

ESTTA Tracking number: **ESTTA215092**

Filing date: **06/03/2008**

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	Publix Asset Management Company
Granted to Date of previous extension	06/04/2008
Address	3300 Publix Corporate Parkway Lakeland, FL 33811 UNITED STATES

Attorney information	James B. Lake Thomas & LoCicero P.O. Box 2602 Tampa, FL 33601 UNITED STATES trademarks@tlolawfirm.com Phone:813-984-3060
----------------------	---

Applicant Information

Application No	77241900	Publication date	02/05/2008
Opposition Filing Date	06/03/2008	Opposition Period Ends	06/04/2008
Applicant	Nisus Corporation 100 Nisus Drive Rockford, TN 37853 UNITED STATES		

Goods/Services Affected by Opposition

<p>Class 037. All goods and services in the class are opposed, namely: Termite and pest control services provided to homeowners to promote a green home environment, namely, moisture control in crawlspaces and crawlspace encapsulation services; and installation services provided to homeowners to promote a green home environment, namely, installation of air filtration devices for improving air quality, energy saving devices, water filtration devices for improving water quality, and water conservation devices</p>
<p>Class 042. All goods and services in the class are opposed, namely: Inspection services in the field of moisture control, air quality, energy, water conservation, and provided to homeowners to promote a green home environment; water testing of drinking water and provided to homeowners to promote a green home environment</p>

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	2520595	Application Date	11/19/1998
Registration Date	12/18/2001	Foreign Priority Date	NONE
Word Mark	GREENWISE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2001/03/14 First Use In Commerce: 2001/03/14 retail grocery store services		

U.S. Registration No.	3328951	Application Date	04/02/2007
Registration Date	11/06/2007	Foreign Priority Date	NONE
Word Mark	GREENWISE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 016. First use: First Use: 2003/03/31 First Use In Commerce: 2003/03/31 paper products, namely, bathroom tissue, facial tissue, paper napkins and paper towels		

U.S. Registration No.	2654223	Application Date	01/09/2002
Registration Date	11/26/2002	Foreign Priority Date	NONE
Word Mark	GREENWISE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 016. First use: First Use: 2001/02/26 First Use In Commerce: 2001/02/26 newsletter in the field of health and nutrition		

U.S. Registration No.	2732403	Application Date	11/19/1998
Registration Date	07/01/2003	Foreign Priority Date	NONE
Word Mark	GREENWISE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 030. First use: First Use: 2001/03/14 First Use In Commerce: 2001/03/14 food products, namely, bakery goods, breads, breakfast cereals, cakes, cereal derived food bars, grain-based chips, ground coffee, coffee beans, cookies, crackers, gravy mixes, salad dressings, sauces, spices, flour, sugar, herbal food beverages, herbal teas, honey, pasta, pretzels, rice-based snack foods, rice and tomato sauce		

U.S. Registration No.	2729423	Application Date	11/19/1998
Registration Date	06/24/2003	Foreign Priority Date	NONE
Word Mark	GREENWISE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 029. First use: First Use: 2001/03/14 First Use In Commerce: 2001/03/14 food products, namely, eggs, cheeses, milk, flavored milk, chocolate milk, sour cream, cottage cheese, fresh and processed seafood and shellfish, refrigerated yogurt, potato chips, processed nuts, edible processed seeds, dried fruits, jams, jellies, dried beans, peanut butter, cooking oil, fresh and processed meat and poultry, and tomato paste		

U.S. Registration No.	3274071	Application Date	12/08/2006
Registration Date	08/07/2007	Foreign Priority Date	NONE
Word Mark	GREENWISE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2001/03/14 First Use In Commerce: 2001/03/14 retail grocery store services		

U.S. Registration No.	2688904	Application Date	11/19/1998
Registration Date	02/18/2003	Foreign Priority Date	NONE
Word Mark	PUBLIX GREENWISE MARKET		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 032. First use: First Use: 2001/03/14 First Use In Commerce: 2001/03/14 fruit juices and bottled drinking waters		

U.S. Registration No.	2520594	Application Date	11/19/1998
Registration Date	12/18/2001	Foreign Priority Date	NONE
Word Mark	PUBLIX GREENWISE MARKET		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2001/03/14 First Use In Commerce: 2001/03/14 retail grocery store services		

U.S. Registration	2834140	Application Date	06/04/2003
-------------------	---------	------------------	------------

No.			
Registration Date	04/20/2004	Foreign Priority Date	NONE
Word Mark	PUBLIX GREENWISE MARKET		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 029. First use: First Use: 2003/04/12 First Use In Commerce: 2003/04/12 soy-based food beverages used as a milk substitute		

