

ESTTA Tracking number: **ESTTA185965**

Filing date: **01/11/2008**

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

**Notice of Opposition**

Notice is hereby given that the following party opposes registration of the indicated application.

**Opposer Information**

Name	National Geographic Society
Granted to Date of previous extension	02/09/2008
Address	1145 17th Street, N.W. Washington, DC 20036 UNITED STATES

Attorney information	Kathleen T. Gallagher-Duff, Esq. Covington & Burling LLP 1201 Pennsylvania Avenue, N.W. Washington, DC 20004 UNITED STATES trademarks@cov.com Phone:2026625299
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**Applicant Information**

Application No	77206902	Publication date	12/11/2007
Opposition Filing Date	01/11/2008	Opposition Period Ends	02/09/2008
Applicant	Peterson, Christopher Jon 80 13th St. East Columbia Falls, MT 59912 UNITED STATES		

**Goods/Services Affected by Opposition**

Class 041. First Use: 2006/08/01 First Use In Commerce: 2006/08/01 All goods and services in the class are opposed, namely: Magazine publishing; Multimedia publishing of books, magazines, journals, software, games, music, and electronic publications; Publication of books, magazines, almanacs and journals; Publication of texts, books, magazines and other printed matter
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**Grounds for Opposition**

Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)
<i>Torres v. Cantine Torresella S.r.l.Fraud</i>	808 F.2d 46, 1 USPQ2d 1483 (Fed. Cir. 1986)

**Marks Cited by Opposer as Basis for Opposition**

U.S. Registration No.	242080	Application Date	12/16/1927
Registration Date	05/15/1928	Foreign Priority	NONE

		Date	
Word Mark	NATIONAL GEOGRAPHIC		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class U038 (International Class 016). First use: First Use: 1888/00/00 First Use In Commerce: 1888/00/00 PERIODICAL PUBLICATIONS		

U.S. Registration No.	701405	Application Date	05/04/1959
Registration Date	07/19/1960	Foreign Priority Date	NONE
Word Mark	NATIONAL GEOGRAPHIC		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class U038 (International Class 016). First use: First Use: 1888/00/00 First Use In Commerce: 1888/00/00 Monthly Periodical, Books, Maps, and Other Publications		

U.S. Registration No.	997183	Application Date	08/02/1973
Registration Date	10/29/1974	Foreign Priority Date	NONE
Word Mark	NATIONAL GEOGRAPHIC		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class U107 (International Class 041). First use: First Use: 1965/09/10 First Use In Commerce: 1965/09/10 DOCUMENTARY TELEVISION SERIES		

U.S. Registration No.	2411079	Application Date	04/09/1998
Registration Date	12/05/2000	Foreign Priority Date	NONE
Word Mark	NATIONAL GEOGRAPHIC		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1986/03/03 First Use In Commerce: 1986/03/03 Pre-recorded motion picture films, video cassettes and videodiscs; prerecorded audio cassettes, tapes and compact discs; and computer software programs, all in the fields of environment, science, history, archaeology and social studies Class 041. First use: First Use: 1965/09/10 First Use In Commerce: 1965/09/10 Entertainment services, namely, theatrical exhibition of motion pictures		

U.S. Registration No.	3348939	Application Date	02/02/2001
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Registration Date	12/04/2007	Foreign Priority Date	NONE
Word Mark	NATIONAL GEOGRAPHIC		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2001/09/00 First Use In Commerce: 2001/09/00 Pre-recorded compact discs; radios, weather kits comprised of altimeters, barometers and wind speed indicators; monoculars with cases; handheld electronic units that identify bird species and bird songs</p> <p>Class 014. First use: First Use: 2005/03/00 First Use In Commerce: 2005/03/00 Jewelry, namely, necklaces, pendants, all of precious and non precious metals; clocks, wall clocks; wristwatches</p> <p>Class 016. First use: First Use: 2000/12/01 First Use In Commerce: 2000/12/01 Address books, blank journals; note pads and note cards; posters, mounted maps, mounted prints; greeting cards; pens, pencils and calendars</p> <p>Class 018. First use: First Use: 2002/03/00 First Use In Commerce: 2002/03/00 Backpacks, luggage, shoulder bags, cosmetic bags sold empty; tote bags, fanny packs, briefcases, and umbrellas</p> <p>Class 021. First use: First Use: 2000/09/00 First Use In Commerce: 2000/09/00 mugs, vases; bird feeders</p> <p>Class 025. First use: First Use: 2000/09/00 First Use In Commerce: 2000/09/00 T-shirts, woven shirts, knit shirts, polo shirts, sweaters, fleece tops, jackets, rain jackets, and coats; rainwear; sweat shirts and sweat pants; woven pants, shorts; caps; socks</p> <p>Class 028. First use: First Use: 2002/06/00 First Use In Commerce: 2002/06/00 manipulative puzzles; board games; card games; educational fossil collection and dinosaur excavation kits; plush toy animals; soft sculpture plush toys; and Christmas ornaments in the nature of Christmas Tree ornaments</p> <p>Class 035. First use: First Use: 2004/03/00 First Use In Commerce: 2004/03/00 Retail stores services in the field of books, videos, educational toys and activities, educational software, camping equipment, traveling and carry bags and gift items</p>		

U.S. Registration No.	524810	Application Date	08/15/1947
Registration Date	05/02/1950	Foreign Priority Date	NONE
Word Mark	NATIONAL GEOGRAPHIC		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class U107 (International Class 041). First use: First Use: 1888/00/00 First Use In Commerce: 1888/00/00</p> <p>EXPLORING AND DISCOVERING, GATHERING, COMPILING AND DISSEMINATING KNOWLEDGE OF THE SCIENCE OF THE EARTH AND ITS LIFE, EMBRACING THE LAND, THE SEA AND THE AIR, WITH PARTICULAR EMPHASIS ON GEOGRAPHICAL, EDUCATIONAL, SCIENTIFIC, NATURAL, COSMIC, ECONOMIC AND HISTORICAL SUBJECTS</p>		

U.S. Registration No.	1152388	Application Date	07/17/1979
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Registration Date	04/28/1981	Foreign Priority Date	NONE
Word Mark	NATIONAL GEOGRAPHIC MAGAZINE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 016. First use: First Use: 1888/00/00 First Use In Commerce: 1888/00/00 Periodical Magazines Concerning the Earth and Its Life, and the Cosmic Environment with Particular Emphasis on Geographical, Educational, Scientific, Economic, Natural and Historical Subjects		

U.S. Registration No.	2643905	Application Date	08/10/2000
Registration Date	10/29/2002	Foreign Priority Date	NONE
Word Mark	NATIONAL GEOGRAPHIC		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 016. First use: First Use: 2002/01/00 First Use In Commerce: 2002/01/00 Periodical magazines in the fields of the earth, environment, nature, natural history, economic, scientific, and historical subjects		

U.S. Registration No.	1152395	Application Date	08/02/1979
Registration Date	04/28/1981	Foreign Priority Date	NONE
Word Mark	NATIONAL GEOGRAPHIC		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 016. First use: First Use: 1962/10/00 First Use In Commerce: 1962/10/00 Periodical Magazines Concerning the Earth and Its Life, and the Cosmic Environment, with Particular Emphasis on Geographical, Educational, Scientific, Economic, Natural and Historical Subjects		

U.S. Registration No.	3154443	Application Date	01/11/2002
Registration Date	10/10/2006	Foreign Priority Date	NONE
Word Mark	NATIONAL GEOGRAPHIC		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 028. First use: First Use: 2002/09/01 First Use In Commerce: 2002/09/01 articulated and non-articulated toy animal figures; toy microscopes and toy telescopes; remote controlled toy vehicles, archaeological and paleontological "dig" kits consisting of a block of sand containing a disassembled animal skeleton or building permitting the child to unearth the pieces and assemble them; flower and leaf presses; Egyptian pottery wheel kit consisting of a pottery wheel, clay to make a pot and paints for the pot when made; build your own		

	mountain kit consisting of plaster, a mountain mold and art supplies to decorate the mountain; and Build your own glider kit, consisting of wooden or plastic pieces to build a glider, with art supplies to decorate the glider; bath toys; water toys, namely, pool toys
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Attachments	71259014#TMSN.gif ( 1 page )( bytes ) 75465035#TMSN.gif ( 1 page )( bytes ) 76203991#TMSN.gif ( 1 page )( bytes ) Notice of Opposition.pdf ( 10 pages )(342993 bytes ) GEOGRAPHIC Registrations.pdf ( 27 pages )(810810 bytes ) Exhibit A Part 2.pdf ( 70 pages )(2070965 bytes ) Exhibit A Part 3.pdf ( 67 pages )(1707980 bytes ) Exhibit A Part 4.pdf ( 41 pages )(1065201 bytes ) Exhibit A Part 5.pdf ( 52 pages )(1305477 bytes ) GEOGRAPHIC Applications Chart.pdf ( 23 pages )(973770 bytes ) 76106447#TMSN.gif ( 1 page )( bytes ) 73225850#TMSN.gif ( 1 page )( bytes ) 76357667#TMSN.gif ( 1 page )( bytes ) Exhibit B.pdf ( 117 pages )(566694 bytes )
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### Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by Overnight Courier on this date.

Signature	/kathleentgallagher-duff/
Name	Kathleen T. Gallagher-Duff, Esq.
Date	01/11/2008

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

In the Matter of: Serial No. 77/206,902  
Date of Filing: June 15, 2007  
Mark: GLACIER GEOGRAPHIC (Stylized)  
Date of  
Publication: December 11, 2007

National Geographic Society,

Opposer,

v.

Christopher Jon Peterson,

Applicant.

Opposition No. \_\_\_\_\_

NOTICE OF OPPOSITION

National Geographic Society (“National Geographic” or “Opposer”), a District of Columbia corporation located and doing business at 1145 17th St., N.W., Washington, D.C. 20036, believes that it will be damaged by registration of the mark GLACIER GEOGRAPHIC (Stylized), shown in Serial No. 77/206,902, for magazine publishing; multimedia publishing of books, magazines, journals, software, games, music, and electronic publications; publication of books, magazines, almanacs and journals; and publication of texts, books, magazines and other printed matter, in International Class 41.

The grounds for opposition are as follows:

1. By the application herein opposed, Applicant Christopher Jon Peterson (“Applicant”) seeks to obtain registration on the Principal Register of the United States Patent and Trademark Office (“PTO”) of the mark GLACIER GEOGRAPHIC (Stylized) for magazine publishing; multimedia publishing of books, magazines, journals, software, games,

music, and electronic publications; publication of books, magazines, almanacs and journals; and publication of texts, books, magazines and other printed matter, in International Class 41. The registration claims that the mark GLACIER GEOGRAPHIC (Stylized) was first used anywhere and in interstate commerce in connection with all of the foregoing services at least as early as August 1, 2006.

2. The application herein opposed was filed on June 15, 2007, and was published for opposition on December 11, 2007. The deadline for filing a Notice of Opposition or a request for an extension of time to do so is January 10, 2008. Accordingly, this Notice of Opposition is timely filed with the Trial and Appeal Board (“TTAB”).

3. National Geographic was established in 1888 “to increase and diffuse geographic knowledge.” National Geographic uses a wide array of media, including magazines, books, television, and the Internet, in support of its mission.

4. National Geographic adopted and has used in interstate commerce, from a time prior to any date upon which Applicant can rely, its famous NATIONAL GEOGRAPHIC mark to identify a wide array of goods and services, ranging from magazines, books, maps, travel guides, educational software, and pre-recorded videocassettes and DVDs to television programs, motion pictures and other educational and entertainment services.

5. National Geographic has distributed its famous NATIONAL GEOGRAPHIC magazine since 1888, has distributed books and maps under its NATIONAL GEOGRAPHIC mark since at least 1960, has provided television programs under its NATIONAL GEOGRAPHIC mark since 1965, has advertised and promoted pre-recorded videotapes, videocassettes and similar products under its NATIONAL GEOGRAPHIC mark

since at least as early as March 1986, and has provided television broadcast services under the mark NATIONAL GEOGRAPHIC CHANNEL mark since November 2000. The National Geographic Channel reaches almost 52 million homes across the United States.

6. As a result of such continuous use of its NATIONAL GEOGRAPHIC mark for nearly 120 years in connection with its NATIONAL GEOGRAPHIC magazine, for over 40 years in connection with books, maps and television programs, for over 20 years in connection with pre-recorded videotapes, videocassettes and similar products, and for over seven years in connection with television broadcast services, National Geographic's famous NATIONAL GEOGRAPHIC mark has become well known to the public as a mark associated with National Geographic and its quality products and services, and National Geographic has acquired substantial goodwill associated with such mark.

7. National Geographic owns a family of over 50 registrations on the PTO's Principal Register that consist of or include the NATIONAL GEOGRAPHIC mark. National Geographic's registrations include (i) a registration for the mark NATIONAL GEOGRAPHIC for a periodical publication, in International Class 16 (Reg. No. 242,080), which issued on May 15, 1928; (ii) a registration for the mark NATIONAL GEOGRAPHIC for a monthly periodical, books, maps, and other publications, in International Class 16 (Reg. No. 701,405), which issued on July 19, 1960; (iii) a registration for the mark NATIONAL GEOGRAPHIC for a documentary television series, in International Class 41 (Reg. No. 997,183), which issued on October 29, 1974; (iv) a registration for the mark NATIONAL GEOGRAPHIC for prerecorded motion picture films, video cassettes and video discs; prerecorded audio cassettes, tapes and compact discs; and computer software programs, all in the fields of environment, science, history, archaeology, and social studies, in International

Class 9 (Reg. No. 2,411,079), which issued on December 5, 2000; and (v) a registration for the mark NATIONAL GEOGRAPHIC and Yellow Border Design for, among other things, (i) address books, blank journals, note pads and note cards, posters, mounted maps, mounted prints, greeting cards, pens, pencils, and calendars, in International Class 16, (ii) backpacks, in International Class 18; (iii) boards games, card games, and educational fossil collection and dinosaur excavation kits, in International Class 25; and (iv) retail store services in the field of books, videos, educational toys and activities, educational software, camping equipment, traveling and carry bags and gift items, in International Class 35 (Reg. No. 3,348,939), which issued on December 4, 2007. All of the foregoing registrations are valid and subsisting, and constitute *prima facie* or conclusive evidence of National Geographic's exclusive rights in the mark in commerce on the foregoing goods and services. Reg. Nos. 242,080, 701,405, 997,183, and 2,411,079 are incontestable. Copies of registration certificates and printouts from the PTO online database showing the current status of National Geographic's family of NATIONAL GEOGRAPHIC registrations are attached hereto as Exhibit A, along with a chart of all such registrations.

8. In addition, National Geographic is the owner of 32 pending applications for marks that consist of or include the mark NATIONAL GEOGRAPHIC for a wide range of goods and services, including computer-based electronic learning aids containing both hardware and educational software in the fields of, among other things, geography, natural history, science, the environment, nature, wildlife, ecology, exploration, and adventure, in International Class 9; a series of books in the fields of, among other things, travel, adventure, exploration, geography, science, natural science, nature, wildlife, ecology, social studies, natural history, geology, botany, and the environment; children's books; blank

journals; and daily planners, in International Class 16; and promoting the increase and diffusion of the public's knowledge in the fields of geography, exploration, conservation, nature, ecology, the environment, wildlife, archeology, paleontology, social studies, peoples and cultures, history, science, space and travel, in International Class 35. These include pending applications for the marks NATIONAL GEOGRAPHIC and Yellow Border Design, NATIONAL GEOGRAPHIC 10 BEST OF EVERYTHING, NATIONAL GEOGRAPHIC ADVENTURE, NATIONAL GEOGRAPHIC KIDS, and NATIONAL GEOGRAPHIC MILK CARTON ADVENTURES. A chart that lists National Geographic's pending applications that consist of or include the mark NATIONAL GEOGRAPHIC, and printouts from the PTO online database showing the current status of these applications, are attached hereto as Exhibit B.

9. By adopting and using its NATIONAL GEOGRAPHIC mark since the dates of first use specified above, National Geographic has acquired exclusive rights in such mark which are superior to those of Applicant in his GLACIER GEOGRAPHIC (Stylized) mark.

10. Applicant's GLACIER GEOGRAPHIC (Stylized) mark is substantially similar in appearance, sound, meaning and commercial impression to National Geographic's NATIONAL GEOGRAPHIC mark. The dominant and distinctive element of Applicant's mark is the word "Geographic." The "Glacier" portion of Applicant's mark is descriptive. Indeed, Applicant disclaimed the exclusive right to use such word apart from the mark GLACIER GEOGRAPHIC. Also, the stylized element of Applicant's mark consists solely of the first letter of the words "Glacier" and "Geographic" in capitalized letters. Applicant's mark conveys the impression that it identifies a subbrand of National Geographic's

NATIONAL GEOGRAPHIC publications and other printed materials and educational services that are geared to or cover nature topics, including Glacier National Park, and geology topics such as glaciers.

11. The services identified by Applicant's GLACIER GEOGRAPHIC (Stylized) mark are identical or very closely related to goods and services provided by National Geographic under its famous NATIONAL GEOGRAPHIC mark, including magazines, books, software, travel guides, calendars, blank journals, games, and music. National Geographic's various goods and services, including its magazines, books, maps, travel guides, and television programs, have featured information about, and photographs of, Glacier National Park and glaciers.

12. Consumers and users of goods and services provided under National Geographic's family of NATIONAL GEOGRAPHIC marks, including NATIONAL GEOGRAPHIC, are potential consumers and users of the services identified in Applicant's GLACIER GEOGRAPHIC (Stylized) application.

13. Upon information and belief, Applicant's services are or will be provided in some of the same channels of trade as National Geographic's NATIONAL GEOGRAPHIC goods and services, including the Internet and retail stores.

14. The adoption and use by Applicant of the mark GLACIER GEOGRAPHIC (Stylized) on and in connection with the services identified in his registration application is likely to cause confusion with National Geographic's NATIONAL GEOGRAPHIC mark, and is likely to cause consumers to assume, erroneously, that Applicant's GLACIER GEOGRAPHIC (Stylized) services, including his GLACIER GEOGRAPHIC magazine, are endorsed, sponsored or approved by, or somehow are

associated with, National Geographic. As the result of such adoption and use by Applicant of the mark GLACIER GEOGRAPHIC (Stylized), the public is likely to become confused or to be misled or to be deceived, and is likely to believe, erroneously, that Applicant's services emanate from National Geographic or that Applicant's services have been endorsed, sponsored or approved by National Geographic or are associated in some way with National Geographic. National Geographic's invaluable goodwill in its NATIONAL GEOGRAPHIC mark will be seriously jeopardized thereby.

15. National Geographic's NATIONAL GEOGRAPHIC mark is famous and distinctive for a wide range of goods and services provided by National Geographic, including magazines, books, and television programs, and became famous before Applicant acquired any rights in GLACIER GEOGRAPHIC (Stylized). By using and seeking registration of GLACIER GEOGRAPHIC (Stylized), Applicant seeks to capitalize on the fame of National Geographic's NATIONAL GEOGRAPHIC mark and the immense goodwill associated therewith. Applicant's use and proposed registration of the mark GLACIER GEOGRAPHIC (Stylized) for his GLACIER GEOGRAPHIC (Stylized) magazine and for the services covered in Applicant's subject application is likely to cause dilution by blurring and/or dilution by tarnishment of the famous NATIONAL GEOGRAPHIC mark by impairing the distinctiveness and/or harming the reputation of the famous NATIONAL GEOGRAPHIC mark.

16. National Geographic believes that it will be damaged by registration of the mark GLACIER GEOGRAPHIC (Stylized) for the services covered in Applicant's subject application because such registration will assist and support Applicant in the confusing and misleading use of a mark that is likely to cause confusion with, and that is likely to dilute,

National Geographic's NATIONAL GEOGRAPHIC mark, and will create statutory rights in Applicant in violation and derogation of the prior and superior rights of National Geographic.

17. Applicant filed his application for registration of the mark GLACIER GEOGRAPHIC (Stylized) on June 15, 2007 for magazine publishing; multimedia publishing of books, magazines, journals, software, games, music, and electronic publications; publication of books, magazines, almanacs and journals; and publication of texts, books, magazines and other printed matter. Applicant filed the application under Section 1(a), claiming first use in commerce of the GLACIER GEOGRAPHIC (Stylized) mark in connection with all of the foregoing services "at least as early as August 1, 2006."

18. In his application, made under oath, Applicant claimed that Applicant "*is using the mark in commerce on or in connection with the identified goods/services*" (emphasis added).

19. In his application, made under oath, Applicant gave "at least as early as August 1, 2006" as the "First Use Anywhere Date" and "First Use In Commerce Date" for each of the services listed in the application.

20. On information and belief, the claims asserted in the application that are referred to in paragraphs 17-19 above were false and/or misleading at the time the application was filed on June 15, 2007, and were known by Applicant to be false and/or misleading at the time.

21. On information and belief, at the time the application was filed on June 15, 2007, Applicant was not using, and knew that he was not using, the GLACIER GEOGRAPHIC (Stylized) mark in commerce on or in connection with (i) multimedia publishing of books, journals, software, games, and music, (ii) publication of books,

almanacs and journals; and (iii) publication of texts and books (collectively, the “Excluded Services”), and Applicant had not used, and knew that he had not used, the GLACIER GEOGRAPHIC (Stylized) mark in commerce on or in connection with the Excluded Services at least as early as August 1, 2006.

22. On information and belief, the claims asserted in the application that are referred to in paragraphs 17-19 above, were false and/or misleading at the time Applicant filed with the PTO his application for the GLACIER GEOGRAPHIC (Stylized) mark and were known by Applicant to be false and/or misleading at the time.

23. In reliance on the foregoing false, misleading and material representations by Applicant in his application, the PTO on December 11, 2007, published Applicant’s GLACIER GEOGRAPHIC (Stylized) application as a use-based application.

WHEREFORE, National Geographic prays that this opposition be sustained and that registration of Application Serial No. 77/206,902 be denied. Please charge the fee required in 37 C.F.R. § 2.6(a)(17), and any other fees required in connection with this Notice of Opposition, to the Deposit Account of Covington & Burling, Deposit Account No. 03-3412.

By: 

Bingham B. Leverich  
Kathleen T. Gallagher-Duff  
Marie A. Lavalleye  
Kristina Rosette  
COVINGTON & BURLING  
1201 Pennsylvania Avenue, N.W.  
Washington, D.C. 20004-2401

Attorneys for Opposer  
National Geographic Society

Dated: January 10, 2008

National Geographic Society,

Opposer,

v.

Christopher Jon Peterson,

Applicant.

Opposition No. \_\_\_\_\_

Mark: GLACIER GEOGRAPHIC  
(Stylized)

Serial No.: Serial No. 77/206,902

CERTIFICATE OF SERVICE

I, Kathleen T. Gallagher-Duff, hereby certify that I caused a copy of the foregoing NOTICE OF OPPOSITION to be served upon Christopher Jon Peterson, 80 13th Street E. Columbia Falls, MT 59912-4004, by causing the same to be sent via Federal Express, postage prepaid, on this 11th day of January, 2008.

  
Kathleen T. Gallagher-Duff

# EXHIBIT A

## National Geographic Society - Federal Registrations that include or consist of NATIONAL GEOGRAPHIC

Country	Mark	Owner	App. No.	File Date	Reg. No.	Reg. Date	Renewal Date
United States of America	NATIONAL GEOGRAPHIC	National Geographic Society	71/259,014	16-Dec-1927			15-May-2018
			0242080	15-May-1928			
<i>Goods/Services:</i> 016 Int.: Periodical magazine (First use: 1888)							
United States of America	THE NATIONAL GEOGRAPHIC MAGAZINE	National Geographic Society	71/283,849	11-May-1929			10-Sep-2009
			0261240	10-Sep-1929			
<i>Goods/Services:</i> 016 Int.: Periodical publication							
United States of America	NATIONAL GEOGRAPHIC SOCIETY INCORPORATED A D 1888 & Design	National Geographic Society	71/531698	18-Aug-1947			17-May-2009
			0509970	17-May-1949			
<i>Goods/Services:</i> 041 Int.: Exploring and discovering, gathering, compiling and disseminating knowledge of the science of the earth and its life, embracing the land, the sea and the air, with particular emphasis on geographical, educational, scientific, natural, cosmic, economic, and historical subjects							
<i>Image:</i>							
							

## National Geographic Society - Federal Registrations that include or consist of NATIONAL GEOGRAPHIC

Country	Mark	Owner	App. No.		File Date		Renewal Date
			Reg. No.	Reg. No.	Reg. Date	Reg. Date	
United States of America	NATIONAL GEOGRAPHIC	National Geographic Society	71/531,505		15-Aug-1947		02-May-2010
			0524810		02-May-1950		
<b>Goods/Services:</b> 041 Int.: Exploring and discovering, gathering, compiling and disseminating knowledge of the science of the earth and its life, embracing the land, the sea and the air, with particular emphasis on geographical, educational, scientific, natural, cosmic, economic and historical subjects							
United States of America	NATIONAL GEOGRAPHIC	National Geographic Society	72/072,873		04-May-1959		19-Jul-2010
			0701405		19-Jul-1960		
<b>Goods/Services:</b> 016 Int.: Monthly periodical, books, maps, and other publications							
United States of America	NATIONAL GEOGRAPHIC	National Geographic Society	72/117,124		04-Apr-1961		31-Jul-2012
			0735312		31-Jul-1962		
<b>Goods/Services:</b> 016 Int.: Terrestrial globe.							
United States of America	NATIONAL GEOGRAPHIC	National Geographic Society	72/464554		02-Aug-1973		29-Oct-2014
			0997183		29-Oct-1974		
<b>Goods/Services:</b> 041 Int.: Documentary television series							

## National Geographic Society - Federal Registrations that include or consist of NATIONAL GEOGRAPHIC

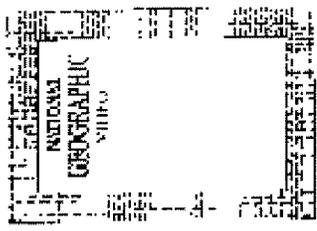
<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>	<i>Reg. No.</i>	<i>Reg. Date</i>	<i>Renewal Date</i>
United States of America	NATIONAL GEOGRAPHIC MAGAZINE	National Geographic Society	73/223,749 1,152,388	17-Jul-1979 28-Apr-1981			28-Apr-2011
<p><b>Goods/Services:</b> 016 Int.: Periodical magazines concerning the earth and its life, and the cosmic environment with particular emphasis on geographical, educational, scientific, economic, natural and historic subjects</p>							
United States of America	NATIONAL GEOGRAPHIC & Yellow Border Design	National Geographic Society	73/225,850 1,152,395	02-Aug-1979 28-Apr-1981			28-Apr-2011

**Goods/Services:** 016 Int.: Periodical magazines concerning the earth and its life, and the cosmic environment with particular emphasis on geographical, educational, scientific, economic, natural and historic subjects (First use: October, 1962)

**Image:**



## National Geographic Society - Federal Registrations that include or consist of NATIONAL GEOGRAPHIC

Country	Mark	Owner	App. No.	File Date	Reg. No.	Reg. Date	Renewal Date
United States of America	NATIONAL GEOGRAPHIC TRAVELER	National Geographic Society	73/470,284 1,308,973	15-Mar-1984 11-Dec-1984			11-Dec-2014
<i>Goods/Services:</i> 016 Int.: Periodical magazines pertaining to travel							
United States of America	NATIONAL GEOGRAPHIC KIDS NETWORK	National Geographic Society	73/667,065 1,475,768	19-Jun-1987 09-Feb-1988			09-Feb-2008
<i>Goods/Services:</i> 009 Int.: Series of educational kits pertaining to science comprising computer programs, teachers manuals, student worksheets and reference books and ancillary testing materials for classroom use (First use: April 8, 1987)							
United States of America	NATIONAL GEOGRAPHIC VIDEO & Yellow Border Design	National Geographic Society	73/825,693 1,597,278	13-Sep-1989 22-May-1990			22-May-2010
<i>Goods/Services:</i> 009 Int.: Pre-recorded video cassettes and video discs for educational purposes (First use: March 26, 1986)							
<i>Image:</i>							
							

**National Geographic Society - Federal Registrations that include or consist of NATIONAL GEOGRAPHIC**

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>	<i>Reg. Date</i>	<i>Renewal Date</i>
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United States of America	NATIONAL GEOGRAPHIC SOCIETY & Yellow Border Design	National Geographic Society	73/840,027 1,664,747	15-Nov-1989 19-Nov-1991		19-Nov-2011
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**Goods/Services:** 009 Int.: Computer programs in the field of education; and educational kits for classroom use comprising audio cassettes, teacher's guides, booklets, worksheets and printed sheet illustrations

016 Int.: Educational books

*Image:*



**National Geographic Society - Federal Registrations that include or consist of NATIONAL GEOGRAPHIC**

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>	<i>Reg. No.</i>	<i>Reg. Date</i>	<i>Renewal Date</i>
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United States of America	NATIONAL GEOGRAPHIC EDVENTURES & Yellow Border Design	National Geographic Society	75/407,273 2,268,433	15-Dec-1997 10-Aug-1999			10-Aug-2009
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**Goods/Services:** 009 Int.: Educational kits, namely, thematic learning kits comprised of pre-recorded videos, overhead transparencies, magazines, teachers' guides, maps, poster, chart, informational handouts for students, collections of articles on subject matter, and trivia cards, in the fields of biology, ecology, astronomy, geology and meteorology, Cl. 9 (First use: November 1, 1996)

035 Int.: Deleted from registration.

**Image:**



United States of America	NATIONAL GEOGRAPHIC ADVENTURE	National Geographic Society	75/978758 2,348,871	25-Feb-1999 09-May-2000			09-May-2010
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**Goods/Services:** 016 Int.: magazines in the field of the outdoors, active sports, exploration and discovery

**National Geographic Society - Federal Registrations that include or consist of NATIONAL GEOGRAPHIC**

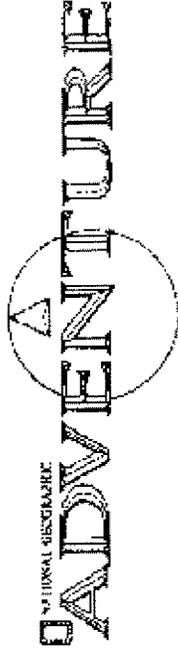
<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>	<i>Reg. No.</i>	<i>Reg. Date</i>	<i>Renewal Date</i>
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United States of America	NATIONAL GEOGRAPHIC ADVENTURE & Design	National Geographic Society	75/978783	02-Mar-1999	2,379,803	22-Aug-2000	22-Aug-2010
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**Goods/Services:** 016 Int.: Magazines in the field of the outdoors, active sports, exploration and discovery

Use In Commerce: 06-Apr-1999

**Image:**



United States of America	NATIONAL GEOGRAPHIC	National Geographic Society	75/465,035	09-Apr-1998	2,411,079	05-Dec-2000	05-Dec-2010
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**Goods/Services:** 009 Int.: prerecorded motion picture films, video cassettes and video discs; prerecorded audio cassettes, tapes and compact discs; and computer software programs, all in the fields of environment, science, history archaeology, and social studies

041 Int.: entertainment services, namely, theatrical exhibition of motion pictures

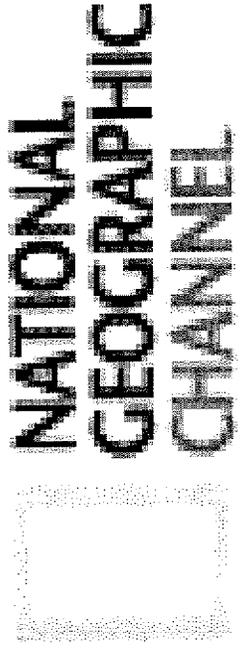
**National Geographic Society - Federal Registrations that include or consist of NATIONAL GEOGRAPHIC**

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>	<i>Reg. No.</i>	<i>Reg. Date</i>	<i>Renewal Date</i>
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United States of America	NATIONAL GEOGRAPHIC CHANNEL & Yellow Border Design Stacked	National Geographic Society	75/505,301	19-Jun-1998	2,457,756	05-Jun-2001	05-Jun-2011
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**Goods/Services:** 038 Int.: Television broadcasting services. (First use: January 7, 2001)

**Image:**



United States of America	JUMP INTO SCIENCE WITH NATIONAL GEOGRAPHIC	National Geographic Society	76/085,341	06-Jul-2000	2,473,551	31-Jul-2001	31-Jul-2011
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**Goods/Services:** 016 Int.: Children's books in the field of non-fiction (First use: March, 2000)

**National Geographic Society - Federal Registrations that include or consist of NATIONAL GEOGRAPHIC**

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>	<i>Reg. No.</i>	<i>Reg. Date</i>	<i>Renewal Date</i>
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United States of America	NATIONAL GEOGRAPHIC SOCIETY & Yellow Border Design	National Geographic Society	75/980,500 2,474,545	31-Oct-1997 31-Jul-2001			31-Jul-2011
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**Goods/Services:** 028 Int.: Hand puppets, play figures, action figures and accessories therefore; manipulative puzzles; jigsaw puzzles; craft kits containing components for recreating cultural and historical craft items such as jewelry, mosaics, paintings, and pottery, and containing explanatory booklets on the archeological and cultural significance of the items; Christmas tree ornaments, Cl. 28. (First use: 1996)

**Image:**



United States of America	NATIONAL GEOGRAPHIC WINDOWS ON LITERACY	National Geographic Society	76/203,108 2,496,371	01-Feb-2001 09-Oct-2001			09-Oct-2011
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**Goods/Services:** 016 Int.: Educational books concerning a variety of topics for use in the field of reading instruction, and printed teaching materials sold therewith (First use: December 11, 2000)

**National Geographic Society - Federal Registrations that include or consist of NATIONAL GEOGRAPHIC**

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>	<i>Reg. No.</i>	<i>Reg. Date</i>	<i>Renewal Date</i>
United States of America	NATIONAL GEOGRAPHIC READING EXPEDITIONS	National Geographic Society	76/202,998 2,517,188	01-Feb-2001 11-Dec-2001			11-Dec-2011
<b>Goods/Services:</b> 016 Int.: Educational books concerning a variety of topics for use in the field of reading instruction, and printed teaching materials sold therewith (First use: December 11, 2000)							
United States of America	NATIONAL GEOGRAPHIC FOR KIDS & Design	National Geographic Society	76/188,291 2,565,189	29-Dec-2000 30-Apr-2002			30-Apr-2012
<b>Goods/Services:</b> 016 Int.: Periodical publications, namely educational magazines for children and printed teaching guides associated therewith							
<b>Image:</b>							
United States of America	NATIONAL GEOGRAPHIC KIDS	National Geographic Society	76/188,292 2,565,190	29-Dec-2000 30-Apr-2002			30-Apr-2012
<b>Goods/Services:</b> 016 Int.: Periodical publications, namely educational magazines for children							



**National Geographic Society - Federal Registrations that include or consist of NATIONAL GEOGRAPHIC**

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>	<i>Reg. No.</i>	<i>Reg. Date</i>	<i>Renewal Date</i>
United States of America	JUMP INTO SCIENCE WITH NATIONAL GEOGRAPHIC	National Geographic Society	76/084,626 2,579,970	06-Jul-2000 11-Jun-2002			11-Jun-2012
<b>Goods/Services:</b> 016 Int.: Children's books in the field of non-fiction, Cl. 16. (First use: March, 2000)							
United States of America	NATIONAL GEOGRAPHIC CHANNEL & Yellow Border Design Stacked with Line	National Geographic Society	76/158,570 2,589,756	02-Nov-2000 02-Jul-2002			02-Jul-2012
<b>Goods/Services:</b> 038 Int.: Television broadcasting services (First use: November, 2000)							
<b>Image:</b>							
United States of America	NATIONAL GEOGRAPHIC DIRECTIONS	National Geographic Society	76/226,428 2,589,866	16-Mar-2001 02-Jul-2002			02-Jul-2012

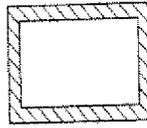
**Goods/Services:** 016 Int.: A series of books featuring literary travel memoirs of various authors

**National Geographic Society - Federal Registrations that include or consist of NATIONAL GEOGRAPHIC**

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>	<i>Reg. No.</i>	<i>Reg. Date</i>	<i>Renewal Date</i>
United States of America	NATIONAL GEOGRAPHIC BEE	National Geographic Society	76/003,834	20-Mar-2000	2,613,212	27-Aug-2002	27-Aug-2012
<b>Goods/Services:</b> 041 Int.: Promoting the knowledge of geography among students by organizing and conducting school-based, state and national competitions in geography							
United States of America	NATIONAL GEOGRAPHIC CHANNEL & Yellow Border Design Centered with Line	National Geographic Society	76/158278	02-Nov-2000	2,613,378	27-Aug-2002	27-Aug-2012

**Goods/Services:** 038 Int.: Television broadcasting services (First use: November, 2000)

**Image:**



**NATIONAL  
GEOGRAPHIC  
CHANNEL**

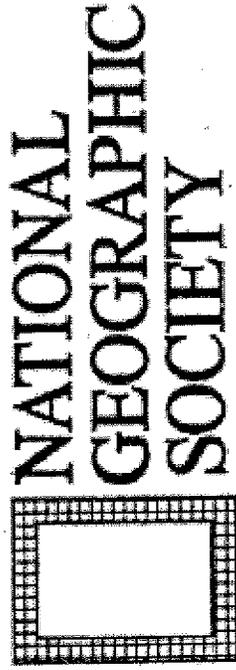
**National Geographic Society - Federal Registrations that include or consist of NATIONAL GEOGRAPHIC**

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>	<i>Reg. No.</i>	<i>Reg. Date</i>	<i>Renewal Date</i>
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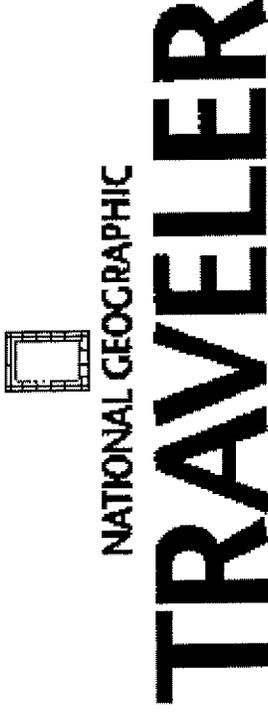
United States of America	NATIONAL GEOGRAPHIC SOCIETY & Yellow Border Design	National Geographic Society	76/343,784	03-Dec-2001	2,615,267	03-Sep-2002	03-Sep-2012
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**Goods/Services:** 035 Int.: Mail order catalog services in the fields of educational books, magazines, maps, videos, software and cd-roms; camping equipment; watches and clocks, barometers, telescopes; electronic equipment; jewelry; clothing and footwear; educational toys and christmas ornaments.

**Image:**



**National Geographic Society - Federal Registrations that include or consist of NATIONAL GEOGRAPHIC**

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>	<i>Reg. No.</i>	<i>Reg. Date</i>	<i>Renewal Date</i>
United States of America	Yellow Border Design & NATIONAL GEOGRAPHIC TRAVELER	National Geographic Society	76/347,521 2,639,319	12-Dec-2001 22-Oct-2002			22-Oct-2012
<b>Goods/Services:</b> 016 Int.: Travel guide books							
<b>Image:</b>							
							
United States of America	NATIONAL GEOGRAPHIC INSIGHT	National Geographic Society	76/295,587 2,640,977	07-Aug-2001 22-Oct-2002			22-Oct-2012
<b>Goods/Services:</b> 016 Int.: Books in the field of photography of natural history							
United States of America	NATIONAL GEOGRAPHIC EXPLORER	National Geographic Society	75/982,713 2,643,672	11-Oct-2000 29-Oct-2002			29-Oct-2012
<b>Goods/Services:</b> 018 Int.: Backpacks, attache bags, luggage (First use: December 12, 2000)							

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<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>	<i>Reg. No.</i>	<i>Reg. Date</i>	<i>Renewal Date</i>
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United States of America	NATIONAL GEOGRAPHIC & Yellow Border Design Stacked	National Geographic Society	76/106,447	10-Aug-2000	2,643,905	29-Oct-2002	29-Oct-2012
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**Goods/Services:** 016 Int.: Periodical magazines in the fields of the earth, environment, nature, natural history, economic, scientific and historical subjects (First use: January, 2002)



United States of America	NATIONAL GEOGRAPHIC EXPEDITIONS & Yellow Border Design	National Geographic Society	75/590,458	17-Nov-1998	2,678,437	21-Jan-2003	21-Jan-2013
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**Goods/Services:** 039 Int.: ARRANGING AND CONDUCTING EDUCATIONAL TRAVEL TOURS

**National Geographic Society - Federal Registrations that include or consist of NATIONAL GEOGRAPHIC**

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>	<i>Reg. No.</i>	<i>Reg. Date</i>	<i>Renewal Date</i>
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United States of America	NATIONAL GEOGRAPHIC & Yellow Border Design Stacked	National Geographic Society	75/982,427	02-Feb-2001	2,705,828	15-Apr-2003	15-Apr-2013
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**Goods/Services:** 036 Int.: Credit card services

**Image:**



United States of America	NATIONAL GEOGRAPHIC OUT THERE	National Geographic Society	76/452,442	17-Sep-2002	2,741,596	29-Jul-2003	29-Jul-2013
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**Goods/Services:** 041 Int.: Entertainment in the nature of a series of television programs in the field of adventure, science and exploration, Cl. 41. (First use: January 6, 2002)

**National Geographic Society - Federal Registrations that include or consist of NATIONAL GEOGRAPHIC**

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>	<i>Reg. No.</i>	<i>Reg. Date</i>	<i>Renewal Date</i>
United States of America	NATIONAL GEOGRAPHIC EXPLORER!	National Geographic Society	76/975,078	25-Jun-2002	2,775,405	21-Oct-2003	21-Oct-2013
<p><b>Goods/Services:</b> 009 Int.: Downloadable electronic publications in the nature of teaching guides for use in the field of literacy skills development through science and social studies content, in Cl. 9</p> <p>Periodical publications, namely, educational magazines for children and printed teaching guides associated therewith in, in Cl. 16</p> <p>On-line publications, namely, on-line educational magazines for children, in Cl. 41.</p> <p>(First use: September, 2002)</p>							

**National Geographic Society - Federal Registrations that include or consist of NATIONAL GEOGRAPHIC**

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>	<i>Reg. Date</i>	<i>Renewal Date</i>
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United States of America	NATIONAL GEOGRAPHIC EXPLORER! & Design	National Geographic Society	76/975,045 2,777,800	02-Jul-2002 28-Oct-2003		28-Oct-2013
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**Goods/Services:** 009 Int.: Downloadable electronic publications in the nature of teaching guides for use in the field of literacy skills development through science and social studies content (First use: September, 2002)  
 016 Int.: Periodical publications, namely, educational magazines for children and printed teaching guides associated therewith (First use: September, 2002)  
 041 Int.: On-line publications, namely, on-line educational magazines for children (First use: September, 2002)



United States of America	NATIONAL GEOGRAPHIC ADVENTURE CLASSICS	National Geographic Society	76/364,647 2,778,436	31-Jan-2002 28-Oct-2003		28-Oct-2013
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**Goods/Services:** 016 Int.: Series of fiction and non-fiction books on a variety of topics, in Cl. 16.

**National Geographic Society - Federal Registrations that include or consist of NATIONAL GEOGRAPHIC**

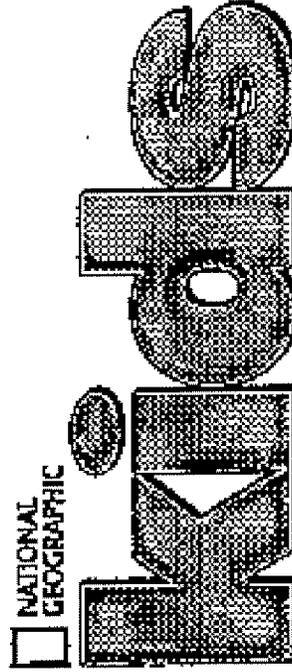
<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>	<i>Reg. No.</i>	<i>Reg. Date</i>	<i>Renewal Date</i>
United States of America	NATIONAL GEOGRAPHIC KIDS (LOGO)	National Geographic Society	76/446,601	19-Jun-2002	2,785,818	25-Nov-2003	25-Nov-2013

**Goods/Services:** 016 Int.: Periodical publications, namely, children's magazines

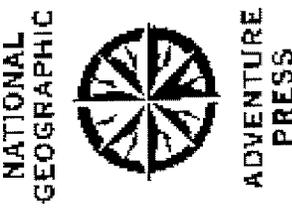
(First use: October, 2002)

041 Int.: Electronic publications, namely, non-downloadable on-line magazines for children

**Image:**



**National Geographic Society - Federal Registrations that include or consist of NATIONAL GEOGRAPHIC**

<b>Country</b>	<b>Mark</b>	<b>Owner</b>	<b>App. No.</b>	<b>File Date</b>	<b>Reg. No.</b>	<b>Reg. Date</b>	<b>Renewal Date</b>
United States of America	NATIONAL GEOGRAPHIC ADVENTURE PRESS & Design	National Geographic Society	75/799,562 2,786,761	14-Sep-1999 25-Nov-2003			25-Nov-2013
<b>Goods/Services:</b> 016 Int.: Series of fiction and non-fiction books on a variety of topics, in Cl. 16 (first use: July 5, 2000)							
<b>Image:</b>							
							
United States of America	NATIONAL GEOGRAPHIC KIDS	National Geographic Society	76/497,071 2,808,316	11-Mar-2003 27-Jan-2004			27-Jan-2014
<b>Goods/Services:</b> 041 Int.: Electronic publications, namely on-line magazines for children							
United States of America	NATIONAL GEOGRAPHIC ADVENTURE PRESS	National Geographic Society	75/774,982 2,820,105	13-Aug-1999 02-Mar-2004			02-Mar-2014
<b>Goods/Services:</b> 016 Int.: Series of non-fiction books on a variety of topics, Cl. 16.							

**National Geographic Society - Federal Registrations that include or consist of NATIONAL GEOGRAPHIC**

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>	<i>Reg. No.</i>	<i>Reg. Date</i>	<i>Renewal Date</i>
United States of America	NATIONALGEOGRAPHIC.COM	National Geographic Society	75/548255	04-Sep-1998	2346583	02-May-2000	02-May-2010
<i>Goods/Services:</i> 041 Int.: Providing information in the field of geographic education via a global computer network 042 Int.: Providing information in the field of geography exploration and research via a global computer network							
United States of America	NATIONAL GEOGRAPHIC DIRECTIONS & DESIGN	National Geographic Society	76/365392	31-Jan-2002	2680478	28-Jan-2003	28-Jan-2013
<i>Goods/Services:</i> 016 Int.: SERIES OF BOOKS FEATURING THE LITERARY TRAVEL MEMOIRS OF VARIOUS AUTHORS IN IC 16							
United States of America	NATIONAL GEOGRAPHIC INSIGHT & DESIGN	National Geographic Society	76/238098	10-Apr-2001	2709937	22-Apr-2003	22-Apr-2013
<i>Goods/Services:</i> 016 Int.: Books in the field of photography of natural history							
<i>Image:</i>							
							

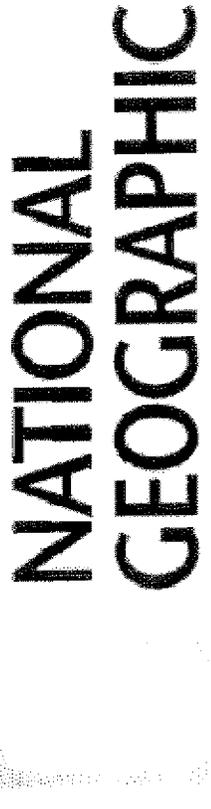
**National Geographic Society - Federal Registrations that include or consist of NATIONAL GEOGRAPHIC**

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>	<i>Reg. No.</i>	<i>Reg. Date</i>	<i>Renewal Date</i>
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United States of America	NATIONAL GEOGRAPHIC & Yellow Border Design Stacked	National Geographic Society	76/357,667	11-Jan-2002	10-Oct-2016		
			3,154,443	10-Oct-2006			

**Goods/Services:** 028 Int.: Articulated & non-articulated toy animal figures, toy microscopes and toy telescopes, remote controlled toy vehicles, archaeological and paleontological "dig" kits consisting of a block of sand containing a disassembled animal skeleton or building permitting the child to unearth the pieces and assemble them; flower and leaf presses; Egyptian pottery wheel kit consisting of a pottery wheel, clay to make a pot and paints for the pot when made; build your own mountain kit consisting of plaster, a mountain mold and art supplies to decorate the mountain; and Build your own glider kit, consisting of wooden or plastic pieces to build a glider, with art supplies to decorate the glider; bath toys; water toys, namely, pool toys (First use: September 1, 2002)

**Image:**

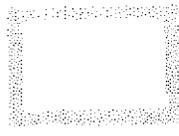


**National Geographic Society - Federal Registrations that include or consist of NATIONAL GEOGRAPHIC**

<b>Country</b>	<b>Mark</b>	<b>Owner</b>	<b>App. No.</b>	<b>File Date</b>	<b>Reg. No.</b>	<b>Reg. Date</b>	<b>Renewal Date</b>
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United States of America	NATIONAL GEOGRAPHIC & Yellow Border Design Centered	National Geographic Society	78/308,610	02-Oct-2003	3,230,460	17-Apr-2007	17-Apr-2017
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**Goods/Services:** 020 Int.: small telephone tables; hand-painted accent tables; tray tables; cubes/hassocks; picture frames; resin figurines; wood boxes; furniture screens; wall screens; floor screens; soft sculpture wall decorations; pillows; cushions; shelves; magazine racks; decorative wall mirrors; wood carvings (First use: May, 2004)



**Image:**

**NATIONAL GEOGRAPHIC**

United States of America	NATIONAL GEOGRAPHIC YOUNG EXPLORER	National Geographic Society	78/773,027	14-Dec-2005	3,283,816	21-Aug-2007	21-Aug-2017
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**Goods/Services:** 016 Int.: periodical publications, namely, educational magazines for children and printed teaching guides associated therewith (First use: September 1, 2006)

**National Geographic Society - Federal Registrations that include or consist of NATIONAL GEOGRAPHIC**

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>	<i>Reg. No.</i>	<i>Reg. Date</i>	<i>Renewal Date</i>
United States of America	NATIONAL GEOGRAPHIC YOUNG EXPLORER	National Geographic Society	77/123,509	06-Mar-2007	3,323,655	30-Oct-2007	30-Oct-2017

**Goods/Services:** 041 Int.: on-line publications, namely, on-line educational magazines for children (First use: September 1, 2006)

## National Geographic Society - Federal Registrations that include or consist of NATIONAL GEOGRAPHIC

Country	Mark	Owner	App. No.	File Date	Reg. No.	Reg. Date	Renewal Date
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United States of America	NATIONAL GEOGRAPHIC & Yellow Border Design Stacked	National Geographic Society	76/203,991	02-Feb-2001	04-Dec-2007	04-Dec-2017	
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**Goods/Services:** 009 Int.: Pre-recorded compact discs, radios, monoculars with cases, handheld electronic units that identify bird species and bird songs, weather kits comprised of altimeters, barometers, and wind speed indicators (First use: September, 2001)

014 Int.: Jewelry, namely, necklaces, and pendants, of all precious and non precious metals, clocks, wristwatches, wall clocks (First use: at least as early as March, 2005)

016 Int.: Address books, blank journals, note pads and note cards, posters, mounted maps, mounted prints, greeting cards, pens, pencils, calendars. (First use: December 1, 2000)

018 Int.: Luggage, shoulder bags, briefcases, fanny packs, cosmetic bags sold empty, backpacks, tote bags, umbrellas (First use: at least as early as March, 2002)

021 Int.: mugs, bird feeders, vases. (First use: September, 2000)

025 Int.: T-shirts, woven shirts, knit shirts, polo shirts, sweaters, fleece tops, jackets, rain jackets, coats; rainwear; sweat shirts and sweat pants; woven pants, shorts; caps; socks. (First use: at least as early as (First use: September, 2000)

028 Int.: manipulative puzzles, board games, card games, educational fossil collection and dinosaur excavation kits, plush toy animals, soft sculpture plush toys, and Christmas ornaments in the nature of Christmas tree ornaments (First use: June, 2002)

035 Int.: Retail stores services in the field of books, videos, educational toys and activities, educational software, camping equipment, traveling and carry bags and gift items. (First use: at least as early as March, 2004)

**Image:**

**National Geographic Society - Federal Registrations that include or consist of NATIONAL GEOGRAPHIC**

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>	<i>Reg. No.</i>	<i>Reg. Date</i>	<i>Renewal Date</i>
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United States of America	GEOGRAPHIC	National Geographic Society	72/072,874 700,988	04-May-1959 12-Jul-1960			12-Jul-2010
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**Goods/Services:** 016 Int.: Monthly periodical, Cl. 16 (First use: 1919)

**Count:** 53

Registered May 15, 1928.

