	September 25, 1986
443. <i>Southwest Newswire Inc. Southwest Newswire</i>	Title: Chinese acrobats to perform at State Fair of Texas	September 19, 1986
444. <i>Information Access Company ASAP - Lebhar-Friedman Inc. Nation's Restaurant News</i>	Vol. 20; Pg. 3; ISSN: 0028-0518 Title: 7-Eleven gives units 'The Works': Southland testing its own fast-food brands.	September 15, 1986
445. <i>The New York Times Company The New York Times</i>	Section 6; Page 12; Column 3; Magazine Desk	August 31, 1986 Late City Final Edition
446. <i>The San Diego Union-Tribune The San Diego Union-Tribune</i>	Sports; Ed. 1,2,3,4,5,6; Pg. E-7	August 1, 1986
447. <i>Information Access Company ASAP - Oil Daily Company The Oil Daily</i>	Pg. 5; ISSN; 0030-1434 Title: Diamond Shamrock's C-store strategy has 3 key elements, convenience stores marketing	May 15, 1986
448. <i>The Associated Press</i>	Business News Title: Southland Officials claim overwhelming support of Adult Magazine Ban	May 7, 1986 AM cycle
449. <i>The Times Mirror Company Los Angeles Times</i>	Metro; Part 2; Page 2; Column 3; Letters Desk	April 19, 1986 Home Edition

Name of Publication	Citation	Date
450. <i>The Washington Post The Washington Post</i>	Weekend; Pg. 7	October 4, 1985 Final Edition
451. <i>The Washington Post The Washington Post</i>	District Weekly; Courtland Milloy; DC1	January 3, 1985 Final Edition
452. <i>Little Rock Newspapers, Inc. Arkansas Democrat-Gazette</i>	Body: ...who indicated he had a gun in his coat pocket and ordered a teller to place money in a "Big Gulp" soft drink cup, which are sold at 7-Eleven convenience stores. He reportedly passed the teller a note telling her. "Don't scream. Fill the cup"	December 12, 1984
453. <i>Information Access Company ASAP - Lebharr-Friedman Inc. Nation's Restaurant News</i>	Vol. 18, Pg. F1; ISSN: 0028-0518 Title: Beverage trends; nonalcoholic and decaffeinated beverages sales rising	November 26, 1984
454. <i>The Washington Post The Washington Post</i>	Metro; B7	August 7, 1984 Final Edition
455. <i>Business Wire, Inc. Business Wire</i>	Business Editors Title: Southland-Corp; 7-Eleven stores thrive in Japan	Mary 8, 1984
456. <i>PR Newswire Association, Inc. PR Newswire</i>	Body: Dallas, March 8/PRN/ - - When the first 7-Eleven store opened in Japan in 1974, no one know if Slurpees and Big Gulps could survive the same shelves with sake and bean past. With the opening of the 2,000th 7-Eleven store in Japan this month, it's apparent that this unusual product mix is not just surviving, but thriving.	March 8, 1984
457. <i>Southwest Newswire Inc. Southwest Newswire</i>	Body: Dallas, March 8/PRN/ - - When the first 7-Eleven store opened in Japan in 1974, no one know if Slurpees and Big Gulps could survive the same shelves with sake and bean past. With the opening of the 2,000th 7-Eleven store in Japan this month, it's apparent that this unusual product mix is not just surviving, but thriving.	March 8, 1984

Name of Publication	Citation	Date
458. <i>The Washington Post</i> <i>The Washington Post</i>	Weekend; Pg. 9	September 9, 1983 Final Edition
459. <i>The Associated Press</i>	Domestic News Title: A familiar voice of 7-Eleven is retiring	August 8, 1983 PM cycle
460. <i>Information Access Company ASAP - Lebhar-Fridman Inc. Nation's Restaurant News</i>	Vol. 17; Pg. 1: ISSN: 0025-0518 7-Eleven supports food service; seeks technology	July 18, 1983
461. <i>Newsweek</i> <i>Newsweek</i>	Business; Pg. 46	July 4, 1983 United States Edition