U.S. Registration No.	2843303	Application Date	11/19/1998
Registration Date	05/18/2004	Foreign Priority Date	NONE
Word Mark	PUBLIX GREENWISE MARKET		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 030. First use: First Use: 2001/03/14 First Use In Commerce: 2001/03/14 food products, namely, bakery goods, breads, breakfast cereals, cakes, cereal derived food bars, grain-based snack chips, ground coffee, coffee beans, cookies, crackers, gravy mixes, salad dressings, sauces, spices, flour, sugar, herbal food beverages, herbal teas, honey, pasta, pretzels, rice-based snack foods, rice and tomato sauce		

U.S. Registration No.	2683967	Application Date	11/19/1998
Registration Date	02/04/2003	Foreign Priority Date	NONE
Word Mark	PUBLIX GREENWISE MARKET		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 031. First use: First Use: 2001/03/14 First Use In Commerce: 2001/03/14 fresh fruits, fresh vegetables and fresh herbs		

U.S. Registration No.	2729422	Application Date	11/19/1998
Registration Date	06/24/2003	Foreign Priority Date	NONE
Word Mark	PUBLIX GREENWISE MARKET		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 029. First use: First Use: 2001/03/14 First Use In Commerce: 2001/03/14 food products, namely, eggs, cheeses, milk, flavored milk, chocolate milk, sour cream, cottage cheese, fresh and processed seafood and shellfish, refrigerated yogurt, potato chips, processed nuts, edible processed seeds, dried fruits, jams, jellies, dried beans, peanut butter, cooking oil, fresh and processed meat and poultry, and tomato paste		

U.S. Application No.	77476248	Application Date	05/16/2008
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	GREENWISE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 2007/09/19 First Use In Commerce: 2007/10/31 Laundry bleach		

Attachments	77145911#TMSN.jpeg (1 page)(bytes) 76356569#TMSN.gif (1 page)(bytes) 77060061#TMSN.jpeg (1 page)(bytes) 76520850#TMSN.gif (1 page)(bytes) 77476248#TMSN.jpeg (1 page)(bytes) greenwise opposition.pdf (8 pages)(332427 bytes) greenwise opposition exhibit a.pdf (37 pages)(1460561 bytes) greenwise opposition exhibit b.pdf (2 pages)(101000 bytes)
-------------	---

Certificate of Service

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

Signature	/james b. lake/
Name	James B. Lake
Date	06/03/2008

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

In re Application of:

Nisus Corporation.

Mark: GREENWISE

Serial No.: 77/241,900

Date Filed: July 30, 2007

Date Published: February 5, 2008

Publix Asset Management Company,

Opposer,

v.

Opposition No. _____

Nisus Corporation,

Applicant.

_____ /

NOTICE OF OPPOSITION

Publix Asset Management Company believes it will be damaged by registration to Nisus Corporation (“Nisus”) of the mark GREENWISE, Serial No. 77/241,900, for the services listed in Nisus’s application and hereby opposes registration of that mark for those services. As grounds for this opposition, Publix Asset Management Company alleges:

Background

1. Publix Asset Management Company and Publix Super Markets, Inc. (collectively “Publix”), are corporations duly organized and existing under the laws of the State of Florida. Their principal place of business is Lakeland, Florida.

2. Upon information and belief, Applicant Nisus Corporation (“Nisus”) is a Tennessee corporation with an address of 100 Nisus Drive, Rockford, Tennessee 37853.

3. Publix Super Markets, Inc., is the largest and fastest-growing employee-owned supermarket company in the United States. Founded in 1930, Publix Super Markets, Inc., has grown into a Fortune 500 company with more than 900 stores in Florida, Georgia, South Carolina,

Alabama and Tennessee.

4. Publix Asset Management Company is related to Publix Super Markets, Inc., and owns and manages trademarks that are licensed to Publix Super Markets, Inc.

5. For example, Publix Asset Management Company owns the following 12 trademark registrations:

GREENWISE, Reg. No. 3,328,951, for paper products, namely, bathroom tissue, facial tissue, paper napkins and paper towels, with a first-use date of March 31, 2003;

GREENWISE, Reg. No. 2,520,595, for retail grocery store services, with a first-use date of March 14, 2001;

GREENWISE, Reg. No. 2,654,223, for newsletters in the field of health and nutrition, with a first-use date of February 26, 2001;

GREENWISE, Reg. No. 2,732,403, for food products, namely, bakery goods, breads, breakfast cereals, cakes, cereal derived food bars, grain-based chips, ground coffee, coffee beans, cookies, crackers, gravy mixes, salad dressings, sauces, spices, flour, sugar, herbal food beverages, herbal teas, honey, pasta, pretzels, rice-based snack foods, rice and tomato sauce, with a first-use date of March 14, 2001;

GREENWISE, Reg. No. 2,729,423, for food products, namely, eggs, cheeses, milk, flavored milk, chocolate milk, sour cream, cottage cheese, fresh and processed seafood and shellfish, refrigerated yogurt, potato chips, processed nuts, edible processed seeds, dried fruits, jams, jellies, dried beans, peanut butter, cooking oil, fresh and processed meat and poultry, and tomato paste, with a first-use date of March 14, 2001;