Trade-Mark 242,080

Renewed May 15, 1948 to National Geographic Society,  
of Washington, District of Columbia.

Republished, under the Act of 1946, May 11, 1948, by  
National Geographic Society, Washington, D. C.

Affidavit under Section 8 accepted.  
Affidavit under Section 15 received May 21, 1953.

## UNITED STATES PATENT OFFICE.

NATIONAL GEOGRAPHIC SOCIETY, OF WASHINGTON, DISTRICT OF COLUMBIA.

ACT OF FEBRUARY 20, 1905.

Application filed December 16, 1927. Serial No. 259,014.

# THE NATIONAL GEOGRAPHIC MAGAZINE

### STATEMENT.

*To the Honorable Commissioner of Patents:*  
National Geographic Society, a corporation duly organized and existing by virtue of the laws of the District of Columbia, located and doing business at 16th and M Streets, N. W., Washington, D. C., having adopted and used the trade-mark shown in the accompanying drawing, for PERIODICAL PUBLICATIONS, in Class 38, Prints and publications, presents herewith five specimens showing the trade-mark as actually used by the applicant upon the goods, and applies for registration thereof in the Patent Office of the United States of America in accordance with the act of February 20, 1905, as amended.

The trade-mark is applied and "affixed" to the goods by printing the same on the covers and has been used in the business now

owned by the applicant in connection with the goods named herein since 1888.

The trade-mark consists merely in the words: The National Geographic Magazine.

Applicant is the proprietor of the trade-mark registered July 13, 1920, No. 133,170.

The applicant hereby appoints Chauncey P. Carter, of 3625 Lowell Street, Washington, D. C., attorney, with full power of substitution and revocation, to file and prosecute this application, to make alterations and amendments therein, to receive the certificate, to apply for renewals thereof, and to transact all business in the Patent Office connected therewith.

[L. S.]

NATIONAL GEOGRAPHIC SOCIETY,  
By GEO. W. HUTCHISON,  
*Associate Secretary.*

(2 sheets)

**CERTIFICATE OF CORRECTION.**

Trade-Mark No. 242,080.

Registered May 15, 1928, to

**NATIONAL GEOGRAPHIC SOCIETY.**

It is hereby certified that error appears in the above numbered Certificate of Registration requiring correction as follows: In the Certificate and in the heading to the printed statement the name of the registrant was erroneously written and printed, and should have been written and printed as "National Geographic Society"; and that the said Certificate should be read with this correction therein that the same may conform to the record of the case in the Patent Office.

Signed and sealed this 10th day of July, A. D. 1928.

**M. J. Moore,**

Acting Commissioner of Patents.

(Seal)

**Amendment**

Registered May 15, 1928

Registration No. 242,080

National Geographic Society

Application to amend having been made by National Geographic Society, owner of the registration above identified, said registration is hereby amended as follows:

In the statement, column 2, lines 3 through 5 are deleted, and the drawing is amended to appear as follows:

**NATIONAL  
GEOGRAPHIC**

Such amendments have been entered upon the records of the Patent Office and the said original registration should be read as so amended.  
Signed and sealed this 7th day of February 1961.

[SEAL]

**ARTHUR W. CROCKER,**  
*First Assistant Commissioner of Patents.*

Int. Cl.: 16

Prior U.S. Cl.: 38

United States Patent and Trademark Office  
Renewal

Reg. No. 242,080  
Registered May 15, 1928  
OG Date Dec. 27, 1988

TRADEMARK  
PRINCIPAL REGISTER

NATIONAL  
GEOGRAPHIC

NATIONAL GEOGRAPHIC SOCIETY  
(D.C. CORPORATION)  
17TH AND M STS., N.W.  
WASHINGTON, DC 20036

OWNER OF U.S. REG. NO. 133,170.

FOR: PERIODICAL PUBLICATIONS,  
IN CLASS 38 (INT. CL. 16).  
FIRST USE 0-0-1888; IN COMMERCE  
0-0-1888.

SER. NO. 259,014, FILED 12-16-1927.

*In testimony whereof I have hereunto set my hand  
and caused the seal of The Patent and Trademark  
Office to be affixed on Dec. 27, 1988.*

COMMISSIONER OF PATENTS AND TRADEMARKS

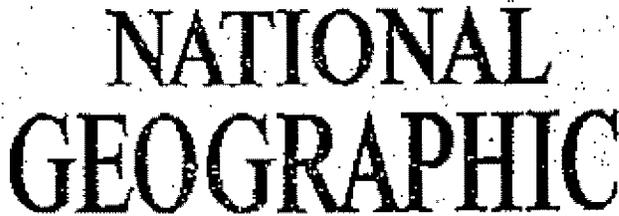
**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2007-11-28 08:03:19 ET**

**Serial Number:** 71259014 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 242080

**Mark**

The logo for National Geographic, featuring the words "NATIONAL GEOGRAPHIC" in a bold, serif font. The text is centered and surrounded by a faint, dotted border.

**(words only):** NATIONAL GEOGRAPHIC

**Standard Character claim:** No

**Current Status:** This registration has been renewed.

**Date of Status:** 2007-07-13

**Filing Date:** 1927-12-16

**Transformed into a National Application:** No

**Registration Date:** 1928-05-15

**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](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 830 -Post Registration

**Date In Location:** 2007-07-13

---

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

---

1. NATIONAL GEOGRAPHIC SOCIETY

**Address:**  
NATIONAL GEOGRAPHIC SOCIETY  
1145 17th Street NW

WASHINGTON, DC 20036

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

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### GOODS AND/OR SERVICES

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**U.S. Class:** 038 (International Class 016)

**Class Status:** Active

PERIODICAL PUBLICATIONS

**Basis:** 1(a)

**First Use Date:** 1888-00-00

**First Use in Commerce Date:** 1888-00-00

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### ADDITIONAL INFORMATION

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**Prior Registration Number(s):**

133170

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### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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### PROSECUTION HISTORY

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2007-07-13 - Fourth renewal 10 year

2007-07-13 - Section 8 (10-year) accepted/ Section 9 granted

2007-07-12 - Assigned To Paralegal

2007-06-15 - Combined Section 8 (10-year)/Section 9 filed

2007-06-15 - TEAS Section 8 & 9 Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2006-07-28 - Review Of Correspondence Complete

2003-12-04 - PAPER RECEIVED

1988-05-12 - Third renewal

1988-08-11 - Section 9 filed/check record for Section 8

1988-08-11 - Section 9 filed/check record for Section 8

1968-05-15 - Second renewal

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**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich

**Correspondent**

Bingham B. Leverich

Covington & Burling LLP

1201 Pennsylvania Avenue, N.W.

Washington DC 20004

Phone Number: 202-662-5188

Fax Number: 202-662-6291

---

Registered Sept. 10, 1929.

Trade-Mark 261,240

Republished, under the Act of 1946, June 1, 1948, by  
National Geographic Society, Washington, D. C.

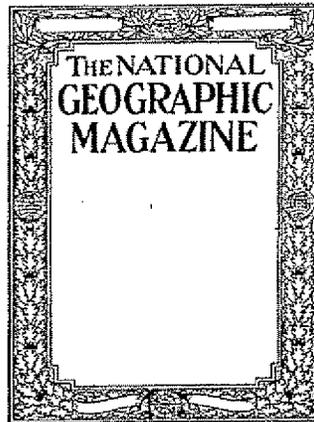
Renewed Sept. 10, 1949, to National Geographic Society,  
of Washington, D. C.

## UNITED STATES PATENT OFFICE.

NATIONAL GEOGRAPHIC SOCIETY, OF WASHINGTON, DISTRICT OF COLUMBIA.

ACT OF FEBRUARY 20, 1905.

Application filed May 11, 1929. Serial No. 283,849.



### STATEMENT.

*The Honorable Commissioner of Patents:*  
National Geographic Society, a corporation duly organized and existing by virtue of the laws of the District of Columbia, located and doing business at the southwest corner of 16th and M Streets N. W., in the city of Washington, in the District of Columbia, having adopted and used the trade-mark shown in the accompanying drawing, for a PERIODICAL PUBLICATION, in Class 38, Prints and publications, presents herewith five specimens showing the trade-mark as actually used by the applicant upon the goods, and applies for registration thereof in the Patent Office of the United States of America in accordance with the act of February 20, 1905, as amended.

The trade-mark is applied and "affixed" to the goods by printing the same on the cover

and has been used in the business now owned by the applicant in connection with the goods named herein since February, 1910.

Applicant is the proprietor of the trade-mark registered May 15, 1928; No. 242,080. Applicant disclaims any right to the exclusive use of the words The and Magazine.

The applicant hereby appoints Chauncey P. Carter, of 3625 Lowell Street, Washington, D. C., attorney, with full power of substitution and revocation, to file and prosecute this application, to make alterations and amendments therein, to receive the certificate, to apply for renewals thereof, and to transact all business in the Patent Office connected therewith.

NATIONAL GEOGRAPHIC SOCIETY,  
By GEO. W. HUTCHISON,  
*Associate Secretary.*

Affidavit under Section 8 accepted.

Affidavit under Section 15 received June 5, 1953.

**Amendment**

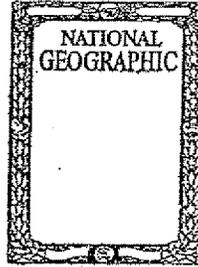
Registered September 10, 1929

Registration No. 261,240

National Geographic Society

Application to amend having been made by National Geographic Society, owner of the registration above identified, said registration is hereby amended as follows:

In the statement, column 2, lines 6 and 7 are deleted, and the drawing is amended to appear as follows:



Such amendments have been entered upon the records of the Patent Office and the said original registration should be read as so amended.  
Signed and sealed this 20th day of September 1960.

[SEAL]

**ARTHUR W. CROCKER,**  
*First Assistant Commissioner of Patents.*

Int. Cl.: 16

Prior U.S. Cl.: 38

United States Patent and Trademark Office  
Renewal

Reg. No. 261,240  
Registered Sep. 10, 1929  
OG Date Sep. 26, 1989

TRADEMARK  
PRINCIPAL REGISTER

THE NATIONAL  
GEOGRAPHIC  
MAGAZINE

NATIONAL GEOGRAPHIC SOCIETY  
(D.C. CORPORATION)  
17TH & M STREETS, N.W.  
WASHINGTON, DC 20036

FOR: PERIODICAL PUBLICATION, IN  
CLASS 38 (INT. CL. 16).  
FIRST USE 2-0-1910; IN COMMERCE  
2-0-1910.

SER. NO. 283,849, FILED 5-11-1929.

*In testimony whereof I have hereunto set my hand  
and caused the seal of The Patent and Trademark  
Office to be affixed on Sep. 26, 1989.*

COMMISSIONER OF PATENTS AND TRADEMARKS

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

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**Serial Number:** 71283849 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 261240

**Mark**



**(words only):** NATIONAL GEOGRAPHIC

**Standard Character claim:** No

**Current Status:** This registration has been renewed.

**Date of Status:** 1989-08-17

**Filing Date:** 1929-05-11

**Transformed into a National Application:** No

**Registration Date:** 1929-09-10

**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](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 1989-11-03

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

---

1. NATIONAL GEOGRAPHIC SOCIETY

**Address:**  
NATIONAL GEOGRAPHIC SOCIETY  
17TH & M STREETS, N.W.

WASHINGTON, DC 20036  
United States  
**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** D.C.

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### GOODS AND/OR SERVICES

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**U.S. Class:** 038 (International Class 016)  
**Class Status:** Active  
PERIODICAL PUBLICATION  
**Basis:** 1(a)  
**First Use Date:** 1910-02-00  
**First Use in Commerce Date:** 1910-02-00

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### ADDITIONAL INFORMATION

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**Design Search Code(s):**

**05.15.02** - Laurel leaves or branches (borders or frames); Wreaths  
**20.05.03** - Brochures; Magazines  
**26.11.07** - Rectangles with a decorative border, including scalloped, ruffled and zig-zag edges  
**26.11.20** - Rectangles inside one another

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### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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### PROSECUTION HISTORY

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2007-03-13 - Attorney Revoked And/Or Appointed  
2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2007-03-13 - Attorney Revoked And/Or Appointed  
2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2007-03-13 - Attorney Revoked And/Or Appointed  
2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2006-07-28 - Review Of Correspondence Complete  
2003-12-04 - PAPER RECEIVED  
1989-09-10 - Third renewal  
1989-07-11 - Section 9 filed/check record for Section 8

1969-09-10 - Second renewal

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

Registered May 17, 1949

Registration No. 509,970

**PRINCIPAL REGISTER**  
**Service Mark**  
**Section 2 (f)**

Affidavit under Section 8 accepted.  
Affidavit under Section 15 received, May 19, 1954.

**UNITED STATES PATENT OFFICE**

National Geographic Society, Washington, D. C.

Act of 1946

Application August 18, 1947, Serial No. 531,698



**(Statement)**

National Geographic Society, a corporation duly organized and existing by virtue of the laws of the District of Columbia, domiciled and doing business at 16th and M Streets, N.W., in the city of Washington, in the District of Columbia, has adopted and is using the service mark shown in the accompanying drawing, for **EXPLORING AND DISCOVERING, GATHERING, COMPILING AND DISSEMINATING KNOWLEDGE OF THE SCIENCE OF THE EARTH AND ITS LIFE, EMBRACING THE LAND, THE SEA AND THE AIR, WITH PARTICULAR EMPHASIS ON GEOGRAPHICAL, EDUCATIONAL, SCIENTIFIC, NATURAL, COSMIC, ECONOMIC, AND HISTORICAL SUBJECTS**, in Class 55, Services, and presents herewith specimens showing the service mark as actually used in connection with the sale or advertising of such services, the service mark being used as follows: namely, on printed matter issued by the applicant, on files or binders issued by the applicant for use in connection with its publications, displayed on the main floor of its place of business, as its corporate seal, and otherwise.

Applicant requests that the said service mark be registered in the United States Patent Office on the Principal Register in accordance with Sec. 2(f) of the act of July 5, 1946.

The service mark was first used on incorporation of the applicant in 1888 and first used in the sale or advertising of services and the services rendered in commerce among the several States

and between the United States and foreign countries in 1888.

Applicant owns Registrations Nos. 133,170, 242,080, and 261,240.

**(Declaration)**

Thomas W. McKnew, being duly sworn, deposes and says that he is secretary of the applicant corporation; that he believes said corporation to be the owner of the service mark which is in use in commerce within the District of Columbia, among the several States, and between foreign countries and the United States; that no other person, firm, corporation, or association, to the best of his knowledge and belief, has the right to use such service mark in commerce which may lawfully be regulated by Congress either in the identical form or in any such near resemblance thereto as might be calculated to deceive; that the drawing and description truly represent the service mark sought to be registered; that the specimens show the service mark as used in connection with the sale or advertising of services; that the facts set forth in the statement are true; and that claim of distinctiveness is based on substantially exclusive and continuous use of the service mark by the applicant for the period of five years next preceding the filing of the application in commerce which may lawfully be regulated by Congress.

NATIONAL GEOGRAPHIC SOCIETY,  
By THOMAS W. MCKNEW,  
Secretary.

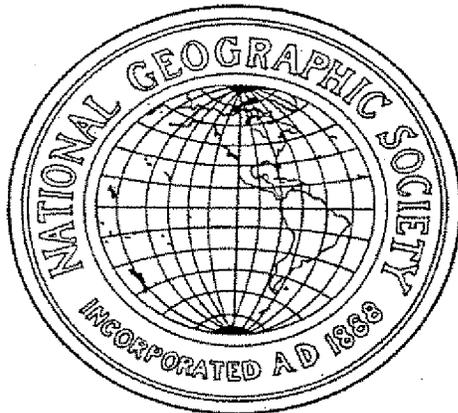
Int. Cl.: 41

Prior U.S. Cl.: 100

United States Patent and Trademark Office  
Renewal

Reg. No. 509,970  
Registered May 17, 1949  
OG Date May 23, 1989

SERVICE MARK  
PRINCIPAL REGISTER



NATIONAL GEOGRAPHIC SOCIETY  
(D.C. CORPORATION)  
17TH & M STREETS, N.W.  
WASHINGTON, DC 20036

OWNER OF U.S. REG. NOS. 133,170,  
242,080 AND 261,240.  
SEC. 2(F).

FOR: EXPLORING AND DISCOVER-  
ING, GATHERING, COMPILING AND  
DISSEMINATING KNOWLEDGE OF

THE SCIENCE OF THE EARTH AND  
ITS LIFE, EMBRACING THE LAND,  
THE SEA AND THE AIR, WITH PAR-  
TICULAR EMPHASIS ON GEOGRAPHI-  
CAL, EDUCATIONAL, SCIENTIFIC,  
NATURAL, COSMIC, ECONOMIC, AND  
HISTORICAL SUBJECTS, IN CLASS 100  
(INT. CL. 41).

FIRST USE 0-0-1888; IN COMMERCE  
0-0-1888.

SER. NO. 531,698, FILED 8-18-1947.

*In testimony whereof I have hereunto set my hand  
and caused the seal of The Patent and Trademark  
Office to be affixed on May 23, 1989.*

COMMISSIONER OF PATENTS AND TRADEMARKS

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

This page was generated by the TARR system on 2007-11-28 08:03:46 ET

**Serial Number:** 71531698 Assignment Information      Trademark Document Retrieval

**Registration Number:** 509970

**Mark**



(words only): NATIONAL GEOGRAPHIC SOCIETY INCORPORATED A D 1888

**Standard Character claim:** No

**Current Status:** This registration has been renewed.

**Date of Status:** 1989-04-11

**Filing Date:** 1947-08-18

**Transformed into a National Application:** No

**Registration Date:** 1949-05-17

**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](mailto:TrademarkAssistanceCenter@uspto.gov)

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 1989-06-06

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

---

1. NATIONAL GEOGRAPHIC SOCIETY

**Address:**  
NATIONAL GEOGRAPHIC SOCIETY  
17TH & M STREETS, N.W.

WASHINGTON, DC 20036  
United States  
**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** D.C.

## 2. NATIONAL GEOGRAPHIC SOCIETY

**Address:**  
NATIONAL GEOGRAPHIC SOCIETY  
16TH & M STREETS, N.W.  
WASHINGTON, DC  
United States  
**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** D.C.

---

### GOODS AND/OR SERVICES

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**U.S. Class:** 100 (International Class 041)  
**Class Status:** Active  
EXPLORING AND DISCOVERING, GATHERING, COMPILING AND DISSEMINATING  
KNOWLEDGE OF THE SCIENCE OF THE EARTH AND ITS LIFE, EMBRACING THE LAND,  
THE SEA AND THE AIR, WITH PARTICULAR EMPHASIS ON GEOGRAPHICAL,  
EDUCATIONAL, SCIENTIFIC, NATURAL, COSMIC, ECONOMIC, AND HISTORICAL  
SUBJECTS  
**Basis:** 1(a)  
**First Use Date:** 1888-00-00  
**First Use in Commerce Date:** 1888-00-00

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### ADDITIONAL INFORMATION

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#### Section 2(f)

**Design Search Code(s):**  
**01.07.01** - Globes with outlines of continents  
**24.05.01** - Circular or elliptical seals; Seals, circular or elliptical

**Prior Registration Number(s):**  
133170  
242080  
261240

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### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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### PROSECUTION HISTORY

---

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2006-09-02 - Review Of Correspondence Complete

2003-12-04 - PAPER RECEIVED

1989-05-17 - Second renewal

1989-02-22 - Section 9 filed/check record for Section 8

1969-05-17 - First renewal

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

Registered May 2, 1950

Registration No. 524,810

**PRINCIPAL REGISTER**  
**Service Mark**

**UNITED STATES PATENT OFFICE**

National Geographic Society, Washington, D. C.

Act of 1946

Application August 15, 1947, Serial No. 531,505

**NATIONAL GEOGRAPHIC SOCIETY**

**(Statement)**

National Geographic Society, a corporation duly organized and existing by virtue of the laws of the District of Columbia, domiciled and doing business at 16th and M Streets Northwest, in the city of Washington, in the District of Columbia, has adopted and is using the service mark shown in the accompanying drawing, for **EXPLORING AND DISCOVERING, GATHERING, COMPILING AND DISSEMINATING KNOWLEDGE OF THE SCIENCE OF THE EARTH AND ITS LIFE, EMBRACING THE LAND, THE SEA AND THE AIR, WITH PARTICULAR EMPHASIS ON GEOGRAPHICAL, EDUCATIONAL, SCIENTIFIC, NATURAL, COSMIC, ECONOMIC AND HISTORICAL SUBJECTS**, in Class 107, Education and entertainment, and presents herewith specimens showing the service mark as actually used in connection with the sale or advertising of such services; the service mark being used as follows—namely, on printed matter issued by the applicant, on files or binders issued by the applicant for use in connection with its publications, by display on its place of business, on flags, in its corporate seal, on letterhead, invoices, and otherwise.

Applicant requests that the said service mark be registered in the United States Patent Office on the Principal Register in accordance with section 2(f) of the act of July 5, 1946.

The service mark was first used in 1888 and first used in the sale or advertising of services and the

services rendered in commerce among the several States and between the United States and foreign countries in 1888.

Applicant owns Registration No. 133,170.

**(Declaration)**

Thomas W. McKnew, being duly sworn, deposes and says that he is secretary of the applicant corporation; that he believes said corporation to be the owner of the service mark which is in use in commerce within the District of Columbia, among the several States, and between foreign countries and the United States; that no other person, firm, corporation, or association, to the best of his knowledge and belief, has the right to use such service mark in commerce which may lawfully be regulated by Congress either in the identical form thereof or in any such near resemblance thereto as might be calculated to deceive; that the drawing and description truly represent the service mark sought to be registered; that the specimens show the service mark as used in connection with the sale or advertising of services; that the facts set forth in the statement are true; and that claim of distinctiveness is based on substantially exclusive and continuous use of the service mark by the applicant for the period of five years next preceding the filing of the application in commerce which may lawfully be regulated by Congress.

NATIONAL GEOGRAPHIC SOCIETY,  
By THOMAS W. MCKNEW,

*Secretary.*

**Amendment**

Registered May 2, 1950

Registration No. 524,810

National Geographic Society

Application to amend having been made by National Geographic Society, owner of the registration above identified, the drawing is amended to appear as follows:

**NATIONAL GEOGRAPHIC**

Such amendment has been entered upon the records of the Patent Office and the said original registration should be read as so amended.  
Signed and sealed this 7th day of February 1961.

[SEAL]

**ARTHUR W. CROCKER,**  
*First Assistant Commissioner of Patents.*

Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office  
10 Year Renewal

Reg. No. 524,810

Registered May 2, 1950

Renewal Approved Apr. 24, 1990

**SERVICE MARK  
PRINCIPAL REGISTER**

**NATIONAL GEOGRAPHIC**

NATIONAL GEOGRAPHIC SOCIETY  
(D.C. CORPORATION)  
17TH & M STREETS, N.W.  
WASHINGTON, DC

OWNER OF U.S. REG. NO. 133,170.  
SEC. 2(F).

FOR: EXPLORING AND DISCOVER-  
ING, GATHERING, COMPILING AND  
DISSEMINATING KNOWLEDGE OF  
THE SCIENCE OF THE EARTH AND

ITS LIFE, EMBRACING THE LAND,  
THE SEA AND THE AIR, WITH PAR-  
TICULAR EMPHASIS ON GEOGRAPHI-  
CAL, EDUCATIONAL, SCIENTIFIC,  
NATURAL, COSMIC, ECONOMIC AND  
HISTORICAL SUBJECTS, IN CLASS 107  
(INT. CL. 41).

FIRST USE 0-0-1888; IN COMMERCE  
0-0-1888.

SER. NO. 71-531,505, FILED 8-15-1947.

*In testimony whereof I have hereunto set my hand  
and caused the seal of The Patent and Trademark  
Office to be affixed on June 5, 1990.*

COMMISSIONER OF PATENTS AND TRADEMARKS

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

**This page was generated by the TARR system on 2007-11-28 08:04:00 ET**

**Serial Number:** 71531505 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 524810

**Mark (words only):** NATIONAL GEOGRAPHIC

**Standard Character claim:** No

**Current Status:** This registration has been renewed.

**Date of Status:** 2000-08-14

**Filing Date:** 1947-08-15

**Transformed into a National Application:** No

**Registration Date:** 1950-05-02

**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](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2000-08-21

---

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

---

1. NATIONAL GEOGRAPHIC SOCIETY

**Address:**

NATIONAL GEOGRAPHIC SOCIETY  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

**GOODS AND/OR SERVICES**

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**U.S. Class:** 107 (International Class 041)

**Class Status:** Active

EXPLORING AND DISCOVERING, GATHERING, COMPILING AND DISSEMINATING KNOWLEDGE OF THE SCIENCE OF THE EARTH AND ITS LIFE, EMBRACING THE LAND, THE SEA AND THE AIR, WITH PARTICULAR EMPHASIS ON GEOGRAPHICAL, EDUCATIONAL, SCIENTIFIC, NATURAL, COSMIC, ECONOMIC AND HISTORICAL SUBJECTS

**Basis:** 1(a)

**First Use Date:** 1888-00-00

**First Use in Commerce Date:** 1888-00-00

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#### ADDITIONAL INFORMATION

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#### Section 2(f)

**Prior Registration Number(s):**

133170

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#### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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#### PROSECUTION HISTORY

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2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2006-09-02 - Review Of Correspondence Complete

2003-12-04 - PAPER RECEIVED

2000-08-14 - Third renewal 10 year

2000-08-14 - Section 8 (10-year) accepted/ Section 9 granted

2000-01-18 - Combined Section 8 (10-year)/Section 9 filed

1990-04-24 - Second renewal 10 year

1990-03-29 - Section 9 filed/check record for Section 8

1970-05-02 - First renewal

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

# United States Patent Office

701,405  
Registered July 19, 1960

---

## PRINCIPAL REGISTER Trademark

Ser. No. 72,873, filed May 4, 1959

## NATIONAL GEOGRAPHIC

National Geographic Society (District of Columbia corporation)  
S.W. corner of 16th and M Sts., N.W.  
Washington 6, D.C.

For: MONTHLY PERIODICAL, BOOKS, MAPS,  
AND OTHER PUBLICATIONS, in CLASS 38.  
First use 1888; in commerce 1888.  
Owner of Reg. Nos. 133,170, 524,810, and others.

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

**This page was generated by the TARR system on 2007-11-28 08:04:12 ET**

**Serial Number:** 72072873 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** 701405

**Mark (words only):** NATIONAL GEOGRAPHIC

**Standard Character claim:** No

**Current Status:** This registration has been renewed.

**Date of Status:** 2000-11-14

**Filing Date:** 1959-05-04

**Transformed into a National Application:** No

**Registration Date:** 1960-07-19

**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](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2001-10-22

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17TH STREET, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

#### GOODS AND/OR SERVICES

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**U.S. Class:** 038 (International Class 016)

**Class Status:** Active

Monthly Periodical, Books, Maps, and Other Publications

**Basis:** 1(a)

**First Use Date:** 1888-00-00

**First Use in Commerce Date:** 1888-00-00

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### ADDITIONAL INFORMATION

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**Prior Registration Number(s):**

133170

524810

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### MADRID PROTOCOL INFORMATION

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**USPTO Reference Number:** A0004960

**International Registration Number:** 0887736

**International Registration Date:** 2006-06-12

**Original Filing Date with USPTO:** 2006-06-12

**International Registration Status:** Application For IR Registered By IB

**Date of International Registration Status:** 2006-07-20

**International Registration Renewal Date:** 2016-06-12

**Irregularity Reply by Date:** (DATE NOT AVAILABLE)

**Madrid History:**

07-21-2006 - 18:23:55 - Application For IR Registered By IB

06-13-2006 - 15:00:25 - IR Certified And Sent To IB

06-12-2006 - 15:35:55 - New Application For IR Received

06-12-2006 - 15:35:55 - Automatically Certified

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### PROSECUTION HISTORY

---

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2006-09-02 - Review Of Correspondence Complete

2003-12-04 - PAPER RECEIVED

2000-11-14 - Second renewal 10 year

2000-11-14 - Section 8 (10-year) accepted/ Section 9 granted

2000-02-23 - Combined Section 8 (10-year)/Section 9 filed

1984-10-25 - Section 8 (6-year) accepted & Section 15 acknowledged

1980-07-19 - First renewal

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

## PRINCIPAL REGISTER Trademark

Ser. No. 117,124, filed Apr. 4, 1961

### NATIONAL GEOGRAPHIC

National Geographic Society (District of Columbia corporation)  
S.W. corner of 16th and M Sts., N.W.  
Washington 6, D.C.

For: TERRESTRIAL GLOBE EQUIPPED WITH REVERSIBLE STAND AND A NESTING TRANSPARENT SPHERICAL SEGMENTED OVERLAY—THE STAND AND OVERLAY CONTAIN INDICIA FOR MEASUREMENTS AND COMPUTATIONS OF GEOGRAPHICAL AND CELESTIAL DATA—in CLASS 26.

First use Mar. 13, 1961; in commerce Mar. 13, 1961.  
Owner of Reg. Nos. 242,080, 701,405, and others.

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

**This page was generated by the TARR system on 2007-11-28 08:04:30 ET**

**Serial Number:** 72117124 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 735312

**Mark (words only):** NATIONAL GEOGRAPHIC

**Standard Character claim:** No

**Current Status:** This registration has been renewed.

**Date of Status:** 2002-02-27

**Filing Date:** 1961-04-04

**Transformed into a National Application:** No

**Registration Date:** 1962-07-31

**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](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 40S -Scanning On Demand

**Date In Location:** 2007-08-30

---

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

---

I. National Geographic Society

**Address:**

National Geographic Society  
1145 17TH STREET, N. W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

#### GOODS AND/OR SERVICES

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**U.S. Class:** 026 (International Class 016)

**Class Status:** Active

Terrestrial Globe Equipped with Reversible Stand and a Nesting Transparent Spherical Segmented Overlay-the Stand and Overlay Contain Indicia for Measurements and Computations of Geographical and Celestial Data

**Basis:** 1(a)

**First Use Date:** 1961-03-13

**First Use in Commerce Date:** 1961-03-13

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#### ADDITIONAL INFORMATION

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**Prior Registration Number(s):**

242080

701405

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#### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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#### PROSECUTION HISTORY

---

2007-08-30 - Case File In TICRS

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2006-05-05 - Review Of Correspondence Complete

2003-12-04 - PAPER RECEIVED

2002-02-27 - Second renewal 10 year

2002-02-27 - Section 8 (10-year) accepted/ Section 9 granted

2002-01-08 - Combined Section 8 (10-year)/Section 9 filed

1984-10-25 - Section 8 (6-year) accepted & Section 15 acknowledged

1982-07-31 - First renewal

1982-07-31 - First renewal

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

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Int. Cl.: 41

Prior U.S. Cl. 107

**United States Patent Office**

**Reg. No. 997,183**

**Registered Oct. 29, 1974**

**SERVICE MARK**

**Principal Register**

**NATIONAL GEOGRAPHIC**

National Geographic Society (District of Columbia corporation)  
17th and M Sts. NW.  
Washington, D.C. 20036

For: DOCUMENTARY TELEVISION SERIES, in  
CLASS 107 (INT. CL. 41).  
First use Sept. 10, 1965; in commerce Sept. 10, 1965.

Ser. No. 464,554, filed Aug. 2, 1973.

R. G. BUNIS, Examiner

Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office

10 Year Renewal

Reg. No. 997,183

Registered Oct. 29, 1974

Renewal Term Begins Oct. 29, 1994

**SERVICE MARK  
PRINCIPAL REGISTER**

**NATIONAL GEOGRAPHIC**

NATIONAL GEOGRAPHIC SOCIETY  
(D.C. CORPORATION)  
17TH AND M STS. NW.  
WASHINGTON, DC 20036

FOR: DOCUMENTARY TELEVISION  
SERIES, IN CLASS 107 (INT. CL. 41).  
FIRST USE 9-10-1965; IN COMMERCE  
9-10-1965.

SER. NO. 72-464,554, FILED 8-2-1973.

*In testimony whereof I have hereunto set my hand  
and caused the seal of The Patent and Trademark  
Office to be affixed on Mar. 28, 1995.*

COMMISSIONER OF PATENTS AND TRADEMARKS

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

This page was generated by the TARR system on 2007-11-28 08:04:42 ET

**Serial Number:** 72464554 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 997183

**Mark (words only):** NATIONAL GEOGRAPHIC

**Standard Character claim:** No

**Current Status:** This registration has been renewed.

**Date of Status:** 2005-01-25

**Filing Date:** 1973-08-02

**Transformed into a National Application:** No

**Registration Date:** 1974-10-29

**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](mailto:TrademarkAssistanceCenter@uspto.gov)

**Current Location:** 834 -Post Registration

**Date In Location:** 2005-01-25

---

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

---

##### 1. NATIONAL GEOGRAPHIC SOCIETY

**Address:**

NATIONAL GEOGRAPHIC SOCIETY  
1145 17th Street, N.W.  
WASHINGTON, DC 20036  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

#### GOODS AND/OR SERVICES

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**U.S. Class:** 107 (International Class 041)

**Class Status:** Active

## DOCUMENTARY TELEVISION SERIES

**Basis:** 1(a)**First Use Date:** 1965-09-10**First Use in Commerce Date:** 1965-09-10

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**ADDITIONAL INFORMATION**

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(NOT AVAILABLE)

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**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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2005-01-25 - Second renewal 10 year

2005-01-25 - Section 8 (10-year) accepted/ Section 9 granted

2004-10-19 - Combined Section 8 (10-year)/Section 9 filed

2004-10-19 - TEAS Section 8 &amp; 9 Received

2003-12-04 - PAPER RECEIVED

1995-02-14 - First renewal 10 year

1995-01-06 - Response received for Post Registration action

1994-11-08 - Post Registration action mailed - Section 9

1994-10-11 - Section 9 filed/check record for Section 8

1980-04-21 - Section 8 (6-year) accepted &amp; Section 15 acknowledged

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

BINGHAM B LEVERICH

**Correspondent**

BINGHAM B LEVERICH

COVINGTON K&amp; BURLING

1201 PENNSYLVANIA AVE., N.W.

WASHINGTON DC 20004-2401

Int. Cl.: 16

Prior U.S. Cl.: 38

**United States Patent and Trademark Office**

**Reg. No. 1,152,388**

Registered Apr. 28, 1981

**TRADEMARK**  
Principal Register

**NATIONAL GEOGRAPHIC MAGAZINE**

National Geographic Society (District of Columbia  
non-profit corporation)  
17th & M Sts., NW.  
Washington, D.C. 20036

For: PERIODICAL MAGAZINES CONCERN-  
ING THE EARTH AND ITS LIFE, AND THE  
COSMIC ENVIRONMENT WITH PARTICULAR  
EMPHASIS ON GEOGRAPHICAL, EDUCA-  
TIONAL, SCIENTIFIC, ECONOMIC, NATURAL  
AND HISTORICAL SUBJECTS, in CLASS 16  
(U.S. Cl. 38).

First use 1888; in commerce 1888.

Owner of U.S. Reg. Nos. 242,080, 701,405 and  
others.

Without waiver of common law rights, applicant  
disclaims the word "Magazine" apart from the mark  
as shown.

Ser. No. 223,749, filed Jul. 17, 1979.

HENRY S. ZAK, Primary Examiner

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

This page was generated by the TARR system on 2007-11-28 08:04:55 ET

Serial Number: 73223749 Assignment Information      Trademark Document Retrieval

Registration Number: 1152388

Mark (words only): NATIONAL GEOGRAPHIC MAGAZINE

Standard Character claim: No

Current Status: This registration has been renewed.

Date of Status: 2000-12-23

Filing Date: 1979-07-17

Transformed into a National Application: No

Registration Date: 1981-04-28

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: 900 -File Repository (Franconia)

Date In Location: 2002-12-12

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17TH STREET, NW  
Washington, DC 20036  
United States

**Legal Entity Type:** non-profit corporation  
**State or Country Where Organized:** D.C.

---

**GOODS AND/OR SERVICES**

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**International Class:** 016

**Class Status:** Active

Periodical Magazines Concerning the Earth and Its Life, and the Cosmic Environment with Particular Emphasis on Geographical, Educational, Scientific, Economic, Natural and Historical Subjects

**Basis:** 1(a)

**First Use Date:** 1888-00-00

**First Use in Commerce Date:** 1888-00-00

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### ADDITIONAL INFORMATION

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**Disclaimer:** Without waiver of common law rights, applicant disclaims the word "Magazine" apart from the mark as shown.

**Prior Registration Number(s):**

242080

701405

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### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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### PROSECUTION HISTORY

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2007-03-13 - Attorney Revoked And/Or Appointed  
2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2007-03-13 - Attorney Revoked And/Or Appointed  
2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2007-03-13 - Attorney Revoked And/Or Appointed  
2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2006-09-02 - Review Of Correspondence Complete  
2003-12-04 - PAPER RECEIVED  
2000-12-23 - First renewal 10 year  
2000-12-23 - Section 8 (10-year) accepted/ Section 9 granted  
2000-05-02 - Combined Section 8 (10-year)/Section 9 filed  
1986-08-22 - Section 8 (6-year) accepted & Section 15 acknowledged  
1986-05-13 - Section 8 (6-year) and Section 15 Filed  
1981-04-28 - Registered - Principal Register

1981-02-03 - Published for opposition

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

Int. Cl.: 16

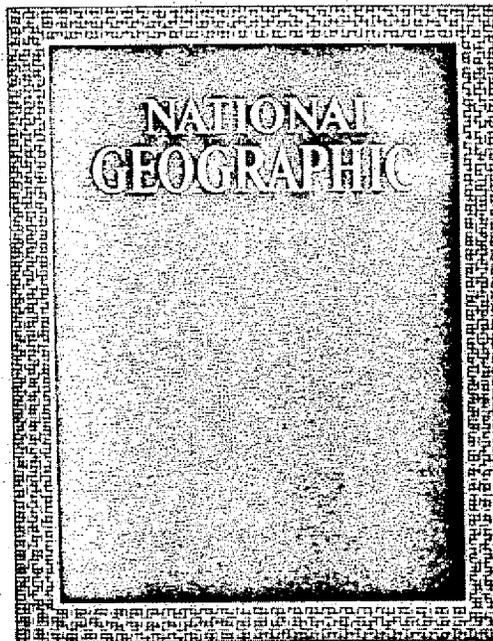
Prior U.S. Cl.: 38

**United States Patent and Trademark Office**

**Reg. No. 1,152,395**

Registered Apr. 28, 1981

**TRADEMARK**  
Principal Register



National Geographic Society (District of Columbia corporation)  
17th & M Sts., NW.  
Washington, D.C. 20036

For: PERIODICAL MAGAZINES CONCERNING THE EARTH AND ITS LIFE, AND THE COSMIC ENVIRONMENT, WITH PARTICULAR EMPHASIS ON GEOGRAPHICAL, EDUCA-

TIONAL, SCIENTIFIC, ECONOMIC, NATURAL AND HISTORICAL SUBJECTS, in CLASS 16 (U.S. Cl. 38).

First use Oct. 1962; in commerce Oct. 1962.  
The drawing is lined for the color yellow.

Ser. No. 225,850, filed Aug. 2, 1979.

HENRY S. ZAK, Primary Examiner

**Int. Cl.: 16**

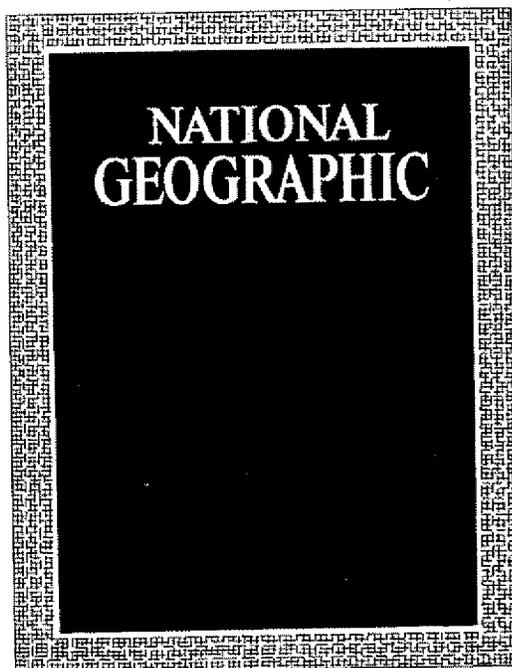
**Prior U.S. Cl.: 38**

**Reg. No. 1,152,395**

**Registered Apr. 28, 1981**

**United States Patent and Trademark Office**

**TRADEMARK**  
**Principal Register**



National Geographic Society (District of Columbia corporation)  
17th & M Sts., NW.  
Washington, D.C. 20036

For: PERIODICAL MAGAZINES CONCERNING THE EARTH AND ITS LIFE, AND THE COSMIC ENVIRONMENT, WITH PARTICULAR EMPHASIS ON GEOGRAPHICAL, EDUCA-

TIONAL, SCIENTIFIC, ECONOMIC, NATURAL AND HISTORICAL SUBJECTS, in CLASS 16 (U.S. Cl. 38).

First use Oct. 1962; in commerce Oct. 1962.  
The drawing is lined for the color yellow.

Ser. No. 225,850, filed Aug. 2, 1979.

HENRY S. ZAK, Primary Examiner

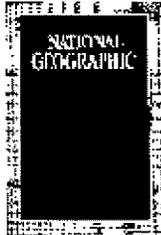
**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2007-11-28 08:05:08 ET**

**Serial Number:** 73225850 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 1152395

**Mark**



**(words only):** NATIONAL GEOGRAPHIC

**Standard Character claim:** No

**Current Status:** This registration has been renewed.

**Date of Status:** 2000-12-23

**Filing Date:** 1979-08-02

**Transformed into a National Application:** No

**Registration Date:** 1981-04-28

**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](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2002-12-12

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17TH STREET, NW

WASHINGTON, DC 20036

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

### GOODS AND/OR SERVICES

---

**International Class:** 016

**Class Status:** Active

Periodical Magazines Concerning the Earth and Its Life, and the Cosmic Environment, with Particular Emphasis on Geographical, Educational, Scientific, Economic, Natural and Historical Subjects

**Basis:** 1(a)

**First Use Date:** 1962-10-00

**First Use in Commerce Date:** 1962-10-00

---

### ADDITIONAL INFORMATION

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**Lining and Stippling:** The drawing is lined for the color yellow.

#### Section 2(f)

**Design Search Code(s):**

20.05.03 - Brochures; Magazines

26.11.13 - Rectangles (exactly two rectangles); Two rectangles

26.11.21 - Rectangles that are completely or partially shaded

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### MADRID PROTOCOL INFORMATION

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**USPTO Reference Number:** A0002794

**International Registration Number:** 0867104

**International Registration Date:** 2005-10-12

**Original Filing Date with USPTO:** 2005-10-12

**International Registration Status:** Application For IR Registered By IB

**Date of International Registration Status:** 2005-11-24

**International Registration Renewal Date:** 2015-10-12

**Irregularity Reply by Date:** (DATE NOT AVAILABLE)

**Madrid History:**

11-28-2005 - 22:57:46 - Application For IR Registered By IB

10-13-2005 - 15:00:22 - IR Certified And Sent To IB

10-13-2005 - 13:04:13 - Manually Certified

10-12-2005 - 16:26:33 - New Application For IR Received

---

### PROSECUTION HISTORY

---

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed  
2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2007-03-13 - Attorney Revoked And/Or Appointed  
2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2006-09-02 - Review Of Correspondence Complete  
2003-12-04 - PAPER RECEIVED  
2000-12-23 - First renewal 10 year  
2000-12-23 - Section 8 (10-year) accepted/ Section 9 granted  
2000-05-02 - Combined Section 8 (10-year)/Section 9 filed  
1986-11-10 - Post Registration action correction  
1986-08-22 - Section 8 (6-year) accepted & Section 15 acknowledged  
1986-05-13 - Section 8 (6-year) and Section 15 Filed  
1981-04-28 - Registered - Principal Register  
1981-02-03 - Published for opposition

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

Int. Cl.: 16

Prior U.S. Cl.: 38

**United States Patent and Trademark Office**

**Reg. No. 1,308,973**

Registered Dec. 11, 1984

**TRADEMARK**  
Principal Register

**NATIONAL GEOGRAPHIC TRAVELER**

National Geographic Society (District of Columbia  
corporation)  
17th & M Sts., NW.  
Washington, D.C. 20036

For: PERIODICAL MAGAZINES PERTAIN-  
ING TO TRAVEL, in CLASS 16 (U.S. CL 38).

First use Feb. 15, 1984; in commerce Feb. 15,  
1984.

Owner of U.S. Reg. Nos. 242,080, 1,152,395 and  
others.

No claim is made to the exclusive right to use  
"Traveler", apart from the mark as shown.

Ser. No. 470,284, filed Mar. 15, 1984.

RUSS HERMAN, Examining Attorney

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

**This page was generated by the TARR system on 2007-11-28 08:05:21 ET**

**Serial Number:** 73470284 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 1308973

**Mark (words only):** NATIONAL GEOGRAPHIC TRAVELER

**Standard Character claim:** No

**Current Status:** This registration has been renewed.

**Date of Status:** 2005-02-01

**Filing Date:** 1984-03-15

**Transformed into a National Application:** No

**Registration Date:** 1984-12-11

**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](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 830 -Post Registration

**Date In Location:** 2005-02-01

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
17th & M Sts., NW.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

**GOODS AND/OR SERVICES**

---

**International Class:** 016

**Class Status:** Active

Periodical Magazines Pertaining to Travel

**Basis:** 1(a)

**First Use Date:** 1984-02-15

**First Use in Commerce Date:** 1984-02-15

---

### ADDITIONAL INFORMATION

---

**Disclaimer:** No claim is made to the exclusive right to use "Traveler", apart from the mark as shown.

**Prior Registration Number(s):**

242080

1152395

---

### MADRID PROTOCOL INFORMATION

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**USPTO Reference Number:** A0004962

**International Registration Number:** 0893586

**International Registration Date:** 2006-06-12

**Original Filing Date with USPTO:** 2006-06-12

**International Registration Status:** Application For IR Registered By IB

**Date of International Registration Status:** 2006-09-14

**International Registration Renewal Date:** 2016-06-12

**Irregularity Reply by Date:** (DATE NOT AVAILABLE)

**Madrid History:**

09-14-2006 - 16:13:59 - Application For IR Registered By IB

06-13-2006 - 15:00:27 - IR Certified And Sent To IB

06-13-2006 - 08:46:30 - Manually Certified

06-12-2006 - 15:56:35 - New Application For IR Received

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### PROSECUTION HISTORY

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2005-02-01 - First renewal 10 year

2005-02-01 - Section 8 (10-year) accepted/ Section 9 granted

2004-09-12 - Combined Section 8 (10-year)/Section 9 filed

2004-12-09 - TEAS Section 8 & 9 Received

2003-12-04 - PAPER RECEIVED

1990-05-17 - Section 8 (6-year) accepted & Section 15 acknowledged

1990-03-22 - Section 8 (6-year) and Section 15 Filed

1984-12-11 - Registered - Principal Register

1984-10-02 - Published for opposition

1984-08-02 - Notice of publication

1984-06-04 - Approved for Pub - Principal Register (Initial exam)

1984-06-01 - Examiner's amendment mailed

1984-05-30 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich

**Correspondent**

Bingham B. Leverich

Covington & Burling

1201 Pennsylvania Avenue, N.W.

Washington, DC 20004-2401

---

Int. Cl.: 9

Prior U.S. Cls.: 26 and 38

**United States Patent and Trademark Office** **Reg. No. 1,475,768**  
Registered Feb. 9, 1988

**TRADEMARK  
PRINCIPAL REGISTER**

**NATIONAL GEOGRAPHIC KIDS NETWORK**

NATIONAL GEOGRAPHIC SOCIETY (D.C.  
CORPORATION)  
17TH & M STREETS, N.W.  
WASHINGTON, DC 20036

FOR: SERIES OF EDUCATIONAL KITS PER-  
TAINING TO SCIENCE COMPRISING COM-  
PUTER PROGRAMS, TEACHERS MANUALS,  
STUDENT WORKSHEETS AND REFERENCE  
BOOKS AND ANCILLARY TESTING MATERI-

ALS FOR CLASSROOM USE, IN CLASS 9 (U.S.  
CLS. 26 AND 38).