462. <i>The Washington Post</i> <i>The Washington Post</i>	District Weekly; DC1 Title: Coalition Seeks to Stop Planned 7-Eleven in Woodridge	September 15, 1982 Final Edition Correction Appended
Articles 463-515 (November 1, 2001 through May 29, 2001)		
463. <i>Newsday, Inc. Newsday</i>	Business & Technology, Pg. A53	November 1, 2001 Nassau and Suffolk Edition
464. <i>Chicago Sun-Times, Inc. Chicago Sun-Times</i>	Financial; Bulls & Bears; Pg. 52	October 29, 2001
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482. <i>The Houston Chronicle</i> <i>Publishing Company</i> <i>The Houston Chronicle</i>	Dining Guide; Pg. 7	August 17, 2001
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484. <i>The Associated Press State & Local Wire</i>	Business News Title: 7-Eleven wants to open in DFW	August 3, 2001 BC Cycle
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487. <i>News & Record</i> <i>News & Record</i>	Ideas; Pg. H2; Allen Johnson	July 29, 2001 All Editions
488. <i>Business Wire, Inc.</i> <i>Business Wire</i>	Title: 7-Eleven, Inc. Reports Second Quarter 2002 Results; U.S. Same-Store Merchandise Sales Increase 4.8 Percent	July 26, 2001
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520. <i>The Oregonian</i>	Living; Pg. C01 Title: Second-Chance Romance	February 14, 2006 Sunrise Edition
521. <i>Tampa Tribune</i>	Baylife Flavor; Pg. 1 Title: Big & Beefy	February 1, 2006 Final Edition
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524. <i>Newsday</i>	News; Pg. A08 Title: Come To Farmingville, Mr. Bush	December 6, 2005 All Editions
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531. <i>The Kansas City Star</i>	I; Pg. 3 Title: Big Gulp of Health; Prefer Energy Drinks To Slurpees? Thank Heaven For 7-Eleven	October 16, 2005 Sunday 1st Edition
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533. <i>Orlando Sentinel</i>	A Section; Final; Pg. A1 Title: Penny Pinchers Can Take State Sales-Tax Glitch To The Bank	August 5, 2005 - Final
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537. <i>The New York Times</i>	The City Weekly Desk; Pg. 11 Title: A Taste Of New Jersey	July 17, 2005 Late Edition (Final)
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550. <i>The Boston Globe</i>	Food; Pg. E1 Title: The Wired Generations Frothy Coffees And Sweet Energy Drinks Make Caffeine A Drug For All Ages	February 2, 2005 Third Edition
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554. <i>The Washington Post</i>	Food; F01 Title: The Grace of A Smaller Bid; Why A 12- To 14-Pound Turkey Is Worth Trying To Find	November 17, 2004 Final Edition
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564. <i>Chicago Sun-times</i>	Features; Pg. 52 Title: "Pride" Goeth Before A Fall Did NBC Listen?	August 30, 2004
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615. <i>The New York Times</i>	Magazine Desk; Pg. 80 Title: The Year In Ideas; Cup-Holder Cuisine	December 15, 2002 Final Edition
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631. <i>Los Angeles Times</i>	California Metro; Part 2; Metro Desk; Pg. 2 Title: In The Classroom; These Students Could Take Us To The Moon; A Pasadena Institute Gives Teenagers The Chance To Work On Real-World Computer And Math Projects	July 24, 2002
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636. <i>Chicago Sun-Times</i>	Financial; Media Mix; Pg. 57 Title: 7-Eleven Turns 7-5	July 10, 2002
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643. <i>Buffalo News</i>	Next, Pg. N2 Title: The Strange Eating Habits Of Teens	May 22, 2002 Final Edition
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