GREENWISE, Reg. No. 3,274,071, for retail grocery store services, with a first-use date of March 14, 2001;

PUBLIX GREENWISE MARKET, Reg. No. 2,688,904, for fruit juices and bottled drinking waters, with a first-use date of March 14, 2001;

PUBLIX GREENWISE MARKET, Reg. No. 2,520,594, for retail grocery store services, with a first-use date of March 14, 2001;

PUBLIX GREENWISE MARKET, Reg. No. 2,834,140, for soy-based food beverages used as a milk substitute, with a first-use date of April 12, 2003;

PUBLIX GREENWISE MARKET, Reg. No. 2,843,303, for food products, namely, bakery goods, breads, breakfast, cereals, cakes, cereal derived food bars, grain-based snack chips; ground coffee; coffee beans, cookies, crackers, gravy mixes, salad dressings, sauces, spices, flour, sugar, herbal food beverages, herbal teas, honey, pasta, pretzels, rice-based snack foods, rice and tomato sauce, with a first-use date of March 14, 2001;

PUBLIX GREENWISE MARKET, Reg. No. 2,683,967, for fresh fruits, vegetables and herbs, with a first-use date of March 14, 2001;

PUBLIX GREENWISE MARKET, Reg. No. 2,729,422, for food products, namely, eggs, cheeses, milk, flavored milk, chocolate milk, sour cream, cottage cheese, fresh processed seafood and shellfish, refrigerated yogurt, potato chips, processed nuts, edible processed seeds, dried fruits, jams, jellies, dried beans, peanut butter, cooking oil, fresh and processed meat and poultry, and tomato paste, with a first-use date of March 14, 2001.

PTO information concerning these registrations is attached as Composite Exhibit A.

6. In addition, Publix Asset Management Company has applied for registration of GREENWISE, Serial No. 77/476,248, for laundry bleach, with a first-use date of October 31, 2007. PTO information concerning this application is attached as Exhibit B.

7. As these registrations and application demonstrate, Publix has used and uses the

GREENWISE mark extensively and to refer to a variety of consumer goods and services.

8. On February 5, 2008, the PTO's *Official Gazette* gave notice that Nisus sought to register GREENWISE. On February 22, 2008, Publix Asset Management Company requested a 90-day extension of time in which to oppose the Nisus GREENWISE application. That extension was granted. This opposition, therefore, is timely.

Nisus's application

9. Nisus applied to register the mark GREENWISE on July 30, 2007, more than six years after Publix began using its GREENWISE mark.

10. Nisus's pending application (as amended) seeks registration of GREENWISE in International Class 37 for "termite and pest control services provided to homeowners to promote a green home environment, namely, moisture control in crawlspaces and crawlspace encapsulation services; and installation services provided to homeowners to promote a green home environment, namely, installation of air filtration devices for improving air quality, energy saving devices, water filtration devices for improving water quality, and water conservation devices" and in International Class 42 for "[i]nspection services in the field of moisture control, air quality, energy, water conservation, and provided to homeowners to promote a green home environment; water testing of drinking water and provided to homeowners to promote a green home environment."

11. Nisus has not alleged actual use of the GREENWISE mark in commerce.

Nisus's claimed mark and the Publix GREENWISE mark are confusingly similar.

12. Nisus seeks registration of a mark that is identical to a well-established brand name that Publix uses in Nisus's home state and elsewhere to identify a variety of goods and services. Publix's products are sold to the many of the same consumers – i.e., homeowners in Tennessee and other southeastern states – who are likely to encounter Nisus's proposed identical

mark. Under these circumstances, consumer confusion is quite likely.

13. In particular, confusion is likely because the marks at issue are identical. The marks are the same in sight, sound, and meaning. The fact the marks are identical “weighs heavily against” Nisus. *In re Martin's Famous Pastry Shoppe, Inc.*, 748 F.2d 1565, 1566 (Fed. Cir. 1984).

14. The strength of Publix’s GREENWISE mark also weighs against Nisus. Publix first used GREENWISE and PUBLIX GREENWISE MARKET for retail grocery store services and a health and nutrition newsletter in early 2001, so the PTO has recognized the incontestability of Publix’s rights in those marks. *See* Reg. Nos. 2,520,594, 2,520,595, & 2,654,223.¹ Because these registrations are incontestable, Publix’s GREENWISE mark is presumptively strong. *See AutoZone, Inc. v. Tandy Corp.*, 373 F.3d 786, 794 (6th Cir. 2004) (incontestable marks are presumed to be strong marks); *Wynn Oil Co. v. American Way Service Corp.*, 943 F.2d 595, 600 (6th Cir. 1991) (equating mark’s incontestability with strength). “Strong marks are given strong protection over a wide range of related products and services.” *Turner Greenberg Assoc, Inc. v. C & C Imports, Inc.*, 320 F. Supp. 2d 1317, 1332 (S.D. Fla. 2004) (citing *John H. Harland Co. v. Clarke Checks, Inc.*, 711 F.2d 966, 973 (11th Cir. 1983)). Thus the strength of Publix’s GREENWISE mark supports a finding that confusion is likely.