FIRST USE 4-8-1987; IN COMMERCE  
4-8-1987.

OWNER OF U.S. REG. NOS. 1,194,702, 1,416,981  
AND OTHERS.

SER. NO. 667,065, FILED 6-19-1987.

JODY HALLER DRAKE, EXAMINING ATTOR-  
NEY

**Thank you for your request. Here are the latest results from the [TARR web server](#).**

**This page was generated by the TARR system on 2007-11-28 08:05:35 ET**

**Serial Number:** 73667065 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 1475768

**Mark (words only):** NATIONAL GEOGRAPHIC KIDS NETWORK

**Standard Character claim:** No

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

**Date of Status:** 1994-06-22

**Filing Date:** 1987-06-19

**Transformed into a National Application:** No

**Registration Date:** 1988-02-09

**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](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 40S -Scanning On Demand

**Date In Location:** 2007-04-26

---

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

---

1. NATIONAL GEOGRAPHIC SOCIETY

**Address:**

NATIONAL GEOGRAPHIC SOCIETY  
17TH & M STREETS, N.W.  
WASHINGTON, DC 20036  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

#### GOODS AND/OR SERVICES

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**International Class:** 009

**Class Status:** Active

SERIES OF EDUCATIONAL KITS PERTAINING TO SCIENCE COMPRISING COMPUTER PROGRAMS, TEACHERS MANUALS, STUDENT WORKSHEETS AND REFERENCE BOOKS AND ANCILLARY TESTING MATERIALS FOR CLASSROOM USE

**Basis:** 1(a)

**First Use Date:** 1987-04-08

**First Use in Commerce Date:** 1987-04-08

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#### ADDITIONAL INFORMATION

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**Prior Registration Number(s):**

1194702

1308973

1360503

1416981

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#### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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#### PROSECUTION HISTORY

---

2007-04-26 - Case File In TICRS

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2006-09-02 - Review Of Correspondence Complete

2003-12-04 - PAPER RECEIVED

1994-06-22 - Section 8 (6-year) accepted & Section 15 acknowledged

1993-09-14 - Section 8 (6-year) and Section 15 Filed

1988-02-09 - Registered - Principal Register

1987-11-17 - Published for opposition

1987-10-16 - Notice of publication

1987-09-29 - Approved for Pub - Principal Register (Initial exam)

1987-09-29 - Examiner's amendment mailed

1987-09-09 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

Int. Cl.: 9

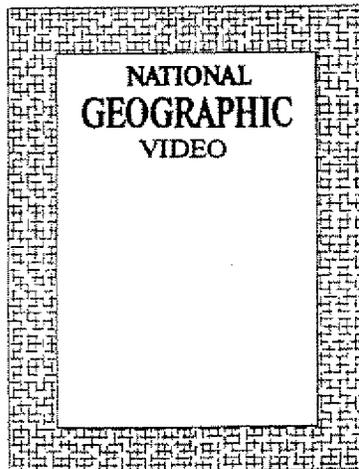
Prior U.S. Cl.: 21

**United States Patent and Trademark Office**

Reg. No. 1,597,278

Registered May 22, 1990

**TRADEMARK  
PRINCIPAL REGISTER**



NATIONAL GEOGRAPHIC SOCIETY (D.C.  
CORPORATION)  
17TH & M STREETS, N.W.  
WASHINGTON, DC 20036

FOR: PRE-RECORDED VIDEO CASSETTES  
AND VIDEO DISCS FOR EDUCATIONAL PUR-  
POSES, IN CLASS 9 (U.S. CL. 21).

FIRST USE 3-26-1986; IN COMMERCE  
3-26-1986.

OWNER OF U.S. REG. NOS. 242,080, 1,482,184  
AND OTHERS.

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

THE DRAWING IS LINED FOR THE COLOR  
YELLOW AND COLOR IS CLAIMED AS A  
PART OF THE MARK.

SER. NO. 73-825,693, FILED 9-13-1989.

CHRISTINE R. FERGUSON, EXAMINING AT-  
TORNEY

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

**This page was generated by the TARR system on 2007-11-28 08:05:46 ET**

**Serial Number:** 73825693 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 1597278

**Mark**



**(words only):** NATIONAL GEOGRAPHIC VIDEO

**Standard Character claim:** No

**Current Status:** This registration has been renewed.

**Date of Status:** 2000-06-28

**Filing Date:** 1989-09-13

**Transformed into a National Application:** No

**Registration Date:** 1990-05-22

**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](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2000-07-07

---

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

---

1. NATIONAL GEOGRAPHIC SOCIETY

**Address:**  
NATIONAL GEOGRAPHIC SOCIETY  
1145 17th STREET, NW

WASHINGTON, DC 20036  
United States  
**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** D.C.

---

**GOODS AND/OR SERVICES**

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**International Class:** 009  
**Class Status:** Active  
PRE-RECORDED VIDEO CASSETTES AND VIDEO DISCS FOR EDUCATIONAL PURPOSES  
**Basis:** 1(a)  
**First Use Date:** 1986-03-26  
**First Use in Commerce Date:** 1986-03-26

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**ADDITIONAL INFORMATION**

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**Disclaimer:** "VIDEO"

**Lining and Stippling:** THE DRAWING IS LINED FOR THE COLOR YELLOW AND COLOR IS CLAIMED AS A PART OF THE MARK.

**Design Search Code(s):**  
**26.11.20** - Rectangles inside one another  
**26.11.21** - Rectangles that are completely or partially shaded

**Prior Registration Number(s):**  
242080  
1482184

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**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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2007-03-13 - Attorney Revoked And/Or Appointed  
2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2007-03-13 - Attorney Revoked And/Or Appointed  
2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2007-03-13 - Attorney Revoked And/Or Appointed  
2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2006-09-02 - Review Of Correspondence Complete

2003-12-04 - PAPER RECEIVED  
2000-06-28 - First renewal 10 year  
2000-06-28 - Section 8 (10-year) accepted/ Section 9 granted  
1999-12-13 - Combined Section 8 (10-year)/Section 9 filed  
1996-04-01 - Section 8 (6-year) accepted & Section 15 acknowledged  
1995-08-02 - Section 8 (6-year) and Section 15 Filed  
1990-05-22 - Registered - Principal Register  
1990-02-27 - Published for opposition  
1990-01-26 - Notice of publication  
1989-12-12 - Approved for Pub - Principal Register (Initial exam)  
1989-11-27 - Examiner's amendment mailed  
1989-11-08 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

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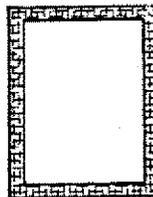
Int. Cls.: 9 and 16

Prior U.S. Cls.: 21 and 38

**United States Patent and Trademark Office** Reg. No. 1,664,747  
Registered Nov. 19, 1991

**TRADEMARK  
PRINCIPAL REGISTER**

NATIONAL  
GEOGRAPHIC  
SOCIETY



NATIONAL GEOGRAPHIC SOCIETY (D.C.  
CORPORATION)  
17TH & M STREETS, N.W.  
WASHINGTON, DC 20036

FOR: PRE-RECORDED MOTION PICTURE  
FILMS, FILMSTRIPS, AND VIDEO DISCS;  
COMPUTER PROGRAMS IN THE FIELD OF  
EDUCATION; AND EDUCATIONAL KITS FOR  
CLASSROOM USE COMPRISING AUDIO CAS-  
SETTES, FILMSTRIPS, TEACHERS' GUIDES,  
BOOKLETS, WORK SHEET AND PRINTED  
SHEET ILLUSTRATIONS, IN CLASS 9 (U.S.  
CLS. 21 AND 38).

FIRST USE 1-1-1975; IN COMMERCE  
1-1-1975.

FOR: EDUCATIONAL BOOKS, IN CLASS 16  
(U.S. CL. 38).

FIRST USE 1-1-1973; IN COMMERCE  
1-1-1973.

OWNER OF U.S. REG. NOS. 242,080, 1,482,184  
AND OTHERS.

THE DRAWING IS LINED FOR THE COLOR  
YELLOW, AND COLOR IS CLAIMED AS A  
PART OF THE MARK.

SER. NO. 73-840,027, FILED 11-15-1989.

J. TINGLEY, EXAMINING ATTORNEY

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

**This page was generated by the TARR system on 2007-11-28 08:05:59 ET**

**Serial Number:** 73840027 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** 1664747

**Mark**



**(words only):** NATIONAL GEOGRAPHIC SOCIETY

**Standard Character claim:** No

**Current Status:** This registration has been renewed.

**Date of Status:** 2001-11-18

**Filing Date:** 1989-11-15

**Transformed into a National Application:** No

**Registration Date:** 1991-11-19

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 6

**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](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2001-11-19

---

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

---

1. NATIONAL GEOGRAPHIC SOCIETY

**Address:**  
NATIONAL GEOGRAPHIC SOCIETY  
1145 17TH STREET, N.W.

WASHINGTON, DC 20036

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

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### GOODS AND/OR SERVICES

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**International Class:** 009

**Class Status:** Active

; COMPUTER PROGRAMS IN THE FIELD OF EDUCATION; AND EDUCATIONAL KITS FOR CLASSROOM USE COMPRISING AUDIO CASSETTES,, TEACHERS' GUIDES, BOOKLETS, WORK SHEETS AND PRINTED SHEET ILLUSTRATIONS

**Basis:** 1(a)

**First Use Date:** 1975-01-01

**First Use in Commerce Date:** 1975-01-01

**International Class:** 016

**Class Status:** Active

EDUCATIONAL BOOKS

**Basis:** 1(a)

**First Use Date:** 1973-01-01

**First Use in Commerce Date:** 1973-01-01

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### ADDITIONAL INFORMATION

---

**Lining and Stippling:** THE DRAWING IS LINED FOR THE COLOR YELLOW, AND COLOR IS CLAIMED AS A PART OF THE MARK.

**Design Search Code(s):**

25.01.01 - Frames, picture

26.11.02 - Plain single line rectangles; Rectangles (single line)

**Prior Registration Number(s):**

242080

880934

908046

1482184

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### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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### PROSECUTION HISTORY

---

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed  
2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2007-03-13 - Attorney Revoked And/Or Appointed  
2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2006-09-02 - Review Of Correspondence Complete  
2003-12-04 - PAPER RECEIVED  
2001-11-18 - First renewal 10 year  
2001-11-18 - Section 8 (10-year) accepted/ Section 9 granted  
2001-09-13 - Combined Section 8 (10-year)/Section 9 filed  
1997-11-04 - Section 8 (6-year) accepted & Section 15 acknowledged  
1997-10-20 - Section 8 (6-year) and Section 15 Filed  
1991-11-19 - Registered - Principal Register  
1991-08-27 - Published for opposition  
1991-07-26 - Notice of publication  
1991-05-14 - Approved for Pub - Principal Register (Initial exam)  
1991-03-26 - Communication received from applicant  
1990-10-11 - Final refusal mailed  
1990-07-27 - Communication received from applicant  
1990-01-29 - Non-final action mailed

---

#### ATTORNEY/CORRESPONDENT INFORMATION

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291



Int. Cls.: 9 and 35

Prior U.S. Cls.: 21, 23, 26, 36, 38, 100, 101 and  
102

Reg. No. 2,268,433

**United States Patent and Trademark Office**

Registered Aug. 10, 1999

**TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER**



NATIONAL GEOGRAPHIC SOCIETY (D.C.  
CORPORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, D.C., DC 20036

FOR: EDUCATIONAL KITS, NAMELY, THEMATIC LEARNING KITS COMPRISED OF PRE-RECORDED VIDEOS, OVERHEAD TRANSPARENCIES, MAGAZINES, TEACHERS' GUIDES; MAPS, POSTER, CHART, INFORMATIONAL HANDOUTS FOR STUDENTS; COLLECTIONS OF ARTICLES ON SUBJECT MATTER AND TRIVIA CARDS, IN THE FIELDS OF BIOLOGY, ECOLOGY, ASTRONOMY, GEOLOGY AND METEOROLOGY, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 11-1-1996; IN COMMERCE 11-1-1996.

FOR: MAIL ORDER CATALOG SERVICES IN THE FIELD OF EDUCATIONAL MATERIALS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 11-1-1997; IN COMMERCE 11-1-1997.

THE DRAWING IS LINED FOR THE COLOR YELLOW.

SER. NO. 75-407,273, FILED 12-15-1997.

SHAUNIA WALLACE, EXAMINING ATTORNEY

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

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**Serial Number:** 75407273 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 2268433

**Mark**



**(words only):** NATIONAL GEOGRAPHIC EDVENTURES

**Standard Character claim:** No

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

**Date of Status:** 2005-09-01

**Filing Date:** 1997-12-15

**Transformed into a National Application:** No

**Registration Date:** 1999-08-10

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 107

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov).**

**Current Location:** 40S -Scanning On Demand

**Date In Location:** 2006-08-22

---

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

---

1. National Geographic Society

**Address:**  
National Geographic Society  
1145 17th Street, N.W.

Washington, D.C., DC 20036

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

### GOODS AND/OR SERVICES

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**International Class:** 009

**Class Status:** Active

Educational kits, namely, thematic learning kits comprised of pre-recorded videos, overhead transparencies, magazines, teachers' guides; maps, poster, chart, informational handouts for students; collections of articles on subject matter and trivia cards, in the fields of biology, ecology, astronomy, geology and meteorology

**Basis:** 1(a)

**First Use Date:** 1996-11-01

**First Use in Commerce Date:** 1996-11-01

**International Class:** 035

**Class Status:** Section 8 - Cancelled

**Basis:** 1(a)

**First Use Date:** 1997-11-01

**First Use in Commerce Date:** 1997-11-01

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### ADDITIONAL INFORMATION

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**Lining and Stippling:** The drawing is lined for the color yellow.

**Design Search Code(s):**

26.11.07 - Rectangles with a decorative border, including scalloped, ruffled and zig-zag edges

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

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### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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### PROSECUTION HISTORY

---

2006-08-22 - Case File In TICRS

2005-09-01 - Partial Section 8 (6-year) accepted & Section 15 acknowledged

2005-08-26 - Assigned To Paralegal

2005-07-08 - Section 8 (6-year) and Section 15 Filed

2005-07-08 - TEAS Section 8 & 15 Received

2003-12-04 - PAPER RECEIVED

2001-10-29 - Assigned To Examiner

1999-11-09 - Non-final action mailed

1999-08-10 - Registered - Principal Register

1999-05-18 - Published for opposition

1999-04-16 - Notice of publication

1999-02-13 - Approved for Pub - Principal Register (Initial exam)

1998-12-16 - Communication received from applicant

1998-12-07 - Non-final action mailed

1998-12-05 - Assigned To Examiner

1998-11-19 - Assigned To Examiner

1998-10-08 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich,

**Correspondent**

Bingham B. Leverich,

Covington & Burling

1201 Pennsylvania Avenue, N.W.

WASHINGTON DC 20004-2401

---

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38 and 50

Reg. No. 2,348,871

**United States Patent and Trademark Office**

Registered May 9, 2000

**TRADEMARK  
PRINCIPAL REGISTER**

**NATIONAL GEOGRAPHIC ADVENTURE**

NATIONAL GEOGRAPHIC SOCIETY (D.C.  
CORPORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036

FOR: MAGAZINES IN THE FIELD OF THE  
OUTDOORS, ACTIVE SPORTS, EXPLORATION  
AND DISCOVERY, IN CLASS 16 (U.S. CLS. 2, 5,  
22, 23, 29, 37, 38 AND 50).

FIRST USE 4-6-1999; IN COMMERCE  
4-6-1999.

OWNER OF U.S. REG. NOS. 242,080, 1,308,973  
AND OTHERS.

SER. NO. 75-978,758, FILED 2-25-1999.

JULIE CLINTON QUINN, EXAMINING AT-  
TORNEY

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

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**Serial Number:** 75978758 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 2348871

**Mark (words only):** NATIONAL GEOGRAPHIC ADVENTURE

**Standard Character claim:** No

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

**Date of Status:** 2006-08-16

**Filing Date:** 1999-02-25

**Transformed into a National Application:** No

**Registration Date:** 2000-05-09

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 107

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 40S -Scanning On Demand

**Date In Location:** 2007-07-05

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

#### GOODS AND/OR SERVICES

---

**International Class:** 016

**Class Status:** Active

Magazines in the field of the outdoors, active sports, exploration and discovery

**Basis:** 1(a)

**First Use Date:** 1999-04-06

**First Use in Commerce Date:** 1999-04-06

---

#### ADDITIONAL INFORMATION

---

**Prior Registration Number(s):**

242080

261240

701405

1050647

1152388

1152395

1308973

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#### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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#### PROSECUTION HISTORY

---

2007-07-05 - Case File In TICRS

2006-08-16 - Section 8 (6-year) accepted & Section 15 acknowledged

2006-08-03 - Assigned To Paralegal

2006-05-09 - Section 8 (6-year) and Section 15 Filed

2006-05-09 - TEAS Section 8 & 15 Received

2003-12-04 - PAPER RECEIVED

2000-05-09 - Registered - Principal Register

2000-02-15 - Published for opposition

2000-01-14 - Notice of publication

1999-12-08 - Approved for Pub - Principal Register (Initial exam)

1999-12-08 - Amendment to Use approved

1999-11-17 - Communication received from applicant

1999-11-29 - Amendment to use processing complete

1999-11-17 - Amendment to Use filed

1999-09-07 - Assigned To Examiner

1999-09-04 - Divisional processing completed

1999-05-18 - Non-final action mailed

1999-05-03 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

BINGHAM B LEVERICH

**Correspondent**

BINGHAM B LEVERICH  
COVINGTON & BURLING  
1201 PENNSYLVANIA AVE, NW.  
WASHINGTON, D.C 20004-2104

---

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38 and 50

**United States Patent and Trademark Office**

Reg. No. 2,379,803

Registered Aug. 22, 2000

**TRADEMARK  
PRINCIPAL REGISTER**



NATIONAL GEOGRAPHIC SOCIETY (D.C. CORPORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036

FOR: MAGAZINES IN THE FIELD OF THE OUTDOORS, ACTIVE SPORTS, EXPLORATION AND DISCOVERY, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 4-6-1999; IN COMMERCE 4-6-1999.  
OWNER OF U.S. REG. NOS. 242,080, 1,308,973 AND OTHERS.

THE MARK IS LINED FOR THE COLOR YELLOW. THE LINING THAT APPEARS WITHIN THE LETTERING OF THE WORD "ADVENTURE" AND WITHIN THE TRIANGLE DESIGN IS A FEATURE OF THE MARK AND IS NOT INTENDED TO INDICATE COLOR.

SER. NO. 75-978,783, FILED 3-2-1999.

JULIE CLINTON QUINN, EXAMINING ATTORNEY

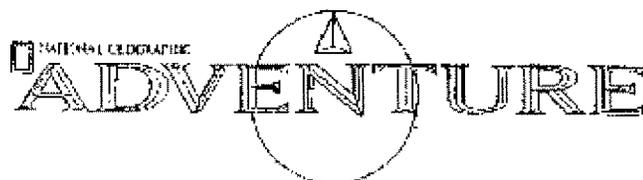
Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2007-11-28 08:06:44 ET

Serial Number: 75978783 Assignment Information      Trademark Document Retrieval

Registration Number: 2379803

Mark



(words only): NATIONAL GEOGRAPHIC ADVENTURE

Standard Character claim: No

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

Date of Status: 2006-08-11

Filing Date: 1999-03-02

Transformed into a National Application: No

Registration Date: 2000-08-22

Register: Principal

Law Office Assigned: LAW OFFICE 107

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

Current Location: 830 -Post Registration

Date In Location: 2006-08-11

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.

Washington, DC 20036  
United States  
**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** D.C.

---

**GOODS AND/OR SERVICES**

---

**International Class:** 016  
**Class Status:** Active  
Magazines in the field of the outdoors, active sports, exploration and discovery  
**Basis:** 1(a)  
**First Use Date:** 1999-04-06  
**First Use in Commerce Date:** 1999-04-06

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**ADDITIONAL INFORMATION**

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**Lining and Stippling:** The mark is lined for the color yellow. The lining that appears within the lettering of the word "ADVENTURE" and within the triangle design is a feature of the mark and is not intended to indicate color.

**Design Search Code(s):**

**26.01.08** - Circles having letters or numerals as a border; Circles having punctuation as a border; Letters, numerals or punctuation forming or bordering the perimeter of a circle  
**26.01.09** - Circles having animals as a border; Circles having geometric figures as a border; Circles having humans as a border; Circles having objects as a border; Circles having plants as a border; Geometric figures, objects, humans, plants or animals forming or bordering the perimeter of a circle.  
**26.01.21** - Circles that are totally or partially shaded.  
**26.05.02** - Plain single line triangles; Triangles, plain single line  
**26.11.02** - Plain single line rectangles; Rectangles (single line)  
**26.11.07** - Rectangles with a decorative border, including scalloped, ruffled and zig-zag edges

**Prior Registration Number(s):**

242080  
261240  
701405  
1050647  
1152388  
1152395  
1308973

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**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

---

2006-08-11 - Section 8 (6-year) accepted & Section 15 acknowledged

2006-08-11 - Assigned To Paralegal  
2006-05-09 - Section 8 (6-year) and Section 15 Filed  
2006-05-09 - TEAS Section 8 & 15 Received  
2006-02-28 - Case File In TICRS  
2006-02-24 - Case File In TICRS  
2006-02-24 - Case File In TICRS  
2003-12-04 - PAPER RECEIVED  
2000-08-22 - Registered - Principal Register  
2000-05-30 - Published for opposition  
2000-04-28 - Notice of publication  
2000-02-23 - Approved for Pub - Principal Register (Initial exam)  
2000-02-23 - Amendment to Use approved  
1999-11-17 - Communication received from applicant  
1999-06-07 - Communication received from applicant  
1999-06-07 - Communication received from applicant  
1999-10-21 - Amendment to use processing complete  
1999-06-07 - Amendment to Use filed  
1999-10-01 - Divisional processing completed  
1999-05-18 - Non-final action mailed  
1999-05-17 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

BINGHAM B. LEVERICH

**Correspondent**

BINGHAM B. LEVERICH  
COVINGTON & BURLING  
1201 PENNSYLVANIA AVE NW  
WASHINGTON, D. C. 20004-2401



**Int. Cls.: 9 and 41**

**Prior U.S. Cls.: 21, 23, 26, 36, 38, 100, 101, and  
107**

**Reg. No. 2,411,079**

**United States Patent and Trademark Office**

**Registered Dec. 5, 2000**

**TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER**

**NATIONAL GEOGRAPHIC**

NATIONAL GEOGRAPHIC SOCIETY (D.C. COR-  
PORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036

FOR: PRE-RECORDED MOTION PICTURE FILMS,  
VIDEO CASSETTES AND VIDEODISCS;  
PRERECORDED AUDIO CASSETTES, TAPES AND  
COMPACT DISCS; AND COMPUTER SOFTWARE  
PROGRAMS, ALL IN THE FIELDS OF ENVIRON-  
MENT, SCIENCE, HISTORY, ARCHAEOLOGY AND  
SOCIAL STUDIES, IN CLASS 9 (U.S. CLS. 21, 23,  
26, 36 AND 38).

FIRST USE 3-3-1986; IN COMMERCE 3-3-1986.  
FOR: ENTERTAINMENT SERVICES, NAMELY,  
THEATRICAL EXHIBITION OF MOTION PICTURES,  
IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 9-10-1965; IN COMMERCE 9-10-1965.  
OWNER OF U.S. REG. NOS. 188,042, 997,183, AND  
OTHERS.

SN 75-465,035, FILED 4-9-1998.

SHAUNIA WALLACE, EXAMINING ATTORNEY

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

**This page was generated by the TARR system on 2007-11-28 08:07:00 ET**

**Serial Number:** 75465035 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** 2411079

**Mark (words only):** NATIONAL GEOGRAPHIC

**Standard Character claim:** No

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

**Date of Status:** 2007-01-31

**Filing Date:** 1998-04-09

**Transformed into a National Application:** No

**Registration Date:** 2000-12-05

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 107

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 830 -Post Registration

**Date In Location:** 2007-01-31

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

#### GOODS AND/OR SERVICES

---

**International Class:** 009

**Class Status:** Active

Pre-recorded motion picture films, video cassettes and videodiscs; prerecorded audio cassettes, tapes and compact discs; and computer software programs, all in the fields of environment, science, history, archaeology and social studies

**Basis:** 1(a)

**First Use Date:** 1986-03-03

**First Use in Commerce Date:** 1986-03-03

**International Class:** 041

**Class Status:** Active

Entertainment services, namely, theatrical exhibition of motion pictures

**Basis:** 1(a)

**First Use Date:** 1965-09-10

**First Use in Commerce Date:** 1965-09-10

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#### ADDITIONAL INFORMATION

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**Prior Registration Number(s):**

188042

531505

997183

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#### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

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#### PROSECUTION HISTORY

---

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-01-31 - Section 8 (6-year) accepted & Section 15 acknowledged

2007-01-29 - Assigned To Paralegal

2006-11-07 - Section 8 (6-year) and Section 15 Filed

2006-11-07 - TEAS Section 8 & 15 Received

2006-07-31 - Case File In TICRS

2003-12-04 - PAPER RECEIVED

2000-12-05 - Registered - Principal Register

2000-09-05 - Allowed for Registration - Principal Register (SOU accepted)

2000-08-07 - Statement of use processing complete

2000-08-07 - Extension 2 granted

2000-06-07 - Amendment to Use filed

2000-06-07 - Extension 2 filed

2000-02-15 - Extension 1 granted

1999-12-16 - Extension 1 filed

1999-07-06 - Notice of allowance - mailed

1999-04-13 - Published for opposition

1999-03-12 - Notice of publication

1998-12-19 - Approved for Pub - Principal Register (Initial exam)

1998-12-10 - Assigned To Examiner

1998-12-08 - Assigned To Examiner

1998-12-01 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

Int. Cl.: 38

Prior U.S. Cls.: 100, 101, and 104

**United States Patent and Trademark Office**

**Reg. No. 2,457,756**

Registered June 5, 2001

**SERVICE MARK  
PRINCIPAL REGISTER**



NATIONAL GEOGRAPHIC SOCIETY (D.C. CORPORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036

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

FOR: TELEVISION BROADCAST SERVICES, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

THE DRAWING IS LINED FOR THE COLOR YELLOW.

FIRST USE 1-7-2001; IN COMMERCE 1-7-2001.

SN 75-505,301, FILED 6-19-1998.

OWNER OF U.S. REG. NOS. 242,080, 1,994,611, AND OTHERS.

SHAUNIA WALLACE, EXAMINING ATTORNEY

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

**This page was generated by the TARR system on 2007-11-28 08:07:14 ET**

**Serial Number:** 75505301 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 2457756

**Mark**



**(words only):** NATIONAL GEOGRAPHIC CHANNEL

**Standard Character claim:** No

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

**Date of Status:** 2007-07-11

**Filing Date:** 1998-06-19

**Transformed into a National Application:** No

**Registration Date:** 2001-06-05

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 107

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 830 -Post Registration

**Date In Location:** 2007-07-11

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.

Washington, DC 20036  
United States  
**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** D.C.

---

**GOODS AND/OR SERVICES**

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**International Class:** 038  
**Class Status:** Active  
Television broadcast services  
**Basis:** 1(a)  
**First Use Date:** 2001-01-07  
**First Use in Commerce Date:** 2001-01-07

---

**ADDITIONAL INFORMATION**

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**Disclaimer:** "CHANNEL"

**Lining and Stippling:** The drawing is lined for the color yellow.

**Design Search Code(s):**  
26.11.21 - Rectangles that are completely or partially shaded

**Prior Registration Number(s):**  
242080  
509970  
880934  
997183  
1416981  
1888042  
1994611

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**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

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**PROSECUTION HISTORY**

---

2007-07-11 - Section 8 (6-year) accepted & Section 15 acknowledged  
2007-07-05 - Assigned To Paralegal  
2007-06-05 - Section 8 (6-year) and Section 15 Filed  
2007-06-05 - TEAS Section 8 & 15 Received  
2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2007-03-13 - Attorney Revoked And/Or Appointed  
2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2007-03-13 - Attorney Revoked And/Or Appointed  
2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2006-10-13 - Case File In TICRS  
2006-09-02 - Review Of Correspondence Complete  
2003-12-04 - PAPER RECEIVED  
2001-06-05 - Registered - Principal Register  
2001-03-12 - Allowed for Registration - Principal Register (SOU accepted)  
2001-01-23 - Statement of use processing complete  
2001-01-23 - Amendment to Use filed  
2001-01-23 - Extension 3 granted  
2001-01-23 - Extension 3 filed  
2000-08-04 - Extension 2 granted  
2000-06-14 - Extension 2 filed  
2000-03-13 - Extension 1 granted  
2000-01-05 - Extension 1 filed  
1999-08-03 - Notice of allowance - mailed  
1999-05-11 - Published for opposition  
1999-04-09 - Notice of publication  
1999-01-26 - Approved for Pub - Principal Register (Initial exam)  
1998-12-31 - Examiner's amendment mailed  
1998-12-15 - Assigned To Examiner  
1998-12-10 - Assigned To Examiner  
1998-12-02 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Kathleen T. Gallagher

Covington & Burling LLP

1201 Pennsylvania Avenue, N.W.

Washington DC 20004

Phone Number: 202-662-5188

Fax Number: 202-662-6291

---

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38 and 50

Reg. No. 2,473,551

**United States Patent and Trademark Office**

Registered July 31, 2001

**TRADEMARK  
PRINCIPAL REGISTER**

**JUMP INTO SCIENCE WITH NATIONAL GEOGRAPHIC**

NATIONAL GEOGRAPHIC SOCIETY (D.C. CORPORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036

OWNER OF U.S. REG. NOS. 242,088, 1,152,395 AND OTHERS.

FOR: CHILDREN'S BOOKS IN THE FIELD OF NON-FICTION, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

SER. NO. 76-085,341, FILED 7-6-2000.

FIRST USE 3-0-2000; IN COMMERCE 3-0-2000.

JAY NOH, EXAMINING ATTORNEY

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

This page was generated by the TARR system on 2007-11-28 08:07:28 ET

Serial Number: 76085341 [Assignment Information](#)      [Trademark Document Retrieval](#)

Registration Number: 2473551

Mark (words only): JUMP INTO SCIENCE WITH NATIONAL GEOGRAPHIC

Standard Character claim: No

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

Date of Status: 2007-09-13

Filing Date: 2000-07-06

Transformed into a National Application: No

Registration Date: 2001-07-31

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](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: 830 -Post Registration

Date In Location: 2007-09-13

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

**GOODS AND/OR SERVICES**

---

**International Class:** 016

**Class Status:** Active

Children's books in the field of non-fiction

**Basis:** 1(a)

**First Use Date:** 2000-03-00

**First Use in Commerce Date:** 2000-03-00

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#### ADDITIONAL INFORMATION

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**Prior Registration Number(s):**

242088

503898

700988

701405

1152395

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#### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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#### PROSECUTION HISTORY

---

2007-09-13 - Section 8 (6-year) accepted & Section 15 acknowledged

2007-09-07 - Assigned To Paralegal

2007-07-31 - Section 8 (6-year) and Section 15 Filed

2007-07-31 - TEAS Section 8 & 15 Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-02-15 - Case File In TICRS

2006-09-02 - Review Of Correspondence Complete

2003-12-04 - PAPER RECEIVED

2001-07-31 - Registered - Principal Register

2001-05-08 - Published for opposition

2001-04-25 - Notice of publication

2001-02-12 - Approved for Pub - Principal Register (Initial exam)

2000-12-19 - Assigned To Examiner

2000-12-18 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich

**Correspondent**

Bingham B. Leverich

Covington & Burling LLP

1201 Pennsylvania Avenue, N.W.

Washington DC 20004

Phone Number: 202-662-5188

Fax Number: 202-662-6291

---

Int. Cl.: 28

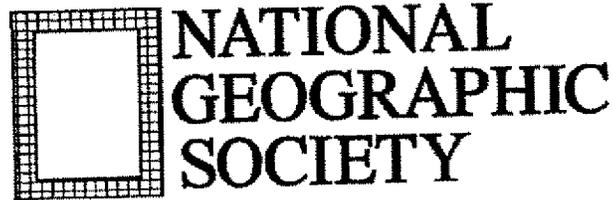
Prior U.S. Cls.: 22, 23, 38, and 50

**United States Patent and Trademark Office**

**Reg. No. 2,474,545**

Registered July 31, 2001

**TRADEMARK  
PRINCIPAL REGISTER**



NATIONAL GEOGRAPHIC SOCIETY (D.C. CORPORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036

FOR: HAND PUPPETS, PLAY FIGURES, ACTION FIGURES AND ACCESSORIES THEREFOR; MANIPULATIVE PUZZLES; JIGSAW PUZZLES; CRAFT KITS CONTAINING COMPONENTS FOR RECREATING CULTURAL AND HISTORICAL CRAFT ITEMS SUCH AS JEWELRY, MOSAICS, PAINTINGS, AND POTTERY, AND CONTAINING EXPLANATORY BOOKLETS ON THE ARCHEOLOGICAL AND CULTURAL SIGNIFICANCE OF THE ITEMS;

CHRISTMAS TREE ORNAMENTS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 0-0-1996; IN COMMERCE 0-0-1996.

OWNER OF U.S. REG. NOS. 1,152,395, 1,994,611, AND OTHERS.

THE DESIGN LINED FOR THE COLOR YELLOW.

SN 75-980,500, FILED 10-31-1997.

SHAUNIA WALLACE, EXAMINING ATTORNEY

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

This page was generated by the TARR system on 2007-11-28 08:07:42 ET

Serial Number: 75980500 Assignment Information      Trademark Document Retrieval

Registration Number: 2474545

Mark



(words only): NATIONAL GEOGRAPHIC SOCIETY

Standard Character claim: No

Current Status: Registered.

Date of Status: 2001-07-31

Filing Date: 1997-10-31

Transformed into a National Application: No

Registration Date: 2001-07-31

Register: Principal

Law Office Assigned: LAW OFFICE 107

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

Current Location: 900 -File Repository (Franconia)

Date In Location: 2001-11-25

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.

Washington, DC 20036

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

### GOODS AND/OR SERVICES

---

**International Class:** 028

**Class Status:** Active

Hand puppets, play figures, action figures and accessories therefor; manipulative puzzles; jigsaw puzzles; craft kits containing components for recreating cultural and historical craft items such as jewelry, mosaics, paintings, and pottery, and containing explanatory booklets on the archeological and cultural significance of the items; Christmas tree ornaments

**Basis:** 1(a)

**First Use Date:** 1996-00-00

**First Use in Commerce Date:** 1996-00-00

---

### ADDITIONAL INFORMATION

---

**Lining and Stippling:** The design lined for the color yellow.

**Design Search Code(s):**

26.11.02 - Plain single line rectangles; Rectangles (single line)

**Prior Registration Number(s):**

1152395

1597278

1664747

1933581

1994611

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### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

### PROSECUTION HISTORY

---

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2006-09-02 - Review Of Correspondence Complete  
2003-12-04 - PAPER RECEIVED  
2001-07-31 - Registered - Principal Register  
2001-04-23 - Allowed for Registration - Principal Register (SOU accepted)  
2001-03-16 - Statement of use processing complete  
2000-12-01 - Amendment to Use filed  
2001-03-16 - Divisional processing completed  
2000-12-01 - Divisional request received  
2000-06-28 - Extension 2 granted  
2000-06-28 - Extension 2 filed  
1999-12-29 - Extension 1 granted  
1999-12-29 - Extension 1 filed  
2000-06-02 - Petition To Revive-Granted  
2000-02-28 - Petition To Revive-Received  
2000-02-28 - Petition To Revive-Received  
1999-12-30 - Abandonment - No use statement filed  
1999-06-29 - Notice of allowance - mailed  
1999-04-06 - Published for opposition  
1999-03-05 - Notice of publication  
1998-12-07 - Approved for Pub - Principal Register (Initial exam)  
1998-11-23 - Examiner's amendment mailed  
1998-10-09 - Communication received from applicant  
1998-04-13 - Non-final action mailed  
1998-03-27 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

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Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38 and 50

Reg. No. 2,496,371

**United States Patent and Trademark Office**

Registered Oct. 9, 2001

**TRADEMARK  
PRINCIPAL REGISTER**

**NATIONAL GEOGRAPHIC WINDOWS ON LITERACY**

NATIONAL GEOGRAPHIC SOCIETY (D.C. CORPORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036

ING MATERIALS SOLD THEREWITH, IN CLASS 16  
(U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 12-11-2000; IN COMMERCE 12-11-2000.

FOR: EDUCATIONAL BOOKS CONCERNING A  
VARIETY OF TOPICS FOR USE IN THE FIELD OF  
READING INSTRUCTION, AND PRINTED TEACH-

SER. NO. 76-203,108, FILED 2-1-2001.

IAN IVEY, EXAMINING ATTORNEY

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

**This page was generated by the TARR system on 2007-11-28 08:07:54 ET**

**Serial Number:** 76203108 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** 2496371

**Mark (words only):** NATIONAL GEOGRAPHIC WINDOWS ON LITERACY

**Standard Character claim:** No

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

**Date of Status:** 2007-01-31

**Filing Date:** 2001-02-01

**Transformed into a National Application:** No

**Registration Date:** 2001-10-09

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 107

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 830 -Post Registration

**Date In Location:** 2007-01-31

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

#### GOODS AND/OR SERVICES

---

**International Class:** 016

**Class Status:** Active

Educational books concerning a variety of topics for use in the field of reading instruction, and printed teaching materials sold therewith

**Basis:** 1(a)

**First Use Date:** 2000-12-11

**First Use in Commerce Date:** 2000-12-11

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**ADDITIONAL INFORMATION**

---

(NOT AVAILABLE)

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

---

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-01-31 - Section 8 (6-year) accepted & Section 15 acknowledged

2007-01-29 - Assigned To Paralegal

2006-11-07 - Section 8 (6-year) and Section 15 Filed

2007-01-24 - Case File In TICRS

2006-11-07 - TEAS Section 8 & 15 Received

2001-10-09 - Registered - Principal Register

2001-07-17 - Published for opposition

2001-07-04 - Notice of publication

2001-04-19 - Approved for Pub - Principal Register (Initial exam)

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

Int. Cl: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38 and 50

Reg. No. 2,517,188

**United States Patent and Trademark Office**

Registered Dec. 11, 2001

**TRADEMARK  
PRINCIPAL REGISTER**

**NATIONAL GEOGRAPHIC READING EXPEDITIONS**

NATIONAL GEOGRAPHIC SOCIETY (D.C. CORPORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036

FOR: EDUCATIONAL BOOKS CONCERNING A VARIETY OF TOPICS FOR USE IN THE FIELD OF READING INSTRUCTION, AND PRINTED TEACHING MATERIALS SOLD THEREWITH, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 12-11-2000; IN COMMERCE 12-11-2000.

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

SER. NO. 76-202,998, FILED 2-1-2001.

IAN IVEY, EXAMINING ATTORNEY

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

**This page was generated by the TARR system on 2007-11-28 08:08:07 ET**

**Serial Number:** 76202998 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 2517188

**Mark (words only):** NATIONAL GEOGRAPHIC READING EXPEDITIONS

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2001-12-11

**Filing Date:** 2001-02-01

**Transformed into a National Application:** No

**Registration Date:** 2001-12-11

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 107

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 40S -Scanning On Demand

**Date In Location:** 2007-01-16

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

#### GOODS AND/OR SERVICES

---

**International Class:** 016

**Class Status:** Active

Educational books concerning a variety of topics for use in the field of reading instruction, and printed teaching materials sold therewith

**Basis:** 1(a)

**First Use Date:** 2000-12-11

**First Use in Commerce Date:** 2000-12-11

---

#### ADDITIONAL INFORMATION

---

**Disclaimer:** "READING"

---

#### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

#### PROSECUTION HISTORY

---

2007-03-13 - Attorney Revoked And/Or Appointed  
2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2007-03-13 - Attorney Revoked And/Or Appointed  
2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2007-03-13 - Attorney Revoked And/Or Appointed  
2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2007-01-16 - Case File In TICRS  
2001-12-11 - Registered - Principal Register  
2001-09-18 - Published for opposition  
2001-08-29 - Notice of publication  
2001-07-02 - Approved for Pub - Principal Register (Initial exam)  
2001-05-10 - Communication received from applicant  
2001-04-20 - Non-final action mailed

---

#### ATTORNEY/CORRESPONDENT INFORMATION

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38 and 50

United States Patent and Trademark Office

Reg. No. 2,565,189  
Registered Apr. 30, 2002

TRADEMARK  
PRINCIPAL REGISTER

NATIONAL  
GEOGRAPHIC  
for  
KIDS!

NATIONAL GEOGRAPHIC SOCIETY (D.C. CORPORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036

FOR: PERIODICAL PUBLICATIONS, NAMELY,  
EDUCATIONAL MAGAZINES FOR CHILDREN  
AND PRINTED TEACHING GUIDES ASSOCIATED  
THEREWITH, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29,  
37, 38 AND 50).

FIRST USE 9-0-2000; IN COMMERCE 9-0-2000.

OWNER OF U.S. REG. NOS. 242,088, 1,152,395 AND  
OTHERS.

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

SER. NO. 76-188,291, FILED 12-29-2000.

IAN IVEY, EXAMINING ATTORNEY

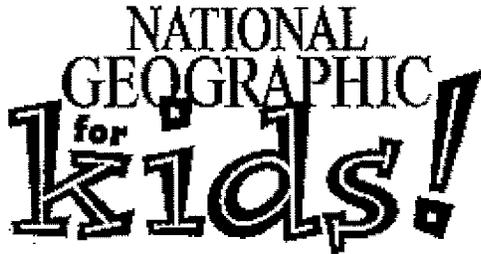
**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2007-11-28 08:08:18 ET**

**Serial Number:** 76188291 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 2565189

**Mark**



**(words only):** NATIONAL GEOGRAPHIC FOR KIDS!

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2002-04-30

**Filing Date:** 2000-12-29

**Transformed into a National Application:** No

**Registration Date:** 2002-04-30

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 107

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 40S -Scanning On Demand

**Date In Location:** 2007-08-22

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.

Washington, DC 20036

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

### GOODS AND/OR SERVICES

---

**International Class:** 016

**Class Status:** Active

Periodical publications, namely, educational magazines for children and printed teaching guides associated therewith

**Basis:** 1(a)

**First Use Date:** 2000-09-00

**First Use in Commerce Date:** 2000-09-00

---

### ADDITIONAL INFORMATION

---

**Disclaimer:** "FOR KIDS"

**Prior Registration Number(s):**

242088

503898

700988

701405

1152395

---

### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

### PROSECUTION HISTORY

---

2007-08-22 - Case File In TICRS

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2006-09-02 - Review Of Correspondence Complete

2003-12-04 - PAPER RECEIVED

2002-04-30 - Registered - Principal Register

2002-02-05 - Published for opposition

2002-01-16 - Notice of publication

2001-09-20 - Approved for Pub - Principal Register (Initial exam)

2001-08-16 - Communication received from applicant

2001-04-20 - Non-final action mailed

2001-04-05 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38 and 50

Reg. No. 2,565,190

United States Patent and Trademark Office

Registered Apr. 30, 2002

Amended

OG Date Jan. 14, 2003

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TRADEMARK  
PRINCIPAL REGISTER

NATIONAL GEOGRAPHIC KIDS

NATIONAL GEOGRAPHIC SOCIETY  
(D.C. CORPORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036

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

FOR: PERIODICAL PUBLICATIONS, NAMELY, EDUCATIONAL MAGAZINES FOR CHILDREN [ AND PRINTED TEACHING GUIDES ASSOCIATED THEREWITH ], IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 9-0-2000; IN COMMERCE 9-0-2000.  
SER. NO. 76-188,292, FILED 12-29-2000.

*In testimony whereof I have hereunto set my hand  
and caused the seal of The Patent and Trademark  
Office to be affixed on Jan. 14, 2003.*

DIRECTOR OF THE U.S. PATENT AND TRADEMARK OFFICE

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

**This page was generated by the TARR system on 2007-11-28 08:08:32 ET**

**Serial Number:** 76188292 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 2565190

**Mark (words only):** NATIONAL GEOGRAPHIC KIDS

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2002-04-30

**Filing Date:** 2000-12-29

**Transformed into a National Application:** No

**Registration Date:** 2002-04-30

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 107

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 40S -Scanning On Demand

**Date In Location:** 2007-08-22

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

#### GOODS AND/OR SERVICES

---

**International Class:** 016

**Class Status:** Active

Periodical publications, namely, educational magazines for children

**Basis:** 1(a)

**First Use Date:** 2000-09-00

**First Use in Commerce Date:** 2000-09-00

---

#### ADDITIONAL INFORMATION

---

**Disclaimer:** "KIDS"

---

#### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

#### PROSECUTION HISTORY

---

2007-08-22 - Case File In TICRS

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2006-09-02 - Review Of Correspondence Complete

2003-12-04 - PAPER RECEIVED

2002-12-06 - Section 7 amendment issued

2002-10-10 - Section 7 amendment filed

2002-10-10 - PAPER RECEIVED

2002-04-30 - Registered - Principal Register

2002-02-05 - Published for opposition

2002-01-16 - Notice of publication

2001-09-20 - Approved for Pub - Principal Register (Initial exam)

2001-08-16 - Communication received from applicant

2001-04-20 - Non-final action mailed

2001-04-05 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, and 50

**United States Patent and Trademark Office**

**Reg. No. 2,579,970**

Registered June 11, 2002

**TRADEMARK  
PRINCIPAL REGISTER**

**JUMP INTO SCIENCE WITH NATIONAL GEOGRAPHIC**

NATIONAL GEOGRAPHIC SOCIETY (D.C. CORPORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036

FOR: CHILDREN'S BOOKS IN THE FIELD OF  
NONFICTION, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29,  
37, 38 AND 50).

FIRST USE 3-0-2000; IN COMMERCE 3-0-2000.

OWNER OF U.S. REG. NOS. 242,088, 1,152,395,  
AND OTHERS.

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

SN 76-084,626, FILED 7-6-2000.

DEIRDRE GILLIS, EXAMINING ATTORNEY

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

**This page was generated by the TARR system on 2007-11-28 08:08:45 ET**

**Serial Number:** 76084626 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 2579970

**Mark (words only):** JUMP INTO SCIENCE WITH NATIONAL GEOGRAPHIC

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2002-06-11

**Filing Date:** 2000-07-06

**Transformed into a National Application:** No

**Registration Date:** 2002-06-11

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 107

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 40S -Scanning On Demand

**Date In Location:** 2007-09-07

---

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

---

I. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

#### GOODS AND/OR SERVICES

---

**International Class:** 016

**Class Status:** Active

Children's books in the field of nonfiction

**Basis:** 1(a)

**First Use Date:** 2000-03-00

**First Use in Commerce Date:** 2000-03-00

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#### ADDITIONAL INFORMATION

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**Disclaimer:** "SCIENCE"

**Prior Registration Number(s):**

242088

700988

701405

1152395

---

#### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

#### PROSECUTION HISTORY

---

2007-09-07 - Case File In TICRS

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2006-09-02 - Review Of Correspondence Complete

2003-12-04 - PAPER RECEIVED

2002-06-11 - Registered - Principal Register

2002-03-06 - Allowed for Registration - Principal Register (SOU accepted)

2002-02-27 - Statement of use processing complete

2002-02-07 - Amendment to Use filed

2002-02-27 - Extension 1 granted

2002-02-07 - Extension 1 filed  
2001-10-16 - Notice of allowance - mailed  
2001-07-24 - Published for opposition  
2001-07-11 - Notice of publication  
2001-04-25 - Approved for Pub - Principal Register (Initial exam)  
2001-04-25 - Assigned To Examiner  
2001-02-13 - Communication received from applicant  
2001-02-01 - Non-final action mailed  
2000-12-20 - Assigned To Examiner  
2000-12-15 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

Int. Cl.: 38

Prior U.S. Cls.: 100, 101, and 104

United States Patent and Trademark Office

Reg. No. 2,589,756

Registered July 2, 2002

SERVICE MARK  
PRINCIPAL REGISTER



NATIONAL GEOGRAPHIC SOCIETY (D.C. CORPORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036

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

FOR: TELEVISION BROADCAST SERVICES, IN  
CLASS 38 (U.S. CLS. 100, 101 AND 104).

SN 76-158,570, FILED 11-2-2000.

FIRST USE 11-0-2000; IN COMMERCE 11-0-2000.

JEFFREY S. MOLINOFF, EXAMINING ATTORNEY

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

**This page was generated by the TARR system on 2007-11-28 08:08:56 ET**

**Serial Number:** 76158570 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 2589756

**Mark**



**(words only):** NATIONAL GEOGRAPHIC CHANNEL

**Standard Character claim:** No

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

**Date of Status:** 2007-08-18

**Filing Date:** 2000-11-02

**Transformed into a National Application:** No

**Registration Date:** 2002-07-02

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 107

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 830 -Post Registration

**Date In Location:** 2007-08-18

---

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

---

1. NATIONAL GEOGRAPHIC SOCIETY

**Address:**

NATIONAL GEOGRAPHIC SOCIETY  
1145 17th Street, N.W.

Washington, DC 20036  
United States  
**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** D.C.

---

**GOODS AND/OR SERVICES**

---

**International Class:** 038  
**Class Status:** Active  
Television broadcast services  
**Basis:** 1(a)  
**First Use Date:** 2000-11-00  
**First Use in Commerce Date:** 2000-11-00

---

**ADDITIONAL INFORMATION**

---

**Disclaimer:** "CHANNEL"

**Design Search Code(s):**  
**26.11.02** - Plain single line rectangles; Rectangles (single line)  
**26.11.21** - Rectangles that are completely or partially shaded  
**26.17.05** - Bands, horizontal; Bars, horizontal; Horizontal line(s), band(s) or bar(s); Lines, horizontal

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

---

2007-08-18 - Section 8 (6-year) accepted & Section 15 acknowledged  
2007-07-27 - TEAS Section 8 & 15 Received  
2007-03-13 - Attorney Revoked And/Or Appointed  
2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2007-03-13 - Attorney Revoked And/Or Appointed  
2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2007-03-13 - Attorney Revoked And/Or Appointed  
2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2006-09-02 - Review Of Correspondence Complete  
2003-12-04 - PAPER RECEIVED

2002-07-02 - Registered - Principal Register  
2002-03-22 - Allowed for Registration - Principal Register (SOU accepted)  
2002-03-20 - Assigned To Examiner  
2002-03-20 - Assigned To Examiner  
2002-03-15 - Statement of use processing complete  
2002-03-15 - Extension 1 granted  
2002-02-13 - Amendment to Use filed  
2002-02-13 - Extension 1 filed  
2001-10-02 - Notice of allowance - mailed  
2001-07-10 - Published for opposition  
2001-06-27 - Notice of publication  
2001-04-06 - Approved for Pub - Principal Register (Initial exam)  
2001-03-30 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich

**Correspondent**

Bingham B. Leverich  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, and 50

**United States Patent and Trademark Office**

**Reg. No. 2,589,866**

Registered July 2, 2002

**TRADEMARK  
PRINCIPAL REGISTER**

**NATIONAL GEOGRAPHIC DIRECTIONS**

NATIONAL GEOGRAPHIC SOCIETY (D.C. CORPORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036

FIRST USE 1-14-2002; IN COMMERCE 1-14-2002.