15. In addition, the parties’ goods and services, though not identical, are sufficiently similar to cause confusion. Publix’s GREENWISE mark identifies a wide range of consumer goods, not unlike the consumer services that Nisus plans to offer. In addition to goods, Publix’s GREENWISE mark refers to retail grocery store services. *See* Reg. Nos. 2,520,594, 2,520,595

¹ Declarations of incontestability also have been filed in support of the PUBLIX GREENWISE MARKET registrations for “fresh fruits, vegetables and herbs” and “fruit juices and bottled drinking waters.” *See* Reg. Nos. 2,683,967 & 2,688,904.

& 3,274,071. Publix's retail grocery store services include sale of air filters and drinking water. *See also* Reg. No. 2,688,904 (PUBLIX GREENWISE MARKET registered for bottled drinking waters). Similarly, Nisus's planned GREENWISE installation and testing services would involve air and drinking water. The similarity of these services is likely to foster consumer confusion.

16. The parties also operate in similar trade channels. Publix's GREENWISE goods and services are sold at retail to homeowners and others in the southeastern U.S., just as Nisus plans to sell its own GREENWISE services to homeowners in the southeastern U.S. Accordingly, the parties' trade channels are sufficiently similar to suggest a likelihood of confusion.

17. Not only does this case present strong evidence of potential for confusion, but factors that might mitigate confusion are absent. For example, in some cases the risk of confusion is reduced by likely because parties' descriptions of their services suggest their sales conditions and circumstances are distinct. In this case, however, Nisus's sales channels are unlimited. Its application describes its services but in no way describes or limits how those services are sold. Therefore, the conditions of sale will not mitigate the confusion brought about by the similarity of the parties' goods and marks. Rather, the geographic similarity of the parties' markets and customers suggest that sales conditions will foster confusion.

18. Likewise, because Nisus has filed an intent-to-use application, a lack of actual confusion at this point would not be significant. The Patent & Trademark Office is not required to wait for confusion to occur before rejecting a proposed confusing mark.

19. For all of these reasons, Nisus's proposed GREENWISE mark is likely to cause confusion with Publix's identical mark.

20. In addition, registration of GREENWISE is likely to dilute and to tarnish Publix's GREENWISE mark. Nisus plans to adopt a mark identical to Publix's famous GREENWISE mark. Nisus's planned use of that identical mark threatens to dilute the quality of Publix's mark by diminishing the GREENWISE mark's capacity to identify and to distinguish Publix's goods and services. Association of Publix and its GREENWISE mark that refers to food and food-related services with Nisus's termite and pest control services also threatens to diminish the prestige and the wholesome image associated with the Publix GREENWISE mark. *See Chemical Corp. v. Anheuser-Busch, Inc.*, 306 F.2d 433 (5th Cir. 1962) (finding unwholesome association between beer slogan, "Where there's life ... there's Bud," and defendant's insecticide slogan, "Where there's life ... there's Bugs"), *cert. denied*, 372 U.S. 965 (1963).

Damage to Publix

21. Publix believes that it would be damaged by registration of GREENWISE to Nisus. As discussed above, GREENWISE is an important Publix mark that consumers have come to associate with Publix. Registration of the mark to Nisus would constitute prima facie evidence that Nisus has an exclusive right to use GREENWISE to refer to services that are similar to Publix's GREENWISE goods and services. Such an exclusive right would be inconsistent with the current rights of Publix to use this term to refer to its goods and services.

Conclusion

Publix Super Markets, Inc., and Publix Asset Management Company will be damaged by registration of the mark shown in Serial No. 77/241,900, and oppose the registration thereof. Registration must be denied. This notice is being filed with the appropriate filing fee required in Section 2.6 of the Rules of Practice.

Respectfully submitted,

THOMAS & LOCICERO PLLC



Gregg D. Thomas

Florida Bar No. 223913

Carol Jean LoCicero

Florida Bar No. 603030

James B. Lake

Florida Bar No. 0023477

jlake@tlolawfirm.com

400 N. Ashley Dr., Suite 1100 (33602)

Post Office Box 2602

Tampa, FL 33601-2602

Telephone: (813) 984-3060

Facsimile: (813) 984-3070

Attorneys for Opposer

Publix Asset Management Company

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

This page was generated by the TARR system on 2008-06-03 09:20:17 ET

Serial Number: 77145911 Assignment Information Trademark Document Retrieval

Registration Number: 3328951

Mark

GREENWISE

(words only): GREENWISE

Standard Character claim: Yes

Current Status: Registered.

Date of Status: 2007-11-06

Filing Date: 2007-04-02

Transformed into a National Application: No

Registration Date: 2007-11-06

Register: Principal

Law Office Assigned: LAW OFFICE 102

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

Current Location: 650 -Publication And Issue Section

Date In Location: 2007-11-06

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

1. Publix Asset Management Company

Address:

Publix Asset Management Company
3300 Publix Corporate Parkway
Lakeland, FL 33811
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Florida

GOODS AND/OR SERVICES

International Class: 016

Class Status: Active

paper products, namely, bathroom tissue, facial tissue, paper napkins and paper towels

Basis: 1(a)

First Use Date: 2003-03-31

First Use in Commerce Date: 2003-03-31

ADDITIONAL INFORMATION

Prior Registration Number(s):

2654223

2729423

2732403

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2007-11-06 - Registered - Principal Register

2007-08-21 - Published for opposition

2007-08-01 - Notice of publication

2007-07-14 - Law Office Publication Review Completed

2007-07-14 - Assigned To LIE

2007-06-10 - Approved for Pub - Principal Register (Initial exam)

2007-06-10 - Assigned To Examiner

2007-04-06 - Notice Of Pseudo Mark Mailed

2007-04-05 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

James B. Lake

Correspondent

JAMES B. LAKE

THOMAS & LOCICERO PL

PO BOX 2602

TAMPA, FL 33601-2602

Phone Number: 813-984-3060

Fax Number: 813-984-3070

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

This page was generated by the TARR system on 2008-06-03 09:21:07 ET

Serial Number: 75592629 Assignment Information Trademark Document Retrieval

Registration Number: 2520595

Mark (words only): GREENWISE

Standard Character claim: No

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

Date of Status: 2007-07-06

Filing Date: 1998-11-19

Transformed into a National Application: No

Registration Date: 2001-12-18

Register: Principal

Law Office Assigned: LAW OFFICE 111

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

Current Location: 830 -Post Registration

Date In Location: 2007-07-06

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

1. Publix Asset Management Company

Address:

Publix Asset Management Company
3300 Publix Corporate Parkway
Lakeland, FL 33811
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Florida

GOODS AND/OR SERVICES

International Class: 035

Class Status: Active

retail grocery store services

Basis: 1(a)

First Use Date: 2001-03-14

First Use in Commerce Date: 2001-03-14

ADDITIONAL INFORMATION

Disclaimer: "MARKET"

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.

2007-07-06 - Section 8 (6-year) accepted & Section 15 acknowledged

2007-06-11 - Section 8 (6-year) and Section 15 Filed

2007-06-11 - TEAS Section 8 & 15 Received

2007-01-04 - Case File In TICRS

2006-06-03 - Applicant/Correspondence Changes (Non-Responsive) Entered

2006-06-03 - TEAS Change Of Owner Address Received

2006-06-03 - TEAS Change Of Correspondence Received

2006-03-09 - PAPER RECEIVED

2003-12-22 - TEAS Change Of Correspondence Received

2003-08-14 - TEAS Change Of Correspondence Received

2001-12-18 - Registered - Principal Register

2001-08-27 - Allowed for Registration - Principal Register (SOU accepted)

2001-08-23 - Assigned To Examiner

2001-08-22 - Statement of use processing complete

2001-08-14 - Amendment to Use filed

2001-02-13 - Extension 2 granted

2001-02-13 - Extension 2 filed

2000-10-04 - Extension 1 granted

2000-08-02 - Extension 1 filed

2000-02-15 - Notice of allowance - mailed

1999-11-23 - Published for opposition

1999-10-22 - Notice of publication

1999-08-24 - Approved for Pub - Principal Register (Initial exam)

1999-08-19 - Examiner's amendment mailed

1999-06-29 - Non-final action mailed

1999-06-24 - Assigned To Examiner

1999-06-18 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

James B. Lake

Correspondent

James B. Lake

Thomas & LoCicero

P.O. Box 2602

Tampa FL 33601-2602

Phone Number: (813) 984-3060

Fax Number: (813) 984-3070

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

This page was generated by the TARR system on 2008-06-03 09:21:22 ET

Serial Number: 76356569 Assignment Information Trademark Document Retrieval

Registration Number: 2654223

Mark (words only): GREENWISE

Standard Character claim: No

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

Date of Status: 2008-01-16

Filing Date: 2002-01-09

Transformed into a National Application: No

Registration Date: 2002-11-26

Register: Principal

Law Office Assigned: LAW OFFICE 107

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

Current Location: 830 -Post Registration

Date In Location: 2008-01-16

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

1. Publix Asset Management Company

Address:

Publix Asset Management Company
3300 Publix Corporate Parkway
Lakeland, FL 33811
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Florida

GOODS AND/OR SERVICES

International Class: 016

Class Status: Active

newsletter in the field of health and nutrition

Basis: 1(a)

First Use Date: 2001-02-26

First Use in Commerce Date: 2001-02-26

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2008-01-16 - Section 8 (6-year) accepted & Section 15 acknowledged