OWNER OF U.S. REG. NOS. 242,088, 1,152,395,  
AND OTHERS.

FOR: SERIES OF BOOKS FEATURING THE LITERARY TRAVEL MEMOIRS OF VARIOUS AUTHORS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

SN 76-226,428, FILED 3-16-2001.

JEFFREY S. MOLINOFF, EXAMINING ATTORNEY

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

**This page was generated by the TARR system on 2007-11-28 08:09:11 ET**

**Serial Number:** 76226428 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 2589866

**Mark (words only):** NATIONAL GEOGRAPHIC DIRECTIONS

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2002-07-02

**Filing Date:** 2001-03-16

**Transformed into a National Application:** No

**Registration Date:** 2002-07-02

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 107

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 40S -Scanning On Demand

**Date In Location:** 2007-10-16

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

**GOODS AND/OR SERVICES**

---

**International Class:** 016

**Class Status:** Active

series of books featuring the literary travel memoirs of various authors

**Basis:** 1(a)

**First Use Date:** 2002-01-14

**First Use in Commerce Date:** 2002-01-14

---

#### ADDITIONAL INFORMATION

---

**Prior Registration Number(s):**

242088

503898

700988

701405

1152395

---

#### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

#### PROSECUTION HISTORY

---

2007-10-16 - Case File In TICRS

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2006-09-02 - Review Of Correspondence Complete

2003-12-04 - PAPER RECEIVED

2002-07-02 - Registered - Principal Register

2002-03-22 - Allowed for Registration - Principal Register (SOU accepted)

2002-03-19 - Assigned To Examiner

2002-03-15 - Statement of use processing complete

2002-03-15 - Extension 1 granted

2002-02-14 - Amendment to Use filed

2002-02-14 - Extension 1 filed

2001-11-06 - Notice of allowance - mailed

2001-08-14 - Published for opposition

2001-07-25 - Notice of publication

2001-06-28 - Approved for Pub - Principal Register (Initial exam)

2001-06-11 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

Int. Cl.: 41

Prior U.S. Cls.: 100, 101, and 107

**United States Patent and Trademark Office**

**Reg. No. 2,613,212**

Registered Aug. 27, 2002

**SERVICE MARK  
PRINCIPAL REGISTER**

**NATIONAL GEOGRAPHIC BEE**

NATIONAL GEOGRAPHIC SOCIETY (D.C. CORPORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036

OWNER OF U.S. REG. NOS. 242,080, 524,810, AND  
701,405.

FOR: PROMOTING THE KNOWLEDGE OF GEOGRAPHY AMONG STUDENTS BY ORGANIZING AND CONDUCTING SCHOOL BASED, STATE AND NATIONAL COMPETITIONS IN GEOGRAPHY , IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

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

SN 76-003,834, FILED 3-20-2000.

FIRST USE 8-0-1999; IN COMMERCE 8-0-1999.

ANDREW RHIM, EXAMINING ATTORNEY

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

**This page was generated by the TARR system on 2007-11-28 08:09:24 ET**

**Serial Number:** 76003834 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 2613212

**Mark (words only):** NATIONAL GEOGRAPHIC BEE

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2002-08-27

**Filing Date:** 2000-03-20

**Transformed into a National Application:** No

**Registration Date:** 2002-08-27

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 107

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 40S -Scanning On Demand

**Date In Location:** 2007-09-28

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

**GOODS AND/OR SERVICES**

---

**International Class:** 041

**Class Status:** Active

Promoting the knowledge of geography among students by organizing and conducting school based, state and national competitions in geography

**Basis:** 1(a)

**First Use Date:** 1999-08-00

**First Use in Commerce Date:** 1999-08-00

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#### ADDITIONAL INFORMATION

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**Disclaimer:** "BEE"

**Prior Registration Number(s):**

242080

524810

701405

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#### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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#### PROSECUTION HISTORY

---

2007-09-28 - Case File In TICRS

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2006-09-02 - Review Of Correspondence Complete

2003-12-04 - PAPER RECEIVED

2002-08-27 - Registered - Principal Register

2002-03-26 - Allowed for Registration - Principal Register (SOU accepted)

2002-02-21 - Assigned To Examiner

2002-02-14 - Statement of use processing complete

2002-02-14 - Extension 1 granted

2002-01-29 - Extension 1 filed  
2002-01-29 - Amendment to Use filed  
2002-01-01 - Notice of allowance - mailed  
2001-10-09 - Published for opposition  
2001-09-19 - Notice of publication  
2001-07-26 - Approved for Pub - Principal Register (Initial exam)  
2001-06-06 - Assigned To Examiner  
2001-03-29 - Communication received from applicant  
2000-09-29 - Non-final action mailed  
2000-08-28 - Assigned To Examiner  
2000-08-25 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

Int. Cl.: 38

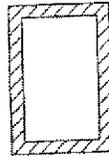
Prior U.S. Cls.: 100, 101, and 104

Reg. No. 2,613,378

**United States Patent and Trademark Office**

Registered Aug. 27, 2002

**SERVICE MARK  
PRINCIPAL REGISTER**



**NATIONAL  
GEOGRAPHIC**  

---

**C H A N N E L**

NATIONAL GEOGRAPHIC SOCIETY (D.C. CORPORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036

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

FOR: TELEVISION BROADCAST SERVICES, IN  
CLASS 38 (U.S. CLS. 100, 101 AND 104).

SN 76-158,278, FILED 11-2-2000.

FIRST USE 11-0-2000; IN COMMERCE 11-0-2000.

JEFFREY S. MOLINOFF, EXAMINING ATTORNEY

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

This page was generated by the TARR system on 2007-11-28 08:09:34 ET

**Serial Number:** 76158278 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 2613378

**Mark**



**(words only):** NATIONAL GEOGRAPHIC CHANNEL

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2002-08-27

**Filing Date:** 2000-11-02

**Transformed into a National Application:** No

**Registration Date:** 2002-08-27

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 107

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2002-09-03

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.

Washington, DC 20036

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

### GOODS AND/OR SERVICES

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**International Class:** 038

**Class Status:** Active

Television broadcast services

**Basis:** 1(a)

**First Use Date:** 2000-11-00

**First Use in Commerce Date:** 2000-11-00

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### ADDITIONAL INFORMATION

---

**Disclaimer:** "CHANNEL"

**Design Search Code(s):**

26.11.02 - Plain single line rectangles; Rectangles (single line)

26.11.07 - Rectangles with a decorative border, including scalloped, ruffled and zig-zag edges

26.11.12 - Rectangles with bars, bands and lines

26.11.20 - Rectangles inside one another

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

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### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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### PROSECUTION HISTORY

---

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2006-09-02 - Review Of Correspondence Complete

2003-12-04 - PAPER RECEIVED

2002-08-27 - Registered - Principal Register  
2002-05-03 - Allowed for Registration - Principal Register (SOU accepted)  
2002-04-26 - Assigned To Examiner  
2002-04-22 - Statement of use processing complete  
2001-12-21 - Amendment to Use filed  
2002-01-16 - Extension 1 granted  
2001-12-21 - Extension 1 filed  
2001-10-02 - Notice of allowance - mailed  
2001-07-10 - Published for opposition  
2001-06-27 - Notice of publication  
2001-04-06 - Approved for Pub - Principal Register (Initial exam)  
2001-03-30 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

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Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38 and 50

Reg. No. 2,639,319

United States Patent and Trademark Office

Registered Oct. 22, 2002

TRADEMARK  
PRINCIPAL REGISTER



NATIONAL GEOGRAPHIC SOCIETY (D.C. CORPORATION)  
1145 17TH STREET, NW  
WASHINGTON, DC 20036

FOR: TRAVEL GUIDEBOOKS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 8-0-1998; IN COMMERCE 8-0-1998.

OWNER OF U.S. REG. NOS. 908,046, 2,393,948 AND OTHERS.

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

THE DRAWING IS LINED FOR THE COLOR YELLOW AND THE COLOR IS CLAIMED AS A FEATURE OF THE MARK.

SER. NO. 76-347,521, FILED 12-12-2001.

JEFFREY S. MOLINOFF, EXAMINING ATTORNEY

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

**This page was generated by the TARR system on 2007-11-28 08:09:48 ET**

**Serial Number:** 76347521 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 2639319

**Mark**



**(words only):** NATIONAL GEOGRAPHIC TRAVELER

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2002-10-22

**Filing Date:** 2001-12-12

**Transformed into a National Application:** No

**Registration Date:** 2002-10-22

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 107

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2003-01-31

---

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

---

1. National Geographic Society

**Address:**  
National Geographic Society  
1145 17th Street, NW

Washington, DC 20036

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

### GOODS AND/OR SERVICES

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**International Class:** 016

**Class Status:** Active

Travel guidebooks

**Basis:** 1(a)

**First Use Date:** 1998-08-00

**First Use in Commerce Date:** 1998-08-00

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### ADDITIONAL INFORMATION

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**Disclaimer:** "TRAVELER"

**Lining and Stippling:** The drawing is lined for the color yellow and the color is claimed as a feature of the mark.

**Design Search Code(s):**

26.11.21 - Rectangles that are completely or partially shaded

**Prior Registration Number(s):**

908046

1068503

1308973

1482184

2393948

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### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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### PROSECUTION HISTORY

---

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2006-09-02 - Review Of Correspondence Complete  
2003-12-04 - PAPER RECEIVED  
2002-10-22 - Registered - Principal Register  
2002-07-30 - Published for opposition  
2002-07-10 - Notice of publication  
2002-04-18 - Approved for Pub - Principal Register (Initial exam)  
2002-04-16 - Examiner's amendment mailed  
2002-04-11 - Examiner's amendment mailed  
2002-03-27 - Assigned To Examiner  
2002-03-20 - Assigned To Examiner  
2002-03-20 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

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Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, and 50

Reg. No. 2,640,977

**United States Patent and Trademark Office**

Registered Oct. 22, 2002

**TRADEMARK  
PRINCIPAL REGISTER**

**NATIONAL GEOGRAPHIC INSIGHT**

NATIONAL GEOGRAPHIC SOCIETY (D.C. CORPORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036

OWNER OF U.S. REG. NOS. 242,088, 1,152,395,  
AND OTHERS.

FOR: BOOKS IN THE FIELD OF PHOTOGRAPHY  
OF NATURAL HISTORY, IN CLASS 16 (U.S. CLS. 2,  
5, 22, 23, 29, 37, 38 AND 50).

SN 76-295,587, FILED 8-7-2001.

FIRST USE 11-15-2001; IN COMMERCE 11-15-2001.

JEFFREY S. MOLINOFF, EXAMINING ATTORNEY

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

This page was generated by the TARR system on 2007-11-28 08:10:02 ET

**Serial Number:** 76295587 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 2640977

**Mark (words only):** NATIONAL GEOGRAPHIC INSIGHT

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2002-10-22

**Filing Date:** 2001-08-07

**Transformed into a National Application:** No

**Registration Date:** 2002-10-22

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 107

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

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2002-11-19

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

#### GOODS AND/OR SERVICES

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**International Class:** 016

**Class Status:** Active

Books in the field of photography of natural history

**Basis:** 1(a)

**First Use Date:** 2001-11-15

**First Use in Commerce Date:** 2001-11-15

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#### ADDITIONAL INFORMATION

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**Prior Registration Number(s):**

242088

503898

1152395

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#### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

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#### PROSECUTION HISTORY

---

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2006-09-02 - Review Of Correspondence Complete

2003-12-04 - PAPER RECEIVED

2002-10-22 - Registered - Principal Register

2002-08-12 - Allowed for Registration - Principal Register (SOU accepted)

2002-07-25 - Assigned To Examiner

2002-07-24 - Statement of use processing complete

2002-07-01 - Amendment to Use filed

2002-07-24 - Extension 1 granted

2002-07-01 - Extension 1 filed

2002-07-01 - PAPER RECEIVED

2002-03-19 - Notice of allowance - mailed

2001-12-25 - Published for opposition

2001-12-05 - Notice of publication

2001-09-14 - Approved for Pub - Principal Register (Initial exam)

2001-09-05 - Examiner's amendment mailed

2001-09-03 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

Int. Cl.: 18

Prior U.S. Cls.: 1, 2, 3, 22, and 41

Reg. No. 2,643,672

**United States Patent and Trademark Office**

Registered Oct. 29, 2002

**TRADEMARK  
PRINCIPAL REGISTER**

**NATIONAL GEOGRAPHIC EXPLORER**

NATIONAL GEOGRAPHIC SOCIETY (D.C. CORPORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036

OWNER OF U.S. REG. NO. 1,416,981.

FOR: BACKPACKS, ATTACHE BAGS, LUGGAGE, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

SN 75-982,713, FILED 10-11-2000.

FIRST USE 12-12-2000; IN COMMERCE 12-12-2000.

DEIRDRE GILLIS, EXAMINING ATTORNEY

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

**This page was generated by the TARR system on 2007-11-28 08:10:14 ET**

**Serial Number:** 75982713 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 2643672

**Mark (words only):** NATIONAL GEOGRAPHIC EXPLORER

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2002-10-29

**Filing Date:** 2000-10-11

**Transformed into a National Application:** No

**Registration Date:** 2002-10-29

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 107

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2002-12-02

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

**GOODS AND/OR SERVICES**

---

**International Class:** 018

**Class Status:** Active

backpacks, attache bags, luggage

**Basis:** 1(a)

**First Use Date:** 2000-12-12

**First Use in Commerce Date:** 2000-12-12

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#### ADDITIONAL INFORMATION

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**Prior Registration Number(s):**

1416981

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#### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

#### PROSECUTION HISTORY

---

2007-03-13 - Attorney Revoked And/Or Appointed  
2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2007-03-13 - Attorney Revoked And/Or Appointed  
2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2007-03-13 - Attorney Revoked And/Or Appointed  
2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2006-09-02 - Review Of Correspondence Complete  
2003-12-04 - PAPER RECEIVED  
2002-10-29 - Registered - Principal Register  
2002-08-13 - Allowed for Registration - Principal Register (SOU accepted)  
2002-07-06 - Statement of use processing complete  
2002-06-20 - Amendment to Use filed  
2002-07-07 - Divisional processing completed  
2002-06-20 - Divisional request received  
2002-04-29 - Extension 1 granted  
2002-04-16 - Extension 1 filed  
2001-10-16 - Notice of allowance - mailed

2001-07-24 - Published for opposition

2001-07-11 - Notice of publication

2001-04-25 - Approved for Pub - Principal Register (Initial exam)

2001-04-25 - Assigned To Examiner

2001-03-29 - Assigned To Examiner

2001-03-27 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, and 50

Reg. No. 2,643,905

**United States Patent and Trademark Office**

Registered Oct. 29, 2002

**TRADEMARK  
PRINCIPAL REGISTER**



NATIONAL GEOGRAPHIC SOCIETY (D.C. CORPORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036

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

FOR: PERIODICAL MAGAZINES IN THE FIELDS OF THE EARTH, ENVIRONMENT, NATURE, NATURAL HISTORY, ECONOMIC, SCIENTIFIC, AND HISTORICAL SUBJECTS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

THE DRAWING IS LINED FOR THE COLOR YELLOW AND YELLOW CLAIMED AS PART OF THE MARK.

FIRST USE 1-0-2002; IN COMMERCE 1-0-2002.

SN 76-106,447, FILED 8-10-2000.

OWNER OF U.S. REG. NOS. 242,080, 1,152,395, AND OTHERS.

JEFFREY S. MOLINOFF, EXAMINING ATTORNEY

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

**This page was generated by the TARR system on 2007-11-28 08:10:29 ET**

**Serial Number:** 76106447 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 2643905

**Mark**



**(words only):** NATIONAL GEOGRAPHIC

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2002-10-29

**Filing Date:** 2000-08-10

**Transformed into a National Application:** No

**Registration Date:** 2002-10-29

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 107

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2002-12-02

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.

Washington, DC 20036  
United States  
**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** D.C.

---

**GOODS AND/OR SERVICES**

---

**International Class:** 016  
**Class Status:** Active  
Periodical magazines in the fields of the earth, environment, nature, natural history, economic, scientific, and historical subjects  
**Basis:** 1(a)  
**First Use Date:** 2002-01-00  
**First Use in Commerce Date:** 2002-01-00

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**ADDITIONAL INFORMATION**

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**Disclaimer:** "MAGAZINE"

**Lining and Stippling:** The drawing is lined for the color yellow and yellow claimed as part of the mark.

**Design Search Code(s):**  
26.11.28 - Miscellaneous designs with overall rectangular shape; Rectangular shapes (miscellaneous overall shape)

**Prior Registration Number(s):**  
242080  
701405  
1152395

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

---

2007-03-13 - Attorney Revoked And/Or Appointed  
2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2007-03-13 - Attorney Revoked And/Or Appointed  
2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2007-03-13 - Attorney Revoked And/Or Appointed  
2007-03-13 - TEAS Revoke/Appoint Attorney Received

2006-09-02 - Review Of Correspondence Complete  
2003-12-04 - PAPER RECEIVED  
2002-10-29 - Registered - Principal Register  
2002-08-12 - Allowed for Registration - Principal Register (SOU accepted)  
2002-07-17 - Assigned To Examiner  
2002-07-15 - Statement of use processing complete  
2002-07-15 - Extension 1 granted  
2002-06-24 - Amendment to Use filed  
2002-06-24 - Extension 1 filed  
2002-06-24 - PAPER RECEIVED  
2002-03-19 - Notice of allowance - mailed  
2001-12-25 - Published for opposition  
2001-12-05 - Notice of publication  
2001-08-12 - Approved for Pub - Principal Register (Initial exam)  
2001-08-03 - Assigned To Examiner  
2001-06-06 - Communication received from applicant  
2001-02-01 - Non-final action mailed  
2001-01-23 - Assigned To Examiner  
2001-01-19 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291



Int. Cl.: 39

Prior U.S. Cls.: 100 and 105

**United States Patent and Trademark Office**

**Reg. No. 2,678,437**

Registered Jan. 21, 2003

**SERVICE MARK  
PRINCIPAL REGISTER**



NATIONAL GEOGRAPHIC SOCIETY (D.C. CORPORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036

FOR: ARRANGING AND CONDUCTING EDUCATIONAL TRAVEL TOURS, IN CLASS 39 (U.S. CLS. 100 AND 105).

FIRST USE 7-0-2001; IN COMMERCE 7-0-2001.

OWNER OF U.S. REG. NOS. 242,080, 1,888,042, AND OTHERS.

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

THE MARK IS LINED FOR THE COLOR YELLOW.

SN 75-590,458, FILED 11-17-1998.

ERICA GLEMBOCKI, EXAMINING ATTORNEY

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

**This page was generated by the TARR system on 2007-11-28 08:10:40 ET**

**Serial Number:** 75590458 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** 2678437

**Mark**



**(words only):** NATIONAL GEOGRAPHIC EXPEDITIONS

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2003-01-21

**Filing Date:** 1998-11-17

**Transformed into a National Application:** No

**Registration Date:** 2003-01-21

**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](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2003-03-11

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.

Washington, DC 20036  
United States  
**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** D.C.

---

**GOODS AND/OR SERVICES**

---

**International Class:** 039  
**Class Status:** Active  
Arranging and conducting educational travel tours  
**Basis:** 1(a)  
**First Use Date:** 2001-07-00  
**First Use in Commerce Date:** 2001-07-00

---

**ADDITIONAL INFORMATION**

---

**Disclaimer:** "EXPEDITIONS"

**Lining and Stippling:** The mark is lined for the color yellow.

**Design Search Code(s):**  
26.11.02 - Plain single line rectangles; Rectangles (single line)

**Prior Registration Number(s):**

242080  
524810  
701405  
735312  
908046  
997183  
1050647  
1068503  
1152388  
1152395  
1308973  
1416981  
1482184  
1597278  
1888042

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

---

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2007-03-13 - Attorney Revoked And/Or Appointed  
2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2007-03-13 - Attorney Revoked And/Or Appointed  
2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2006-09-02 - Review Of Correspondence Complete  
2003-12-04 - PAPER RECEIVED  
2003-01-21 - Registered - Principal Register  
2002-11-25 - PAPER RECEIVED  
2002-11-20 - Allowed for Registration - Principal Register (SOU accepted)  
2002-11-14 - Assigned To Examiner  
2002-09-30 - Statement of use processing complete  
2002-09-30 - Amendment to Use filed  
2002-09-30 - Extension 1 granted  
2002-09-30 - Extension 1 filed  
2002-09-30 - PAPER RECEIVED  
2002-04-02 - Notice of allowance - mailed  
2000-05-02 - Extension Of Time To Oppose Received  
2000-04-18 - Published for opposition  
2000-03-17 - Notice of publication  
2000-01-11 - Approved for Pub - Principal Register (Initial exam)  
1999-07-22 - Communication received from applicant  
1999-04-27 - Non-final action mailed  
1999-04-02 - Assigned To Examiner  
1999-03-24 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

Int. Cl.: 36

Prior U.S. Cls.: 100, 101 and 102

Reg. No. 2,705,828

**United States Patent and Trademark Office**

Registered Apr. 15, 2003

**SERVICE MARK  
PRINCIPAL REGISTER**



NATIONAL GEOGRAPHIC SOCIETY (D.C. CORPORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036

OWNER OF U.S. REG. NOS. 242,080, 1,482,184 AND OTHERS.

FOR: CREDIT CARD SERVICES, IN CLASS 36  
(U.S. CLS. 100, 101 AND 102).

THE DRAWING IS LINED FOR THE COLOR YELLOW, AND COLOR IS CLAIMED AS A FEATURE OF THE MARK.

SER. NO. 75-982,427, FILED 2-2-2001.

FIRST USE 4-0-2000; IN COMMERCE 4-0-2000.

JEFFREY S. MOLINOFF, EXAMINING ATTORNEY

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

This page was generated by the TARR system on 2007-11-28 08:10:52 ET

Serial Number: 75982427 Assignment Information      Trademark Document Retrieval

Registration Number: 2705828

Mark



(words only): NATIONAL GEOGRAPHIC

Standard Character claim: No

Current Status: Registered.

Date of Status: 2003-04-15

Filing Date: 2001-02-02

Transformed into a National Application: No

Registration Date: 2003-04-15

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](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: 900 -File Repository (Franconia)

Date In Location: 2003-04-15

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.

Washington, DC 20036

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

### GOODS AND/OR SERVICES

---

**International Class:** 036

**Class Status:** Active

Credit card services

**Basis:** 1(a)

**First Use Date:** 2000-04-00

**First Use in Commerce Date:** 2000-04-00

---

### ADDITIONAL INFORMATION

---

**Lining and Stippling:** The drawing is lined for the color yellow, and color is claimed as a feature of the mark.

**Design Search Code(s):**

26.11.20 - Rectangles inside one another

26.11.21 - Rectangles that are completely or partially shaded

**Prior Registration Number(s):**

242080

524810

908046

1482184

---

### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

### PROSECUTION HISTORY

---

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2006-09-02 - Review Of Correspondence Complete

2003-12-04 - PAPER RECEIVED  
2003-04-15 - Registered - Principal Register  
2003-01-21 - Published for opposition  
2003-01-01 - Notice of publication  
2002-11-15 - Approved for Pub - Principal Register (Initial exam)  
2002-11-15 - Amendment to Use approved  
2002-05-08 - Amendment to use processing complete  
2002-04-11 - Amendment to Use filed  
2002-04-30 - Divisional processing completed  
2001-10-30 - Divisional request received  
2002-04-16 - Assigned To Examiner  
2002-04-11 - Examiner's amendment mailed  
2002-04-10 - Assigned To Examiner  
2002-04-10 - Previous allowance count withdrawn  
2001-12-30 - Approved for Pub - Principal Register (Initial exam)  
2001-11-16 - Examiner's amendment mailed  
2001-10-03 - Communication received from applicant  
2001-04-12 - Non-final action mailed

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291



Int. Cl.: 41

Prior U.S. Cls.: 100, 101 and 107

**United States Patent and Trademark Office**

**Reg. No. 2,741,596**

Registered July 29, 2003

**SERVICE MARK  
PRINCIPAL REGISTER**

**NATIONAL GEOGRAPHIC OUT THERE**

NATIONAL GEOGRAPHIC SOCIETY (D.C. CORPORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036

FOR: ENTERTAINMENT IN THE NATURE OF A SERIES OF TELEVISION PROGRAMS IN THE FIELD OF ADVENTURE, SCIENCE AND EXPLORATION, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 1-6-2002; IN COMMERCE 1-6-2002.

OWNER OF U.S. REG. NOS. 242,088, 701,405 AND OTHERS.

SER. NO. 76-452,442, FILED 9-17-2002.

STEVEN R. FOSTER, EXAMINING ATTORNEY

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

**This page was generated by the TARR system on 2007-11-28 08:11:04 ET**

**Serial Number:** 76452442 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 2741596

**Mark (words only):** NATIONAL GEOGRAPHIC OUT THERE

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2003-07-29

**Filing Date:** 2002-09-17

**Transformed into a National Application:** No

**Registration Date:** 2003-07-29

**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](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2003-08-04

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

**GOODS AND/OR SERVICES**

---

**International Class:** 041

**Class Status:** Active

Entertainment in the nature of a series of television programs in the field of adventure, science and exploration

**Basis:** 1(a)

**First Use Date:** 2002-01-06

**First Use in Commerce Date:** 2002-01-06

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#### ADDITIONAL INFORMATION

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**Prior Registration Number(s):**

242088

700988

701405

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#### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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#### PROSECUTION HISTORY

---

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2006-09-02 - Review Of Correspondence Complete

2003-12-04 - PAPER RECEIVED

2003-07-29 - Registered - Principal Register

2003-05-06 - Published for opposition

2003-04-16 - Notice of publication

2003-02-25 - Approved for Pub - Principal Register (Initial exam)

2003-02-12 - Assigned To Examiner

---

#### ATTORNEY/CORRESPONDENT INFORMATION

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

Int. Cls.: 9, 16 and 41

Prior U.S. Cls.: 2, 5, 21, 22, 23, 26, 29, 36, 37, 38, 50,  
100, 101 and 107

Reg. No. 2,775,405

Registered Oct. 21, 2003

**United States Patent and Trademark Office**

**TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER**

**NATIONAL GEOGRAPHIC EXPLORER!**

NATIONAL GEOGRAPHIC SOCIETY (D.C. COR-  
PORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036

FOR: DOWNLOADABLE ELECTRONIC PUBLI-  
CATIONS IN THE NATURE OF TEACHING  
GUIDES FOR USE IN THE FIELD OF LITERACY  
SKILLS DEVELOPMENT THROUGH SCIENCE  
AND SOCIAL STUDIES CONTENT, IN CLASS 9  
(U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 9-0-2002; IN COMMERCE 9-0-2002.

FOR: PERIODICAL PUBLICATIONS, NAMELY,  
EDUCATIONAL MAGAZINES FOR CHILDREN  
AND PRINTED TEACHING GUIDES ASSOCIATED  
THEREWITH, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29,  
37, 38 AND 50).

FIRST USE 9-0-2002; IN COMMERCE 9-0-2002.

FOR: ON-LINE PUBLICATIONS, NAMELY, ON-  
LINE EDUCATIONAL MAGAZINES FOR CHIL-  
DREN, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 9-0-2002; IN COMMERCE 9-0-2002.

OWNER OF U.S. REG. NOS. 1,416,981, 1,994,611  
AND OTHERS.

SER. NO. 76-975,078, FILED 6-25-2002.

CHRISTOPHER ADKINS, EXAMINING ATTOR-  
NEY

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

**This page was generated by the TARR system on 2007-11-28 08:11:16 ET**

**Serial Number:** 76975078 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 2775405

**Mark (words only):** NATIONAL GEOGRAPHIC EXPLORER!

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2003-10-21

**Filing Date:** 2002-06-25

**Transformed into a National Application:** No

**Registration Date:** 2003-10-21

**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](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2003-10-27

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

#### GOODS AND/OR SERVICES

---

**International Class:** 009

**Class Status:** Active

downloadable electronic publications in the nature of teaching guides for use in the field of literacy skills development through science and social studies content

**Basis:** 1(a)

**First Use Date:** 2002-09-00

**First Use in Commerce Date:** 2002-09-00

**International Class:** 016

**Class Status:** Active

Periodical publications, namely, educational magazines for children and printed teaching guides associated therewith

**Basis:** 1(a)

**First Use Date:** 2002-09-00

**First Use in Commerce Date:** 2002-09-00

**International Class:** 041

**Class Status:** Active

On-line publications, namely, on-line educational magazines for children

**Basis:** 1(a)

**First Use Date:** 2002-09-00

**First Use in Commerce Date:** 2002-09-00

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#### ADDITIONAL INFORMATION

---

**Prior Registration Number(s):**

1416981

1994611

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#### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

#### PROSECUTION HISTORY

---

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2006-09-02 - Review Of Correspondence Complete

2003-12-04 - PAPER RECEIVED

2003-10-06 - PAPER RECEIVED

2003-10-21 - Registered - Principal Register

2003-07-29 - Published for opposition

2003-07-09 - Notice of publication

2003-05-21 - Approved for Pub - Principal Register (Initial exam)

2003-05-21 - Amendment to Use approved

2003-04-17 - Communication received from applicant

2003-05-14 - Case File In TICRS

2003-04-17 - PAPER RECEIVED

2003-03-25 - Non-final action mailed

2003-03-18 - Assigned To Examiner

2003-01-06 - Amendment to use processing complete

2002-11-15 - Amendment to Use filed

2002-11-15 - Divisional processing completed

2002-10-18 - Divisional request received

2002-10-18 - Communication received from applicant

2002-10-18 - PAPER RECEIVED

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

Int. Cls.: 9, 16 and 41

Prior U.S. Cls.: 2, 5, 21, 22, 23, 26, 29, 36, 37, 38, 50,  
100, 101 and 107

Reg. No. 2,777,800

United States Patent and Trademark Office

Registered Oct. 28, 2003

TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER

NATIONAL  
GEOGRAPHIC  
Explorer!

NATIONAL GEOGRAPHIC SOCIETY (D.C. COR-  
PORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036

FOR: DOWNLOADABLE ELECTRONIC PUBLI-  
CATIONS IN THE NATURE OF TEACHING  
GUIDES FOR USE IN THE FIELD OF LITERACY  
SKILLS DEVELOPMENT THROUGH SCIENCE  
AND SOCIAL STUDIES CONTENT, IN CLASS 9  
(U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 9-0-2002; IN COMMERCE 9-0-2002.

FOR: PERIODICAL PUBLICATIONS, NAMELY,  
EDUCATIONAL MAGAZINES FOR CHILDREN  
AND PRINTED TEACHING GUIDES ASSOCIATED  
THEREWITH, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29,  
37, 38 AND 50).

FIRST USE 9-0-2002; IN COMMERCE 9-0-2002.

FOR: ON-LINE PUBLICATIONS, NAMELY, ON-  
LINE EDUCATIONAL MAGAZINES FOR CHIL-  
DREN, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 9-0-2002; IN COMMERCE 9-0-2002.

OWNER OF U.S. REG. NOS. 1,416,981, 1,994,611  
AND OTHERS.

SER. NO. 76-975,045, FILED 7-2-2002.

CHRISTOPHER ADKINS, EXAMINING ATTOR-  
NEY

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

**This page was generated by the TARR system on 2007-11-28 08:11:58 ET**

**Serial Number:** 76975045 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 2777800

**Mark**



**(words only):** NATIONAL GEOGRAPHIC EXPLORER!

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2003-10-28

**Filing Date:** 2002-07-02

**Transformed into a National Application:** No

**Registration Date:** 2003-10-28

**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](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2003-11-03

---

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

---

I. National Geographic Society

**Address:**  
National Geographic Society  
1145 17th Street, N.W.

Washington, DC 20036

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

### GOODS AND/OR SERVICES

---

**International Class:** 009

**Class Status:** Active

downloadable electronic publications in the nature of teaching guides for use in the field of literacy skills development through science and social studies content

**Basis:** 1(a)

**First Use Date:** 2002-09-00

**First Use in Commerce Date:** 2002-09-00

**International Class:** 016

**Class Status:** Active

Periodical publications, namely, educational magazines for children and printed teaching guides associated therewith

**Basis:** 1(a)

**First Use Date:** 2002-09-00

**First Use in Commerce Date:** 2002-09-00

**International Class:** 041

**Class Status:** Active

On-line publications, namely, on-line educational magazines for children

**Basis:** 1(a)

**First Use Date:** 2002-09-00

**First Use in Commerce Date:** 2002-09-00

---

### ADDITIONAL INFORMATION

---

**Design Search Code(s):**

24.17.14 - Ampersands (&); At symbol (@); Brackets, punctuation; Commas; Diacritical marks; Exclamation points (!); Punctuation marks; Question marks (?)

**Prior Registration Number(s):**

1416981

1994611

---

### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

### PROSECUTION HISTORY

---

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2007-03-13 - Attorney Revoked And/Or Appointed  
2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2007-03-13 - Attorney Revoked And/Or Appointed  
2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2006-09-02 - Review Of Correspondence Complete  
2003-12-04 - PAPER RECEIVED  
2003-10-28 - Registered - Principal Register  
2003-10-06 - PAPER RECEIVED  
2003-08-05 - Published for opposition  
2003-07-16 - Notice of publication  
2003-05-30 - Approved for Pub - Principal Register (Initial exam)  
2003-05-30 - Amendment to Use approved  
2003-04-17 - Communication received from applicant  
2003-05-16 - Case File In TICRS  
2003-04-17 - PAPER RECEIVED  
2003-03-25 - Non-final action mailed  
2003-03-18 - Assigned To Examiner  
2003-01-22 - Amendment to use processing complete  
2002-10-18 - Amendment to Use filed  
2002-12-13 - Divisional processing completed  
2002-10-18 - Divisional request received  
2002-10-18 - Communication received from applicant  
2002-10-18 - PAPER RECEIVED

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, and 50

Reg. No. 2,778,436

United States Patent and Trademark Office

Registered Oct. 28, 2003

**TRADEMARK  
PRINCIPAL REGISTER**

**NATIONAL GEOGRAPHIC ADVENTURE CLASSICS**

NATIONAL GEOGRAPHIC SOCIETY (D.C. CORPORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036

FOR: SERIES OF NON-FICTION BOOKS ON A VARIETY OF TOPICS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 6-28-2002; IN COMMERCE 6-28-2002.

OWNER OF U.S. REG. NOS. 242,080, 1,308,973, AND OTHERS.

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

SN 76-364,647, FILED 1-31-2002.

JEFFREY S. MOLINOFF, EXAMINING ATTORNEY

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

**This page was generated by the TARR system on 2007-11-28 08:12:11 ET**

**Serial Number:** 76364647 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 2778436

**Mark (words only):** NATIONAL GEOGRAPHIC ADVENTURE CLASSICS

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2003-10-28

**Filing Date:** 2002-01-31

**Transformed into a National Application:** No

**Registration Date:** 2003-10-28

**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](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2003-11-03

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

#### GOODS AND/OR SERVICES

---

**International Class:** 016

**Class Status:** Active

Series of non-fiction books on a variety of topics

**Basis:** 1(a)

**First Use Date:** 2002-06-28

**First Use in Commerce Date:** 2002-06-28

---

#### ADDITIONAL INFORMATION

---

**Disclaimer:** "CLASSICS"

**Prior Registration Number(s):**

242080

261240

701405

1050647

1152395

1308973

---

#### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

#### PROSECUTION HISTORY

---

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2006-09-02 - Review Of Correspondence Complete

2003-12-04 - PAPER RECEIVED

2003-10-28 - Registered - Principal Register

2003-10-02 - Email Received

2003-08-28 - FAX RECEIVED

2003-08-28 - Allowed for Registration - Principal Register (SOU accepted)

2003-07-30 - Assigned To Examiner

2003-06-30 - Statement of use processing complete  
2003-05-16 - Amendment to Use filed  
2003-06-09 - Extension 1 granted  
2003-05-16 - Extension 1 filed  
2003-05-16 - PAPER RECEIVED  
2002-11-19 - Notice of allowance - mailed  
2002-08-27 - Published for opposition  
2002-08-07 - Notice of publication  
2002-06-07 - Approved for Pub - Principal Register (Initial exam)  
2002-06-05 - Examiner's amendment mailed  
2002-05-20 - Assigned To Examiner  
2002-05-14 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

Int. Cls.: 16 and 41

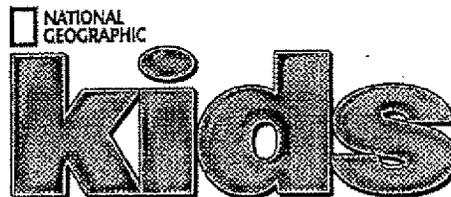
Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 50, 100, 101 and 107

Reg. No. 2,785,818

United States Patent and Trademark Office

Registered Nov. 25, 2003

TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER



NATIONAL GEOGRAPHIC SOCIETY (D.C. CORPORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036

FOR: PERIODICAL PUBLICATIONS, NAMELY, CHILDREN'S MAGAZINES, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 10-0-2002; IN COMMERCE 10-0-2002.

FOR: ELECTRONIC PUBLICATIONS, NAMELY, NON-DOWNLOADABLE ON-LINE MAGAZINES FOR CHILDREN, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 10-0-2002; IN COMMERCE 10-0-2002.

OWNER OF U.S. REG. NOS. 1,068,503, 2,565,190 AND OTHERS.

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

THE RECTANGULAR DESIGN ELEMENT COMPRISING A PORTION OF THE MARK APPEARS IN THE COLOR YELLOW. THE COLOR YELLOW IS CLAIMED AS A FEATURE OF THE MARK AS TO THE RECTANGULAR DESIGN ELEMENT THEREOF. COLOR IS NOT CLAIMED AS A FEATURE OF THE MARK AS TO ANY PORTION THEREOF OTHER THAN THE RECTANGULAR DESIGN ELEMENT. THE STIPPLING IN THE DRAWING IS FOR SHADING PURPOSES ONLY.

SER. NO. 76-446,601, FILED 6-19-2002.

JEFFREY S. MOLINOFF, EXAMINING ATTORNEY

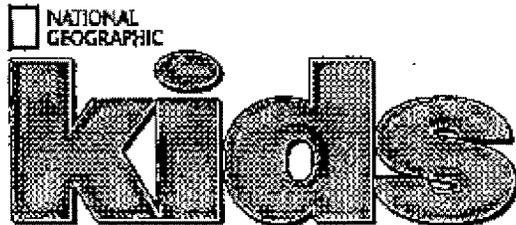
**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2007-11-28 08:12:26 ET**

**Serial Number:** 76446601 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 2785818

**Mark**



**(words only):** NATIONAL GEOGRAPHIC KIDS

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2003-11-25

**Filing Date:** 2002-06-19

**Transformed into a National Application:** No

**Registration Date:** 2003-11-25

**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](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2004-01-20

---

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

---

1. National Geographic Society

**Address:**  
National Geographic Society  
1145 17th Street, N.W

Washington, DC 20036  
United States  
**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** D.C.

---

**GOODS AND/OR SERVICES**

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**International Class:** 016  
**Class Status:** Active  
Periodical publications, namely, children's magazines  
**Basis:** 1(a)  
**First Use Date:** 2002-10-00  
**First Use in Commerce Date:** 2002-10-00

**International Class:** 041  
**Class Status:** Active  
Electronic publications, namely, non-downloadable on-line magazines for children  
**Basis:** 1(a)  
**First Use Date:** 2002-10-00  
**First Use in Commerce Date:** 2002-10-00

---

**ADDITIONAL INFORMATION**

---

**Disclaimer:** "KIDS"

**Lining and Stippling:** The rectangular design element comprising a portion of the mark appears in the color yellow. The color yellow is claimed as a feature of the mark as to the rectangular design element thereof. Color is not claimed as a feature of the mark as to any portion thereof other than the rectangular design element. The stippling in the drawing is for shading purposes only.

**Design Search Code(s):**  
26.11.02 - Plain single line rectangles; Rectangles (single line)

**Prior Registration Number(s):**  
1068503  
1482184  
2565189  
2565190

---

**MADRID PROTOCOL INFORMATION**

---

**USPTO Reference Number:** A0002143  
**International Registration Number:** 0865221  
**International Registration Date:** 2005-07-29  
**Original Filing Date with USPTO:** 2005-07-29  
**International Registration Status:** Application For IR Registered By IB  
**Date of International Registration Status:** 2005-11-10  
**International Registration Renewal Date:** 2015-07-29  
**Irregularity Reply by Date:** (DATE NOT AVAILABLE)

**Madrid History:**

11-10-2005 - 18:15:08 - Application For IR Registered By IB

07-29-2005 - 16:00:21 - IR Certified And Sent To IB

07-29-2005 - 12:00:38 - Manually Certified

07-29-2005 - 11:11:07 - New Application For IR Received

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**PROSECUTION HISTORY**

---

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2006-09-02 - Review Of Correspondence Complete

2003-12-04 - PAPER RECEIVED

2003-11-25 - Registered - Principal Register

2003-10-06 - PAPER RECEIVED

2003-09-02 - Published for opposition

2003-08-13 - Notice of publication

2003-06-10 - Approved for Pub - Principal Register (Initial exam)

2003-06-10 - Examiner's amendment mailed

2003-06-02 - Previous allowance count withdrawn

2003-04-17 - Approved for Pub - Principal Register (Initial exam)

2003-04-17 - Amendment to Use approved

2003-02-07 - Communication received from applicant

2003-02-07 - PAPER RECEIVED

2002-12-16 - Non-final action mailed

2002-11-19 - Assigned To Examiner

2002-11-08 - Assigned To Examiner

2002-11-06 - Amendment to use processing complete

2002-10-18 - Amendment to Use filed

2002-10-18 - Communication received from applicant

2002-10-18 - PAPER RECEIVED

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, and 50

Reg. No. 2,786,761

**United States Patent and Trademark Office**

Registered Nov. 25, 2003

**TRADEMARK  
PRINCIPAL REGISTER**

**NATIONAL  
GEOGRAPHIC**



**ADVENTURE  
PRESS**

NATIONAL GEOGRAPHIC SOCIETY (D.C. CORPORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036

FOR: SERIES OF NON-FICTION BOOKS ON A VARIETY OF TOPICS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 7-5-2000; IN COMMERCE 7-5-2000.

OWNER OF U.S. REG. NOS. 242,080, 1,308,973, AND OTHERS.

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

SN 75-799,562, FILED 9-14-1999.

MARGERY A. TIERNEY, EXAMINING ATTORNEY

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

This page was generated by the TARR system on 2007-11-28 08:12:42 ET

**Serial Number:** 75799562 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 2786761

**Mark**



**(words only):** NATIONAL GEOGRAPHIC ADVENTURE PRESS

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2003-11-25

**Filing Date:** 1999-09-14

**Transformed into a National Application:** No

**Registration Date:** 2003-11-25

**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](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2003-12-02

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.

Washington, DC 20036

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

### GOODS AND/OR SERVICES

---

**International Class:** 016

**Class Status:** Active

series of non-fiction books on a variety of topics

**Basis:** 1(a)

**First Use Date:** 2000-07-05

**First Use in Commerce Date:** 2000-07-05

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### ADDITIONAL INFORMATION

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**Disclaimer:** "PRESS"

**Design Search Code(s):**

**01.01.05** - Stars - one or more stars with seven or more points

**26.01.02** - Circles, plain single line; Plain single line circles

**26.01.09** - Circles having animals as a border; Circles having geometric figures as a border; Circles having humans as a border; Circles having objects as a border; Circles having plants as a border; Geometric figures, objects, humans, plants or animals forming or bordering the perimeter of a circle.

**26.01.21** - Circles that are totally or partially shaded.

**Prior Registration Number(s):**

242080

261240

701405

1050647

1152388

1152395

1308973

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### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

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### PROSECUTION HISTORY

---

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed  
2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2006-09-02 - Review Of Correspondence Complete  
2003-12-04 - PAPER RECEIVED  
2003-11-25 - Registered - Principal Register  
2003-09-17 - Allowed for Registration - Principal Register (SOU accepted)  
2003-09-11 - Assigned To Examiner  
2003-09-10 - Case File In TICRS  
2003-07-24 - Statement of use processing complete  
2003-07-02 - Amendment to Use filed  
2003-07-02 - PAPER RECEIVED  
2003-04-25 - Extension 1 granted  
2003-03-14 - Extension 1 filed  
2003-03-14 - PAPER RECEIVED  
2002-09-17 - Notice of allowance - mailed  
2001-09-26 - Extension Of Time To Oppose Received  
2001-08-28 - Published for opposition  
2001-08-08 - Notice of publication  
2001-06-02 - Approved for Pub - Principal Register (Initial exam)  
2001-05-10 - Assigned To Examiner  
2001-03-09 - Communication received from applicant  
2001-02-07 - Final refusal mailed  
2000-09-01 - Communication received from applicant  
2000-03-01 - Non-final action mailed  
2000-02-11 - Assigned To Examiner

2000-02-09 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

Int. Cl.: 41

Prior U.S. Cls.: 100, 101 and 107

Reg. No. 2,808,316

**United States Patent and Trademark Office**

Registered Jan. 27, 2004

**SERVICE MARK  
PRINCIPAL REGISTER**

**NATIONAL GEOGRAPHIC KIDS**

NATIONAL GEOGRAPHIC SOCIETY (D.C. CORPORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036

FOR: ELECTRONIC PUBLICATIONS, NAMELY,  
ON-LINE MAGAZINES FOR CHILDREN, IN CLASS  
41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 10-2-2002; IN COMMERCE 10-2-2002.

OWNER OF U.S. REG. NOS. 1,475,768, 2,565,190  
AND OTHERS.

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

SER. NO. 76-497,071, FILED 3-11-2003.

ASMAT KHAN, EXAMINING ATTORNEY

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

**This page was generated by the TARR system on 2007-11-28 08:12:58 ET**

**Serial Number:** 76497071 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 2808316

**Mark (words only):** NATIONAL GEOGRAPHIC KIDS

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2004-01-27

**Filing Date:** 2003-03-11

**Transformed into a National Application:** No

**Registration Date:** 2004-01-27

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 114

**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](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2004-02-09

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

**GOODS AND/OR SERVICES**

---

**International Class:** 041

**Class Status:** Active

Electronic publications, namely, on-line magazines for children

**Basis:** 1(a)

**First Use Date:** 2002-10-02

**First Use in Commerce Date:** 2002-10-02

---

**ADDITIONAL INFORMATION**

---

**Disclaimer:** "KIDS"

**Prior Registration Number(s):**

1475768

2565189

2565190

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**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

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2003-12-04 - PAPER RECEIVED

2004-01-27 - Registered - Principal Register

2003-11-04 - Published for opposition

2003-10-06 - PAPER RECEIVED

2003-10-15 - Notice of publication

2003-09-04 - Approved for Pub - Principal Register (Initial exam)

2003-08-24 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

BINGHAM B. LEVERICH

**Correspondent**

BINGHAM B. LEVERICH

COVINGTON & BURLING

1201 PENNSYLVANIA AVENUE, N.W.

WASHINGTON DC 20004-2401

Phone Number: 202-419-2404

Fax Number: 202-955-5564

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38 and 50

Reg. No. 2,820,105

United States Patent and Trademark Office

Registered Mar. 2, 2004

Corrected

OG Date Aug. 10, 2004

TRADEMARK  
PRINCIPAL REGISTER

NATIONAL GEOGRAPHIC ADVENTURE PRESS

NATIONAL GEOGRAPHIC SOCIETY  
(D.C. CORPORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036

OWNER OF U.S. REG. NOS. 152,388,  
1,308,973 AND OTHERS.

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

FOR: SERIES OF [ FICTION AND ]  
NON-FICTION BOOKS ON A VARIETY  
OF TOPICS, IN CLASS 16 (U.S. CLS. 2, 5,  
22, 23, 29, 37, 38 AND 50).

FIRST USE 7-5-2000; IN COMMERCE  
7-5-2000.

SER. NO. 75-774,982, FILED 8-13-1999.