2008-01-09 - Assigned To Paralegal

2008-01-07 - TEAS Section 8 & 15 Received

2006-06-03 - Applicant/Correspondence Changes (Non-Responsive) Entered

2006-06-03 - TEAS Change Of Owner Address Received

2006-06-03 - TEAS Change Of Correspondence Received

2006-03-09 - PAPER RECEIVED

2003-12-22 - TEAS Change Of Correspondence Received

2003-08-19 - TEAS Change Of Correspondence Received

2002-11-26 - Registered - Principal Register

2002-09-03 - Published for opposition

2002-08-14 - Notice of publication

2002-04-30 - Approved for Pub - Principal Register (Initial exam)

2002-04-23 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
Carol Jean LoCicero

Correspondent
Carol Jean LoCicero

Thomas & LoCicero
P.O. Box 2602
Tampa FL 33601-2602
Phone Number: (813) 984-3060
Fax Number: (813) 984-3070

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

This page was generated by the TARR system on 2008-06-03 09:21:36 ET

Serial Number: 75592641 Assignment Information Trademark Document Retrieval

Registration Number: 2732403

Mark (words only): GREENWISE

Standard Character claim: No

Current Status: Registered.

Date of Status: 2003-07-01

Filing Date: 1998-11-19

Transformed into a National Application: No

Registration Date: 2003-07-01

Register: Principal

Law Office Assigned: LAW OFFICE 111

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

Current Location: 900 -File Repository (Franconia)

Date In Location: 2003-07-10

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

1. Publix Super Markets, Inc.

Address:

Publix Super Markets, Inc.
3300 Publix Corporate Parkway
Lakeland, FL 33811
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Florida

GOODS AND/OR SERVICES

International Class: 030

Class Status: Active

food products, namely, bakery goods, breads, breakfast cereals, cakes, cereal derived food bars, grain-based chips, ground coffee, coffee beans, cookies, crackers, gravy mixes, salad dressings, sauces, spices, flour, sugar, herbal food beverages, herbal teas, honey, pasta, pretzels, rice-based

snack foods, rice and tomato sauce

Basis: 1(a)

First Use Date: 2001-03-14

First Use in Commerce Date: 2001-03-14

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2006-06-03 - Applicant/Correspondence Changes (Non-Responsive) Entered

2006-06-03 - TEAS Change Of Owner Address Received

2006-06-03 - TEAS Change Of Correspondence Received

2006-03-09 - PAPER RECEIVED

2003-12-22 - TEAS Change Of Correspondence Received

2003-08-14 - TEAS Change Of Correspondence Received

2003-07-01 - Registered - Principal Register

2003-05-05 - Allowed for Registration - Principal Register (SOU accepted)

2003-02-27 - Statement of use processing complete

2003-02-27 - Amendment to Use filed

2003-02-27 - PAPER RECEIVED

2002-09-20 - Extension 5 granted

2002-08-23 - Extension 5 filed

2002-08-23 - PAPER RECEIVED

2002-03-12 - Extension 4 granted

2002-02-26 - Extension 4 filed

2001-08-23 - Extension 3 granted

2001-08-14 - Extension 3 filed
2001-02-13 - Extension 2 granted
2001-02-13 - Extension 2 filed
2000-09-28 - Extension 1 granted
2000-08-07 - Extension 1 filed
2000-02-29 - Notice of allowance - mailed
1999-12-07 - Published for opposition
1999-11-05 - Notice of publication
1999-09-21 - Approved for Pub - Principal Register (Initial exam)
1999-09-16 - Examiner's amendment mailed
1999-09-09 - Final refusal mailed
1999-08-18 - Communication received from applicant
1999-03-23 - Non-final action mailed
1999-03-19 - Assigned To Examiner
1999-03-17 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Leslie S. Spitalney

Correspondent

Carol Jean LoCicero

Thomas & LoCicero

P.O. Box 2602

Tampa FL 33601-2602

Phone Number: (813) 984-3060

Fax Number: (813) 984-3070

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

This page was generated by the TARR system on 2008-06-03 09:21:52 ET

Serial Number: 75592640 Assignment Information Trademark Document Retrieval

Registration Number: 2729423

Mark (words only): GREENWISE

Standard Character claim: No

Current Status: Registered.

Date of Status: 2003-06-24

Filing Date: 1998-11-19

Transformed into a National Application: No

Registration Date: 2003-06-24

Register: Principal

Law Office Assigned: LAW OFFICE 111

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

Current Location: 650 -Publication And Issue Section

Date In Location: 2003-05-14

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

1. Publix Super Markets, Inc.

Address:

Publix Super Markets, Inc.
3300 Publix Corporate Parkway
Lakeland, FL 33811
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Florida

GOODS AND/OR SERVICES

International Class: 029

Class Status: Active

food products, namely, eggs, cheeses, milk, flavored milk, chocolate milk, sour cream, cottage cheese, fresh and processed seafood and shellfish, refrigerated yogurt, potato chips, processed nuts, edible processed seeds, dried fruits, jams, jellies, dried beans, peanut butter, cooking oil,

fresh and processed meat and poultry, and tomato paste

Basis: 1(a)

First Use Date: 2001-03-14

First Use in Commerce Date: 2001-03-14

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2006-06-03 - Applicant/Correspondence Changes (Non-Responsive) Entered

2006-06-03 - TEAS Change Of Owner Address Received

2006-06-03 - TEAS Change Of Correspondence Received

2006-03-09 - PAPER RECEIVED

2003-12-22 - TEAS Change Of Correspondence Received

2003-08-14 - TEAS Change Of Correspondence Received

2003-06-24 - Registered - Principal Register

2003-05-05 - Allowed for Registration - Principal Register (SOU accepted)

2003-02-27 - Statement of use processing complete

2003-02-27 - Amendment to Use filed

2003-02-27 - PAPER RECEIVED

2002-10-17 - Extension 5 granted

2002-09-06 - Extension 5 filed

2002-09-06 - PAPER RECEIVED

2002-03-11 - Extension 4 granted

2002-02-26 - Extension 4 filed

2001-09-22 - Extension 3 granted

2001-09-06 - Extension 3 filed
2001-03-29 - Extension 2 granted
2001-03-07 - Extension 2 filed
2000-11-30 - Extension 1 granted
2000-09-07 - Extension 1 filed
2000-03-07 - Notice of allowance - mailed
1999-12-14 - Published for opposition
1999-11-12 - Notice of publication
1999-09-08 - Approved for Pub - Principal Register (Initial exam)
1999-08-18 - Communication received from applicant
1999-03-23 - Non-final action mailed
1999-03-19 - Assigned To Examiner
1999-03-17 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Leslie S. Spitalney

Correspondent

Carol Jean LoCicero
Thomas & LoCicero
P.O. Box 2602
Tampa FL 33601-2602
Phone Number: (813) 984-3060
Fax Number: (813) 984-3070

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

This page was generated by the TARR system on 2008-06-03 09:22:05 ET

Serial Number: 77060061 Assignment Information Trademark Document Retrieval

Registration Number: 3274071

Mark

Greenwise

(words only): GREENWISE

Standard Character claim: No

Current Status: Registered.

Date of Status: 2007-08-07

Filing Date: 2006-12-08

Transformed into a National Application: No

Registration Date: 2007-08-07

Register: Principal

Law Office Assigned: LAW OFFICE 116

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

Current Location: 650 -Publication And Issue Section

Date In Location: 2007-08-07

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

1. Publix Asset Management Company

Address:

Publix Asset Management Company
3300 Publix Corporate Parkway
Lakeland, FL 33811
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Florida

GOODS AND/OR SERVICES

International Class: 035

Class Status: Active

retail grocery store services

Basis: 1(a)

First Use Date: 2001-03-14

First Use in Commerce Date: 2001-03-14

ADDITIONAL INFORMATION

Color(s) Claimed: The color(s) dark green and light green is/are claimed as a feature of the mark.

Description of Mark and Any Color Part(s): The word "green" appears in dark green and the word "wise" appears in light green.

Prior Registration Number(s):

2520595

2688904

2732403

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.

2007-08-07 - Registered - Principal Register

2007-05-22 - Published for opposition

2007-05-02 - Notice of publication

2007-03-27 - Law Office Publication Review Completed

2007-03-27 - Assigned To LIE

2007-03-02 - Approved for Pub - Principal Register (Initial exam)

2007-02-27 - Assigned To Examiner

2006-12-14 - Notice Of Pseudo Mark Mailed

2006-12-13 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Carol Jean LoCicero

Correspondent

CAROL JEAN LOCICERO
THOMAS & LOCICERO PL
PO BOX 2602
TAMPA, FL 33601-2602

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

This page was generated by the TARR system on 2008-06-03 09:22:22 ET

Serial Number: 75592211 Assignment Information Trademark Document Retrieval

Registration Number: 2688904

Mark (words only): PUBLIX GREENWISE MARKET

Standard Character claim: No

Current Status: Registered.

Date of Status: 2003-02-18

Filing Date: 1998-11-19

Transformed into a National Application: No

Registration Date: 2003-02-18

Register: Principal

Law Office Assigned: LAW OFFICE 111

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

Current Location: 40S -Scanning On Demand

Date In Location: 2008-04-03

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

1. Publix Super Markets, Inc.

Address:

Publix Super Markets, Inc.
3300 Publix Corporate Parkway
Lakeland, FL 33811
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Florida

GOODS AND/OR SERVICES

International Class: 032

Class Status: Active

fruit juices and bottled drinking waters

Basis: 1(a)

First Use Date: 2001-03-14

First Use in Commerce Date: 2001-03-14

ADDITIONAL INFORMATION

Disclaimer: "MARKET"

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2008-05-30 - TEAS Section 8 & 15 Received