*In testimony whereof I have hereunto set my hand  
and caused the seal of The Patent and Trademark  
Office to be affixed on Aug. 10, 2004.*

DIRECTOR OF THE U.S. PATENT AND TRADEMARK OFFICE

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

**This page was generated by the TARR system on 2007-11-28 08:13:10 ET**

**Serial Number:** 75774982 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 2820105

**Mark (words only):** NATIONAL GEOGRAPHIC ADVENTURE PRESS

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2004-03-02

**Filing Date:** 1999-08-13

**Transformed into a National Application:** No

**Registration Date:** 2004-03-02

**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](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2004-08-10

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

**GOODS AND/OR SERVICES**

---

**International Class:** 016

**Class Status:** Active

SERIES OF NON-FICTION BOOKS ON A VARIETY OF TOPICS

**Basis:** 1(a)

**First Use Date:** 2000-07-05

**First Use in Commerce Date:** 2000-07-05

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#### ADDITIONAL INFORMATION

---

**Disclaimer:** "PRESS"

**Prior Registration Number(s):**

152388

242080

261240

701405

1050647

1152395

1308973

---

#### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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#### PROSECUTION HISTORY

---

2004-07-02 - Section 7 correction issued

2004-04-26 - Section 7 amendment filed

2004-03-02 - Registered - Principal Register

2003-12-04 - PAPER RECEIVED

2004-01-06 - Allowed for Registration - Principal Register (SOU accepted)

2003-12-30 - Assigned To Examiner

2003-12-18 - Statement of use processing complete

2003-12-08 - Amendment to Use filed

2003-12-18 - Extension 2 granted

2003-12-08 - Extension 2 filed

2003-12-10 - Email Received

2003-12-08 - TEAS Statement of Use Received

2003-12-08 - TEAS Extension Received

2003-10-02 - Email Received  
2003-07-01 - Extension 1 granted  
2003-06-04 - Extension 1 filed  
2003-06-04 - PAPER RECEIVED  
2002-12-10 - Notice of allowance - mailed  
2001-10-03 - Extension Of Time To Oppose Received  
2001-08-28 - Published for opposition  
2001-08-08 - Notice of publication  
2001-06-02 - Approved for Pub - Principal Register (Initial exam)  
2001-05-10 - Assigned To Examiner  
2001-03-09 - Communication received from applicant  
2001-02-07 - Final refusal mailed  
2000-09-01 - Communication received from applicant  
2000-03-01 - Non-final action mailed  
2000-01-04 - Assigned To Examiner  
1999-12-29 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich

**Correspondent**

BINGHAM B. LEVERICH  
COVINGTON & BURLING  
1201 PENNSYLVANIA AVENUE, N.W.  
WASHINGTON, D.C. 20004-2401

---

Int. Cl.: 35

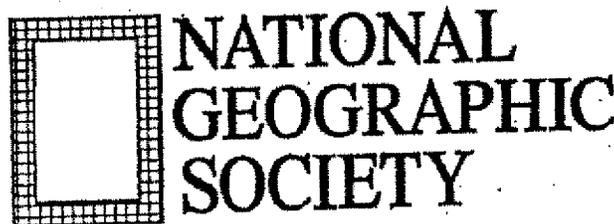
Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 2,615,267

Registered Sep. 3, 2002

SERVICE MARK  
PRINCIPAL REGISTER



NATIONAL GEOGRAPHIC SOCIETY (D.C. CORPORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036

FOR: MAIL ORDER CATALOG SERVICES IN THE FIELDS OF EDUCATIONAL BOOKS, MAGAZINES, MAPS, VIDEOS, SOFTWARE AND CD-ROMS; CAMPING EQUIPMENT; WATCHES AND CLOCKS, BAROMETERS, TELESCOPES; ELECTRONIC EQUIPMENT; JEWELRY; CLOTHING AND FOOTWEAR; EDUCATIONAL TOYS AND CHRISTMAS ORNAMENTS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 0-0-1990; IN COMMERCE 0-0-1990.

OWNER OF U.S. REG. NOS. 242,080, 996,490 AND OTHERS.

THE DRAWING IS LINED FOR THE COLOR YELLOW AND YELLOW IS CLAIMED AS PART OF THE MARK.

SER. NO. 76-343,784, FILED 12-3-2001.

DEIRDRE GILLIS, EXAMINING ATTORNEY

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

**This page was generated by the TARR system on 2007-11-28 08:13:22 ET**

**Serial Number:** 76343784 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** 2615267

**Mark**



**(words only):** NATIONAL GEOGRAPHIC SOCIETY

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2002-09-03

**Filing Date:** 2001-12-03

**Transformed into a National Application:** No

**Registration Date:** 2002-09-03

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 107

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 40S -Scanning On Demand

**Date In Location:** 2007-11-26

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.

Washington, DC 20036

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

### GOODS AND/OR SERVICES

---

**International Class:** 035

**Class Status:** Active

Mail order catalog services in the fields of educational books, magazines, maps, videos, software and CD-ROMs; camping equipment; watches and clocks, barometers, telescopes; electronic equipment; jewelry; clothing and footwear; educational toys and Christmas ornaments

**Basis:** 1(a)

**First Use Date:** 1990-00-00

**First Use in Commerce Date:** 1990-00-00

---

### ADDITIONAL INFORMATION

---

**Lining and Stippling:** The drawing is lined for the color yellow and yellow is claimed as part of the mark.

**Design Search Code(s):**

26.11.02 - Plain single line rectangles; Rectangles (single line)

26.11.12 - Rectangles with bars, bands and lines

**Prior Registration Number(s):**

242080

509970

524810

701405

908046

996490

---

### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

### PROSECUTION HISTORY

---

2007-11-26 - Case File In TICRS

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed  
2007-03-13 - TEAS Revoke/Appoint Attorney Received  
2006-09-02 - Review Of Correspondence Complete  
2003-12-04 - PAPER RECEIVED  
2002-09-03 - Registered - Principal Register  
2002-06-11 - Published for opposition  
2002-05-22 - Notice of publication  
2002-03-14 - Approved for Pub - Principal Register (Initial exam)  
2002-03-12 - Examiner's amendment mailed  
2002-03-12 - Previous allowance count withdrawn  
2002-03-12 - Approved for Pub - Principal Register (Initial exam)  
2002-03-08 - Assigned To Examiner  
2002-03-08 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

Int. Cl.: 16

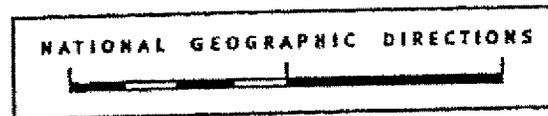
Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38 and 50

Reg. No. 2,680,478

**United States Patent and Trademark Office**

Registered Jan. 28, 2003

**TRADEMARK  
PRINCIPAL REGISTER**



NATIONAL GEOGRAPHIC SOCIETY (D.C. CORPORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036

FIRST USE 1-14-2002; IN COMMERCE 1-14-2002.

OWNER OF U.S. REG. NOS. 242,088, 1,152,395 AND OTHERS.

FOR: SERIES OF BOOKS FEATURING THE LITERARY TRAVEL MEMOIRS OF VARIOUS AUTHORS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

SER. NO. 76-365,392, FILED 1-31-2002.

JEFFREY S. MOLINOFF, EXAMINING ATTORNEY

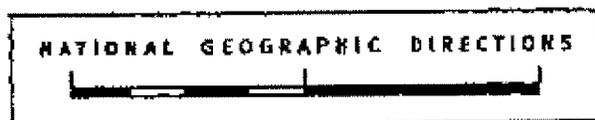
Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2007-11-28 08:13:35 ET

Serial Number: 76365392 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 2680478

Mark



(words only): NATIONAL GEOGRAPHIC DIRECTIONS

Standard Character claim: No

Current Status: Registered.

Date of Status: 2003-01-28

Filing Date: 2002-01-31

Transformed into a National Application: No

Registration Date: 2003-01-28

Register: Principal

Law Office Assigned: LAW OFFICE 107

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

Current Location: 900 -File Repository (Franconia)

Date In Location: 2003-03-11

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.

Washington, DC 20036

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

### GOODS AND/OR SERVICES

---

**International Class:** 016

**Class Status:** Active

series of books featuring the literary travel memoirs of various authors

**Basis:** 1(a)

**First Use Date:** 2002-01-14

**First Use in Commerce Date:** 2002-01-14

---

### ADDITIONAL INFORMATION

---

**Design Search Code(s):**

**17.07.05** - Compasses (directional); Directional compasses, including mariner's compasses and compass points

**26.11.02** - Plain single line rectangles; Rectangles (single line)

**Prior Registration Number(s):**

242088

503898

700988

701405

1152395

---

### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

### PROSECUTION HISTORY

---

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2006-09-02 - Review Of Correspondence Complete

2003-12-04 - PAPER RECEIVED

2003-01-28 - Registered - Principal Register

2002-11-05 - Published for opposition

2002-10-16 - Notice of publication

2002-08-12 - Approved for Pub - Principal Register (Initial exam)

2002-05-22 - Assigned To Examiner

2002-05-15 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, and 50

Reg. No. 2,709,937

**United States Patent and Trademark Office**

Registered Apr. 22, 2003

TRADEMARK  
PRINCIPAL REGISTER

NATIONAL  
GEOGRAPHIC



NATIONAL GEOGRAPHIC SOCIETY (D.C. CORPORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036

FOR: BOOKS IN THE FIELD OF PHOTOGRAPHY  
OF NATURAL HISTORY, IN CLASS 16 (U.S. CLS. 2,  
5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 11-15-2001; IN COMMERCE 11-15-2001.

OWNER OF U.S. REG. NOS. 242,088, 1,152,395,  
AND OTHERS.

THE DRAWING IS LINED FOR THE COLOR  
YELLOW IN THE LETTERS "IN".

SN 76-238,098, FILED 4-10-2001.

BRETT TOLPIN, EXAMINING ATTORNEY

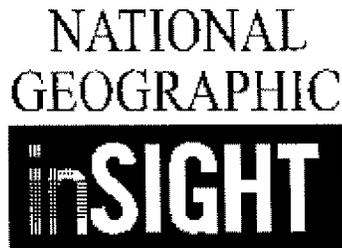
Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2007-11-28 08:13:49 ET

Serial Number: 76238098 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 2709937

Mark



(words only): NATIONAL GEOGRAPHIC INSIGHT

Standard Character claim: No

Current Status: Registered.

Date of Status: 2003-04-22

Filing Date: 2001-04-10

Transformed into a National Application: No

Registration Date: 2003-04-22

Register: Principal

Law Office Assigned: LAW OFFICE 115

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](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: 900 -File Repository (Franconia)

Date In Location: 2003-04-28

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.

Washington, DC 20036

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

### GOODS AND/OR SERVICES

---

**International Class:** 016

**Class Status:** Active

Books in the field of photography of natural history

**Basis:** 1(a)

**First Use Date:** 2001-11-15

**First Use in Commerce Date:** 2001-11-15

---

### ADDITIONAL INFORMATION

---

**Lining and Stippling:** The drawing is lined for the color yellow in the letters "IN".

**Design Search Code(s):**

26.11.21 - Rectangles that are completely or partially shaded

**Prior Registration Number(s):**

242088

503898

1152395

---

### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

### PROSECUTION HISTORY

---

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2007-03-13 - Attorney Revoked And/Or Appointed

2007-03-13 - TEAS Revoke/Appoint Attorney Received

2006-09-02 - Review Of Correspondence Complete

2003-12-04 - PAPER RECEIVED

2003-04-22 - Registered - Principal Register  
2003-02-06 - Allowed for Registration - Principal Register (SOU accepted)  
2002-11-21 - Assigned To Examiner  
2002-11-19 - Assigned To Examiner  
2002-11-05 - Communication received from applicant  
2002-11-05 - PAPER RECEIVED  
2002-08-22 - Non-final action mailed  
2002-08-21 - Assigned To Examiner  
2002-08-14 - Assigned To Examiner  
2002-08-12 - Statement of use processing complete  
2002-08-12 - Extension 1 granted  
2002-07-01 - Amendment to Use filed  
2002-07-01 - Extension 1 filed  
2002-07-01 - PAPER RECEIVED  
2002-02-05 - Notice of allowance - mailed  
2001-11-13 - Published for opposition  
2001-10-24 - Notice of publication  
2001-09-10 - Approved for Pub - Principal Register (Initial exam)  
2001-09-05 - Examiner's amendment mailed  
2001-08-31 - Previous allowance count withdrawn  
2001-07-02 - Approved for Pub - Principal Register (Initial exam)  
2001-06-28 - Examiner's amendment mailed  
2001-06-11 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A.Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich, Esq.  
Covington & Burling LLP  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

Int. Cl.: 28

Prior U.S. Cls.: 22, 23, 38, and 50

Reg. No. 3,154,443

United States Patent and Trademark Office

Registered Oct. 10, 2006

TRADEMARK  
PRINCIPAL REGISTER



NATIONAL GEOGRAPHIC SOCIETY (D.C. CORPORATION)  
1145 17TH STREET, NW  
WASHINGTON, DC 20036

FOR: ARTICULATED AND NON-ARTICULATED TOY ANIMAL FIGURES; TOY MICROSCOPES AND TOY TELESCOPES; REMOTE CONTROLLED TOY VEHICLES, ARCHAEOLOGICAL AND PALEONTOLOGICAL "DIG" KITS CONSISTING OF A BLOCK OF SAND CONTAINING A DISASSEMBLED ANIMAL SKELETON OR BUILDING PERMITTING THE CHILD TO UNEARTH THE PIECES AND ASSEMBLE THEM; FLOWER AND LEAF PRESSES; EGYPTIAN POTTERY WHEEL KIT CONSISTING OF A POTTERY WHEEL, CLAY TO MAKE A POT AND PAINTS FOR THE POT WHEN MADE; BUILD YOUR OWN MOUNTAIN KIT CONSISTING OF PLASTER, A MOUNTAIN MOLD AND ART SUP-

PLIES TO DECORATE THE MOUNTAIN; AND BUILD YOUR OWN GLIDER KIT, CONSISTING OF WOODEN OR PLASTIC PIECES TO BUILD A GLIDER, WITH ART SUPPLIES TO DECORATE THE GLIDER; BATH TOYS; WATER TOYS, NAMELY, POOL TOYS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 9-1-2002; IN COMMERCE 9-1-2002.

THE MARK IS LINED FOR THE COLOR YELLOW AND COLOR IS CLAIMED AS A FEATURE OF THE MARK.

SN 76-357,667, FILED 1-11-2002.

KENNETH E. SHARPERSON, EXAMINING ATTORNEY

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

**This page was generated by the TARR system on 2007-11-28 08:14:01 ET**

**Serial Number:** 76357667 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 3154443

**Mark**



**(words only):** NATIONAL GEOGRAPHIC

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2006-10-10

**Filing Date:** 2002-01-11

**Transformed into a National Application:** No

**Registration Date:** 2006-10-10

**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](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2006-09-01

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, NW

Washington, DC 20036

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

### GOODS AND/OR SERVICES

---

**International Class:** 028

**Class Status:** Active

articulated and non-articulated toy animal figures; toy microscopes and toy telescopes; remote controlled toy vehicles, archaeological and paleontological "dig" kits consisting of a block of sand containing a disassembled animal skeleton or building permitting the child to unearth the pieces and assemble them; flower and leaf presses; Egyptian pottery wheel kit consisting of a pottery wheel, clay to make a pot and paints for the pot when made; build your own mountain kit consisting of plaster, a mountain mold and art supplies to decorate the mountain; and Build your own glider kit, consisting of wooden or plastic pieces to build a glider, with art supplies to decorate the glider; bath toys; water toys, namely, pool toys

**Basis:** 1(a)

**First Use Date:** 2002-09-01

**First Use in Commerce Date:** 2002-09-01

---

### ADDITIONAL INFORMATION

---

**Lining and Stippling:** The mark is lined for the color yellow and color is claimed as a feature of the mark.

**Design Search Code(s):**

26.11.20 - Rectangles inside one another

26.11.21 - Rectangles that are completely or partially shaded

---

### MADRID PROTOCOL INFORMATION

---

**USPTO Reference Number:** Z1230706

**International Registration Number:** (NOT AVAILABLE)

**International Registration Date:** (DATE NOT AVAILABLE)

**Original Filing Date with USPTO:** 2004-04-09

**International Registration Status:** Certification Rejected By MPU

**Date of International Registration Status:** 2004-04-21

**International Registration Renewal Date:** (DATE NOT AVAILABLE)

**Irregularity Reply by Date:** (DATE NOT AVAILABLE)

**Madrid History:**

04-21-2004 - 10:15:28 - Application For IR Rejected By MPU

04-13-2004 - 08:44:31 - New Application For IR Received

**USPTO Reference Number:** A0000289

**International Registration Number:** 0851013

**International Registration Date:** 2004-12-08

**Original Filing Date with USPTO:** 2004-12-08

**International Registration Status:** Application For IR Registered By IB

**Date of International Registration Status:** 2005-06-30  
**International Registration Renewal Date:** 2014-12-08  
**Irregularity Reply by Date:** (DATE NOT AVAILABLE)

**Madrid History:**

09-14-2007 - 21:00:50 - Divisional Of Base App Notice Sent To IB  
09-14-2007 - 02:00:20 - Divisional Of Base App Notice Created, To Be Sent To IB  
08-30-2007 - 14:41:59 - Ceasing Of Effect Reviewed - No Action Required By Office  
08-29-2007 - 08:29:38 - Partial Ceasing Of Effect To Be Processed  
08-03-2007 - 07:13:04 - Ceasing Of Effect Reviewed - No Action Required By Office  
08-01-2007 - 07:36:58 - Partial Ceasing Of Effect To Be Processed  
07-24-2007 - 14:04:16 - Ceasing Of Effect Reviewed - No Action Required By Office  
07-06-2007 - 07:54:49 - Partial Ceasing Of Effect To Be Processed  
06-30-2005 - 13:30:34 - Application For IR Registered By IB  
03-16-2005 - 15:38:57 - Irregularity Response Sent To IB  
03-16-2005 - 12:46:28 - Response To Irregularity Reviewed And Accepted  
03-15-2005 - 12:20:49 - Irregularity Response Received From Applicant  
02-14-2005 - 08:52:12 - Irregularity Notice Received From IB (Response Required)  
12-09-2004 - 16:00:12 - IR Certified And Sent To IB  
12-09-2004 - 13:49:29 - Manually Certified  
12-08-2004 - 11:25:38 - New Application For IR Received

**USPTO Reference Number:** Z1230867

**International Registration Number:** 0842977

**International Registration Date:** 2004-05-12

**Original Filing Date with USPTO:** 2004-05-12

**International Registration Status:** Application For IR Registered By IB

**Date of International Registration Status:** 2005-03-24

**International Registration Renewal Date:** 2014-05-12

**Irregularity Reply by Date:** (DATE NOT AVAILABLE)

**Madrid History:**

09-14-2007 - 21:00:50 - Divisional Of Base App Notice Sent To IB  
09-14-2007 - 02:00:20 - Divisional Of Base App Notice Created, To Be Sent To IB  
08-31-2007 - 06:48:58 - Ceasing Of Effect Reviewed - No Action Required By Office  
08-29-2007 - 08:29:38 - Partial Ceasing Of Effect To Be Processed  
07-24-2007 - 11:23:40 - Ceasing Of Effect Reviewed - No Action Required By Office  
07-06-2007 - 07:54:49 - Partial Ceasing Of Effect To Be Processed  
03-24-2005 - 13:33:08 - Application For IR Registered By IB  
02-11-2005 - 15:25:10 - Irregularity Response Sent To IB  
02-09-2005 - 18:18:27 - Response To Irregularity Reviewed And Accepted  
02-09-2005 - 12:05:38 - Irregularity Response Received From Applicant  
01-28-2005 - 14:33:14 - Irregularity Notice Received From IB  
05-18-2004 - 14:47:24 - Manually Certified  
05-12-2004 - 14:02:15 - New Application For IR Received

---

**PROSECUTION HISTORY**

---

2006-10-10 - Registered - Principal Register

2006-08-29 - Law Office Registration Review Completed

2006-08-25 - Assigned To LIE

2006-08-24 - Allowed for Registration - Principal Register (SOU accepted)

2006-08-14 - Assigned To Examiner

2006-07-28 - Statement of use processing complete

2006-07-28 - Extension 5 granted

2006-07-01 - Amendment to Use filed

2006-07-01 - Extension 5 filed

2006-07-01 - TEAS Extension Received

2006-07-01 - TEAS Statement of Use Received

2006-01-05 - Extension 4 granted

2006-01-05 - Extension 4 filed

2006-01-05 - TEAS Extension Received

2005-07-05 - Extension 3 granted

2005-07-05 - Extension 3 filed

2005-07-05 - TEAS Extension Received

2005-03-25 - Assigned To Examiner

2005-01-13 - Extension 2 granted

2004-12-27 - Extension 2 filed

2004-12-27 - TEAS Extension Received

2004-11-29 - Attorney Revoked And/Or Appointed

2004-11-29 - TEAS Revoke/Appoint Attorney Received

2004-07-01 - Extension 1 granted

2004-07-01 - Extension 1 filed

2004-07-01 - TEAS Extension Received

2004-06-15 - Case File In TICRS

2003-12-04 - PAPER RECEIVED  
2004-01-06 - Notice of allowance - mailed  
2003-10-06 - PAPER RECEIVED  
2003-10-14 - Published for opposition  
2003-09-24 - Notice of publication  
2003-08-24 - Approved for Pub - Principal Register (Initial exam)  
2003-08-20 - Examiner's amendment mailed  
2003-08-15 - Previous allowance count withdrawn  
2003-07-10 - Approved for Pub - Principal Register (Initial exam)  
2003-01-31 - Communication received from applicant  
2003-01-31 - PAPER RECEIVED  
2002-08-05 - Non-final action mailed  
2002-05-03 - Assigned To Examiner  
2002-04-26 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A. Lavalleye, Kristina Rosette

**Correspondent**

Bingham B. Leverich  
Covington & Burling  
1201 Pennsylvania Avenue, N.W.  
Washington DC 20004  
Phone Number: 202-662-6000  
Fax Number: 202-662-6291

---

Int. Cl.: 20

Prior U.S. Cls.: 2, 13, 22, 25, 32, and 50

Reg. No. 3,230,460

**United States Patent and Trademark Office**

Registered Apr. 17, 2007

**TRADEMARK  
PRINCIPAL REGISTER**

# NATIONAL GEOGRAPHIC

NATIONAL GEOGRAPHIC SOCIETY (D.C. CORPORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036

FOR: SMALL TELEPHONE TABLES; HAND-PAINTED ACCENT TABLES; TRAY TABLES; CUBES/HASSOCKS; PICTURE FRAMES; RESIN FIGURINES; WOOD BOXES; FURNITURE SCREENS; WALL SCREENS; FLOOR SCREENS; SOFT SCULPTURE WALL DECORATIONS; PILLOWS; CUSHIONS; SHELVES; MAGAZINE RACKS; MAGAZINE HOLDERS; DECORATIVE WALL MIRRORS; WOOD CARVINGS, IN CLASS 20 (U.S. CLS. 2, 13, 22, 25, 32 AND 50).

FIRST USE 5-0-2004; IN COMMERCE 5-0-2004.

OWNER OF U.S. REG. NOS. 242,080, 2,761,341, AND OTHERS.

THE COLOR(S) YELLOW IS/ARE CLAIMED AS A FEATURE OF THE MARK.

THE RECTANGLE APPEARS IN THE COLOR YELLOW AND THE COLOR YELLOW IS CLAIMED AS A FEATURE OF THE MARK.

THE MARK CONSISTS OF THE WORDS NATIONAL GEOGRAPHIC ACCOMPANIED BY THE DESIGN ELEMENT OF A RECTANGLE.

SN 78-308,610, FILED 10-2-2003.

KATHERINE CONNOLLY, EXAMINING ATTORNEY

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

**This page was generated by the TARR system on 2007-11-28 08:14:17 ET**

**Serial Number:** 78308610 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 3230460

**Mark**



**NATIONAL GEOGRAPHIC**

**(words only):** NATIONAL GEOGRAPHIC

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2007-04-17

**Filing Date:** 2003-10-02

**Transformed into a National Application:** No

**Registration Date:** 2007-04-17

**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](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2007-03-12

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

**GOODS AND/OR SERVICES**

---

**International Class:** 020**Class Status:** Active

small telephone tables; hand-painted accent tables; tray tables; cubes/hassocks; picture frames; resin figurines; wood boxes; furniture screens; wall screens; floor screens; soft sculpture wall decorations; pillows; cushions; shelves; magazine racks; magazine holders; decorative wall mirrors; wood carvings

**Basis:** 1(a)**First Use Date:** 2004-05-00**First Use in Commerce Date:** 2004-05-00

---

**ADDITIONAL INFORMATION**

---

**Color(s) Claimed:** The color(s) yellow is/are claimed as a feature of the mark.**Description of Mark and Any Color Part(s):** The rectangle appears in the color yellow and the color yellow is claimed as a feature of the mark.**Description of Mark:** The mark consists of the words NATIONAL GEOGRAPHIC accompanied by the design element of a rectangle.**Design Search Code(s):**

26.11.02 - Plain single line rectangles; Rectangles (single line)

26.11.20 - Rectangles inside one another

26.11.21 - Rectangles that are completely or partially shaded

**Prior Registration Number(s):**

242080

393948

524810

701405

735312

908046

997183

1068503

1152395

1482184

2411079

2761341

---

**MADRID PROTOCOL INFORMATION**

---

**USPTO Reference Number:** A0000289**International Registration Number:** 0851013**International Registration Date:** 2004-12-08**Original Filing Date with USPTO:** 2004-12-08**International Registration Status:** Application For IR Registered By IB**Date of International Registration Status:** 2005-06-30**International Registration Renewal Date:** 2014-12-08

**Irregularity Reply by Date:** (DATE NOT AVAILABLE)**Madrid History:**

09-14-2007 - 21:00:50 - Divisional Of Base App Notice Sent To IB  
09-14-2007 - 02:00:20 - Divisional Of Base App Notice Created, To Be Sent To IB  
08-30-2007 - 14:41:59 - Ceasing Of Effect Reviewed - No Action Required By Office  
08-29-2007 - 08:29:38 - Partial Ceasing Of Effect To Be Processed  
08-03-2007 - 07:13:04 - Ceasing Of Effect Reviewed - No Action Required By Office  
08-01-2007 - 07:36:58 - Partial Ceasing Of Effect To Be Processed  
07-24-2007 - 14:04:16 - Ceasing Of Effect Reviewed - No Action Required By Office  
07-06-2007 - 07:54:49 - Partial Ceasing Of Effect To Be Processed  
06-30-2005 - 13:30:34 - Application For IR Registered By IB  
03-16-2005 - 15:38:57 - Irregularity Response Sent To IB  
03-16-2005 - 12:46:28 - Response To Irregularity Reviewed And Accepted  
03-15-2005 - 12:20:49 - Irregularity Response Received From Applicant  
02-14-2005 - 08:52:12 - Irregularity Notice Received From IB (Response Required)  
12-09-2004 - 16:00:12 - IR Certified And Sent To IB  
12-09-2004 - 13:49:29 - Manually Certified  
12-08-2004 - 11:25:38 - New Application For IR Received

---

**PROSECUTION HISTORY**

---

2007-04-17 - Registered - Principal Register  
2007-03-01 - Law Office Registration Review Completed  
2007-03-01 - Assigned To LIE  
2007-01-26 - Allowed for Registration - Principal Register (SOU accepted)  
2007-01-25 - Assigned To Examiner  
2006-06-08 - Assigned To Examiner  
2006-06-03 - Statement of use processing complete  
2006-06-03 - Extension 2 granted  
2006-05-23 - Amendment to Use filed  
2006-05-23 - Extension 2 filed  
2006-05-23 - TEAS Extension Received  
2006-05-23 - TEAS Statement of Use Received  
2006-05-23 - TEAS Response to Office Action Received  
2005-11-22 - Extension 1 granted

2005-11-22 - Extension 1 filed  
2005-11-22 - TEAS Extension Received  
2005-05-24 - Notice of allowance - mailed  
2005-03-01 - Published for opposition  
2005-02-09 - Notice of publication  
2004-11-09 - Law Office Publication Review Completed  
2004-10-04 - Assigned To LIE  
2004-09-30 - Approved for Pub - Principal Register (Initial exam)  
2004-09-30 - Amendment From Applicant Entered  
2004-09-27 - Communication received from applicant  
2004-09-27 - TEAS Response to Office Action Received  
2004-03-26 - Non-final action e-mailed  
2004-03-26 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich

**Correspondent**

BINGHAM B. LEVERICH  
COVINGTON & BURLING  
1201 PENNSYLVANIA AVENUE, N.W.  
WASHINGTON, DC 20004  
Phone Number: 202-662-6000  
Fax Number: 202-662-6291

---

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, and 50

Reg. No. 3,283,816

United States Patent and Trademark Office

Registered Aug. 21, 2007

**TRADEMARK  
PRINCIPAL REGISTER**

NATIONAL GEOGRAPHIC YOUNG  
EXPLORER

NATIONAL GEOGRAPHIC SOCIETY (D.C. COR-  
PORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036

FOR: PERIODICAL PUBLICATIONS, NAMELY,  
EDUCATIONAL MAGAZINES FOR CHILDREN  
AND PRINTED TEACHING GUIDES ASSOCIATED  
THEREWITH, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29,  
37, 38 AND 50).

FIRST USE 9-1-2006; IN COMMERCE 9-1-2006.

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

OWNER OF U.S. REG. NOS. 1,416,981, 2,777,800,  
AND OTHERS.

SN 78-773,027, FILED 12-14-2005.

AMEETA JORDAN, EXAMINING ATTORNEY

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

**This page was generated by the TARR system on 2007-11-28 08:14:31 ET**

**Serial Number:** 78773027 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 3283816

**Mark**

NATIONAL GEOGRAPHIC YOUNG  
EXPLORER

**(words only):** NATIONAL GEOGRAPHIC YOUNG EXPLORER

**Standard Character claim:** Yes

**Current Status:** Registered.

**Date of Status:** 2007-08-21

**Filing Date:** 2005-12-14

**Transformed into a National Application:** No

**Registration Date:** 2007-08-21

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 105

**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](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2007-07-17

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.

Washington, DC 20036

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

### GOODS AND/OR SERVICES

---

**International Class:** 016

**Class Status:** Active

Periodical publications, namely, educational magazines for children and printed teaching guides associated therewith

**Basis:** 1(a)

**First Use Date:** 2006-09-01

**First Use in Commerce Date:** 2006-09-01

---

### ADDITIONAL INFORMATION

---

**Prior Registration Number(s):**

1416981

2775405

2777800

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### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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### PROSECUTION HISTORY

---

2007-08-21 - Registered - Principal Register

2007-07-17 - Law Office Registration Review Completed

2007-07-16 - Allowed for Registration - Principal Register (SOU accepted)

2007-07-16 - Teas/Email Correspondence Entered

2007-07-16 - Communication received from applicant

2007-07-16 - Assigned To LIE

2007-06-27 - TEAS Response to Office Action Received

2007-06-15 - Notification Of Non-Final Action E-Mailed

2007-06-15 - Non-final action e-mailed

2007-06-15 - SU - Non-Final Action - Written

2007-06-14 - Statement of use processing complete  
2007-03-06 - Amendment to Use filed  
2007-03-06 - TEAS Statement of Use Received  
2007-01-02 - Notice of allowance - mailed  
2006-10-10 - Published for opposition  
2006-09-20 - Notice of publication  
2006-08-22 - Law Office Publication Review Completed  
2006-06-23 - Assigned To LIE  
2006-06-21 - Approved for Pub - Principal Register (Initial exam)  
2006-06-10 - Assigned To Examiner  
2005-12-19 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Esq.

**Correspondent**

BINGHAM B. LEVERICH, ESQ.  
COVINGTON & BURLING  
1201 PENNSYLVANIA AVE NW  
WASHINGTON, DC 20004-2401  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

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Int. Cl.: 41

Prior U.S. Cls.: 100, 101 and 107

**United States Patent and Trademark Office**

Reg. No. 3,323,655

Registered Oct. 30, 2007

**SERVICE MARK  
PRINCIPAL REGISTER**

NATIONAL GEOGRAPHIC YOUNG  
EXPLORER

NATIONAL GEOGRAPHIC SOCIETY (D.C. COR-  
PORATION)  
1145 17TH STREET, N.W.  
WASHINGTON, DC 20036

FOR: ON-LINE PUBLICATIONS, NAMELY, ON-  
LINE EDUCATIONAL MAGAZINES FOR CHIL-  
DREN AND ON-LINE TEACHING GUIDES ASSO-  
CIATED THEREWITH, IN CLASS 41 (U.S. CLS. 100,  
101 AND 107).

FIRST USE 9-1-2006; IN COMMERCE 9-1-2006.

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

SER. NO. 77-123,509, FILED 3-6-2007.

AMEETA JORDAN, EXAMINING ATTORNEY

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

**This page was generated by the TARR system on 2007-11-28 08:14:43 ET**

**Serial Number:** 77123509 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 3323655

**Mark**

NATIONAL GEOGRAPHIC YOUNG  
EXPLORER

**(words only):** NATIONAL GEOGRAPHIC YOUNG EXPLORER

**Standard Character claim:** Yes

**Current Status:** Registered.

**Date of Status:** 2007-10-30

**Filing Date:** 2007-03-06

**Transformed into a National Application:** No

**Registration Date:** 2007-10-30

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 105

**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](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2007-10-30

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.

Washington, DC 20036

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

**GOODS AND/OR SERVICES**

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**International Class:** 041

**Class Status:** Active

on-line publications, namely, on-line educational magazines for children and on-line teaching guides associated therewith

**Basis:** 1(a)

**First Use Date:** 2006-09-01

**First Use in Commerce Date:** 2006-09-01

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**ADDITIONAL INFORMATION**

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(NOT AVAILABLE)

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**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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2007-10-30 - Registered - Principal Register

2007-08-14 - Published for opposition

2007-07-25 - Notice of publication

2007-07-11 - Law Office Publication Review Completed

2007-07-11 - Assigned To LIE

2007-06-07 - Approved for Pub - Principal Register (Initial exam)

2007-06-05 - Assigned To Examiner

2007-03-09 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich,

**Correspondent**

BINGHAM B. LEVERICH,  
COVINGTON & BURLING LLP  
1201 PENNSYLVANIA AVE NW  
WASHINGTON, DC 20004-2401  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

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**Int. Cls.: 9, 14, 16, 18, 21, 25, 28, and 35**

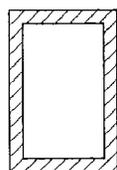
**Prior U.S. Cls.: 1, 2, 3, 5, 13, 21, 22, 23, 26, 27, 28, 29, 30, 33, 36, 37, 38, 39, 40, 41, 50, 100, 101, and 102**

**Reg. No. 3,348,939**

**United States Patent and Trademark Office**

**Registered Dec. 4, 2007**

**TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER**



**NATIONAL  
GEOGRAPHIC**

NATIONAL GEOGRAPHIC SOCIETY (D.C. CORPORATION)  
1145 17TH STREET N.W.  
WASHINGTON, DC 20036

FOR: PRE-RECORDED COMPACT DISCS; RADIOS, WEATHER KITS COMPRISED OF ALTIMETERS, BAROMETERS AND WIND SPEED INDICATORS; MONOCULARS WITH CASES; HANDHELD ELECTRONIC UNITS THAT IDENTIFY BIRD SPECIES AND BIRD SONGS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 9-0-2001; IN COMMERCE 9-0-2001.

FOR: JEWELRY, NAMELY, NECKLACES, PENDANTS, ALL OF PRECIOUS AND NON PRECIOUS METALS; CLOCKS, WALL CLOCKS; WRISTWATCHES, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

FIRST USE 3-0-2005; IN COMMERCE 3-0-2005.

FOR: ADDRESS BOOKS, BLANK JOURNALS; NOTE PADS AND NOTE CARDS; POSTERS, MOUNTED MAPS, MOUNTED PRINTS; GREETING CARDS; PENS, PENCILS AND CALENDARS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 12-1-2000; IN COMMERCE 12-1-2000.

FOR: BACKPACKS, LUGGAGE, SHOULDER BAGS, COSMETIC BAGS SOLD EMPTY; TOTE BAGS, FANNY PACKS, BRIEFCASES, AND UMBRELLAS, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

FIRST USE 3-0-2002; IN COMMERCE 3-0-2002.

FOR: MUGS, VASES; BIRD FEEDERS, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 9-0-2000; IN COMMERCE 9-0-2000.

FOR: T-SHIRTS, WOVEN SHIRTS, KNIT SHIRTS, POLO SHIRTS, SWEATERS, FLEECE TOPS, JACKETS, RAIN JACKETS, AND COATS; RAINWEAR; SWEAT SHIRTS AND SWEAT PANTS; WOVEN PANTS, SHORTS; CAPS; SOCKS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 9-0-2000; IN COMMERCE 9-0-2000.

FOR: MANIPULATIVE PUZZLES; BOARD GAMES; CARD GAMES; EDUCATIONAL FOSSIL COLLECTION AND DINOSAUR EXCAVATION KITS; PLUSH TOY ANIMALS; SOFT SCULPTURE PLUSH TOYS; AND CHRISTMAS ORNAMENTS IN THE NATURE OF CHRISTMAS TREE ORNAMENTS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 6-0-2002; IN COMMERCE 6-0-2002.

FOR: RETAIL STORES SERVICES IN THE FIELD OF BOOKS, VIDEOS, EDUCATIONAL TOYS AND ACTIVITIES, EDUCATIONAL SOFTWARE, CAMPING EQUIPMENT, TRAVELING AND CARRY BAGS AND GIFT ITEMS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 3-0-2004; IN COMMERCE 3-0-2004.

OWNER OF U.S. REG. NOS. 242,080, 1,482,184, AND OTHERS.

SN 76-203 ,991, FILED 2-2-2001.

MARK SPARACINO, EXAMINING ATTORNEY

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2008-01-08 13:18:25 ET

**Serial Number:** 76203991 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 3348939

**Mark**



**(words only):** NATIONAL GEOGRAPHIC

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2007-12-04

**Filing Date:** 2001-02-02

**Transformed into a National Application:** No

**Registration Date:** 2007-12-04

**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](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2007-10-30

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street N.W.

Washington, DC 20036

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

### GOODS AND/OR SERVICES

---

**International Class:** 009

**Class Status:** Active

Pre-recorded compact discs; radios, weather kits comprised of altimeters, barometers and wind speed indicators; monoculars with cases; handheld electronic units that identify bird species and bird songs

**Basis:** 1(a)

**First Use Date:** 2001-09-00

**First Use in Commerce Date:** 2001-09-00

**International Class:** 014

**Class Status:** Active

Jewelry, namely, necklaces, pendants, all of precious and non precious metals; clocks, wall clocks; wristwatches

**Basis:** 1(a)

**First Use Date:** 2005-03-00

**First Use in Commerce Date:** 2005-03-00

**International Class:** 016

**Class Status:** Active

Address books, blank journals; note pads and note cards; posters, mounted maps, mounted prints; greeting cards; pens, pencils and calendars

**Basis:** 1(a)

**First Use Date:** 2000-12-01

**First Use in Commerce Date:** 2000-12-01

**International Class:** 018

**Class Status:** Active

Backpacks, luggage, shoulder bags, cosmetic bags sold empty; tote bags, fanny packs, briefcases, and umbrellas

**Basis:** 1(a)

**First Use Date:** 2002-03-00

**First Use in Commerce Date:** 2002-03-00

**International Class:** 021

**Class Status:** Active

mugs, vases; bird feeders

**Basis:** 1(a)

**First Use Date:** 2000-09-00

**First Use in Commerce Date:** 2000-09-00

**International Class:** 025

**Class Status:** Active

T-shirts, woven shirts, knit shirts, polo shirts, sweaters, fleece tops, jackets, rain jackets, and coats; rainwear; sweat shirts and sweat pants; woven pants, shorts; caps; socks

**Basis:** 1(a)

**First Use Date:** 2000-09-00

**First Use in Commerce Date:** 2000-09-00

**International Class:** 028

**Class Status:** Active

manipulative puzzles; board games; card games; educational fossil collection and dinosaur excavation kits; plush toy animals; soft sculpture plush toys; and Christmas ornaments in the nature of Christmas Tree ornaments

**Basis:** 1(a)

**First Use Date:** 2002-06-00

**First Use in Commerce Date:** 2002-06-00

**International Class:** 035

**Class Status:** Active

Retail stores services in the field of books, videos, educational toys and activities, educational software, camping equipment, traveling and carry bags and gift items

**Basis:** 1(a)

**First Use Date:** 2004-03-00

**First Use in Commerce Date:** 2004-03-00

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#### ADDITIONAL INFORMATION

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**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Design Search Code(s):**

**26.11.20** - Rectangles inside one another

**26.11.21** - Rectangles that are completely or partially shaded

**Prior Registration Number(s):**

242080

524810

908046

1482184

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#### MADRID PROTOCOL INFORMATION

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**USPTO Reference Number:** Z1230706

**International Registration Number:** (NOT AVAILABLE)

**International Registration Date:** (DATE NOT AVAILABLE)

**Original Filing Date with USPTO:** 2004-04-09

**International Registration Status:** Certification Rejected By MPU

**Date of International Registration Status:** 2004-04-21

**International Registration Renewal Date:** (DATE NOT AVAILABLE)

**Irregularity Reply by Date:** (DATE NOT AVAILABLE)

**Madrid History:**

04-21-2004 - 10:15:28 - Application For IR Rejected By MPU

04-13-2004 - 08:44:31 - New Application For IR Received

**USPTO Reference Number:** Z1230867  
**International Registration Number:** 0842977  
**International Registration Date:** 2004-05-12  
**Original Filing Date with USPTO:** 2004-05-12  
**International Registration Status:** Application For IR Registered By IB  
**Date of International Registration Status:** 2005-03-24  
**International Registration Renewal Date:** 2014-05-12  
**Irregularity Reply by Date:** (DATE NOT AVAILABLE)

**Madrid History:**

09-14-2007 - 21:00:50 - Divisional Of Base App Notice Sent To IB  
09-14-2007 - 02:00:20 - Divisional Of Base App Notice Created, To Be Sent To IB  
08-31-2007 - 06:48:58 - Ceasing Of Effect Reviewed - No Action Required By Office  
08-29-2007 - 08:29:38 - Partial Ceasing Of Effect To Be Processed  
07-24-2007 - 11:23:40 - Ceasing Of Effect Reviewed - No Action Required By Office  
07-06-2007 - 07:54:49 - Partial Ceasing Of Effect To Be Processed  
03-24-2005 - 13:33:08 - Application For IR Registered By IB  
02-11-2005 - 15:25:10 - Irregularity Response Sent To IB  
02-09-2005 - 18:18:27 - Response To Irregularity Reviewed And Accepted  
02-09-2005 - 12:05:38 - Irregularity Response Received From Applicant  
01-28-2005 - 14:33:14 - Irregularity Notice Received From IB  
05-18-2004 - 14:47:24 - Manually Certified  
05-12-2004 - 14:02:15 - New Application For IR Received

**USPTO Reference Number:** A0000289  
**International Registration Number:** 0851013  
**International Registration Date:** 2004-12-08  
**Original Filing Date with USPTO:** 2004-12-08  
**International Registration Status:** Application For IR Registered By IB  
**Date of International Registration Status:** 2005-06-30  
**International Registration Renewal Date:** 2014-12-08  
**Irregularity Reply by Date:** (DATE NOT AVAILABLE)

**Madrid History:**

09-14-2007 - 21:00:50 - Divisional Of Base App Notice Sent To IB  
09-14-2007 - 02:00:20 - Divisional Of Base App Notice Created, To Be Sent To IB  
08-30-2007 - 14:41:59 - Ceasing Of Effect Reviewed - No Action Required By Office  
08-29-2007 - 08:29:38 - Partial Ceasing Of Effect To Be Processed  
08-03-2007 - 07:13:04 - Ceasing Of Effect Reviewed - No Action Required By Office  
08-01-2007 - 07:36:58 - Partial Ceasing Of Effect To Be Processed  
07-24-2007 - 14:04:16 - Ceasing Of Effect Reviewed - No Action Required By Office  
07-06-2007 - 07:54:49 - Partial Ceasing Of Effect To Be Processed  
06-30-2005 - 13:30:34 - Application For IR Registered By IB  
03-16-2005 - 15:38:57 - Irregularity Response Sent To IB  
03-16-2005 - 12:46:28 - Response To Irregularity Reviewed And Accepted  
03-15-2005 - 12:20:49 - Irregularity Response Received From Applicant  
02-14-2005 - 08:52:12 - Irregularity Notice Received From IB (Response Required)  
12-09-2004 - 16:00:12 - IR Certified And Sent To IB  
12-09-2004 - 13:49:29 - Manually Certified  
12-08-2004 - 11:25:38 - New Application For IR Received

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**PROSECUTION HISTORY**

---

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

2007-12-04 - Registered - Principal Register

2007-10-30 - Law Office Registration Review Completed

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

2007-10-10 - Assigned To Examiner

2007-09-13 - Divisional processing completed

2007-04-24 - Divisional request received

2007-08-31 - Previous allowance count withdrawn

2007-08-31 - Allowed for Registration - Principal Register (SOU accepted)

2007-05-01 - Amendment From Applicant Entered

2007-04-24 - Communication received from applicant

2007-04-24 - PAPER RECEIVED

2007-04-16 - ITU Incomplete Divisional Request

2007-04-06 - Teas/Email Correspondence Entered

2007-03-05 - Communication received from applicant

2007-04-06 - Assigned To LIE

2007-03-05 - TEAS Response to Office Action Received

2007-02-04 - NON-FINAL ACTION E-MAILED

2007-02-04 - SU - Non-Final Action - Written

2007-01-23 - Statement of use processing complete

2006-11-11 - Amendment to Use filed

2006-11-13 - TEAS Statement of Use Received

2006-05-03 - Extension 5 granted

2006-05-03 - Extension 5 filed  
2006-05-03 - TEAS Extension Received  
2005-11-25 - Extension 4 granted  
2005-11-10 - Extension 4 filed  
2005-11-10 - TEAS Extension Received  
2005-05-25 - Extension 3 granted  
2005-05-10 - Extension 3 filed  
2005-05-10 - TEAS Extension Received  
2005-03-25 - Assigned To Examiner  
2004-11-29 - Attorney Revoked And/Or Appointed  
2004-11-29 - TEAS Revoke/Appoint Attorney Received  
2004-11-11 - Extension 2 granted  
2004-11-11 - Extension 2 filed  
2004-11-11 - TEAS Extension Received  
2004-05-11 - Extension 1 granted  
2004-05-04 - Extension 1 filed  
2004-05-07 - Case File In TICRS  
2004-05-04 - TEAS Extension Received  
2003-12-04 - PAPER RECEIVED  
2003-11-11 - Notice of allowance - mailed  
2003-10-06 - PAPER RECEIVED  
2003-08-19 - Published for opposition  
2003-07-30 - Notice of publication  
2003-07-09 - Approved for Pub - Principal Register (Initial exam)  
2003-07-08 - Examiner's amendment mailed  
2003-06-17 - Previous allowance count withdrawn

2003-03-24 - Approved for Pub - Principal Register (Initial exam)

2003-01-31 - Communication received from applicant

2003-01-31 - PAPER RECEIVED

2002-08-12 - Non-final action mailed

2002-07-19 - Previous allowance count withdrawn

2002-05-10 - Approved for Pub - Principal Register (Initial exam)

2002-05-08 - Assigned To Examiner

2002-04-30 - Divisional processing completed

2001-10-30 - Divisional request received

2002-04-16 - Assigned To Examiner

2002-04-11 - Examiner's amendment mailed

2002-04-10 - Assigned To Examiner

2002-04-10 - Previous allowance count withdrawn

2001-12-30 - Approved for Pub - Principal Register (Initial exam)

2001-11-16 - Examiner's amendment mailed

2001-10-03 - Communication received from applicant

2001-04-12 - Non-final action mailed

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Kathleen T. Gallagher-Duff, Marie A. Lavalleye, Kristina Rosette

**Correspondent**

BINGHAM B LEVERICH  
COVINGTON & BURLING  
1201 PENNSYLVANIA AVE NW  
WASHINGTON, DC 20004  
Phone Number: 202-662-6000  
Fax Number: 202-662-6291

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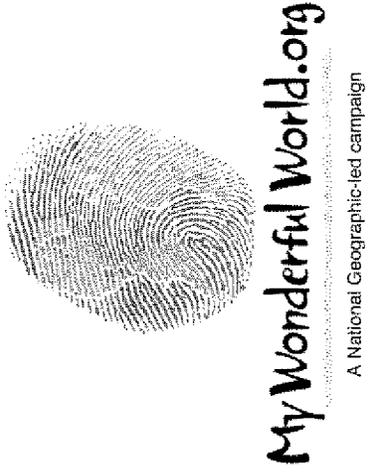
# EXHIBIT B

**National Geographic Society - Federal Applications that include or consist of NATIONAL GEOGRAPHIC**

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>
United States of America	MY WONDERFUL WORLD.ORG A NATIONAL GEOGRAPHIC-LED CAMPAIGN & Fingerprint Design	National Geographic Society	78/901,234	06-Jun-2006

**Goods/Services:** 016 Int.: magazines, teachers' guides, maps, posters, charts, informational handouts for students, collections of articles, and trivia cards, all in the fields of geography, science, natural science, nature, wildlife, ecology, social studies, history, natural history, archaeology, astronomy, geology, anthropology, zoology, botany, and the environment; address books, autograph books, photograph albums; scrapbooks; blank journals; note pads and note cards; writing paper bookends, bookmarks; personal and business checkbook covers; business and personal bank checks; address labels; decorative paper boxes; paper coasters, decorated envelopes; posters, mounted maps, mounted prints; greeting cards; gift cards; paper gift wrap bows and gift wrapping paper; fountain pens, pens, pencils; pencil boxes; printed paper bags; calendars; desktop perpetual calendars; paint sets; rubberstamps and stamp kits comprised of a collection of stamps together with a display case; and paper cake decorations.

**Image:**



**National Geographic Society - Federal Applications that include or consist of NATIONAL GEOGRAPHIC**

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>
United States of America	MY WONDERFUL WORLD.ORG A NATIONAL GEOGRAPHIC-LED CAMPAIGN & Fingerprint Design	National Geographic Society	78/901,236	06-Jun-2006

**Goods/Services:** 009 Int.: cassettes, compact discs, video discs, DVDs, CD-ROMs, audio cassettes, and audio tapes featuring music and narration; pre-recorded video cassettes, compact discs, video discs, DVDs, CD-ROMs, audio cassettes, and audio tapes featuring geography, science, natural science, nature, wildlife, ecology, social studies, history, natural history, archaeology, astronomy, geology, anthropology, zoology, botany, and environmental topics; software programs in the nature of interactive games; computerized video tabletop games and computer-based electronic learning aids containing both hardware and educational software.

**Image:**



**National Geographic Society - Federal Applications that include or consist of NATIONAL GEOGRAPHIC**

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>
United States of America	MY WONDERFUL WORLD.ORG A NATIONAL GEOGRAPHIC-LED CAMPAIGN & Fingerprint Design	National Geographic Society	78/901,240	06-Jun-2006

**Goods/Services:** 025 Int.: t-shirts, woven shirts, knit shirts, polo shirts, sweaters, fleece tops, fleece bottoms, jackets, rain jackets, ponchos and coats; rainwear; travel utility vests; sweat shirts and sweat pants; woven pants, knit pants, shorts; caps and hats; scarves; ties; socks; boots, shoes, slippers and sandals

**Image:**



**My Wonderful World.org**

A National Geographic-led campaign

**National Geographic Society - Federal Applications that include or consist of NATIONAL GEOGRAPHIC**

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>
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United States of America	NATIONAL GEOGRAPHIC & Yellow Border Design Centered	National Geographic Society	76/978,676	02-Feb-2001
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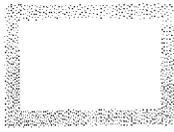
**Goods/Services:** 004 Int.: Candles. (First use: October, 2005)

011 Int.: Electric lamps. (First use: April, 2004)

020 Int.: Picture frames (First use date: May, 2004)

024 Int.: Throws, bed blankets (First use: February, 2004)

**Image:**



**NATIONAL GEOGRAPHIC**

## National Geographic Society - Federal Applications that include or consist of NATIONAL GEOGRAPHIC

Country	Mark	Owner	App. No.	File Date
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United States of America	NATIONAL GEOGRAPHIC & Yellow Border Design Stacked	National Geographic Society	78/308,607	02-Oct-2003
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**Goods/Services:** 021 Int.: Non-metal decorative boxes; non-metal coin banks; plates; bowls; dessert molds; drinking glassware; porcelain figurines; musical porcelain figurines; non-metal figurines made of crystal and earthenware; hair brushes; hair combs; bath sponges; tooth brushes; holiday ornaments made of china, crystal, glass, porcelain or terra cotta, excluding Christmas tree ornaments; miniature replicas of buildings made of china, crystal, glass, porcelain or terra cotta; miniature replicas of villages made of china, crystal, glass, porcelain or terra cotta; decorated eggs, made of china, crystal, glass, porcelain or terra cotta, not for consumption; napkin rings, not made of precious metal; napkin holders, not made of precious metal; table place card holders; ice buckets; cocktail shakers; swizzle sticks; beverage stirrers; wine racks; drink coasters not made of paper and not being table linen; dinnerware; serving trays, not made of precious metal; baskets made of wicker, straw, wood or cloth; bathroom organizers; household storage containers; candle holders, not made of precious metal; incense burners; fireplace brushes; pet bowls; birdfeeders; bird houses, not being structures; bird baths, not being structures; statuary made of china, crystal, earthenware, glass, porcelain or terra cotta; trays; decorative plates; decorative platters; decorative jars; plate stands; decorative bowls; tray stands; planters; decorative containers; natural fiber bowls, trays, , wicker covered bottles sold empty; waste paper baskets, wine racks, wine holders in the nature of wine bottle cradles and wine caddies, wall sculptures made of china, crystal, earthenware, glass, decorative non-metal wall sconces not being lighting; dinnerware, dessert plates, kitchen canister sets, children's dinnerware, hand painted bathroom accessories, namely, towel bars, towel rings, tissue holders, soap dishes, shaving dishes, toothbrush holders, tumblers; hand-painted bathroom accessories made of glass, namely, knobs, handles, drawer pulls and cabinet pulls; hand-painted bathroom accessories made of ceramic, namely, knobs, handles, drawer pulls and cabinet pulls

**Image:**



# NATIONAL GEOGRAPHIC

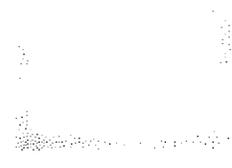
**National Geographic Society - Federal Applications that include or consist of NATIONAL GEOGRAPHIC**

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>
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United States of America	NATIONAL GEOGRAPHIC & Yellow Border Design Stacked	National Geographic Society	78/308,619	02-Oct-2003
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**Goods/Services:** 024 Int.: Bed blankets; bed linens; bed comforters; bed quilts; bed throws; duvets; pillow shams; pillow cases; bed canopies; mosquito nets; crib bumpers; crib canopies; dust ruffles; bath linens; towels; shower curtains; window drapes; window valances; fabric window valances; table linens; fabric table runners; unfitted fabric furniture covers; tapestries of textile; textile wall hangings; upholstery fabric; curtain fabric; fabric yard flags

**Image:**



**NATIONAL  
GEOGRAPHIC**

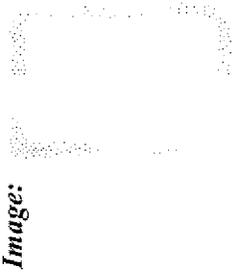
**National Geographic Society - Federal Applications that include or consist of NATIONAL GEOGRAPHIC**

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>
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United States of America	NATIONAL GEOGRAPHIC & Yellow Border Design Stacked	National Geographic Society	78/399,131	09-Apr-2004
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**Goods/Services:** 009 Int.: pre-recorded motion picture films, video cassettes, compact discs, video discs, DVDs, CD-ROMs, audio cassettes, audio tapes, computer software programs in the nature of interactive games, computer-based electronic learning aids containing both hardware and educational software, all in the fields of geography, cartography, natural history, science, the environment, nature, wildlife, history, social studies, archeology, ecology, exploration, adventure, active sports, children's entertainment, documentaries, education, genetics, anthropology, and cultural, educational and entertainment topics; pre-recorded video cassettes, compact discs, video discs, DVDs, CD-ROMs, audio cassettes and audio tapes featuring music and narration; sunglasses, eyeglasses, and frames thereof; eyewear cases; eyewear chains; magnets; decorative magnets; telephones; pagers; sporting helmets; bicycle helmets; binoculars and cases thereof; telescopes; sporting scopes; microscopes; air tanks for use in scuba diving; scuba diving regulators; diving gloves; diving helmets; diving suits; altimeters; odometers; pedometers; thermometers; calculators; compasses; satellite navigational system, namely, a global positioning system (GPS); cameras; camera cases; camera filters; camera tripods; personal computer carrying bags; computer mouse pads; magnetically encoded charge cards, debit cards, and pre-paid telephone calling cards; compact disc storage racks; compact disc holders; hand-held language interpretation devices; educational computer software in the fields of undersea scientific research and exploration and marine environmental conservation

016 Int.: educational kits, namely, thematic learning kits comprised of magazines, teachers' guides, maps, posters, charts, informational handouts for students, collections of articles, pre-recorded videos, overhead transparencies, and trivia cards, all in the fields of biology, ecology, astronomy, geology, and meteorology



**NATIONAL  
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**National Geographic Society - Federal Applications that include or consist of NATIONAL GEOGRAPHIC**

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<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>
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United States of America	NATIONAL GEOGRAPHIC & Yellow Border Design Stacked	National Geographic Society	78/942,794	02-Aug-2006
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**Goods/Services:** 028 Int.: Handheld unit for playing electronic games; handheld unit for playing video games; human action figures; plush toys; toy chemistry sets; hobby craft sets, namely, craft kits containing components for recreating cultural and historical craft items such as jewelry, pottery and masks; hobby craft construction kits, namely, nature related kits for building and painting birdhouses, bird feeders, and ladybug shelters consisting primarily of building materials and art supplies such as paint; action figures and accessories therefor, stuffed toy animals, play accessories, namely, role-playing toys such as toy compasses, toy binoculars, toy tents, toy canteens, toy backpacks, toy bug collectors, and action figures and action figure accessories such as playsets and vehicles; and toy vehicles

**Image:**

The image shows the National Geographic logo, which consists of the words "NATIONAL" and "GEOGRAPHIC" stacked vertically in a bold, sans-serif font. The logo is centered on the page.

**National Geographic Society - Federal Applications that include or consist of NATIONAL GEOGRAPHIC**

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>
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United States of America	NATIONAL GEOGRAPHIC & Yellow Border Design Stacked	National Geographic Society	78/942,804	02-Aug-2006
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**Goods/Services:** 009 Int.: Video and computer game cartridges; computer game joysticks; computer game cassettes and tapes; computer-based electronic learning aid containing both hardware and educational software; snorkels; swimming goggles

**Image:**



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United States of America	NATIONAL GEOGRAPHIC 10 BEST OF EVERYTHING	National Geographic Society	77/233,636	19-Jul-2007
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**Goods/Services:** 016 Int.: a series of books in the fields of travel, adventure, exploration, entertainment, culture, geography, science, natural science, nature, wildlife, ecology, social studies, history, natural history, archaeology, astronomy, geology, anthropology, zoology, botany, and the environment

038 Int.: podcasting services

**National Geographic Society - Federal Applications that include or consist of NATIONAL GEOGRAPHIC**

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>
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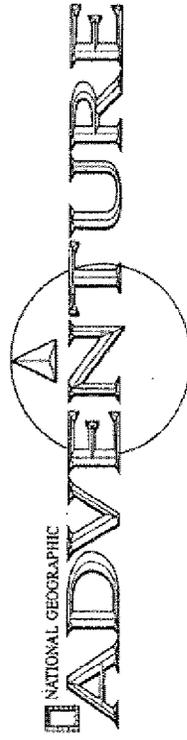
United States of America	NATIONAL GEOGRAPHIC ADVENTURE	National Geographic Society	75/648,246	25-Feb-1999
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**Goods/Services:** 025 Int.: Hats, caps, jackets, anoraks, sweaters, sweatshirts, t-shirts, polo shirts, work shirts, headbands, sweatbands and shorts.  
 041 Int.: [Television program series in the field of the outdoors, active sports, exploration and discovery]. These services were deleted from the application due to a likelihood of confusion with Reg. No. 1,542,997.  
 042 Int.: Computer services, namely, online publication of magazine articles and columns in the field of the outdoors, active sports, exploration and discovery.

United States of America	NATIONAL GEOGRAPHIC ADVENTURE & Design	National Geographic Society	75/651,794	02-Mar-1999
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**Goods/Services:** 025 Int.: Hats, caps, anoraks, jackets, sweaters, sweat shirts, t-shirts, polo shirts work shirts, head bands, sweat bands and shorts.  
 041 Int.: Television program series in the field of the outdoors, active sports, exploration and discovery; computer services, namely, online publication of magazine articles and columns in the field of the outdoors, active sports, exploration and discovery.

**Image:**



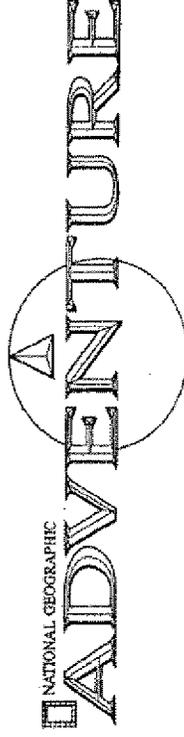
**National Geographic Society - Federal Applications that include or consist of NATIONAL GEOGRAPHIC**

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>
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United States of America	NATIONAL GEOGRAPHIC ADVENTURE & Yellow Border Design & Compass Design	National Geographic Society	75/649,649	01-Mar-1999
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**Goods/Services:** 025 Int.: Hats, caps, jackets, anoraks, sweaters, sweatshirts, t-shirts, polo shirts, work shirts, headbands, sweatbands and shorts.  
042 Int.: Computer services, namely, online publication of magazine articles and columns in the field of the outdoors, active sports, exploration and discovery.

**Image:**



United States of America	NATIONAL GEOGRAPHIC DIGITAL MOTION	National Geographic Society	78/828,139	03-Mar-2006
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**Goods/Services:** 009 Int.: film, video cassettes, DVDs, compact discs, video discs, CD-ROMs, and other pre-recorded optical, electronic, and magnetic media all featuring geography, science, natural science, nature, wildlife, ecology, social studies, history, natural history, archaeology, astronomy, geology, anthropology, zoology, botany, and environmental topics

**National Geographic Society - Federal Applications that include or consist of NATIONAL GEOGRAPHIC**

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>
United States of America	NATIONAL GEOGRAPHIC DIGITAL MOTION	National Geographic Society	78/828,142	03-Mar-2006
	<b>Goods/Services:</b> 041 Int.: Entertainment and educational services, namely, film and video production services; production and distribution of film; production of video cassettes, DVDs, compact discs, video discs, CD-ROMs, audio cassettes, audio tapes, and other pre-recorded optical, electronic, and magnetic media for others (First use: November, 2005)			
United States of America	NATIONAL GEOGRAPHIC DIGITAL MOTION	National Geographic Society	78/828,145	03-Mar-2006
	<b>Goods/Services:</b> 042 Int.: licensing of intellectual property, namely, stock footage, films, video, moving images, pictures, digital data, animations, illustrations, and audio			
United States of America	NATIONAL GEOGRAPHIC EXPLORER!	National Geographic Society	78/776,942	20-Dec-2005
	<b>Goods/Services:</b> 016 Int.: Children's books, namely, educational readers for youths ages 7 through 18. (First use: January, 2007)			

**National Geographic Society - Federal Applications that include or consist of NATIONAL GEOGRAPHIC**

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>
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United States of America	NATIONAL GEOGRAPHIC EXPLORER! Stylized	National Geographic Society	78/812,269	10-Feb-2006
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**Goods/Services:** 016 Int.: Children's books, namely, educational readers for youths ages 7 through 18.

**Image:**



United States of America	NATIONAL GEOGRAPHIC FAMILY ADVENTURES	National Geographic Society	78/608,886	14-Apr-2005
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**Goods/Services:** 009 Int.: pre-recorded audio and video recordings of entertainment and educational motion picture films featuring family-targeted themes; pre-recorded audio and video recordings featuring television programs with family-targeted themes; pre-recorded videotapes, pre-recorded audiotapes and compact discs featuring family-targeted themes

041 Int.: production and distribution of entertainment and educational motion picture films featuring family-targeted themes; production and distribution of television programs featuring family-targeted themes; and entertainment news featuring family-targeted themes; production of audio and video recordings featuring family-targeted themes

**National Geographic Society - Federal Applications that include or consist of NATIONAL GEOGRAPHIC**

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>
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United States of America	NATIONAL GEOGRAPHIC KIDS	National Geographic Society	77/109,354	16-Feb-2007
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**Goods/Services:** 009 Int.: Audio cassette recorders; audio cassette players; pre-recorded audio cassettes, audio discs and compact discs featuring music, stories and games for children; audio speakers; binoculars; calculators; camcorders; cameras; pre-recorded CD-ROMs featuring computer games and activities for children; CD-ROM drives; CD-ROM writers; cellular telephones; cellular telephone accessories, namely, batteries and headphones for cellular telephones; cellular telephone cases; face plates for cellular telephones; compact disc players; CD burners; computer game programs; computer game cartridges and discs; computers; computer hardware; computer keyboards; computer monitors; computer mouse; computer disc drives; computer software featuring games and educational activities for children; cordless telephones; decorative magnets; digital cameras; pre-recorded DVDs, video cassettes, digital versatile discs and digital video discs featuring live action and animated entertainment for children, motion picture films, and television shows; DVD players; electronic personal organizers; eyeglass cases; eyeglasses; headphones; karaoke machines; microphones; MP3 players; modems for computers; mouse pads; motion picture films in the field of live action and animated entertainment for children; pagers; personal stereos; personal digital assistants; printers; radios; sunglasses; telephones; television sets; video cameras; video cassette recorders; video cassette players; video game cartridges; video game discs; videophones; walkie-talkies; wrist and arm rests for use with computers; electronic game software; downloadable ring tones, downloadable ring backs, downloadable pre-recorded video clips, downloadable pre-recorded audio clips, downloadable animated ringers, downloadable video ringers, downloadable audio shorts, downloadable video shorts, downloadable animated screensavers; downloadable prerecorded audio, video, text and graphics held in electronic personal computers and handheld wireless devices featuring content from or relating to Applicant's television series; sunglasses; downloadable wireless game software; computer software for use in the design, development and execution of wireless game and entertainment programs and applications; wireless entertainment software for use on and with computers and mobile networks; wireless entertainment software for downloadable graphics, text, images, logos, music, sound clips, ring tones, and general entertainment information; wireless entertainment software for downloadable motion pictures, television shows, and video and audio recordings featuring music, news, comedy, drama, sci-fi, shows, competitions, sports, live action, animation, and general entertainment information; satellite navigational system, namely, a global positioning system; electronic publications, namely, books featuring fiction and non-fiction topics recorded on computer media; handheld personal computers, namely, handheld electronic book readers for receiving and storing downloaded information

**National Geographic Society - Federal Applications that include or consist of NATIONAL GEOGRAPHIC**

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>
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United States of America	NATIONAL GEOGRAPHIC KIDS	National Geographic Society	77/109,357	16-Feb-2007
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**Goods/Services:** 016 Int.: Address books; blank journals; daily planners; desktop planners; personal planners; almanacs; appliques in the form of decals; appointment books; art prints; arts and craft paint kits; autograph books; baby books; ball point pens; baseball cards; binders; folders; bookends; bookmarks; books, magazines, newsletters and periodicals, all in the field of stories, games and activities for children; bumper stickers; calendars; cartoon strips; Christmas cards; chalk; children's activity books; coasters made of paper; coin albums; coloring books; color pencils; comic books; comic strips; coupon books; decals; decorative paper centerpieces; diaries; disposable diapers for babies; drawing rulers; envelopes; erasers; felt pens; flash cards; gift cards; gift wrapping paper; globes; greeting cards; guest books; maps; memo pads; modeling clay; newspapers; note paper; notebooks; notebook paper; paintings; paper flags; paper party favors; paper party hats; paper cake decorations; paper party decorations; paper napkins; paper party bags; paperweights; paper gift wrap bows; paper pennants; paper place mats; paper table cloths; pen or pencil holders; pencils; pencil sharpeners; pen and pencil cases and boxes; pens; photograph albums; photographs; photo-engravings; pictorial prints; picture books; portraits; postcards; posters; printed awards; printed certificates; printed invitations; printed menus; recipe books; rubber stamps; score cards; stamp albums; stationery; staplers; stickers; trading cards; ungraduated rulers; writing paper; writing implements; scrapbooking paper, scrapbooking embellishments, namely, paper brads, grommets for paper, paper fasteners, paper clips; scrapbooking tools, namely, paper cutters, lightboxes, stencils, paper staplers, paper hole punches, scrapbook albums, paper storage boxes, markers, pencils, drawing and marking templates; scrapbooking adhesives, namely, glue sticks, glue pens, tape runners, glue dots, double sided tape, adhesive foam squares and dots, all for stationery or household use; sticker books; art prints

United States of America	NATIONAL GEOGRAPHIC KIDS	National Geographic Society	77/109,359	16-Feb-2007
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**Goods/Services:** 018 Int.: All purpose sport bags; athletic bags; baby backpacks; backpacks; beach bags; book bags; calling card cases; change purses; coin purses; diaper bags; duffel bags; fanny packs; gym bags; handbags; knapsacks; key cases; leather key chains; luggage; luggage tags; overnight bags; purses; satchels; leather and mesh shopping bags; tote bags; umbrellas; waist packs; wallets; synthetic fabric lunch bags; garment bags

## National Geographic Society - Federal Applications that include or consist of NATIONAL GEOGRAPHIC

Country	Mark	Owner	App. No.	File Date
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United States of America	NATIONAL GEOGRAPHIC KIDS	National Geographic Society	77/109,361	16-Feb-2007
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**Goods/Services:** 025 Int.: Athletic shoes; bandanas; baseball caps; beach cover-ups; beachwear; belts; bikinis; blazers; boots; bow ties; caps; chaps; coats; dresses; ear muffs; footwear; gloves; golf shirts; hats; head bands; head wear; hosiery; infantwear; jackets; jeans; jerseys; kerchiefs; leotards; leg warmers; mittens; neckties; night shirts; night gowns; pajamas; pants; panty hose; ponchos; rainwear; robes; sandals; scarves; shirts; shoes; skirts; slacks; slippers; sleepwear; socks; stockings; sweaters; sweat pants; sweat shirts; swimsuits; tank tops; tights; t-shirts; underwear; vests; wrist bands; warm-up suits; snowsuits; sleepwear; cloth bibs; masquerade and Halloween costumes and masks; ski wear; sun visors

United States of America	NATIONAL GEOGRAPHIC KIDS	National Geographic Society	77/109,362	16-Feb-2007
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**Goods/Services:** 028 Int.: Action skill games; action figures and accessories therefore; board games; card games; children's multiple activity toys; badminton sets; balloons; basketballs; bath toys; baseballs; beach balls; bean bags; bean bag dolls; toy building blocks; bowling balls; bubble making wands and solution sets; chess sets; children's play cosmetics; Christmas stockings; Christmas tree decorations; collectable toy figures; crib mobiles; crib toys; disc toss toys; dolls; doll clothing; doll accessories; doll playsets; electric action toys; equipment sold as a unit for playing card games; fishing tackle; golf balls; golf gloves; golf ball markers; hand held unit for playing electronic games; hockey pucks; inflatable toys; jigsaw puzzles; manipulative puzzles; cube puzzles; maze puzzles; animal puzzles; map puzzles; jump ropes; kites; magic tricks; marbles; manipulative games; mechanical toys; music box toys; musical toys; toy musical instruments; parlor games; party favors in the nature of small toys and beads; party games; playing cards; plush toys; puppets; roller skates; rubber balls; skateboards; soccer balls; spinning tops; squeeze toys; stuffed toys; table tennis tables; target games; teddy bears; tennis balls; toy action figures; toy bucket and shovel sets; toy mobiles; toy vehicles; toy scooters; toy cars; toy model hobbycraft kits; toy figures; toy banks; toy trucks; toy watches; wind-up toys; yo-yos; stand alone video game machines utilizing CD ROMs, stand alone video game machines, stand alone audio output game machines; children's learning developmental toys; toy vehicles and electronically operated toy vehicles, dress-up and role playing games; pool and water toys and sand toys; children's activity tables containing manipulative toys which convert to easels; educational play toys, namely, multiple activity toys, bendable toys, habitation toys in the nature of play teepees, play tennis and play cabins; craft and activity sets comprised of beads, glitter, string, yarn and plastic str ing; children's bath toys; musical toys; tracing sets comprising plastic outlines of characters or animals, etc.; clay molding sets comprising plastic cookie cutters of characters, animals, etc.; dress-up clothing and accessories; toy gardening sets

**National Geographic Society - Federal Applications that include or consist of NATIONAL GEOGRAPHIC**

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>
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United States of America	NATIONAL GEOGRAPHIC KIDS	National Geographic Society	77/109,363	16-Feb-2007
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**Goods/Services:** 041 Int.: Production of television programs; production and distribution of cable television programs; entertainment services in the nature of an on-going television series featuring animation, live action, non-fiction content, news and stories, music, comedy or drama; entertainment services, namely, production, distribution and rental of motion picture films featuring animation, live action, non-fiction content, news and stories, music, comedy or drama; entertainment services, namely, providing wireless and online computer games and images that may be accessed by network users; providing information via a global communications network in the fields of facts regarding science, natural history, natural science, geography, the environment, geology, anthropology, zoology, botany, social studies, history, world cultures, news and stories, games, music, activities, video, television programs, motion pictures, and wireless games for children

## National Geographic Society - Federal Applications that include or consist of NATIONAL GEOGRAPHIC

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>
United States of America	NATIONAL GEOGRAPHIC LITTLE KIDS	National Geographic Society	77/109,688	16-Feb-2007
	<p><b>Goods/Services:</b> 009 Int.: Audio cassette recorders; audio cassette players; pre-recorded audio cassettes, audio discs and compact discs featuring music, stories and games for children; audio speakers; binoculars; calculators; camcorders; cameras; pre-recorded CD-ROMs featuring computer games and activities for children; CD-ROM drives; CD-ROM writers; cellular telephones; cellular telephone accessories, namely, batteries and headphones for cellular telephones; cellular telephone cases; face plates for cellular telephones; compact disc players; CD burners; computer game programs; computer game cartridges and discs; computers; computer hardware; computer keyboards; computer monitors; computer mouse; computer disc drives; computer software featuring games and educational activities for children; cordless telephones; decorative magnets; digital cameras; pre-recorded DVDs, video cassettes, digital versatile discs and digital video discs featuring live action and animated entertainment for children, motion picture films, and television shows; DVD players; electronic personal organizers; eyeglass cases; eyeglasses; headphones; karaoke machines; microphones; MP3 players; modems for computers; mouse pads; motion picture films in the field of live action and animated entertainment for children; pagers; personal stereos; personal digital assistants; printers; radios; sunglasses; telephones; television sets; video cameras; video cassette recorders; video cassette players; video game cartridges; video game discs; videophones; walkie-talkies; wrist and arm rests for use with computers; electronic game software; downloadable ring tones, downloadable ring backs, downloadable pre-recorded video clips, downloadable pre-recorded audio clips, downloadable animated ringers, downloadable video ringers, downloadable audio shorts, downloadable video shorts, downloadable animated screen savers; downloadable prerecorded audio, video, text and graphics held in electronic personal computers and handheld wireless devices featuring content from or relating to Applicant's television series; sunglasses; downloadable wireless game software; computer software for use in the design, development and execution of wireless game and entertainment programs and applications; wireless entertainment software for use on and with computers and mobile networks; wireless entertainment software for downloadable graphics, text, images, logos, music, sound clips, ring tones, and general entertainment information; wireless entertainment software for downloadable motion pictures, television shows, and video and audio recordings featuring music, news, comedy, drama, sci-fi, shows, competitions, sports, live action, animation, and general entertainment information; satellite navigational system, namely, a global positioning system; electronic publications, namely, books featuring fiction and non-fiction topics recorded on computer media; handheld personal computers, namely, handheld electronic book readers for receiving and storing downloaded information</p>			

**National Geographic Society - Federal Applications that include or consist of NATIONAL GEOGRAPHIC**

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>
United States of America	NATIONAL GEOGRAPHIC LITTLE KIDS	National Geographic Society	77/109,692	16-Feb-2007
	<p><b>Goods/Services:</b> 016 Int.: Address books; blank journals; daily planners; desktop planners; personal planners; almanacs; appliques in the form of decals; appointment books; art prints; arts and craft paint kits; autograph books; baby books; ball point pens; baseball cards; binders; folders; bookends; bookmarks; books, magazines, newsletters and periodicals, all in the field of stories, games and activities for children; bumper stickers; calendars; cartoon strips; Christmas cards; chalk; children's activity books; coasters made of paper; coin albums; coloring books; color pencils; comic books; comic strips; coupon books; decals; decorative paper centerpieces; diaries; disposable diapers for babies; drawing rulers; envelopes; erasers; felt pens; flash cards; gift cards; gift wrapping paper; globes; greeting cards; guest books; maps; memo pads; modeling clay; newspapers; note paper; notebooks; notebook paper; paintings; paper flags; paper party favors; paper party hats; paper cake decorations; paper party decorations; paper napkins; paper party bags; paperweights; paper gift wrap bows; paper pennants; paper place mats; paper table cloths; pen or pencil holders; pencils; pencil sharpeners; pen and pencil cases and boxes; pens; photograph albums; photographs; photo-engravings; pictorial prints; picture books; portraits; postcards; posters; printed awards; printed certificates; printed invitations; printed menus; recipe books; rubber stamps; score cards; stamp albums; stationery; staplers; stickers; trading cards; ungraduated rulers; writing paper; writing implements; scrapbooking paper, scrapbooking embellishments, namely, paper brads, grommets for paper, paper fasteners, paper clips; scrapbooking tools, namely, paper cutters, lightboxes, stencils, paper staplers, paper hole punches, scrapbook albums, paper storage boxes, markers, pencils, drawing and marking templates; scrapbooking adhesives, namely, glue sticks, glue pens, tape runners, glue dots, double sided tape, adhesive foam squares and dots, adhesive magnet squares and dots, all for stationery or household use; sticker books; art prints</p>			
United States of America	NATIONAL GEOGRAPHIC LITTLE KIDS	National Geographic Society	77/109,698	16-Feb-2007
	<p><b>Goods/Services:</b> 018 Int.: All purpose sport bags; athletic bags; baby backpacks; backpacks; beach bags; book bags; calling card cases; change purses; coin purses; diaper bags; duffel bags; fanny packs; gym bags; handbags; knapsacks; key cases; leather key chains; luggage; luggage tags; overnight bags; purses; satchels; leather and mesh shopping bags; tote bags; umbrellas; waist packs; wallets; synthetic fabric lunch bags; garment bags</p>			

**National Geographic Society - Federal Applications that include or consist of NATIONAL GEOGRAPHIC**

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>
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United States of America	NATIONAL GEOGRAPHIC LITTLE KIDS	National Geographic Society	77/109,727	16-Feb-2007
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**Goods/Services:** 025 Int.: Athletic shoes; bandanas; baseball caps; beach cover-ups; beachwear; belts; bikinis; blazers; boots; bow ties; caps; chaps; coats; dresses; ear muffs; footwear; gloves; golf shirts; hats; head bands; head wear; hostery; infantwear; jackets; jeans; jerseys; kerchiefs; leotards; leg warmers; mittens; neckties; night shirts; night gowns; pajamas; pants; panty hose; polo shirts; ponchos; rainwear; robes; sandals; scarves; shirts; shoes; skirts; shorts; slacks; slippers; sleepwear; socks; stockings; sweaters; sweat pants; sweat shirts; swimsuits; tank tops; tights; t-shirts; underwear; vests; wrist bands; warm-up suits; snowsuits; sleepwear; cloth bibs; masquerade and Halloween costumes and masks sold in connection therewith; ski wear; sun visors; dress up clothing, namely costumes for use in role-playing games

**National Geographic Society - Federal Applications that include or consist of NATIONAL GEOGRAPHIC**

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>
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United States of America	NATIONAL GEOGRAPHIC LITTLE KIDS	National Geographic Society	77/109,729	16-Feb-2007
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**Goods/Services:** 028 Int.: Action skill games; action figures and accessories therefore; board games; card games; children's multiple activity toys; badminton sets; balloons; basketballs; bath toys; baseballs; beach balls; bean bags; bean bag dolls; toy building blocks; bowling balls; bubble making wands and solution sets; chess sets; children's play cosmetics; Christmas stockings; Christmas tree decorations; collectable toy figures; crib mobiles; crib toys; disc toss toys; dolls; doll clothing; doll accessories; doll playsets; electric action toys; equipment sold as a unit for playing card games; fishing tackle; golf balls; golf gloves; golf ball markers; hand held unit for playing electronic games; hockey pucks; inflatable toys; jigsaw puzzles; manipulative puzzles; cube puzzles; maze puzzles; shape puzzles; animal puzzles; map puzzles; jump ropes; kites; magic tricks; marbles; manipulative games; mechanical toys; music box toys; musical toys; toy musical instruments; parlor games; party favors in the nature of small toys and toy beaded jewelry; party games; playing cards; plush toys; puppets; roller skates; rubber balls; skateboard; soccer balls; spinning tops; squeeze toys; stuffed toys; table tennis tables; target games; teddy bears; tennis balls; toy action figures; toy bucket and shovel sets; toy mobiles; toy vehicles; toy scooters; toy cars; toy model hobbycraft kits; toy figures; toy banks; toy trucks; toy watches; wind-up toys; yo-yos; stand alone video game machines utilizing CD ROMs, stand alone video game machines, stand alone audio output game machines; children's learning developmental toys; toy vehicles and electronically operated toy vehicles, dress-up and role playing games; pool and water toys, namely water squirting toys; sand toys; children's activity tables containing manipulative toys which convert to easels; educational play toys, namely, multiple activity toys, bendable toys, habitation toys in the nature of play teepees, play tents and play cabins; hobbycraft sets comprised of beads, glitter, string, yarn and plastic string; children's bath toys; musical toys; hobbycraft tracing sets comprising plastic outlines of characters and animals; toy gardening sets

## National Geographic Society - Federal Applications that include or consist of NATIONAL GEOGRAPHIC

<i>Country</i>	<i>Mark</i>	<i>Owner</i>	<i>App. No.</i>	<i>File Date</i>
United States of America	NATIONAL GEOGRAPHIC LITTLE KIDS	National Geographic Society	77/109,735	16-Feb-2007
<b>Goods/Services:</b> 041 Int.: Production of television programs; production and distribution of cable television programs; entertainment services in the nature of an on-going television series featuring animation, live action, non-fiction content, news and stories, music, comedy or drama; entertainment services, namely, production, distribution and rental of motion picture films featuring animation, live action, non-fiction content, news and stories, music, comedy or drama; entertainment services, namely, providing wireless and online computer games and images that may be accessed by network users; providing information via a global communications network in the fields of facts regarding science, natural history, natural science, geography, the environment, geology, anthropology, zoology, botany, social studies, history, world cultures, news and stories, games, music, activities, video, television programs, motion pictures, and wireless games for children				
United States of America	NATIONAL GEOGRAPHIC MILK CARTON ADVENTURES	National Geographic Society	78/906,529	13-Jun-2006
<b>Goods/Services:</b> 035 Int.: Promoting the increase and diffusion of the public's knowledge in the fields of geography, exploration, conservation, nature, ecology, the environment, wildlife, archeology, paleontology, social studies, peoples and cultures, history, science, space and travel (First use: September, 2006)				

Count: 32

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

This page was generated by the TARR system on 2008-01-08 13:20:36 ET

**Serial Number:** 78901234 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** (NOT AVAILABLE)

**Mark**



**(words only):** MY WONDERFUL WORLD.ORG A NATIONAL GEOGRAPHIC-LED CAMPAIGN

**Standard Character claim:** No

**Current Status:** Opposition period completed, a Notice of Allowance has been issued.

**Date of Status:** 2007-11-20

**Filing Date:** 2006-06-06

**The Notice of Allowance Date is:** 2007-11-20

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 107

**Attorney Assigned:**  
DINALLO KEVIN M [Employee Location](#)

**Current Location:** 700 -Intent To Use Section

**Date In Location:** 2007-11-20

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

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1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

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### GOODS AND/OR SERVICES

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**International Class:** 016

**Class Status:** Active

Magazines, teachers' guides, maps, posters, charts, informational handouts for students, collections of articles, and trivia cards, all in the fields of geography, science, natural science, nature, wildlife, ecology, social studies, history, natural history, archaeology, astronomy, geology, anthropology, zoology, botany, and the environment; address books, autograph books, photograph albums; scrapbooks; blank journals; note pads and note cards; writing paper bookends, bookmarks; personal and business checkbook covers; business and personal bank checks; address labels; decorative paper boxes; paper coasters, decorated envelopes; posters, mounted maps, mounted prints; greeting cards; gift cards; paper gift wrap bows and gift wrapping paper; fountain pens, pens, pencils; pencil boxes; printed paper bags; calendars; desktop perpetual calendars; paint sets; rubber stamps and stamp kits comprised of a collection of stamps together with a display case; and paper cake decorations

**Basis:** 1(b)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

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### ADDITIONAL INFORMATION

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**Color(s) Claimed:** The color(s) green, blue, yellow and black is/are claimed as a feature of the mark.

**Description of Mark:** The mark consists of a fingerprint design which appears in blue superimposed with the North American, South American, European and African continents, which appear in green. The words MY WONDERFUL WORLD.ORG in black are divided from the words A NATIONAL GEOGRAPHIC-LED CAMPAIGN in black by a horizontal yellow line.

**Design Search Code(s):**

**01.07.01** - Globes with outlines of continents

**02.11.15** - Fingerprints; Imprints, hand or finger

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

**Prior Registration Number(s):**

242080

524810

997183

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### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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

2007-11-20 - Notice of allowance - mailed

2007-08-28 - Published for opposition

2007-08-08 - Notice of publication

2007-05-21 - Law Office Publication Review Completed

2007-05-21 - Assigned To LIE

2007-05-03 - Approved for Pub - Principal Register (Initial exam)

2007-05-03 - Examiner's Amendment Entered

2007-05-03 - EXAMINERS AMENDMENT E-MAILED

2007-05-03 - Examiners Amendment -Written

2006-11-08 - Examiner's Amendment/Priority Action E-Mailed

2006-11-08 - Examiners Amendment And/Or Priority Action - Completed

2006-11-07 - Assigned To Examiner

2006-06-10 - Notice Of Design Search Code And Pseudo Mark Mailed

2006-06-09 - New Application Entered In Tram

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**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich,

**Correspondent**

BINGHAM B LEVERICH  
COVINGTON & BURLING  
1201 PENNSYLVANIA AVE NW  
WASHINGTON, DC 20004-2401  
Phone Number: 202-662-6000  
Fax Number: 202-662-6291

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

This page was generated by the TARR system on 2008-01-08 13:21:00 ET

**Serial Number:** 78901236 Assignment Information      Trademark Document Retrieval

**Registration Number:** (NOT AVAILABLE)

**Mark**



**(words only):** MY WONDERFUL WORLD.ORG A NATIONAL GEOGRAPHIC-LED CAMPAIGN

**Standard Character claim:** No

**Current Status:** Opposition period completed, a Notice of Allowance has been issued.

**Date of Status:** 2007-11-20

**Filing Date:** 2006-06-06

**The Notice of Allowance Date is:** 2007-11-20

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 107

**Attorney Assigned:**  
DINALLO KEVIN M Employee Location

**Current Location:** 700 -Intent To Use Section

**Date In Location:** 2007-11-20

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

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### GOODS AND/OR SERVICES

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**International Class:** 009

**Class Status:** Active

Cassettes, compact discs, video discs, DVDs, CD-ROMs, audio cassettes, and audio tapes featuring music and narration; pre-recorded video cassettes, compact discs, video discs, DVDs, CD-ROMs, audio cassettes, and audio tapes featuring geography, science, natural science, nature, wildlife, ecology, social studies, history, natural history, archaeology, astronomy, geology, anthropology, zoology, botany, and environmental topics; software programs in the nature of interactive games; computerized video tabletop games and computer-based electronic learning aids containing both hardware and educational software

**Basis:** 1(b)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

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### ADDITIONAL INFORMATION

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**Color(s) Claimed:** The colors green, blue, yellow and black are claimed as features of the mark.

**Description of Mark:** The mark consists of a fingerprint design which appears in blue superimposed with the North American, South American, European and African continents, which appear in green. The words MY WONDERFUL WORLD.ORG in black are divided from the words A NATIONAL GEOGRAPHIC-LED CAMPAIGN in black by a horizontal yellow line

**Design Search Code(s):**

**01.07.01** - Globes with outlines of continents

**02.11.15** - Fingerprints; Imprints, hand or finger

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

**Prior Registration Number(s):**

242080

524810

997183

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### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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### PROSECUTION HISTORY

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

**Retrieval" shown near the top of this page.**

2007-11-20 - Notice of allowance - mailed  
2007-08-28 - Published for opposition  
2007-08-08 - Notice of publication  
2007-05-21 - Law Office Publication Review Completed  
2007-05-21 - Assigned To LIE  
2007-05-03 - Approved for Pub - Principal Register (Initial exam)  
2007-05-03 - Examiner's Amendment Entered  
2007-05-03 - EXAMINERS AMENDMENT E-MAILED  
2007-05-03 - Examiners Amendment -Written  
2006-11-08 - Examiner's Amendment/Priority Action E-Mailed  
2006-11-08 - Examiners Amendment And/Or Priority Action - Completed  
2006-11-07 - Assigned To Examiner  
2006-06-10 - Notice Of Design Search Code And Pseudo Mark Mailed  
2006-06-09 - New Application Entered In Tram

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**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich,

**Correspondent**

BINGHAM B LEVERICH  
COVINGTON & BURLING  
1201 PENNSYLVANIA AVE NW  
WASHINGTON, DC 20004-2401  
Phone Number: 202-662-6000  
Fax Number: 202-778-6291

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

This page was generated by the TARR system on 2008-01-08 13:21:20 ET

**Serial Number:** 78901240 Assignment Information      Trademark Document Retrieval

**Registration Number:** (NOT AVAILABLE)

**Mark**



**(words only):** MY WONDERFUL WORLD.ORG A NATIONAL GEOGRAPHIC-LED CAMPAIGN

**Standard Character claim:** No

**Current Status:** A request for the first extension of time to file a statement of use has been granted.

**Date of Status:** 2007-10-01

**Filing Date:** 2006-06-06

**The Notice of Allowance Date is:** 2007-04-03

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 107

**Attorney Assigned:**  
DINALLO KEVIN M Employee Location

**Current Location:** 700 -Intent To Use Section

**Date In Location:** 2007-04-03

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** D.C.

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### GOODS AND/OR SERVICES

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**International Class:** 025

**Class Status:** Active

T-shirts, woven shirts, knit shirts, polo shirts, sweaters, fleece tops, fleece bottoms, jackets, rain jackets, ponchos and coats; rainwear; travel utility vests; sweat shirts and sweat pants; woven pants, knit pants, shorts; caps and hats; scarves; ties; socks; boots, shoes, slippers and sandals

**Basis:** 1(b)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

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### ADDITIONAL INFORMATION

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**Color(s) Claimed:** The color(s) blue, green, yellow and black is/are claimed as a feature of the mark.

**Description of Mark and Any Color Part(s):** The mark consists of a fingerprint design which appears in blue superimposed with the North American, South American, European and African continents, which appear in green. The words MY WONDERFUL WORLD.ORG in black are divided from the words A NATIONAL GEOGRAPHIC-LED CAMPAIGN in black by a horizontal yellow line.

**Design Search Code(s):**

**01.07.01** - Globes with outlines of continents

**02.11.15** - Fingerprints; Imprints, hand or finger

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

**Prior Registration Number(s):**

242080

524810

997183

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### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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### PROSECUTION HISTORY

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

2007-10-01 - Extension 1 granted

2007-10-01 - Extension 1 filed  
2007-10-01 - TEAS Extension Received  
2007-04-03 - Notice of allowance - mailed  
2007-01-09 - Published for opposition  
2006-12-20 - Notice of publication  
2006-11-15 - Law Office Publication Review Completed  
2006-11-09 - Assigned To LIE  
2006-11-08 - Approved for Pub - Principal Register (Initial exam)  
2006-11-08 - Examiner's Amendment Entered  
2006-11-08 - Examiners amendment e-mailed  
2006-11-08 - Examiners Amendment -Written  
2006-11-07 - Assigned To Examiner  
2006-06-10 - Notice Of Design Search Code And Pseudo Mark Mailed  
2006-06-09 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich,

**Correspondent**

Bingham B. Leverich,  
COVINGTON & BURLING LLP  
1201 PENNSYLVANIA AVE NW  
WASHINGTON, DC 20004-2401  
Phone Number: 202-662-6000  
Fax Number: 202-662-6291

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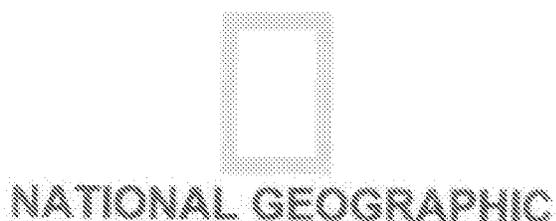
**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2008-01-08 13:21:39 ET**

**Serial Number:** 76978676 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** (NOT AVAILABLE)

**Mark**



**(words only):** NATIONAL GEOGRAPHIC

**Standard Character claim:** No

**Current Status:** A non-final refusal of the Statement of Use filed for this application has been mailed.

**Date of Status:** 2007-11-05

**Filing Date:** 2001-02-02

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 103

**Attorney Assigned:**  
SPARACINO MARK V [Employee Location](#)

**Current Location:** L3X -TMEG Law Office 103 - Examining Attorney Assigned

**Date In Location:** 2007-11-05

---

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

---

1. National Geographic Society

**Address:**  
National Geographic Society  
1145 17th Street N.W.

Washington, DC 20036  
United States  
**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** D.C.

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**GOODS AND/OR SERVICES**

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**International Class:** 004  
**Class Status:** Active  
Candles  
**Basis:** 1(a)  
**First Use Date:** 2005-10-00  
**First Use in Commerce Date:** 2005-10-00

**International Class:** 011  
**Class Status:** Active  
electric lamps  
**Basis:** 1(a)  
**First Use Date:** 2004-04-00  
**First Use in Commerce Date:** 2004-04-00

**International Class:** 020  
**Class Status:** Active  
picture frames  
**Basis:** 1(a)  
**First Use Date:** 2004-05-00  
**First Use in Commerce Date:** 2004-05-00

**International Class:** 024  
**Class Status:** Active  
Throws; bed blankets  
**Basis:** 1(a)  
**First Use Date:** 2004-02-00  
**First Use in Commerce Date:** 2004-02-00

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**ADDITIONAL INFORMATION**

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**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Lining and Stippling:** The drawing is lined for the color yellow, and the color is claimed as a part of the mark.

**Design Search Code(s):**  
**26.11.20** - Rectangles inside one another  
**26.11.21** - Rectangles that are completely or partially shaded

**Prior Registration Number(s):**  
242080  
524810

908046  
1482184

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**MADRID PROTOCOL INFORMATION**

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**USPTO Reference Number:** A0000289  
**International Registration Number:** 0851013  
**International Registration Date:** 2004-12-08  
**Original Filing Date with USPTO:** 2004-12-08  
**International Registration Status:** Application For IR Registered By IB  
**Date of International Registration Status:** 2005-06-30  
**International Registration Renewal Date:** 2014-12-08  
**Irregularity Reply by Date:** (DATE NOT AVAILABLE)

**Madrid History:**

09-14-2007 - 21:00:50 - Divisional Of Base App Notice Sent To IB  
09-14-2007 - 02:00:20 - Divisional Of Base App Notice Created, To Be Sent To IB  
08-30-2007 - 14:41:59 - Ceasing Of Effect Reviewed - No Action Required By Office  
08-29-2007 - 08:29:38 - Partial Ceasing Of Effect To Be Processed  
08-03-2007 - 07:13:04 - Ceasing Of Effect Reviewed - No Action Required By Office  
08-01-2007 - 07:36:58 - Partial Ceasing Of Effect To Be Processed  
07-24-2007 - 14:04:16 - Ceasing Of Effect Reviewed - No Action Required By Office  
07-06-2007 - 07:54:49 - Partial Ceasing Of Effect To Be Processed  
06-30-2005 - 13:30:34 - Application For IR Registered By IB  
03-16-2005 - 15:38:57 - Irregularity Response Sent To IB  
03-16-2005 - 12:46:28 - Response To Irregularity Reviewed And Accepted  
03-15-2005 - 12:20:49 - Irregularity Response Received From Applicant  
02-14-2005 - 08:52:12 - Irregularity Notice Received From IB (Response Required)  
12-09-2004 - 16:00:12 - IR Certified And Sent To IB  
12-09-2004 - 13:49:29 - Manually Certified  
12-08-2004 - 11:25:38 - New Application For IR Received

**USPTO Reference Number:** Z1230867  
**International Registration Number:** 0842977  
**International Registration Date:** 2004-05-12  
**Original Filing Date with USPTO:** 2004-05-12  
**International Registration Status:** Application For IR Registered By IB  
**Date of International Registration Status:** 2005-03-24  
**International Registration Renewal Date:** 2014-05-12  
**Irregularity Reply by Date:** (DATE NOT AVAILABLE)

**Madrid History:**

09-14-2007 - 21:00:50 - Divisional Of Base App Notice Sent To IB  
09-14-2007 - 02:00:20 - Divisional Of Base App Notice Created, To Be Sent To IB  
08-31-2007 - 06:48:58 - Ceasing Of Effect Reviewed - No Action Required By Office  
08-29-2007 - 08:29:38 - Partial Ceasing Of Effect To Be Processed  
07-24-2007 - 11:23:40 - Ceasing Of Effect Reviewed - No Action Required By Office  
07-06-2007 - 07:54:49 - Partial Ceasing Of Effect To Be Processed  
03-24-2005 - 13:33:08 - Application For IR Registered By IB  
02-11-2005 - 15:25:10 - Irregularity Response Sent To IB

02-09-2005 - 18:18:27 - Response To Irregularity Reviewed And Accepted  
02-09-2005 - 12:05:38 - Irregularity Response Received From Applicant  
01-28-2005 - 14:33:14 - Irregularity Notice Received From IB  
05-18-2004 - 14:47:24 - Manually Certified  
05-12-2004 - 14:02:15 - New Application For IR Received

**USPTO Reference Number:** Z1230706

**International Registration Number:** (NOT AVAILABLE)

**International Registration Date:** (DATE NOT AVAILABLE)

**Original Filing Date with USPTO:** 2004-04-09

**International Registration Status:** Certification Rejected By MPU

**Date of International Registration Status:** 2004-04-21

**International Registration Renewal Date:** (DATE NOT AVAILABLE)

**Irregularity Reply by Date:** (DATE NOT AVAILABLE)

**Madrid History:**

04-21-2004 - 10:15:28 - Application For IR Rejected By MPU

04-13-2004 - 08:44:31 - New Application For IR Received

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**PROSECUTION HISTORY**

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

2007-11-05 - Notification Of Non-Final Action E-Mailed

2007-11-05 - NON-FINAL ACTION E-MAILED

2007-11-05 - SU - Non-Final Action - Written

2007-11-05 - Previous allowance count withdrawn

2007-11-05 - Assigned To LIE

2007-10-02 - Allowed for Registration - Principal Register (SOU accepted)

2007-09-21 - Assigned To Examiner

2007-09-18 - Notice Of Divided Trademark Application Mailed

2007-09-13 - Divisional processing completed

2007-04-24 - Divisional request received

2007-05-01 - Amendment From Applicant Entered

2007-04-24 - Communication received from applicant

2007-04-24 - PAPER RECEIVED

2007-04-16 - ITU Incomplete Divisional Request

2007-04-06 - Teas/Email Correspondence Entered

2007-03-05 - Communication received from applicant

2007-04-06 - Assigned To LIE

2007-03-05 - TEAS Response to Office Action Received

2007-02-04 - NON-FINAL ACTION E-MAILED

2007-02-04 - SU - Non-Final Action - Written

2007-01-23 - Statement of use processing complete

2006-11-11 - Amendment to Use filed

2006-11-13 - TEAS Statement of Use Received

2006-05-03 - Extension 5 granted

2006-05-03 - Extension 5 filed

2006-05-03 - TEAS Extension Received

2005-11-25 - Extension 4 granted

2005-11-10 - Extension 4 filed

2005-11-10 - TEAS Extension Received

2005-05-25 - Extension 3 granted

2005-05-10 - Extension 3 filed

2005-05-10 - TEAS Extension Received

2005-03-25 - Assigned To Examiner

2004-11-29 - Attorney Revoked And/Or Appointed

2004-11-29 - TEAS Revoke/Appoint Attorney Received

2004-11-11 - Extension 2 granted

2004-11-11 - Extension 2 filed

2004-11-11 - TEAS Extension Received

2004-05-11 - Extension 1 granted

2004-05-04 - Extension 1 filed  
2004-05-07 - Case File In TICRS  
2004-05-04 - TEAS Extension Received  
2003-12-04 - PAPER RECEIVED  
2003-11-11 - Notice of allowance - mailed  
2003-10-06 - PAPER RECEIVED  
2003-08-19 - Published for opposition  
2003-07-30 - Notice of publication  
2003-07-09 - Approved for Pub - Principal Register (Initial exam)  
2003-07-08 - Examiner's amendment mailed  
2003-06-17 - Previous allowance count withdrawn  
2003-03-24 - Approved for Pub - Principal Register (Initial exam)  
2003-01-31 - Communication received from applicant  
2003-01-31 - PAPER RECEIVED  
2002-08-12 - Non-final action mailed  
2002-07-19 - Previous allowance count withdrawn  
2002-05-10 - Approved for Pub - Principal Register (Initial exam)  
2002-05-08 - Assigned To Examiner  
2002-04-30 - Divisional processing completed  
2001-10-30 - Divisional request received  
2002-04-16 - Assigned To Examiner  
2002-04-11 - Examiner's amendment mailed  
2002-04-10 - Assigned To Examiner  
2002-04-10 - Previous allowance count withdrawn  
2001-12-30 - Approved for Pub - Principal Register (Initial exam)

2001-11-16 - Examiner's amendment mailed

2001-10-03 - Communication received from applicant

2001-04-12 - Non-final action mailed

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**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

BINGHAM B. LEVERICH

**Correspondent**

BINGHAM B. LEVERICH  
COVINGTON & BURLING  
1201 PENNSYLVANIA AVE, N.W.  
WASHINGTON, DC 20004  
Phone Number: 202-662-6000  
Fax Number: 202-662-6291

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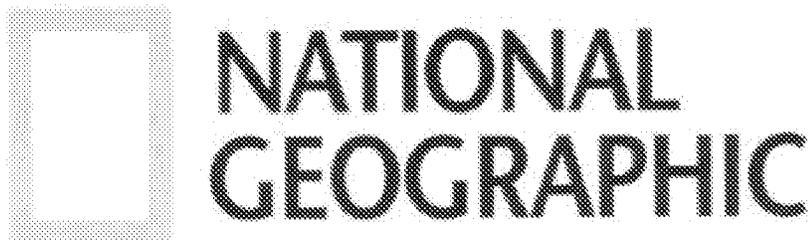
Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2008-01-08 13:22:02 ET

**Serial Number:** 78308607 Assignment Information      Trademark Document Retrieval

**Registration Number:** (NOT AVAILABLE)

**Mark**



**(words only):** NATIONAL GEOGRAPHIC

**Standard Character claim:** No

**Current Status:** A request for the second extension of time to file a statement of use has been granted.

**Date of Status:** 2007-10-30

**Filing Date:** 2003-10-02

**The Notice of Allowance Date is:** 2006-10-31

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 114

**Attorney Assigned:**  
PINO BRIAN J Employee Location

**Current Location:** 700 -Intent To Use Section

**Date In Location:** 2006-10-31

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

### GOODS AND/OR SERVICES

---

**International Class:** 021

**Class Status:** Active

Non-metal decorative boxes; non-metal coin banks; plates; bowls; dessert molds; drinking glassware; porcelain figurines; musical porcelain figurines; non-metal figurines made of crystal and earthenware; hair brushes; hair combs; bath sponges; tooth brushes; holiday ornaments made of china, crystal, glass, porcelain or terra cotta, excluding Christmas tree ornaments; miniature replicas of buildings made of china, crystal, glass, porcelain or terra cotta; miniature replicas of villages made of china, crystal, glass, porcelain or terra cotta; decorated eggs, made of china, crystal, glass, porcelain or terra cotta, not for consumption; napkin rings, not made of precious metal; napkin holders, not made of precious metal; table place card holders; ice buckets; cocktail shakers; swizzle sticks; beverage stirrers; wine racks; drink coasters not made of paper and not being table linen; dinnerware; serving trays, not made of precious metal; baskets made of wicker, straw, wood or cloth; bathroom organizers; household storage containers; candle holders, not made of precious metal; incense burners; fireplace brushes; pet bowls; bird feeders; bird houses, not being structures; bird baths, not being structures; statuary made of china, crystal, earthenware, glass, porcelain or terra cotta; trays; decorative plates; decorative platters; decorative jars; plate stands; decorative bowls; tray stands; planters; decorative containers; natural fiber bowls, trays, wicker covered bottles sold empty; waste paper baskets, wine racks, wine holders in the nature of wine bottle cradles and wine caddies, wall sculptures made of china, crystal, earthenware, glass, decorative non-metal wall sconces not being lighting; dinnerware, dessert plates, kitchen canister sets, children's dinnerware, hand painted bathroom accessories, namely, towel bars, towel rings, tissue holders, soap dishes, shaving dishes, tooth brush holders, tumblers; hand-painted bathroom accessories made of glass, namely, knobs, handles, drawer pulls and cabinet pulls; hand-painted bathroom accessories made of ceramic, namely, knobs, handles, drawer pulls and cabinet pulls

**Basis:** 1(b)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

---

### ADDITIONAL INFORMATION

---

**Color(s) Claimed:** The color(s) yellow is/are claimed as a feature of the mark.

**Description of Mark and Any Color Part(s):** The mark consists of the words NATIONAL GEOGRAPHIC accompanied by the design element of a rectangle. The rectangle appears in the color yellow.

**Design Search Code(s):**

26.11.02 - Plain single line rectangles; Rectangles (single line)

26.11.20 - Rectangles inside one another

26.11.21 - Rectangles that are completely or partially shaded

**Prior Registration Number(s):**

242080  
393948  
524810  
701405  
735312  
908046  
997183  
1068503  
1152395  
1482184  
2411079  
2761341

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

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**PROSECUTION HISTORY**

---

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

2007-10-30 - Extension 2 granted

2007-10-30 - Extension 2 filed

2007-10-30 - TEAS Extension Received

2007-04-27 - Extension 1 granted

2007-04-27 - Extension 1 filed

2007-04-27 - TEAS Extension Received

2006-10-31 - Notice of allowance - mailed

2006-08-08 - Published for opposition

2006-07-19 - Notice of publication

2006-06-02 - Withdrawn From Pub - Og Review Query

2006-05-12 - Law Office Publication Review Completed

2006-05-05 - Assigned To LIE

2006-04-27 - Approved for Pub - Principal Register (Initial exam)

2006-04-27 - Amendment From Applicant Entered  
2006-03-16 - Communication received from applicant  
2006-03-16 - TEAS Response to Office Action Received  
2005-02-16 - Assigned To Examiner  
2006-02-15 - Assigned To Examiner  
2005-09-16 - Priority Action E-Mailed  
2005-09-16 - Priority Action Written  
2005-09-11 - Previous allowance count withdrawn  
2005-09-06 - Withdrawn From Pub - Og Review Query  
2005-05-31 - Law Office Publication Review Completed  
2005-05-31 - Assigned To LIE  
2005-05-11 - Approved for Pub - Principal Register (Initial exam)  
2005-05-05 - Amendment From Applicant Entered  
2005-04-28 - Communication received from applicant  
2005-04-28 - TEAS Response to Office Action Received  
2004-10-28 - Final refusal e-mailed  
2004-10-28 - Final Refusal Written  
2004-10-07 - Amendment From Applicant Entered  
2004-09-27 - Communication received from applicant  
2004-10-07 - Assigned To LIE  
2004-09-27 - TEAS Response to Office Action Received  
2004-03-29 - Non-final action e-mailed  
2004-03-26 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**  
Bingham B. Leverich

**Correspondent**

Bingham B. Leverich

COVINGTON & BURLING LLP

1201 PENNSYLVANIA AVE NW

WASHINGTON, DC 20004

Phone Number: 202-662-6000

Fax Number: 202-662-6291

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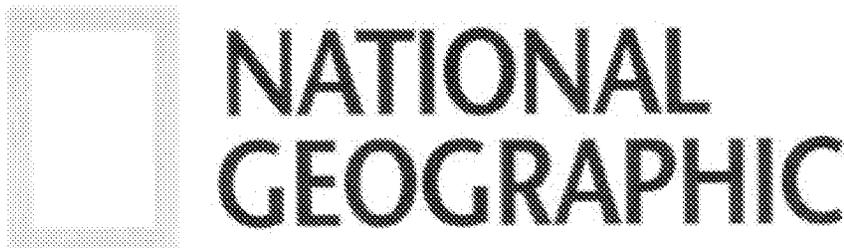
Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2008-01-08 13:22:21 ET

**Serial Number:** 78308619 Assignment Information      Trademark Document Retrieval

**Registration Number:** (NOT AVAILABLE)

**Mark**



**(words only):** NATIONAL GEOGRAPHIC

**Standard Character claim:** No

**Current Status:** A request for the fourth extension of time to file a statement of use has been granted.

**Date of Status:** 2007-10-12

**Filing Date:** 2003-10-02

**The Notice of Allowance Date is:** 2005-10-18

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 101

**Attorney Assigned:**  
SUSSMAN RONALD R Employee Location

**Current Location:** 700 -Intent To Use Section

**Date In Location:** 2005-10-18

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

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### GOODS AND/OR SERVICES

---

**International Class:** 024

**Class Status:** Active

Bed blankets; bed linens; bed comforters; bed quilts; bed throws; duvets; pillow shams; pillow cases; bed canopies; mosquito nets; crib bumpers; crib canopies; dust ruffles; bath linens; towels; shower curtains; window curtains; window drapes; fabric window valances; table linens; fabric table runners; unfitted fabric furniture covers; tapestries of textile; textile wall hangings; upholstery fabric; curtain fabric; fabric yard flags

**Basis:** 1(b)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

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### ADDITIONAL INFORMATION

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**Color(s) Claimed:** The color(s) yellow is/are claimed as a feature of the mark.

**Description of Mark and Any Color Part(s):** The mark consists of the words NATIONAL GEOGRAPHIC accompanied by the design element of a rectangle. The rectangle appears in the color yellow and the color yellow is claimed as a feature of the mark.

**Design Search Code(s):**

**26.11.02** - Plain single line rectangles; Rectangles (single line)

**26.11.20** - Rectangles inside one another

**26.11.21** - Rectangles that are completely or partially shaded

**Prior Registration Number(s):**

242080

393948

524810

701405

735312

908046

997183

1068503

1152395

1482184

2411079

2761341

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### MADRID PROTOCOL INFORMATION

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**USPTO Reference Number:** Z1230706  
**International Registration Number:** (NOT AVAILABLE)  
**International Registration Date:** (DATE NOT AVAILABLE)  
**Original Filing Date with USPTO:** 2004-04-09  
**International Registration Status:** Certification Rejected By MPU  
**Date of International Registration Status:** 2004-04-21  
**International Registration Renewal Date:** (DATE NOT AVAILABLE)  
**Irregularity Reply by Date:** (DATE NOT AVAILABLE)

**Madrid History:**

04-21-2004 - 10:15:28 - Application For IR Rejected By MPU  
04-13-2004 - 08:44:31 - New Application For IR Received

**USPTO Reference Number:** Z1230867  
**International Registration Number:** 0842977  
**International Registration Date:** 2004-05-12  
**Original Filing Date with USPTO:** 2004-05-12  
**International Registration Status:** Application For IR Registered By IB  
**Date of International Registration Status:** 2005-03-24  
**International Registration Renewal Date:** 2014-05-12  
**Irregularity Reply by Date:** (DATE NOT AVAILABLE)

**Madrid History:**

09-14-2007 - 21:00:50 - Divisional Of Base App Notice Sent To IB  
09-14-2007 - 02:00:20 - Divisional Of Base App Notice Created, To Be Sent To IB  
08-31-2007 - 06:48:58 - Ceasing Of Effect Reviewed - No Action Required By Office  
08-29-2007 - 08:29:38 - Partial Ceasing Of Effect To Be Processed  
07-24-2007 - 11:23:40 - Ceasing Of Effect Reviewed - No Action Required By Office  
07-06-2007 - 07:54:49 - Partial Ceasing Of Effect To Be Processed  
03-24-2005 - 13:33:08 - Application For IR Registered By IB  
02-11-2005 - 15:25:10 - Irregularity Response Sent To IB  
02-09-2005 - 18:18:27 - Response To Irregularity Reviewed And Accepted  
02-09-2005 - 12:05:38 - Irregularity Response Received From Applicant  
01-28-2005 - 14:33:14 - Irregularity Notice Received From IB  
05-18-2004 - 14:47:24 - Manually Certified  
05-12-2004 - 14:02:15 - New Application For IR Received

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**PROSECUTION HISTORY**

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

2007-10-12 - Extension 4 granted

2007-10-12 - Extension 4 filed

2007-10-12 - TEAS Extension Received

2007-02-07 - Extension 3 granted

2007-02-07 - Extension 3 filed  
2007-02-07 - TEAS Extension Received  
2006-09-21 - Extension 2 granted  
2006-09-21 - Extension 2 filed  
2006-09-21 - TEAS Extension Received  
2006-06-08 - Assigned To Examiner  
2006-04-17 - Extension 1 granted  
2006-04-17 - Extension 1 filed  
2006-04-17 - TEAS Extension Received  
2005-10-18 - Notice of allowance - mailed  
2005-07-26 - Published for opposition  
2005-07-06 - Notice of publication  
2004-11-09 - Law Office Publication Review Completed  
2004-10-04 - Assigned To LIE  
2004-09-30 - Approved for Pub - Principal Register (Initial exam)  
2004-09-30 - Amendment From Applicant Entered  
2004-09-27 - Communication received from applicant  
2004-09-27 - TEAS Response to Office Action Received  
2004-03-26 - Non-final action e-mailed  
2004-03-26 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich

**Correspondent**

Bingham B. Leverich  
COVINGTON & BURLING LLP  
1201 PENNSYLVANIA AVE NW  
WASHINGTON, DC 20004

Phone Number: 202-662-6000

Fax Number: 202-662-6291

---

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

This page was generated by the TARR system on 2008-01-08 13:22:44 ET

**Serial Number:** 78399131 Assignment Information      Trademark Document Retrieval

**Registration Number:** (NOT AVAILABLE)

**Mark**



**(words only):** NATIONAL GEOGRAPHIC

**Standard Character claim:** No

**Current Status:** Opposition period completed, a Notice of Allowance has been issued.

**Date of Status:** 2007-10-30

**Filing Date:** 2004-04-09

**The Notice of Allowance Date is:** 2007-10-30

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 107

**Attorney Assigned:**  
FICKES JERI J Employee Location

**Current Location:** 700 -Intent To Use Section

**Date In Location:** 2007-10-30

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th St., N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** D.C.

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### GOODS AND/OR SERVICES

---

**International Class:** 009

**Class Status:** Active

pre-recorded motion picture films, video cassettes, compact discs, video discs, DVDs, CD-ROMs, audio cassettes, audio tapes, computer software programs in the nature of interactive games, computer-based electronic learning aids containing both hardware and educational software, all in the fields of geography, cartography, natural history, science, the environment, nature, wildlife, history, social studies, archeology, ecology, exploration, adventure, active sports, children's entertainment, documentaries, education, genetics, anthropology, and cultural, educational and entertainment topics; pre-recorded video cassettes, compact discs, video discs, DVDs, CD-ROMs, audio cassettes and audio tapes featuring music and narration; sunglasses, eyeglasses, and frames thereof; eyewear cases; eyewear chains; magnets; decorative magnets; telephones; pagers; sporting helmets; bicycle helmets; binoculars and cases thereof; telescopes; sporting scopes; microscopes; air tanks for use in scuba diving; scuba diving regulators; diving gloves; diving helmets; diving suits; altimeters; odometers; pedometers; thermometers; calculators; compasses; satellite navigational system, namely, a global positioning system (GPS); cameras; camera cases; camera filters; camera tripods; personal computer carrying bags; computer mouse pads; magnetically encoded charge cards, debit cards, and pre-paid telephone calling cards; compact disc storage racks; compact disc holders; hand-held language interpretation devices; educational computer software in the fields of undersea scientific research and exploration and marine environmental conservation

**Basis:** 1(b)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**International Class:** 016

**Class Status:** Active

educational kits, namely, thematic learning kits comprised of magazines, teachers' guides, maps, posters, charts, informational handouts for students, collections of articles, pre-recorded videos, overhead transparencies, and trivia cards, all in the fields of biology, ecology, astronomy, geology, and meteorology

**Basis:** 1(b)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

---

### ADDITIONAL INFORMATION

---

**Color(s) Claimed:** The color(s) yellow is/are claimed as a feature of the mark.

**Description of Mark and Any Color Part(s):** The rectangle appears in the color yellow.

**Design Search Code(s):**

**26.11.02** - Plain single line rectangles; Rectangles (single line)

**Prior Registration Number(s):**

908046  
1152395  
2705828

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**MADRID PROTOCOL INFORMATION**

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**USPTO Reference Number:** Z1230706  
**International Registration Number:** (NOT AVAILABLE)  
**International Registration Date:** (DATE NOT AVAILABLE)  
**Original Filing Date with USPTO:** 2004-04-09  
**International Registration Status:** Certification Rejected By MPU  
**Date of International Registration Status:** 2004-04-21  
**International Registration Renewal Date:** (DATE NOT AVAILABLE)  
**Irregularity Reply by Date:** (DATE NOT AVAILABLE)

**Madrid History:**

04-21-2004 - 10:15:28 - Application For IR Rejected By MPU  
04-13-2004 - 08:44:31 - New Application For IR Received

**USPTO Reference Number:** Z1230867  
**International Registration Number:** 0842977  
**International Registration Date:** 2004-05-12  
**Original Filing Date with USPTO:** 2004-05-12  
**International Registration Status:** Application For IR Registered By IB  
**Date of International Registration Status:** 2005-03-24  
**International Registration Renewal Date:** 2014-05-12  
**Irregularity Reply by Date:** (DATE NOT AVAILABLE)

**Madrid History:**

09-14-2007 - 21:00:50 - Divisional Of Base App Notice Sent To IB  
09-14-2007 - 02:00:20 - Divisional Of Base App Notice Created, To Be Sent To IB  
08-31-2007 - 06:48:58 - Ceasing Of Effect Reviewed - No Action Required By Office  
08-29-2007 - 08:29:38 - Partial Ceasing Of Effect To Be Processed  
07-24-2007 - 11:23:40 - Ceasing Of Effect Reviewed - No Action Required By Office  
07-06-2007 - 07:54:49 - Partial Ceasing Of Effect To Be Processed  
03-24-2005 - 13:33:08 - Application For IR Registered By IB  
02-11-2005 - 15:25:10 - Irregularity Response Sent To IB  
02-09-2005 - 18:18:27 - Response To Irregularity Reviewed And Accepted  
02-09-2005 - 12:05:38 - Irregularity Response Received From Applicant  
01-28-2005 - 14:33:14 - Irregularity Notice Received From IB  
05-18-2004 - 14:47:24 - Manually Certified  
05-12-2004 - 14:02:15 - New Application For IR Received

**USPTO Reference Number:** A0000289  
**International Registration Number:** 0851013  
**International Registration Date:** 2004-12-08  
**Original Filing Date with USPTO:** 2004-12-08

**International Registration Status:** Application For IR Registered By IB

**Date of International Registration Status:** 2005-06-30

**International Registration Renewal Date:** 2014-12-08

**Irregularity Reply by Date:** (DATE NOT AVAILABLE)

**Madrid History:**

09-14-2007 - 21:00:50 - Divisional Of Base App Notice Sent To IB  
09-14-2007 - 02:00:20 - Divisional Of Base App Notice Created, To Be Sent To IB  
08-30-2007 - 14:41:59 - Ceasing Of Effect Reviewed - No Action Required By Office  
08-29-2007 - 08:29:38 - Partial Ceasing Of Effect To Be Processed  
08-03-2007 - 07:13:04 - Ceasing Of Effect Reviewed - No Action Required By Office  
08-01-2007 - 07:36:58 - Partial Ceasing Of Effect To Be Processed  
07-24-2007 - 14:04:16 - Ceasing Of Effect Reviewed - No Action Required By Office  
07-06-2007 - 07:54:49 - Partial Ceasing Of Effect To Be Processed  
06-30-2005 - 13:30:34 - Application For IR Registered By IB  
03-16-2005 - 15:38:57 - Irregularity Response Sent To IB  
03-16-2005 - 12:46:28 - Response To Irregularity Reviewed And Accepted  
03-15-2005 - 12:20:49 - Irregularity Response Received From Applicant  
02-14-2005 - 08:52:12 - Irregularity Notice Received From IB (Response Required)  
12-09-2004 - 16:00:12 - IR Certified And Sent To IB  
12-09-2004 - 13:49:29 - Manually Certified  
12-08-2004 - 11:25:38 - New Application For IR Received

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**PROSECUTION HISTORY**

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

2007-10-30 - Notice of allowance - mailed  
2007-08-07 - Published for opposition  
2007-07-18 - Notice of publication  
2007-07-03 - Law Office Publication Review Completed  
2007-06-30 - Approved for Pub - Principal Register (Initial exam)  
2007-06-30 - Examiner's Amendment Entered  
2007-06-30 - Notification Of Examiners Amendment E-Mailed  
2007-06-30 - EXAMINERS AMENDMENT E-MAILED  
2007-06-30 - Examiners Amendment -Written  
2007-06-12 - Assigned To Examiner  
2007-05-22 - Previous allowance count withdrawn

2007-05-11 - Withdrawn From Pub - Og Review Query  
2007-03-30 - Law Office Publication Review Completed  
2007-03-30 - Approved for Pub - Principal Register (Initial exam)  
2007-03-16 - Examiner's Amendment Entered  
2007-03-16 - Assigned To LIE  
2006-06-16 - EXAMINERS AMENDMENT E-MAILED  
2006-06-16 - Examiners Amendment -Written  
2006-04-10 - Teas/Email Correspondence Entered  
2006-03-30 - Communication received from applicant  
2006-03-30 - TEAS Response to Office Action Received  
2005-09-30 - NON-FINAL ACTION E-MAILED  
2005-09-30 - Non-Final Action Written  
2005-09-15 - Previous allowance count withdrawn  
2005-09-08 - Withdrawn From Pub - Tqr/Non-Atty Request  
2005-06-20 - Law Office Publication Review Completed  
2005-06-17 - Assigned To LIE  
2005-06-10 - Approved for Pub - Principal Register (Initial exam)  
2005-05-27 - Teas/Email Correspondence Entered  
2005-05-18 - Communication received from applicant  
2005-05-18 - TEAS Response to Office Action Received  
2004-11-19 - Non-final action e-mailed  
2004-11-19 - Non-Final Action Written  
2004-11-01 - Assigned To Examiner  
2004-04-20 - New Application Entered In Tram

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**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich

**Correspondent**

BINGHAM B LEVERICH  
COVINGTON & BURLING  
1201 PENNSYLVANIA AVE NW  
WASHINGTON, DC 20004-2401  
Phone Number: 202-662-6000  
Fax Number: 202-662-6291

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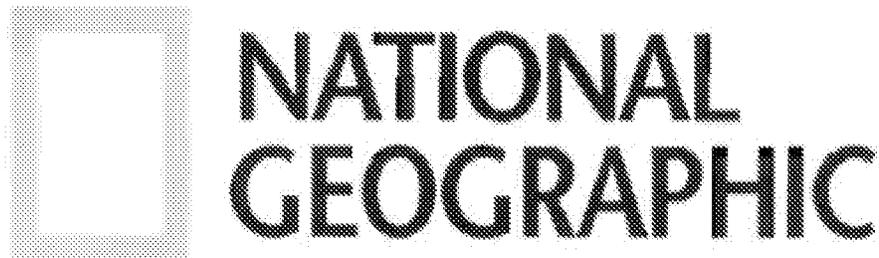
Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2008-01-08 13:23:05 ET

**Serial Number:** 78942794 Assignment Information      Trademark Document Retrieval

**Registration Number:** (NOT AVAILABLE)

**Mark**



**(words only):** NATIONAL GEOGRAPHIC

**Standard Character claim:** No

**Current Status:** Application has been published for opposition.

**Date of Status:** 2007-10-23

**Filing Date:** 2006-08-02

**The Information will be/was published in the Official Gazette on** 2007-10-23

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 107

**Attorney Assigned:**  
DINALLO KEVIN M Employee Location

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2007-09-19

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** D.C.

---

### GOODS AND/OR SERVICES

---

**International Class:** 028

**Class Status:** Active

Handheld unit for playing electronic games; handheld unit for playing video games; human action figures; plush toys; toy chemistry sets; hobby craft sets, namely, craft kits containing components for recreating cultural and historical craft items such as jewelry, pottery and masks; hobby craft construction kits, namely, nature related kits for building and painting birdhouses, bird feeders, and ladybug shelters consisting primarily of building materials and art supplies such as paint; action figures and accessories therefor, stuffed toy animals, play accessories, namely, role-playing toys such as toy compasses, toy binoculars, toy tents, toy canteens, toy backpacks, toy bug collectors, and action figures and action figure accessories such as playsets and vehicles; and toy vehicles

**Basis:** 1(b)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

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### ADDITIONAL INFORMATION

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**Color(s) Claimed:** The color(s) yellow and black is/are claimed as a feature of the mark.

**Description of Mark:** The mark consists of a rectangular border design in yellow which appears next to the wording NATIONAL GEOGRAPHIC which appears in black.

**Design Search Code(s):**

26.11.20 - Rectangles inside one another

26.11.21 - Rectangles that are completely or partially shaded

**Prior Registration Number(s):**

735312

908046

2643905

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### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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### PROSECUTION HISTORY

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

2007-10-23 - Published for opposition

2007-10-03 - Notice of publication

2007-09-19 - Law Office Publication Review Completed

2007-09-14 - Approved for Pub - Principal Register (Initial exam)

2007-09-14 - Previous allowance count withdrawn

2007-09-13 - Approved for Pub - Principal Register (Initial exam)

2007-09-13 - Examiner's Amendment Entered

2007-09-13 - Notification Of Examiners Amendment E-Mailed

2007-09-13 - EXAMINERS AMENDMENT E-MAILED

2007-09-13 - Examiners Amendment -Written

2007-09-13 - Previous allowance count withdrawn

2007-09-07 - Withdrawn From Pub - Og Review Query

2007-08-28 - Law Office Publication Review Completed

2007-08-27 - Approved for Pub - Principal Register (Initial exam)

2007-08-27 - Examiner's Amendment Entered

2007-08-27 - Notification Of Examiners Amendment E-Mailed

2007-08-27 - EXAMINERS AMENDMENT E-MAILED

2007-08-27 - Examiners Amendment -Written

2007-08-20 - Previous allowance count withdrawn

2007-08-06 - Withdrawn From Pub - Og Review Query

2007-05-21 - Law Office Publication Review Completed

2007-05-21 - Assigned To LIE

2007-05-03 - Approved for Pub - Principal Register (Initial exam)

2007-05-03 - Examiner's Amendment Entered

2007-05-03 - EXAMINERS AMENDMENT E-MAILED

2007-05-03 - Examiners Amendment -Written

2007-05-02 - Teas/Email Correspondence Entered  
2007-05-01 - Communication received from applicant  
2007-05-01 - TEAS Response to Office Action Received  
2006-11-08 - Examiner's Amendment/Priority Action E-Mailed  
2006-11-08 - Examiners Amendment And/Or Priority Action - Completed  
2006-11-07 - Assigned To Examiner  
2006-08-08 - Notice Of Design Search Code Mailed  
2006-08-07 - New Application Entered In Tram

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**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich,

**Correspondent**

Bingham B. Leverich,  
Covington & Burling  
1201 Pennsylvania Avenue, N.W.  
WASHINGTON, DC 20004-2401  
Phone Number: 202-662-6000  
Fax Number: 202-662-6291

---

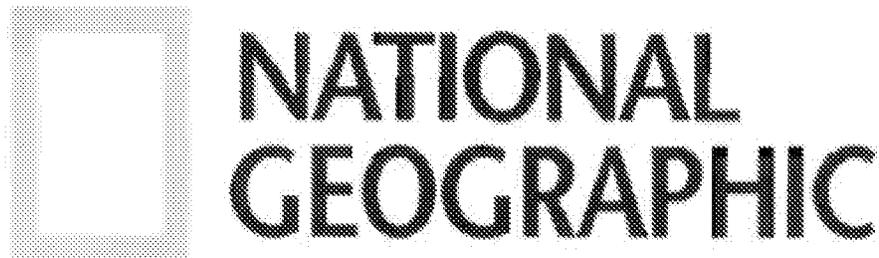
Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2008-01-08 13:23:27 ET

**Serial Number:** 78942804 Assignment Information      Trademark Document Retrieval

**Registration Number:** (NOT AVAILABLE)

**Mark**



**(words only):** NATIONAL GEOGRAPHIC

**Standard Character claim:** No

**Current Status:** A request for the first extension of time to file a statement of use has been granted.

**Date of Status:** 2007-09-28

**Filing Date:** 2006-08-02

**The Notice of Allowance Date is:** 2007-04-03

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 107

**Attorney Assigned:**  
DINALLO KEVIN M Employee Location

**Current Location:** 700 -Intent To Use Section

**Date In Location:** 2007-04-03

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

### GOODS AND/OR SERVICES

---

**International Class:** 009

**Class Status:** Active

Video and computer game cartridges; computer game joysticks; computer game cassettes and tapes; computer-based electronic learning aid containing both hardware and educational software; snorkels; swimming goggles

**Basis:** 1(b)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

---

### ADDITIONAL INFORMATION

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**Color(s) Claimed:** The color(s) yellow and black is/are claimed as a feature of the mark.

**Description of Mark and Any Color Part(s):** The mark consists of a rectangular border design in yellow which appears next to the wording NATIONAL GEOGRAPHIC which appears in black.

**Design Search Code(s):**

26.11.20 - Rectangles inside one another

26.11.21 - Rectangles that are completely or partially shaded

**Prior Registration Number(s):**

1482184

2393948

2411079

---

### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

### PROSECUTION HISTORY

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

2007-09-28 - Extension 1 granted

2007-09-28 - Extension 1 filed

2007-09-28 - TEAS Extension Received

2007-04-03 - Notice of allowance - mailed  
2007-01-09 - Published for opposition  
2006-12-20 - Notice of publication  
2006-11-15 - Law Office Publication Review Completed  
2006-11-09 - Assigned To LIE  
2006-11-08 - Approved for Pub - Principal Register (Initial exam)  
2006-11-08 - Examiner's Amendment Entered  
2006-11-08 - Examiners amendment e-mailed  
2006-11-08 - Examiners Amendment -Written  
2006-11-07 - Assigned To Examiner  
2006-08-09 - Notice Of Design Search Code Mailed  
2006-08-08 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich

**Correspondent**

Bingham B. Leverich  
COVINGTON & BURLING LLP  
1201 PENNSYLVANIA AVE NW  
WASHINGTON, DC 20004-2401  
Phone Number: 202-662-6000  
Fax Number: 202-662-6291

---

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

This page was generated by the TARR system on 2008-01-08 13:23:48 ET

**Serial Number:** 77233636 Assignment Information      Trademark Document Retrieval

**Registration Number:** (NOT AVAILABLE)

**Mark**

NATIONAL GEOGRAPHIC 10  
BEST OF EVERYTHING

**(words only):** NATIONAL GEOGRAPHIC 10 BEST OF EVERYTHING

**Standard Character claim:** Yes

**Current Status:** Final review prior to publication has been completed, application will be published for opposition.

**Date of Status:** 2008-01-07

**Filing Date:** 2007-07-19

**The Information will be/was published in the Official Gazette on** 2008-02-12

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 109

**Attorney Assigned:**

BIBB SCOTT Employee Location

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2008-01-07

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation**State or Country of Incorporation:** D.C.

---

**GOODS AND/OR SERVICES**

---

**International Class:** 016**Class Status:** Active

a series of books in the fields of travel, adventure, exploration, entertainment, culture, geography, science, natural science, nature, wildlife, ecology, social studies, history, natural history, archaeology, astronomy, geology, anthropology, zoology, botany, photography, and the environment

**Basis:** 1(b)**First Use Date:** (DATE NOT AVAILABLE)**First Use in Commerce Date:** (DATE NOT AVAILABLE)**International Class:** 038**Class Status:** Active

podcasting services

**Basis:** 1(b)**First Use Date:** (DATE NOT AVAILABLE)**First Use in Commerce Date:** (DATE NOT AVAILABLE)

---

**ADDITIONAL INFORMATION**

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**Disclaimer:** "10 BEST"**Prior Registration Number(s):**

242080  
701405  
735312

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**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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

2008-01-07 - Law Office Publication Review Completed

2008-01-05 - Assigned To LIE

2007-11-19 - Approved for Pub - Principal Register (Initial exam)

2007-11-13 - Examiner's Amendment Entered

2007-11-13 - Notification Of Examiners Amendment E-Mailed

2007-11-13 - EXAMINERS AMENDMENT E-MAILED

2007-11-13 - Examiners Amendment -Written

2007-10-26 - Notification Of Non-Final Action E-Mailed

2007-10-26 - Non-final action e-mailed

2007-10-26 - Non-Final Action Written

2007-10-24 - Assigned To Examiner

2007-07-25 - Notice Of Pseudo Mark Mailed

2007-07-24 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich,

**Correspondent**

BINGHAM B. LEVERICH,  
COVINGTON & BURLING LLP  
1201 PENNSYLVANIA AVE NW  
WASHINGTON, DC 20004-2401  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

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

**This page was generated by the TARR system on 2008-01-08 13:24:12 ET**

**Serial Number:** 75648246 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** (NOT AVAILABLE)

**Mark (words only):** NATIONAL GEOGRAPHIC ADVENTURE

**Standard Character claim:** No

**Current Status:** A request for the second extension of time to file a statement of use has been granted.

**Date of Status:** 2007-07-03

**Filing Date:** 1999-02-25

**The Notice of Allowance Date is:** 2006-07-18

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 103

**Attorney Assigned:**  
SPARACINO MARK V [Employee Location](#)

**Current Location:** 700 -Intent To Use Section

**Date In Location:** 2006-07-18

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

**GOODS AND/OR SERVICES**

---

**International Class:** 025**Class Status:** Active

Hats, caps, jackets, anoraks, sweaters, sweatshirts, t-shirts, polo shirts, work shirts, headbands, sweatbands and shorts

**Basis:** 1(b)**First Use Date:** (DATE NOT AVAILABLE)**First Use in Commerce Date:** (DATE NOT AVAILABLE)**International Class:** 042**Class Status:** Active

Computer services, namely, online publication of magazine articles and columns in the field of the outdoors, active sports, exploration and discovery

**Basis:** 1(b)**First Use Date:** (DATE NOT AVAILABLE)**First Use in Commerce Date:** (DATE NOT AVAILABLE)

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**ADDITIONAL INFORMATION**

---

(NOT AVAILABLE)

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**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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

2007-07-03 - Extension 2 granted

2007-07-03 - Extension 2 filed

2007-07-03 - TEAS Extension Received

2007-01-18 - Extension 1 granted

2007-01-18 - Extension 1 filed

2007-01-18 - TEAS Extension Received

2006-07-18 - Notice of allowance - mailed

2006-06-02 - Extension Of Time To Oppose Process - Terminated

2006-02-12 - Extension Of Time To Oppose Received

2006-01-17 - Published for opposition

2005-12-28 - Notice of publication

2005-12-03 - Law Office Publication Review Completed

2005-12-02 - Assigned To LIE

2005-12-02 - Examiner's amendment mailed

2005-12-01 - Approved for Pub - Principal Register (Initial exam)

2005-12-01 - Examiners Amendment -Written

2005-05-03 - Non-final action mailed

2005-05-02 - Non-Final Action Written

2005-03-25 - Assigned To Examiner

2005-03-07 - LIE Checked Susp - To Atty For Action

2004-08-06 - Report Completed Suspension Check Case Still Suspended

2003-12-04 - PAPER RECEIVED

2003-09-29 - Unresponsive/Duplicate Paper Received

2003-10-01 - Email Received

2003-08-08 - Case File In TICRS

2002-10-29 - Assigned To Examiner

2002-10-16 - Assigned To Examiner

2001-04-25 - Assigned To Examiner

2000-01-05 - Letter of suspension mailed

1999-11-17 - Communication received from applicant

1999-09-07 - Assigned To Examiner

1999-09-04 - Divisional processing completed

1999-06-07 - Divisional request received

1999-05-18 - Non-final action mailed

1999-05-03 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich

**Correspondent**

BINGHAM B LEVERICH  
COVINGTON & BURLING  
1201 PENN AVE NW  
WASHINGTON DC 20004-2401

---

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

This page was generated by the TARR system on 2008-01-08 13:24:33 ET

**Serial Number:** 75651794 Assignment Information      Trademark Document Retrieval

**Registration Number:** (NOT AVAILABLE)

**Mark**



**(words only):** NATIONAL GEOGRAPHIC ADVENTURE

**Standard Character claim:** No

**Current Status:** A request for the fourth extension of time to file a statement of use has been granted.

**Date of Status:** 2007-07-03

**Filing Date:** 1999-03-02

**The Notice of Allowance Date is:** 2005-07-05

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 101

**Attorney Assigned:**  
GOODSAID IRA J Employee Location

**Current Location:** 700 -Intent To Use Section

**Date In Location:** 2005-07-05

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** D.C.

---

### GOODS AND/OR SERVICES

---

**International Class:** 025

**Class Status:** Active

Hats, caps, jackets, anoraks, sweaters, sweatshirts, t- shirts, polo shirts, work shirts, headbands, sweatbands and shorts

**Basis:** 1(b)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**International Class:** 041

**Class Status:** Active

Television program series in the field of the outdoors, active sports, exploration and discovery;  
Computer services, namely, online publication of magazine articles and columns in the field of the outdoors, active sports, exploration and discovery

**Basis:** 1(b)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

---

### ADDITIONAL INFORMATION

---

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Lining and Stippling:** The mark is lined for the color yellow. The lining that appears within the lettering of the work ADVENTURE and within the triangle design is a feature of the mark and is not intended to indicate color.

**Design Search Code(s):**

**26.01.08** - Circles having letters or numerals as a border; Circles having punctuation as a border; Letters, numerals or punctuation forming or bordering the perimeter of a circle

**26.01.09** - Circles having animals as a border; Circles having geometric figures as a border; Circles having humans as a border; Circles having objects as a border; Circles having plants as a border; Geometric figures, objects, humans, plants or animals forming or bordering the perimeter of a circle.

**26.01.21** - Circles that are totally or partially shaded.

**26.05.02** - Plain single line triangles; Triangles, plain single line

**26.11.02** - Plain single line rectangles; Rectangles (single line)

**26.11.07** - Rectangles with a decorative border, including scalloped, ruffled and zig-zag edges

**Prior Registration Number(s):**

242080

261240

701405

1050647  
1152388  
1152395  
1308973

---

### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

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### PROSECUTION HISTORY

---

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

2008-01-08 - Assigned To Examiner

2007-07-03 - Extension 4 granted

2007-07-03 - Extension 4 filed

2007-07-03 - TEAS Extension Received

2007-01-05 - Extension 3 granted

2007-01-05 - Extension 3 filed

2007-01-05 - TEAS Extension Received

2006-06-21 - Extension 2 granted

2006-06-21 - Extension 2 filed

2006-06-21 - TEAS Extension Received

2005-12-07 - Extension 1 granted

2005-12-07 - Extension 1 filed

2005-12-07 - TEAS Extension Received

2005-07-05 - Notice of allowance - mailed

2005-04-12 - Published for opposition

2005-03-25 - Assigned To Examiner

2005-03-23 - Notice of publication

2005-01-11 - Law Office Publication Review Completed

2005-01-10 - Assigned To LIE  
2005-01-03 - Approved for Pub - Principal Register (Initial exam)  
2004-12-22 - Examiner's amendment mailed  
2004-12-21 - Examiners Amendment - Written  
2004-12-07 - Previous allowance count withdrawn  
2004-10-21 - Law Office Publication Review Completed  
2004-10-18 - Assigned To LIE  
2004-10-13 - Approved for Pub - Principal Register (Initial exam)  
2003-12-04 - PAPER RECEIVED  
2003-09-29 - Unresponsive/Duplicate Paper Received  
2003-10-13 - Case File In TICRS  
2003-10-01 - Email Received  
2002-10-29 - Assigned To Examiner  
2002-10-16 - Assigned To Examiner  
2001-09-04 - Assigned To Examiner  
2000-02-01 - Letter of suspension mailed  
2000-01-06 - Assigned To Examiner  
1999-11-17 - Communication received from applicant  
1999-10-01 - Divisional processing completed  
1999-06-07 - Divisional request received  
1999-05-18 - Non-final action mailed  
1999-05-17 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**  
Bingham B. Leverich

**Correspondent**

BINGHAM B LEVERICH  
COVINGTON & BURLING  
1201 PENNSYLVANIA AVE NW  
WASHINGTON, DC 20004-2401  
Phone Number: 202-662-5047  
Fax Number: 202-778-5047

---

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

This page was generated by the TARR system on 2008-01-08 13:24:55 ET

**Serial Number:** 75649649 Assignment Information      Trademark Document Retrieval

**Registration Number:** (NOT AVAILABLE)

**Mark**



**(words only):** NATIONAL GEOGRAPHIC ADVENTURE

**Standard Character claim:** No

**Current Status:** A request for the second extension of time to file a statement of use has been granted.

**Date of Status:** 2007-07-03

**Filing Date:** 1999-03-01

**The Notice of Allowance Date is:** 2006-07-18

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 103

**Attorney Assigned:**  
SPARACINO MARK V Employee Location

**Current Location:** 700 -Intent To Use Section

**Date In Location:** 2006-07-18

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** D.C.

---

### GOODS AND/OR SERVICES

---

**International Class:** 025

**Class Status:** Active

Hats, caps, jackets, anoraks, sweaters, sweatshirts, t-shirts, polo shirts, work shirts, headbands, sweatbands and shorts

**Basis:** 1(b)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**International Class:** 042

**Class Status:** Active

Computer services, namely, online publication of magazine articles and columns in the field of the outdoors, active sports, exploration and discovery

**Basis:** 1(b)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

---

### ADDITIONAL INFORMATION

---

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Lining and Stippling:** The mark is lined for the color yellow. The lining that appears within the lettering of the word ADVENTURE and within the triangle design is a feature of the mark and is not intended to indicate color.

**Design Search Code(s):**

26.05.02 - Plain single line triangles; Triangles, plain single line

26.11.12 - Rectangles with bars, bands and lines

26.19.05 - Prisms; Pyramids

26.19.25 - Geometric solids other than spheres, cylinders, cones, cube, prisms or pyramids

**Prior Registration Number(s):**

242080

261240

701405

1050647

1152388

1152395

1308973

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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

2007-07-03 - Extension 2 granted

2007-07-03 - Extension 2 filed

2007-07-03 - TEAS Extension Received

2007-01-05 - Extension 1 granted

2007-01-05 - Extension 1 filed

2007-01-05 - TEAS Extension Received

2006-07-18 - Notice of allowance - mailed

2006-06-02 - Extension Of Time To Oppose Process - Terminated

2006-02-12 - Extension Of Time To Oppose Received

2006-01-17 - Published for opposition

2005-12-28 - Notice of publication

2005-12-05 - Law Office Publication Review Completed

2005-12-02 - Assigned To LIE

2005-12-02 - Examiner's amendment mailed

2005-12-01 - Approved for Pub - Principal Register (Initial exam)

2005-12-01 - Examiners Amendment -Written

2005-05-03 - Final refusal mailed

2005-05-02 - Final Refusal Written

2005-03-25 - Assigned To Examiner

2005-03-07 - LIE Checked Susp - To Atty For Action

2004-08-06 - Report Completed Suspension Check Case Still Suspended

2003-12-04 - PAPER RECEIVED  
2003-09-29 - Unresponsive/Duplicate Paper Received  
2003-10-01 - Email Received  
2003-08-05 - Case File In TICRS  
2002-10-29 - Assigned To Examiner  
2002-10-16 - Assigned To Examiner  
2001-09-04 - Assigned To Examiner  
2000-01-05 - Letter of suspension mailed  
1999-12-08 - Assigned To Examiner  
1999-11-17 - Communication received from applicant  
1999-10-12 - Assigned To Examiner  
1999-10-08 - Divisional processing completed  
1999-06-07 - Divisional request received  
1999-05-18 - Non-final action mailed  
1999-04-30 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich

**Correspondent**

BINGHAM B LEVERICH  
COVINGTON & BURLING  
1201 PENN AVE NW  
WASHINGTON, DC 20004-2401

---

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

This page was generated by the TARR system on 2008-01-08 13:25:12 ET

**Serial Number:** 78828139 Assignment Information      Trademark Document Retrieval

**Registration Number:** (NOT AVAILABLE)

**Mark**

NATIONAL GEOGRAPHIC  
DIGITAL MOTION

**(words only):** NATIONAL GEOGRAPHIC DIGITAL MOTION

**Standard Character claim:** Yes

**Current Status:** Opposition period completed, a Notice of Allowance has been issued.

**Date of Status:** 2007-10-09

**Filing Date:** 2006-03-03

**The Notice of Allowance Date is:** 2007-10-09

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 115

**Attorney Assigned:**  
FRENCH CURTIS W Employee Location

**Current Location:** 700 -Intent To Use Section

**Date In Location:** 2007-10-09

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** D.C.

---

### GOODS AND/OR SERVICES

---

**International Class:** 009

**Class Status:** Active

film, video cassettes, DVDs, compact discs, video discs, CD-ROMs, and other pre-recorded optical, electronic, and magnetic media all featuring geography, science, natural science, nature, wildlife, ecology, social studies, history, natural history, archaeology, astronomy, geology, anthropology, zoology, botany, and environmental topics

**Basis:** 1(b)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

---

### ADDITIONAL INFORMATION

---

**Disclaimer:** "Digital"

**Prior Registration Number(s):**

524810

735312

2411079

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### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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### 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 - Notice of allowance - mailed

2007-07-17 - Published for opposition

2007-06-27 - Notice of publication

2007-05-03 - Law Office Publication Review Completed

2007-05-02 - Approved for Pub - Principal Register (Initial exam)

2007-03-31 - Teas/Email Correspondence Entered

2007-03-31 - Communication received from applicant

2007-03-31 - Assigned To LIE

2007-02-26 - TEAS Response to Office Action Received

2006-08-25 - Non-final action e-mailed

2006-08-25 - Non-Final Action Written

2006-08-22 - Assigned To Examiner

2006-03-09 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich

**Correspondent**

BINGHAM B LEVERICH  
COVINGTON & BURLING  
1201 PENNSYLVANIA AVE NW  
WASHINGTON, DC 20004-2401  
Phone Number: 202-662-6000  
Fax Number: 202-778-6291

---

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

This page was generated by the TARR system on 2008-01-08 13:25:40 ET

**Serial Number:** 78828142 Assignment Information      Trademark Document Retrieval

**Registration Number:** (NOT AVAILABLE)

**Mark**

NATIONAL GEOGRAPHIC  
DIGITAL MOTION

**(words only):** NATIONAL GEOGRAPHIC DIGITAL MOTION

**Standard Character claim:** Yes

**Current Status:** Final review prior to publication has been completed, application will be published for opposition.

**Date of Status:** 2007-12-14

**Filing Date:** 2006-03-03

**The Information will be/was published in the Official Gazette on** 2008-01-22

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 115

**Attorney Assigned:**  
FRENCH CURTIS W Employee Location

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2007-12-14

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation**State or Country of Incorporation:** D.C.

---

**GOODS AND/OR SERVICES**

---

**International Class:** 041**Class Status:** Active

Entertainment and educational services, namely, film and video production services; production and distribution of film; production of video cassettes, DVDs, compact discs, video discs, CD-ROMs, audio cassettes, audio tapes, and other pre-recorded optical, electronic, and magnetic media for others

**Basis:** 1(a)**First Use Date:** 2005-11-00**First Use in Commerce Date:** 2005-11-00

---

**ADDITIONAL INFORMATION**

---

**Disclaimer:** "DIGITAL MOTION"**Prior Registration Number(s):**

524810

997183

2411079

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**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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**PROSECUTION HISTORY**

---

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

2008-01-02 - Notice of publication

2007-12-14 - Law Office Publication Review Completed

2007-12-14 - Approved for Pub - Principal Register (Initial exam)

2007-12-14 - Examiner's Amendment Entered

2007-12-14 - Notification Of Examiners Amendment E-Mailed

2007-12-14 - EXAMINERS AMENDMENT E-MAILED

2007-12-14 - Examiners Amendment -Written  
2007-12-14 - Previous allowance count withdrawn  
2007-11-16 - Withdrawn From Pub - Og Review Query  
2007-11-05 - Law Office Publication Review Completed  
2007-11-05 - Assigned To LIE  
2007-10-02 - Approved for Pub - Principal Register (Initial exam)  
2007-09-06 - Examiner's Amendment Entered  
2007-09-06 - Notification Of Examiners Amendment E-Mailed  
2007-09-06 - EXAMINERS AMENDMENT E-MAILED  
2007-09-06 - Examiners Amendment -Written  
2007-03-09 - NON-FINAL ACTION E-MAILED  
2007-03-09 - Non-Final Action Written  
2007-02-27 - Teas/Email Correspondence Entered  
2007-02-26 - Communication received from applicant  
2007-02-26 - TEAS Response to Office Action Received  
2006-08-25 - Non-final action e-mailed  
2006-08-25 - Non-Final Action Written  
2006-08-22 - Assigned To Examiner  
2006-03-09 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

BINGHAM B LEVERICH

**Correspondent**

BINGHAM B LEVERICH  
COVINGTON & BURLING  
1201 PENNSYLVANIA AVE NW  
WASHINGTON, DC 20004-2401  
Phone Number: 202-662-6000

Fax Number: 202-662-6291

---

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

This page was generated by the TARR system on 2008-01-08 13:25:59 ET

**Serial Number:** 78828145 Assignment Information      Trademark Document Retrieval

**Registration Number:** (NOT AVAILABLE)

**Mark**

NATIONAL GEOGRAPHIC  
DIGITAL MOTION

**(words only):** NATIONAL GEOGRAPHIC DIGITAL MOTION

**Standard Character claim:** Yes

**Current Status:** Application has been published for opposition.

**Date of Status:** 2007-12-11

**Filing Date:** 2006-03-03

**The Information will be/was published in the Official Gazette on** 2007-12-11

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 115

**Attorney Assigned:**  
FRENCH CURTIS W Employee Location

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2007-11-05

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** D.C.

---

### GOODS AND/OR SERVICES

---

**International Class:** 042

**Class Status:** Active

licensing of intellectual property, namely, stock footage, films, video, moving images, pictures, digital data, animations, illustrations, and audio

**Basis:** 1(a)

**First Use Date:** 2005-11-00

**First Use in Commerce Date:** 2005-11-00

---

### ADDITIONAL INFORMATION

---

**Disclaimer:** "DIGITAL MOTION"

**Prior Registration Number(s):**

524810

997183

2411079

---

### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

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### PROSECUTION HISTORY

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

2007-12-11 - Published for opposition

2007-11-21 - Notice of publication

2007-11-05 - Law Office Publication Review Completed

2007-11-05 - Assigned To LIE

2007-10-02 - Approved for Pub - Principal Register (Initial exam)

2007-09-06 - Examiner's Amendment Entered

2007-09-06 - Notification Of Examiners Amendment E-Mailed

2007-09-06 - EXAMINERS AMENDMENT E-MAILED

2007-09-06 - Examiners Amendment -Written

2007-03-09 - NON-FINAL ACTION E-MAILED

2007-03-09 - Non-Final Action Written

2007-02-27 - Teas/Email Correspondence Entered

2007-02-26 - Communication received from applicant

2007-02-26 - TEAS Response to Office Action Received

2006-08-25 - Non-final action e-mailed

2006-08-25 - Non-Final Action Written

2006-08-22 - Assigned To Examiner

2006-03-09 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich,

**Correspondent**

BINGHAM B LEVERICH  
COVINGTON & BURLING  
1201 PENNSYLVANIA AVE NW  
WASHINGTON, DC 20004-2401  
Phone Number: 202-662-6000  
Fax Number: 202-662-6291

---

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

This page was generated by the TARR system on 2008-01-08 13:26:16 ET

**Serial Number:** 78776942 Assignment Information      Trademark Document Retrieval

**Registration Number:** (NOT AVAILABLE)

**Mark**

**NATIONAL GEOGRAPHIC  
EXPLORER!**

**(words only):** NATIONAL GEOGRAPHIC EXPLORER!

**Standard Character claim:** Yes

**Current Status:** The examining attorney has accepted the Statement of Use and the application will register in due course.

**Date of Status:** 2007-12-13

**Filing Date:** 2005-12-20

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 105

**Attorney Assigned:**  
JORDAN AMEETA S Employee Location

**Current Location:** L5X -TMEG Law Office 105 - Examining Attorney Assigned

**Date In Location:** 2007-12-13

---

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

---

1. National Geographic Society

**Address:**  
National Geographic Society

1145 17th Street, N.W.  
Washington, DC 200364688  
United States

**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** D.C.

---

### GOODS AND/OR SERVICES

---

**International Class:** 016  
**Class Status:** Active  
Children's books, namely, educational readers for youths ages 7 through 18  
**Basis:** 1(a)  
**First Use Date:** 2007-01-00  
**First Use in Commerce Date:** 2007-01-00

---

### ADDITIONAL INFORMATION

---

**Prior Registration Number(s):**  
1416981  
2775405  
2777800

---

### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

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### PROSECUTION HISTORY

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

2007-12-13 - Allowed for Registration - Principal Register (SOU accepted)

2007-12-12 - Statement of use processing complete

2007-12-12 - Extension 2 granted

2007-11-20 - Amendment to Use filed

2007-11-20 - Extension 2 filed

2007-11-20 - TEAS Extension Received

2007-11-20 - TEAS Statement of Use Received

2007-05-21 - Extension 1 granted

2007-05-21 - Extension 1 filed

2007-05-21 - TEAS Extension Received  
2006-11-21 - Notice of allowance - mailed  
2006-08-29 - Published for opposition  
2006-08-09 - Notice of publication  
2006-07-06 - Law Office Publication Review Completed  
2006-06-23 - Assigned To LIE  
2006-06-21 - Approved for Pub - Principal Register (Initial exam)  
2006-06-21 - Examiner's Amendment Entered  
2006-06-21 - Examiners amendment e-mailed  
2006-06-21 - Examiners Amendment -Written  
2006-06-10 - Assigned To Examiner  
2005-12-28 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich, Esq.

**Correspondent**

Bingham B. Leverich, Esq.  
COVINGTON & BURLING LLP  
1201 PENNSYLVANIA AVE NW  
WASHINGTON DC 20004-2401  
Phone Number: 202-662-5188  
Fax Number: 202-778-5188

---

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

This page was generated by the TARR system on 2008-01-08 13:26:36 ET

**Serial Number:** 78812269 Assignment Information      Trademark Document Retrieval

**Registration Number:** (NOT AVAILABLE)

**Mark**



**(words only):** NATIONAL GEOGRAPHIC EXPLORER!

**Standard Character claim:** No

**Current Status:** A request for the first extension of time to file a statement of use has been granted.

**Date of Status:** 2007-09-26

**Filing Date:** 2006-02-10

**The Notice of Allowance Date is:** 2007-03-27

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 105

**Attorney Assigned:**  
JORDAN AMEETA S Employee Location

**Current Location:** 700 -Intent To Use Section

**Date In Location:** 2007-03-27

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 200364688  
United States

**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** D.C.

---

### GOODS AND/OR SERVICES

---

**International Class:** 016

**Class Status:** Active

Children's books, namely, educational readers for youths ages 7 through 18

**Basis:** 1(b)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

---

### ADDITIONAL INFORMATION

---

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Prior Registration Number(s):**

1416981

2775405

2777800

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### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

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### PROSECUTION HISTORY

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

2007-09-26 - Extension 1 granted

2007-09-26 - Extension 1 filed

2007-09-26 - TEAS Extension Received

2007-03-27 - Notice of allowance - mailed

2007-01-02 - Published for opposition

2006-12-13 - Notice of publication

2006-11-14 - Law Office Publication Review Completed

2006-11-03 - Assigned To LIE  
2006-10-28 - Approved for Pub - Principal Register (Initial exam)  
2006-10-27 - Teas/Email Correspondence Entered  
2006-09-21 - Communication received from applicant  
2006-09-21 - TEAS Response to Office Action Received  
2006-06-22 - Examiner's Amendment/Priority Action E-Mailed  
2006-06-22 - Examiners Amendment And/Or Priority Action - Completed  
2006-06-10 - Assigned To Examiner  
2006-02-16 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich

**Correspondent**

Bingham B. Leverich  
COVINGTON & BURLING  
1201 PENNSYLVANIA AVE NW  
WASHINGTON, DC 20004-2401  
Phone Number: 202-662-5188  
Fax Number: 202-778-5188

---

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

This page was generated by the TARR system on 2008-01-08 13:26:53 ET

**Serial Number:** 78608886 Assignment Information      Trademark Document Retrieval

**Registration Number:** (NOT AVAILABLE)

**Mark**

NATIONAL GEOGRAPHIC FAMILY  
ADVENTURES

**(words only):** NATIONAL GEOGRAPHIC FAMILY ADVENTURES

**Standard Character claim:** Yes

**Current Status:** A request for the third extension of time to file a statement of use has been granted.

**Date of Status:** 2007-08-08

**Filing Date:** 2005-04-14

**The Notice of Allowance Date is:** 2006-04-04

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 103

**Attorney Assigned:**  
CHISOLM KEVON Employee Location

**Current Location:** 700 -Intent To Use Section

**Date In Location:** 2006-04-04

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** D.C.

---

### GOODS AND/OR SERVICES

---

**International Class:** 009

**Class Status:** Active

pre-recorded audio and video recordings of entertainment and educational motion picture films featuring family-targeted themes; pre-recorded audio and video recordings featuring television programs with family-targeted themes; pre-recorded videotapes, pre-recorded audiotapes and compact discs featuring family-targeted themes

**Basis:** 1(b)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**International Class:** 041

**Class Status:** Active

production and distribution of entertainment and educational motion picture films featuring family-targeted themes; production and distribution of television programs featuring family-targeted themes; and entertainment news featuring family-targeted themes; production of audio and video recordings featuring family-targeted themes

**Basis:** 1(b)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

---

### ADDITIONAL INFORMATION

---

**Disclaimer:** FAMILY

**Prior Registration Number(s):**

524810

997183

2411079

---

### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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### PROSECUTION HISTORY

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

2007-08-08 - Extension 3 granted

2007-08-08 - Extension 3 filed  
2007-08-08 - TEAS Extension Received  
2007-03-28 - Extension 2 granted  
2007-03-28 - Extension 2 filed  
2007-03-28 - TEAS Extension Received  
2006-08-30 - Extension 1 granted  
2006-08-30 - Extension 1 filed  
2006-08-30 - TEAS Extension Received  
2006-04-04 - Notice of allowance - mailed  
2006-01-10 - Published for opposition  
2005-12-21 - Notice of publication  
2005-11-22 - Law Office Publication Review Completed  
2005-11-18 - Assigned To LIE  
2005-11-16 - Approved for Pub - Principal Register (Initial exam)  
2005-11-16 - Examiner's Amendment Entered  
2005-11-15 - EXAMINERS AMENDMENT E-MAILED  
2005-11-15 - Examiners Amendment -Written  
2005-11-11 - Non-final action e-mailed  
2005-11-11 - Non-Final Action Written  
2005-11-11 - Assigned To Examiner  
2005-04-21 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich,

**Correspondent**

BINGHAM B LEVERICH

COVINGTON & BURLING  
1201 PENNSYLVANIA AVE NW  
WASHINGTON, DC 20004-2401  
Phone Number: 202-662-6000  
Fax Number: 202-662-6291

---

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

**This page was generated by the TARR system on 2008-01-08 13:27:14 ET**

**Serial Number:** 77109354 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** (NOT AVAILABLE)

**Mark**

NATIONAL GEOGRAPHIC KIDS

**(words only):** NATIONAL GEOGRAPHIC KIDS

**Standard Character claim:** Yes

**Current Status:** Final review prior to publication has been completed, application will be published for opposition.

**Date of Status:** 2007-12-10

**Filing Date:** 2007-02-16

**The Information will be/was published in the Official Gazette on 2008-01-15**

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 111

**Attorney Assigned:**

LEHKER DAWN FELDMAN [Employee Location](#)

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2007-12-10

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation**State or Country of Incorporation:** D.C.

---

**GOODS AND/OR SERVICES**

---

**International Class:** 009**Class Status:** Active

Audio cassette recorders; audio cassette players; pre-recorded audio cassettes, audio discs and compact discs featuring music, stories and games for children; audio speakers; binoculars; calculators; camcorders; cameras; pre-recorded CD-ROMs featuring computer games and activities for children; CD-ROM drives; CD-ROM writers; cellular telephones; cellular telephone accessories, namely, batteries and headphones for cellular telephones; cellular telephone cases; face plates for cellular telephones; compact disc players; CD burners; computer game programs; computer game cartridges and discs; computers; computer hardware; computer keyboards; computer monitors; computer mouse; computer disc drives; computer software featuring games and educational activities for children; cordless telephones; decorative magnets; digital cameras; pre-recorded DVDs, video cassettes, digital versatile discs and digital video discs featuring live action and animated entertainment for children, motion picture films, and television shows; DVD players; electronic personal organizers; eyeglass cases; eyeglasses; headphones; karaoke machines; microphones; MP3 players; modems for computers; mouse pads; motion picture films in the field of live action and animated entertainment for children; pagers; personal stereos; personal digital assistants; printers; radios; sunglasses; telephones; television sets; video cameras; video cassette recorders; video cassette players; video game cartridges; video game discs; videophones; walkie-talkies; wrist and arm rests for use with computers; electronic game software; downloadable ring tones, downloadable ring backs, downloadable pre-recorded video clips, downloadable pre-recorded audio clips, downloadable animated ringers, downloadable video ringers, downloadable audio shorts, downloadable video shorts, downloadable animated screensavers; downloadable prerecorded audio, video, text and graphics held in electronic personal computers and handheld wireless devices featuring content from or relating to Applicant's television series; sunglasses; downloadable wireless game software; computer software for use in the design, development and execution of wireless game and entertainment programs and applications; wireless entertainment software for use on and with computers and mobile networks; wireless entertainment software for downloadable graphics, text, images, logos, music, sound clips, ring tones, and general entertainment information; wireless entertainment software for downloadable motion pictures, television shows, and video and audio recordings featuring music, news, comedy, drama, sci-fi, shows, competitions, sports, live action, animation, and general entertainment information; satellite navigational system, namely, a global positioning system; electronic publications, namely, books featuring fiction and non-fiction topics recorded on computer media; handheld personal computers, namely, handheld electronic book readers for receiving and storing downloaded information

**Basis:** 1(b)**First Use Date:** (DATE NOT AVAILABLE)**First Use in Commerce Date:** (DATE NOT AVAILABLE)

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**ADDITIONAL INFORMATION**

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**Disclaimer:** "KIDS"

**Prior Registration Number(s):**

242080  
2565190  
2808316

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**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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

2007-12-26 - Notice of publication  
2007-12-10 - Law Office Publication Review Completed  
2007-12-05 - Assigned To LIE  
2007-10-31 - Approved for Pub - Principal Register (Initial exam)  
2007-10-30 - Teas/Email Correspondence Entered  
2007-10-30 - Communication received from applicant  
2007-10-30 - TEAS Response to Office Action Received  
2007-06-06 - Notification Of Non-Final Action E-Mailed  
2007-06-06 - Non-final action e-mailed  
2007-06-06 - Non-Final Action Written  
2007-06-05 - Assigned To Examiner  
2007-02-21 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich

**Correspondent**

BINGHAM B. LEVERICH  
COVINGTON & BURLING LLP  
1201 PENNSYLVANIA AVE NW

WASHINGTON, DC 20004-2401  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

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

This page was generated by the TARR system on 2008-01-08 13:27:35 ET

**Serial Number:** 77109357 Assignment Information      Trademark Document Retrieval

**Registration Number:** (NOT AVAILABLE)

**Mark**

NATIONAL GEOGRAPHIC KIDS

**(words only):** NATIONAL GEOGRAPHIC KIDS

**Standard Character claim:** Yes

**Current Status:** Withdrawn Before Publication

**Date of Status:** 2007-12-28

**Filing Date:** 2007-02-16

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 111

**Attorney Assigned:**

LEHKER DAWN FELDMAN Employee Location

**Current Location:** 450 -Petitions Office

**Date In Location:** 2007-12-28

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.

Washington, DC 20036

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

### GOODS AND/OR SERVICES

---

**International Class:** 016

**Class Status:** Active

Address books; blank journals; daily planners; desktop planners; personal planners; almanacs; appliqués in the form of decals; appointment books; art prints; arts and craft paint kits; autograph books; baby books; ball point pens; baseball cards; binders; folders; bookends; bookmarks; books, magazines, newsletters and periodicals, all in the field of stories, games and activities for children; bumper stickers; calendars; cartoon strips; Christmas cards; chalk; children's activity books; coasters made of paper; coin albums; coloring books; color pencils; comic books; comic strips; coupon books; decals; decorative paper centerpieces; diaries; disposable diapers for babies; drawing rulers; envelopes; erasers; felt pens; flash cards; gift cards; gift wrapping paper; globes; greeting cards; guest books; maps; memo pads; modeling clay; newspapers; note paper; notebooks; notebook paper; paintings; paper flags; paper party favors; paper party hats; paper cake decorations; paper party decorations; paper napkins; paper party bags; paperweights; paper gift wrap bows; paper pennants; paper place mats; paper table cloths; pen or pencil holders; pencils; pencil sharpeners; pen and pencil cases and boxes; pens; photograph albums; photographs; photo-engravings; pictorial prints; picture books; portraits; postcards; posters; printed awards; printed certificates; printed invitations; printed menus; recipe books; rubber stamps; score cards; stamp albums; stationery; staplers; stickers; trading cards; ungraduated rulers; writing paper; writing implements; scrapbooking paper, scrapbooking embellishments, namely, paper brads, grommets for paper, paper fasteners, paper clips; scrapbooking tools, namely, paper cutters, lightboxes, stencils, paper staplers, paper hole punches, scrapbook albums, paper storage boxes, markers, pencils, drawing and marking templates; scrapbooking adhesives, namely, glue sticks, glue pens, tape runners, glue dots, double sided tape, adhesive foam squares and dots, adhesive magnet squares and dots, all for stationery or household use; sticker books; art prints

**Basis:** 1(b)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

---

### ADDITIONAL INFORMATION

---

**Disclaimer:** "KIDS"

**Prior Registration Number(s):**

242080

2565190

2808316

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### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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### PROSECUTION HISTORY

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

2007-12-28 - Withdrawn From Pub - Og Review Query  
2007-12-19 - Law Office Publication Review Completed  
2007-12-19 - Assigned To LIE  
2007-11-09 - Approved for Pub - Principal Register (Initial exam)  
2007-11-09 - Examiner's Amendment Entered  
2007-11-09 - Notification Of Examiners Amendment E-Mailed  
2007-11-09 - EXAMINERS AMENDMENT E-MAILED  
2007-11-09 - Examiners Amendment -Written  
2007-11-07 - Teas/Email Correspondence Entered  
2007-11-07 - Communication received from applicant  
2007-11-07 - TEAS Response to Office Action Received  
2007-06-06 - Notification Of Non-Final Action E-Mailed  
2007-06-06 - Non-final action e-mailed  
2007-06-06 - Non-Final Action Written  
2007-06-05 - Assigned To Examiner  
2007-02-21 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich

**Correspondent**

BINGHAM B. LEVERICH  
COVINGTON & BURLING LLP  
1201 PENNSYLVANIA AVE NW  
WASHINGTON, DC 20004-2401  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

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

**This page was generated by the TARR system on 2008-01-08 13:28:01 ET**

**Serial Number:** 77109359 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** (NOT AVAILABLE)

**Mark**

NATIONAL GEOGRAPHIC KIDS

**(words only):** NATIONAL GEOGRAPHIC KIDS

**Standard Character claim:** Yes

**Current Status:** Final review prior to publication has been completed, application will be published for opposition.

**Date of Status:** 2007-12-10

**Filing Date:** 2007-02-16

**The Information will be/was published in the Official Gazette on 2008-01-15**

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 111

**Attorney Assigned:**

LEHKER DAWN FELDMAN [Employee Location](#)

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2007-12-10

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation**State or Country of Incorporation:** D.C.

---

**GOODS AND/OR SERVICES**

---

**International Class:** 018**Class Status:** Active

All purpose sport bags; athletic bags; baby backpacks; backpacks; beach bags; book bags; calling card cases; change purses; coin purses; diaper bags; duffel bags; fanny packs; gym bags; handbags; knapsacks; key cases; leather key chains; luggage; luggage tags; overnight bags; purses; satchels; leather and mesh shopping bags; tote bags; umbrellas; waist packs; wallets; synthetic fabric lunch bags; garment bags

**Basis:** 1(b)**First Use Date:** (DATE NOT AVAILABLE)**First Use in Commerce Date:** (DATE NOT AVAILABLE)

---

**ADDITIONAL INFORMATION**

---

**Disclaimer:** "KIDS"**Prior Registration Number(s):**

242080

2565190

2808316

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**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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

2007-12-26 - Notice of publication

2007-12-10 - Law Office Publication Review Completed

2007-12-05 - Assigned To LIE

2007-10-31 - Approved for Pub - Principal Register (Initial exam)

2007-10-30 - Teas/Email Correspondence Entered

2007-10-30 - Communication received from applicant  
2007-10-30 - TEAS Response to Office Action Received  
2007-06-06 - Notification Of Non-Final Action E-Mailed  
2007-06-06 - Non-final action e-mailed  
2007-06-06 - Non-Final Action Written  
2007-06-05 - Assigned To Examiner  
2007-02-21 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich

**Correspondent**

BINGHAM B. LEVERICH  
COVINGTON & BURLING LLP  
1201 PENNSYLVANIA AVE NW  
WASHINGTON, DC 20004-2401  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

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

**This page was generated by the TARR system on 2008-01-08 13:28:26 ET**

**Serial Number:** 77109361 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** (NOT AVAILABLE)

**Mark**

NATIONAL GEOGRAPHIC KIDS

**(words only):** NATIONAL GEOGRAPHIC KIDS

**Standard Character claim:** Yes

**Current Status:** Final review prior to publication has been completed, application will be published for opposition.

**Date of Status:** 2007-12-10

**Filing Date:** 2007-02-16

**The Information will be/was published in the Official Gazette on 2008-01-15**

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 111

**Attorney Assigned:**

LEHKER DAWN FELDMAN [Employee Location](#)

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2007-12-10

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation**State or Country of Incorporation:** D.C.

---

**GOODS AND/OR SERVICES**

---

**International Class:** 025**Class Status:** Active

Athletic shoes; bandanas; baseball caps; beach cover-ups; beachwear; belts; bikinis; blazers; boots; bow ties; caps; chaps; coats; dresses; ear muffs; footwear; gloves; golf shirts; hats; head bands; head wear; hosiery; infantwear; jackets; jeans; jerseys; kerchiefs; leotards; leg warmers; mittens; neckties; night shirts; night gowns; pajamas; pants; panty hose; polo shirts; ponchos; rainwear; robes; sandals; scarves; shirts; shoes; skirts; shorts; slacks; slippers; sleepwear; socks; stockings; sweaters; sweat pants; sweat shirts; swimsuits; tank tops; tights; t-shirts; underwear; vests; wrist bands; warm-up suits; snowsuits; sleepwear; cloth bibs; masquerade and Halloween costumes and masks; ski wear; sun visors

**Basis:** 1(b)**First Use Date:** (DATE NOT AVAILABLE)**First Use in Commerce Date:** (DATE NOT AVAILABLE)

---

**ADDITIONAL INFORMATION**

---

**Disclaimer:** "KIDS"**Prior Registration Number(s):**

242080

2565190

2808316

---

**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.**

2007-12-26 - Notice of publication

2007-12-10 - Law Office Publication Review Completed

2007-12-05 - Assigned To LIE

2007-10-31 - Approved for Pub - Principal Register (Initial exam)

2007-10-30 - Teas/Email Correspondence Entered  
2007-10-30 - Communication received from applicant  
2007-10-30 - TEAS Response to Office Action Received  
2007-06-06 - Notification Of Non-Final Action E-Mailed  
2007-06-06 - Non-final action e-mailed  
2007-06-06 - Non-Final Action Written  
2007-06-05 - Assigned To Examiner  
2007-02-21 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich

**Correspondent**

BINGHAM B. LEVERICH  
COVINGTON & BURLING LLP  
1201 PENNSYLVANIA AVE NW  
WASHINGTON, DC 20004-2401  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

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

**This page was generated by the TARR system on 2008-01-08 13:28:53 ET**

**Serial Number:** 77109362 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** (NOT AVAILABLE)

**Mark**

NATIONAL GEOGRAPHIC KIDS

**(words only):** NATIONAL GEOGRAPHIC KIDS

**Standard Character claim:** Yes

**Current Status:** Final review prior to publication has been completed, application will be published for opposition.

**Date of Status:** 2007-12-10

**Filing Date:** 2007-02-16

**The Information will be/was published in the Official Gazette on 2008-01-15**

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 111

**Attorney Assigned:**

LEHKER DAWN FELDMAN [Employee Location](#)

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2007-12-10

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20004  
United States

**Legal Entity Type:** Corporation**State or Country of Incorporation:** D.C.

---

**GOODS AND/OR SERVICES**

---

**International Class:** 028**Class Status:** Active

Action skill games; action figures and accessories therefore; board games; card games; children's multiple activity toys; badminton sets; balloons; basketballs; bath toys; baseballs; beach balls; bean bags; bean bag dolls; toy building blocks; bowling balls; bubble making wands and solution sets; chess sets; children's play cosmetics; Christmas stockings; Christmas tree decorations; collectable toy figures; crib mobiles; crib toys; disc toss toys; dolls; doll clothing; doll accessories; doll playsets; electric action toys; equipment sold as a unit for playing card games; fishing tackle; golf balls; golf gloves; golf ball markers; hand held unit for playing electronic games; hockey pucks; inflatable toys; jigsaw puzzles; manipulative puzzles; cube puzzles; maze puzzles; shape puzzles; animal puzzles; map puzzles; jump ropes; kites; magic tricks; marbles; manipulative games; mechanical toys; music box toys; musical toys; toy musical instruments; parlor games; party favors in the nature of small toys and toy beads; party games; playing cards; plush toys; puppets; roller skates; rubber balls; skateboards; soccer balls; spinning tops; squeeze toys; stuffed toys; table tennis tables; target games; teddy bears; tennis balls; toy action figures; toy bucket and shovel sets; toy mobiles; toy vehicles; toy scooters; toy cars; toy model hobbycraft kits; toy figures; toy banks; toy trucks; toy watches; wind-up toys; yo-yos; stand alone video game machines utilizing CD ROMs, stand alone video game machines, stand alone audio output game machines; children's learning developmental toys; toy vehicles and electronically operated toy vehicles, dress-up and role playing games; pool and water toys and sand toys; children's activity tables containing manipulative toys which convert to easels; educational play toys, namely, multiple activity toys, bendable toys, habitation toys in the nature of play teepees, play tents and play cabins; hobbycraft and activity sets comprised of toy beads, glitter, string, yarn and plastic string; children's bath toys; musical toys; hobbycraft tracing sets comprising plastic outlines of characters, animals, objects and shapes; hobby craft clay molding sets comprising plastic cookie cutters of characters, animals, objects and shapes.; dress-up clothing and accessories consisting of dresses, skirts, shirts, hats, handbags, tiaras, headbands, pants, vests, toy helmets; toy gardening sets

**Basis:** 1(b)**First Use Date:** (DATE NOT AVAILABLE)**First Use in Commerce Date:** (DATE NOT AVAILABLE)

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**ADDITIONAL INFORMATION**

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**Disclaimer:** "KIDS"**Prior Registration Number(s):**

2565190

2808316

3154443

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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

2007-12-26 - Notice of publication

2007-12-10 - Law Office Publication Review Completed

2007-12-05 - Assigned To LIE

2007-10-31 - Approved for Pub - Principal Register (Initial exam)

2007-10-30 - Teas/Email Correspondence Entered

2007-10-30 - Communication received from applicant

2007-10-30 - TEAS Response to Office Action Received

2007-06-06 - Notification Of Non-Final Action E-Mailed

2007-06-06 - Non-final action e-mailed

2007-06-06 - Non-Final Action Written

2007-06-05 - Assigned To Examiner

2007-02-21 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich

**Correspondent**

BINGHAM B. LEVERICH  
COVINGTON & BURLING LLP  
1201 PENNSYLVANIA AVE NW  
WASHINGTON, DC 20004-2401  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

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

**This page was generated by the TARR system on 2008-01-08 13:29:09 ET**

**Serial Number:** 77109363 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** (NOT AVAILABLE)

**Mark**

NATIONAL GEOGRAPHIC KIDS

**(words only):** NATIONAL GEOGRAPHIC KIDS

**Standard Character claim:** Yes

**Current Status:** Final review prior to publication has been completed, application will be published for opposition.

**Date of Status:** 2007-12-10

**Filing Date:** 2007-02-16

**The Information will be/was published in the Official Gazette on 2008-01-15**

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 111

**Attorney Assigned:**

LEHKER DAWN FELDMAN [Employee Location](#)

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2007-12-10

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation**State or Country of Incorporation:** D.C.

---

**GOODS AND/OR SERVICES**

---

**International Class:** 041**Class Status:** Active

Production of television programs; production and distribution of cable television programs; entertainment services in the nature of an on-going television series featuring animation, live action, non-fiction content, news and stories, music, comedy or drama; entertainment services, namely, production, distribution and rental of motion picture films featuring animation, live action, non-fiction content, news and stories, music, comedy or drama; entertainment services, namely, providing wireless and online computer games and images that may be accessed by network users; providing information via a global communications network in the fields of facts regarding science, natural history, natural science, geography, the environment, geology, anthropology, zoology, botany, social studies, history, world cultures, news and stories, games, music, activities, video, television programs, motion pictures, and wireless games for children

**Basis:** 1(b)**First Use Date:** (DATE NOT AVAILABLE)**First Use in Commerce Date:** (DATE NOT AVAILABLE)

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**ADDITIONAL INFORMATION**

---

**Disclaimer:** "KIDS"**Prior Registration Number(s):**

997183  
2565190  
2808316

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**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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**PROSECUTION HISTORY**

---

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

2007-12-26 - Notice of publication

2007-12-10 - Law Office Publication Review Completed

2007-12-05 - Assigned To LIE

2007-10-31 - Approved for Pub - Principal Register (Initial exam)

2007-10-30 - Teas/Email Correspondence Entered

2007-10-30 - Communication received from applicant

2007-10-30 - TEAS Response to Office Action Received

2007-06-07 - Notification Of Non-Final Action E-Mailed

2007-06-07 - Non-final action e-mailed

2007-06-07 - Non-Final Action Written

2007-06-05 - Assigned To Examiner

2007-02-21 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich,

**Correspondent**

BINGHAM B. LEVERICH,  
COVINGTON & BURLING LLP  
1201 PENNSYLVANIA AVE NW  
WASHINGTON, DC 20004-2401  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

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

**This page was generated by the TARR system on 2008-01-08 13:29:33 ET**

**Serial Number:** 77109688 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** (NOT AVAILABLE)

**Mark**

NATIONAL GEOGRAPHIC LITTLE  
KIDS

**(words only):** NATIONAL GEOGRAPHIC LITTLE KIDS

**Standard Character claim:** Yes

**Current Status:** Final review prior to publication has been completed, application will be published for opposition.

**Date of Status:** 2007-12-10

**Filing Date:** 2007-02-16

**The Information will be/was published in the Official Gazette on 2008-01-15**

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 111

**Attorney Assigned:**

LEHKER DAWN FELDMAN [Employee Location](#)

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2007-12-10

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation**State or Country of Incorporation:** D.C.

---

**GOODS AND/OR SERVICES**

---

**International Class:** 009**Class Status:** Active

Audio cassette recorders; audio cassette players; pre-recorded audio cassettes, audio discs and compact discs featuring music, stories and games for children; audio speakers; binoculars; calculators; camcorders; cameras; pre-recorded CD-ROMs featuring computer games and activities for children; CD-ROM drives; CD-ROM writers; cellular telephones; cellular telephone accessories, namely, batteries and headphones for cellular telephones; cellular telephone cases; face plates for cellular telephones; compact disc players; CD burners; computer game programs; computer game cartridges and discs; computers; computer hardware; computer keyboards; computer monitors; computer mouse; computer disc drives; computer software featuring games and educational activities for children; cordless telephones; decorative magnets; digital cameras; pre-recorded DVDs, video cassettes, digital versatile discs and digital video discs featuring live action and animated entertainment for children, motion picture films, and television shows; DVD players; electronic personal organizers; eyeglass cases; eyeglasses; headphones; karaoke machines; microphones; MP3 players; modems for computers; mouse pads; motion picture films in the field of live action and animated entertainment for children; pagers; personal stereos; personal digital assistants; printers; radios; sunglasses; telephones; television sets; video cameras; video cassette recorders; video cassette players; video game cartridges; video game discs; videophones; walkie-talkies; wrist and arm rests for use with computers; electronic game software; downloadable ring tones, downloadable ring backs, downloadable pre-recorded video clips, downloadable pre-recorded audio clips, downloadable animated ringers, downloadable video ringers, downloadable audio shorts, downloadable video shorts, downloadable animated screensavers; downloadable prerecorded audio, video, text and graphics held in electronic personal computers and handheld wireless devices featuring content from or relating to Applicant's television series; sunglasses; downloadable wireless game software; computer software for use in the design, development and execution of wireless game and entertainment programs and applications; wireless entertainment software for use on and with computers and mobile networks; wireless entertainment software for downloadable graphics, text, images, logos, music, sound clips, ring tones, and general entertainment information; wireless entertainment software for downloadable motion pictures, television shows, and video and audio recordings featuring music, news, comedy, drama, sci-fi, shows, competitions, sports, live action, animation, and general entertainment information; satellite navigational system, namely, a global positioning system; electronic publications, namely, books featuring fiction and non-fiction topics recorded on computer media; handheld personal computers, namely, handheld electronic book readers for receiving and storing downloaded information

**Basis:** 1(b)**First Use Date:** (DATE NOT AVAILABLE)**First Use in Commerce Date:** (DATE NOT AVAILABLE)

---

**ADDITIONAL INFORMATION**

---

**Disclaimer:** "LITTLE KIDS"

**Prior Registration Number(s):**

242080  
2565190  
2808316

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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

2007-12-26 - Notice of publication  
2007-12-10 - Law Office Publication Review Completed  
2007-12-05 - Assigned To LIE  
2007-10-31 - Approved for Pub - Principal Register (Initial exam)  
2007-10-30 - Teas/Email Correspondence Entered  
2007-10-30 - Communication received from applicant  
2007-10-30 - TEAS Response to Office Action Received  
2007-06-07 - Notification Of Non-Final Action E-Mailed  
2007-06-07 - NON-FINAL ACTION E-MAILED  
2007-06-07 - Non-Final Action Written  
2007-06-07 - Notification Of Non-Final Action E-Mailed  
2007-06-07 - Non-final action e-mailed  
2007-06-07 - Non-Final Action Written  
2007-06-05 - Assigned To Examiner  
2007-02-21 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich

**Correspondent**

BINGHAM B. LEVERICH  
COVINGTON & BURLING LLP  
1201 PENNSYLVANIA AVE NW  
WASHINGTON, DC 20004-2401  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

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

This page was generated by the TARR system on 2008-01-08 13:29:58 ET

**Serial Number:** 77109692 Assignment Information      Trademark Document Retrieval

**Registration Number:** (NOT AVAILABLE)

**Mark**

NATIONAL GEOGRAPHIC LITTLE  
KIDS

**(words only):** NATIONAL GEOGRAPHIC LITTLE KIDS

**Standard Character claim:** Yes

**Current Status:** Withdrawn Before Publication

**Date of Status:** 2007-12-28

**Filing Date:** 2007-02-16

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 111

**Attorney Assigned:**

LEHKER DAWN FELDMAN Employee Location

**Current Location:** 450 -Petitions Office

**Date In Location:** 2007-12-28

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.

Washington, DC 20036

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

### GOODS AND/OR SERVICES

---

**International Class:** 016

**Class Status:** Active

Address books; blank journals; daily planners; desktop planners; personal planners; almanacs; appliqués in the form of decals; appointment books; art prints; arts and craft paint kits; autograph books; baby books; ball point pens; baseball cards; binders; folders; bookends; bookmarks; books, magazines, newsletters and periodicals, all in the field of stories, games and activities for children; bumper stickers; calendars; cartoon strips; Christmas cards; chalk; children's activity books; coasters made of paper; coin albums; coloring books; color pencils; comic books; comic strips; coupon books; decals; decorative paper centerpieces; diaries; disposable diapers for babies; drawing rulers; envelopes; erasers; felt pens; flash cards; gift cards; gift wrapping paper; globes; greeting cards; guest books; maps; memo pads; modeling clay; newspapers; note paper; notebooks; notebook paper; paintings; paper flags; paper party favors; paper party hats; paper cake decorations; paper party decorations; paper napkins; paper party bags; paperweights; paper gift wrap bows; paper pennants; paper place mats; paper table cloths; pen or pencil holders; pencils; pencil sharpeners; pen and pencil cases and boxes; pens; photograph albums; photographs; photo-engravings; pictorial prints; picture books; portraits; postcards; posters; printed awards; printed certificates; printed invitations; printed menus; recipe books; rubber stamps; score cards; stamp albums; stationery; staplers; stickers; trading cards; ungraduated rulers; writing paper; writing implements; scrapbooking paper, scrapbooking embellishments, namely, paper brads, grommets for paper, paper fasteners, paper clips; scrapbooking tools, namely, paper cutters, lightboxes, stencils, paper staplers, paper hole punches, scrapbook albums, paper storage boxes, markers, pencils, drawing and marking templates; scrapbooking adhesives, namely, glue sticks, glue pens, tape runners, glue dots, double sided tape, adhesive foam squares and dots, adhesive magnet squares and dots, all for stationery or household use; sticker books; art prints

**Basis:** 1(b)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

---

### ADDITIONAL INFORMATION

---

**Disclaimer:** "LITTLE KIDS"

**Prior Registration Number(s):**

242080

2565190

2808316

---

### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

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### PROSECUTION HISTORY

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

2007-12-28 - Withdrawn From Pub - Og Review Query  
2007-12-19 - Law Office Publication Review Completed  
2007-12-19 - Assigned To LIE  
2007-11-09 - Approved for Pub - Principal Register (Initial exam)  
2007-11-09 - Examiner's Amendment Entered  
2007-11-09 - Notification Of Examiners Amendment E-Mailed  
2007-11-09 - EXAMINERS AMENDMENT E-MAILED  
2007-11-09 - Examiners Amendment -Written  
2007-11-07 - Teas/Email Correspondence Entered  
2007-11-07 - Communication received from applicant  
2007-11-07 - TEAS Response to Office Action Received  
2007-06-07 - Notification Of Non-Final Action E-Mailed  
2007-06-07 - Non-final action e-mailed  
2007-06-07 - Non-Final Action Written  
2007-06-05 - Assigned To Examiner  
2007-02-21 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich

**Correspondent**

BINGHAM B. LEVERICH  
COVINGTON & BURLING LLP  
1201 PENNSYLVANIA AVE NW  
WASHINGTON, DC 20004-2401  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

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

This page was generated by the TARR system on 2008-01-08 13:30:21 ET

**Serial Number:** 77109698 Assignment Information      Trademark Document Retrieval

**Registration Number:** (NOT AVAILABLE)

**Mark**

NATIONAL GEOGRAPHIC LITTLE  
KIDS

**(words only):** NATIONAL GEOGRAPHIC LITTLE KIDS

**Standard Character claim:** Yes

**Current Status:** Application has been published for opposition.

**Date of Status:** 2008-01-08

**Filing Date:** 2007-02-16

**The Information will be/was published in the Official Gazette on** 2008-01-08

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 111

**Attorney Assigned:**  
LEHKER DAWN FELDMAN Employee Location

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2007-12-05

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

---

### GOODS AND/OR SERVICES

---

**International Class:** 018

**Class Status:** Active

All purpose sport bags; athletic bags; baby backpacks; backpacks; beach bags; book bags; calling card cases; change purses; coin purses; diaper bags; duffel bags; fanny packs; gym bags; handbags; knapsacks; key cases; leather key chains; luggage; luggage tags; overnight bags; purses; satchels; leather and mesh shopping bags; tote bags; umbrellas; waist packs; wallets; synthetic fabric lunch bags; garment bags

**Basis:** 1(b)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

---

### ADDITIONAL INFORMATION

---

**Disclaimer:** " LITTLE KIDS"

**Prior Registration Number(s):**

242080

2565190

2808316

---

### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

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### PROSECUTION HISTORY

---

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

2008-01-08 - Published for opposition

2007-12-19 - Notice of publication

2007-12-05 - Law Office Publication Review Completed

2007-12-05 - Assigned To LIE

2007-10-31 - Approved for Pub - Principal Register (Initial exam)

2007-10-30 - Teas/Email Correspondence Entered  
2007-10-30 - Communication received from applicant  
2007-10-30 - TEAS Response to Office Action Received  
2007-06-07 - Notification Of Non-Final Action E-Mailed  
2007-06-07 - Non-final action e-mailed  
2007-06-07 - Non-Final Action Written  
2007-06-05 - Assigned To Examiner  
2007-02-21 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich

**Correspondent**

BINGHAM B. LEVERICH  
COVINGTON & BURLING LLP  
1201 PENNSYLVANIA AVE NW  
WASHINGTON, DC 20004-2401  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

---

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

This page was generated by the TARR system on 2008-01-08 13:30:49 ET

**Serial Number:** 77109727 Assignment Information      Trademark Document Retrieval

**Registration Number:** (NOT AVAILABLE)

**Mark**

NATIONAL GEOGRAPHIC LITTLE  
KIDS

**(words only):** NATIONAL GEOGRAPHIC LITTLE KIDS

**Standard Character claim:** Yes

**Current Status:** Opposition period completed, a Notice of Allowance has been issued.

**Date of Status:** 2007-11-27

**Filing Date:** 2007-02-16

**The Notice of Allowance Date is:** 2007-11-27

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 105

**Attorney Assigned:**  
JORDAN AMEETA S Employee Location

**Current Location:** 700 -Intent To Use Section

**Date In Location:** 2007-11-27

---

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** D.C.

---

### GOODS AND/OR SERVICES

---

**International Class:** 025

**Class Status:** Active

Athletic shoes; bandanas; baseball caps; beach cover-ups; beachwear; belts; bikinis; blazers; boots; bow ties; caps; chaps; coats; dresses; ear muffs; footwear; gloves; golf shirts; hats; head bands; head wear; hosiery; infantwear; jackets; jeans; jerseys; kerchiefs; leotards; leg warmers; mittens; neckties; night shirts; night gowns; pajamas; pants; panty hose; polo shirts; ponchos; rainwear; robes; sandals; scarves; shirts; shoes; skirts; shorts; slacks; slippers; sleepwear; socks; stockings; sweaters; sweat pants; sweat shirts; swimsuits; tank tops; tights; t-shirts; underwear; vests; wrist bands; warm-up suits; snowsuits; sleepwear; cloth bibs; masquerade and Halloween costumes and masks sold in connection therewith; ski wear; sun visors; dress up clothing, namely costumes for use in role-playing games

**Basis:** 1(b)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

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### ADDITIONAL INFORMATION

---

**Disclaimer:** "LITTLE KIDS"

**Prior Registration Number(s):**

242080

2565190

2808316

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### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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### PROSECUTION HISTORY

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**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 - Notice of allowance - mailed

2007-09-04 - Published for opposition

2007-08-15 - Notice of publication

2007-07-30 - Law Office Publication Review Completed

2007-07-30 - Assigned To LIE  
2007-06-19 - Approved for Pub - Principal Register (Initial exam)  
2007-06-19 - Examiner's Amendment Entered  
2007-06-19 - Notification Of Examiners Amendment E-Mailed  
2007-06-19 - EXAMINERS AMENDMENT E-MAILED  
2007-06-19 - Examiners Amendment -Written  
2007-06-19 - Previous allowance count withdrawn  
2007-06-15 - Approved for Pub - Principal Register (Initial exam)  
2007-06-15 - Examiner's Amendment Entered  
2007-06-15 - Notification Of Examiners Amendment E-Mailed  
2007-06-15 - EXAMINERS AMENDMENT E-MAILED  
2007-06-15 - Examiners Amendment -Written  
2007-06-15 - Notification Of Priority Action E-Mailed  
2007-06-15 - Priority Action E-Mailed  
2007-06-15 - Priority Action Written  
2007-06-05 - Assigned To Examiner  
2007-02-22 - New Application Entered In Tram

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**ATTORNEY/CORRESPONDENT INFORMATION**

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**Attorney of Record**

Bingham B. Leverich,

**Correspondent**

BINGHAM B. LEVERICH,  
COVINGTON & BURLING LLP  
1201 PENNSYLVANIA AVE NW  
WASHINGTON, DC 20004-2401  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

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

This page was generated by the TARR system on 2008-01-08 13:31:17 ET

**Serial Number:** 77109729 Assignment Information      Trademark Document Retrieval

**Registration Number:** (NOT AVAILABLE)

**Mark**

NATIONAL GEOGRAPHIC LITTLE  
KIDS

**(words only):** NATIONAL GEOGRAPHIC LITTLE KIDS

**Standard Character claim:** Yes

**Current Status:** Opposition period completed, a Notice of Allowance has been issued.

**Date of Status:** 2007-11-27

**Filing Date:** 2007-02-16

**The Notice of Allowance Date is:** 2007-11-27

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 105

**Attorney Assigned:**  
JORDAN AMEETA S Employee Location

**Current Location:** 700 -Intent To Use Section

**Date In Location:** 2007-11-27

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

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1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** D.C.

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### GOODS AND/OR SERVICES

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**International Class:** 028

**Class Status:** Active

Action skill games; action figures and accessories therefore; board games; card games; children's multiple activity toys; badminton sets; balloons; basketballs; bath toys; baseballs; beach balls; bean bags; bean bag dolls; toy building blocks; bowling balls; bubble making wands and solution sets; chess sets; children's play cosmetics; Christmas stockings; Christmas tree decorations; collectable toy figures; crib mobiles; crib toys; disc toss toys; dolls; doll clothing; doll accessories; doll playsets; electric action toys; equipment sold as a unit for playing card games; fishing tackle; golf balls; golf gloves; golf ball markers; hand held unit for playing electronic games; hockey pucks; inflatable toys; jigsaw puzzles; manipulative puzzles; cube puzzles; maze puzzles; shape puzzles; animal puzzles; map puzzles; jump ropes; kites; magic tricks; marbles; manipulative games; mechanical toys; music box toys; musical toys; toy musical instruments; parlor games; party favors in the nature of small toys and toy beaded jewelry; party games; playing cards; plush toys; puppets; roller skates; rubber balls; skateboards; soccer balls; spinning tops; squeeze toys; stuffed toys; table tennis tables; target games; teddy bears; tennis balls; toy action figures; toy bucket and shovel sets; toy mobiles; toy vehicles; toy scooters; toy cars; toy model hobbycraft kits; toy figures; toy banks; toy trucks; toy watches; wind-up toys; yo-yos; stand alone video game machines utilizing CD ROMs, stand alone video game machines, stand alone audio output game machines; children's learning developmental toys; toy vehicles and electronically operated toy vehicles, dress-up and role playing games; pool and water toys, namely water squirting toys; sand toys; children's activity tables containing manipulative toys which convert to easels; educational play toys, namely, multiple activity toys, bendable toys, habitation toys in the nature of play teepees, play tents and play cabins; hobbycraft sets comprised of beads, glitter, string, yarn and plastic string; children's bath toys; musical toys; hobbycraft tracing sets comprising plastic outlines of characters and animals; toy gardening sets

**Basis:** 1(b)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

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### ADDITIONAL INFORMATION

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**Disclaimer:** LITTLE KIDS

**Prior Registration Number(s):**

2565190

2808316

3154443

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### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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**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 - Notice of allowance - mailed

2007-09-04 - Published for opposition

2007-08-15 - Notice of publication

2007-08-01 - Law Office Publication Review Completed

2007-08-01 - Assigned To LIE

2007-06-20 - Approved for Pub - Principal Register (Initial exam)

2007-06-19 - Examiner's Amendment Entered

2007-06-19 - Notification Of Examiners Amendment E-Mailed

2007-06-19 - EXAMINERS AMENDMENT E-MAILED

2007-06-19 - Examiners Amendment -Written

2007-06-15 - Notification Of Priority Action E-Mailed

2007-06-15 - Priority Action E-Mailed

2007-06-15 - Priority Action Written

2007-06-05 - Assigned To Examiner

2007-02-22 - New Application Entered In Tram

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**ATTORNEY/CORRESPONDENT INFORMATION**

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**Attorney of Record**

Bingham B. Leverich,

**Correspondent**

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COVINGTON & BURLING LLP  
1201 PENNSYLVANIA AVE NW  
WASHINGTON, DC 20004-2401  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291



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

This page was generated by the TARR system on 2008-01-08 13:31:48 ET

**Serial Number:** 77109735 Assignment Information      Trademark Document Retrieval

**Registration Number:** (NOT AVAILABLE)

**Mark**

NATIONAL GEOGRAPHIC LITTLE  
KIDS

**(words only):** NATIONAL GEOGRAPHIC LITTLE KIDS

**Standard Character claim:** Yes

**Current Status:** Application has been published for opposition.

**Date of Status:** 2008-01-08

**Filing Date:** 2007-02-16

**The Information will be/was published in the Official Gazette on** 2008-01-08

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 111

**Attorney Assigned:**  
LEHKER DAWN FELDMAN Employee Location

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2007-12-05

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

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1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** D.C.

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### GOODS AND/OR SERVICES

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**International Class:** 041

**Class Status:** Active

Production of television programs; production and distribution of cable television programs; entertainment services in the nature of an on-going television series featuring animation, live action, non-fiction content, news and stories, music, comedy or drama; entertainment services, namely, production, distribution and rental of motion picture films featuring animation, live action, non-fiction content, news and stories, music, comedy or drama; entertainment services, namely, providing wireless and online computer games and images that may be accessed by network users; providing information via a global communications network in the fields of facts regarding science, natural history, natural science, geography, the environment, geology, anthropology, zoology, botany, social studies, history, world cultures, news and stories, games, music, activities, video, television programs, motion pictures, and wireless games for children

**Basis:** 1(b)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

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### ADDITIONAL INFORMATION

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**Disclaimer:** " LITTLE KIDS"

**Prior Registration Number(s):**

997183

2565190

2808316

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### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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### PROSECUTION HISTORY

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

2008-01-08 - Published for opposition

2007-12-19 - Notice of publication

2007-12-05 - Law Office Publication Review Completed

2007-12-05 - Assigned To LIE  
2007-10-31 - Approved for Pub - Principal Register (Initial exam)  
2007-10-30 - Teas/Email Correspondence Entered  
2007-10-30 - Communication received from applicant  
2007-10-30 - TEAS Response to Office Action Received  
2007-06-07 - Notification Of Non-Final Action E-Mailed  
2007-06-07 - Non-final action e-mailed  
2007-06-07 - Non-Final Action Written  
2007-06-05 - Assigned To Examiner  
2007-02-22 - New Application Entered In Tram

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**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Bingham B. Leverich

**Correspondent**

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COVINGTON & BURLING LLP  
1201 PENNSYLVANIA AVE NW  
WASHINGTON, DC 20004-2401  
Phone Number: 202-662-5188  
Fax Number: 202-662-6291

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

**This page was generated by the TARR system on 2008-01-08 13:32:09 ET**

**Serial Number:** 78906529 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** (NOT AVAILABLE)

**Mark**

NATIONAL GEOGRAPHIC MILK  
CARTON ADVENTURES

**(words only):** NATIONAL GEOGRAPHIC MILK CARTON ADVENTURES

**Standard Character claim:** Yes

**Current Status:** A request for the first extension of time to file a statement of use has been granted.

**Date of Status:** 2007-10-02

**Filing Date:** 2006-06-13

**The Notice of Allowance Date is:** 2007-04-03

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 107

**Attorney Assigned:**  
DINALLO KEVIN M [Employee Location](#)

**Current Location:** 700 -Intent To Use Section

**Date In Location:** 2007-04-03

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

---

1. National Geographic Society

**Address:**

National Geographic Society  
1145 17th Street, N.W.  
Washington, DC 20036  
United States

**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** D.C.

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### GOODS AND/OR SERVICES

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**International Class:** 035

**Class Status:** Active

Promoting the increase and diffusion of the public's knowledge in the fields of geography, exploration, conservation, nature, ecology, the environment, wildlife, archeology, paleontology, social studies, peoples and cultures, history, science, space and travel

**Basis:** 1(b)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

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### ADDITIONAL INFORMATION

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**Prior Registration Number(s):**

242080

524810

997183

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### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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### PROSECUTION HISTORY

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

2007-10-02 - Extension 1 granted

2007-10-02 - Extension 1 filed

2007-10-02 - TEAS Extension Received

2007-04-03 - Notice of allowance - mailed

2007-01-09 - Published for opposition

2006-12-20 - Notice of publication

2006-11-15 - Law Office Publication Review Completed

2006-11-09 - Assigned To LIE

2006-11-08 - Approved for Pub - Principal Register (Initial exam)

2006-11-08 - Examiner's Amendment Entered

2006-11-08 - Examiners amendment e-mailed

2006-11-08 - Examiners Amendment -Written

2006-11-07 - Assigned To Examiner

2006-06-16 - New Application Entered In Tram

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**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

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