2008-04-03 - Case File In TICRS

2006-06-03 - Applicant/Correspondence Changes (Non-Responsive) Entered

2006-06-03 - TEAS Change Of Owner Address Received

2006-06-03 - TEAS Change Of Correspondence Received

2006-03-09 - PAPER RECEIVED

2004-01-09 - TEAS Change Of Correspondence Received

2003-08-14 - TEAS Change Of Correspondence Received

2003-02-18 - Registered - Principal Register

2002-12-09 - Allowed for Registration - Principal Register (SOU accepted)

2002-12-03 - Assigned To Examiner

2002-11-22 - Statement of use processing complete

2002-10-12 - Amendment to Use filed

2002-10-15 - PAPER RECEIVED

2002-04-23 - Extension 5 granted

2002-04-11 - Extension 5 filed

2001-10-17 - Extension 4 granted

2001-10-05 - Extension 4 filed

2001-04-30 - Extension 3 granted
2001-04-06 - Extension 3 filed
2000-12-15 - Extension 2 granted
2000-09-28 - Extension 2 filed
2000-04-25 - Extension 1 granted
2000-03-02 - Extension 1 filed
1999-10-12 - Notice of allowance - mailed
1999-07-20 - Published for opposition
1999-06-18 - Notice of publication
1999-03-23 - Approved for Pub - Principal Register (Initial exam)
1999-03-19 - Examiner's amendment mailed
1999-03-18 - Assigned To Examiner
1999-03-16 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Carol Jean LoCicero

Correspondent

Carol Jean LoCicero

Thomas & LoCicero

P.O. Box 2602

Tampa FL 33601-2602

Phone Number: (813) 984-3060

Fax Number: (813) 984-3070

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

This page was generated by the TARR system on 2008-06-03 09:22:34 ET

Serial Number: 75592247 Assignment Information Trademark Document Retrieval

Registration Number: 2520594

Mark (words only): PUBLIX GREENWISE MARKET

Standard Character claim: No

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

Date of Status: 2007-08-29

Filing Date: 1998-11-19

Transformed into a National Application: No

Registration Date: 2001-12-18

Register: Principal

Law Office Assigned: LAW OFFICE 111

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

Current Location: 830 -Post Registration

Date In Location: 2007-08-29

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

1. PUBLIX ASSET MANAGEMENT COMPANY

Address:

PUBLIX ASSET MANAGEMENT COMPANY
3300 Publix Corporate Parkway
Lakeland, FL 33811
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Florida

GOODS AND/OR SERVICES

International Class: 035

Class Status: Active

retail grocery store services

Basis: 1(a)

First Use Date: 2001-03-14

First Use in Commerce Date: 2001-03-14

ADDITIONAL INFORMATION

Disclaimer: "Market"

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.

2007-08-29 - Section 8 (6-year) accepted & Section 15 acknowledged

2007-08-20 - Assigned To Paralegal

2007-07-26 - Section 8 (6-year) and Section 15 Filed

2007-07-26 - TEAS Section 8 & 15 Received

2007-01-03 - Case File In TICRS

2006-06-03 - Applicant/Correspondence Changes (Non-Responsive) Entered

2006-06-03 - TEAS Change Of Owner Address Received

2006-06-03 - TEAS Change Of Correspondence Received

2006-03-09 - PAPER RECEIVED

2004-01-09 - TEAS Change Of Correspondence Received

2003-08-14 - TEAS Change Of Correspondence Received

2001-12-18 - Registered - Principal Register

2001-08-27 - Allowed for Registration - Principal Register (SOU accepted)

2001-08-23 - Assigned To Examiner

2001-08-22 - Statement of use processing complete

2001-08-14 - Amendment to Use filed

2001-02-13 - Extension 2 granted

2001-02-13 - Extension 2 filed

2000-09-28 - Extension 1 granted

2000-08-07 - Extension 1 filed

2000-02-22 - Notice of allowance - mailed

1999-11-30 - Published for opposition

1999-10-29 - Notice of publication

1999-08-24 - Approved for Pub - Principal Register (Initial exam)

1999-08-19 - Examiner's amendment mailed

1999-06-29 - Non-final action mailed

1999-06-24 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

James B. Lake

Correspondent

James B. Lake

Thomas & LoCicero

P.O. Box 2602

Tampa FL 33601-2602

Phone Number: (813) 984-3060

Fax Number: (813) 984-3070

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

This page was generated by the TARR system on 2008-06-03 09:22:46 ET

Serial Number: 76520850 Assignment Information Trademark Document Retrieval

Registration Number: 2834140

Mark (words only): PUBLIX GREENWISE MARKET

Standard Character claim: No

Current Status: Registered.

Date of Status: 2004-04-20

Filing Date: 2003-06-04

Transformed into a National Application: No

Registration Date: 2004-04-20

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

Current Location: 900 -File Repository (Franconia)

Date In Location: 2004-05-17

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

1. Publix Asset Management Company

Address:

Publix Asset Management Company
3300 Publix Corporate Parkway
Lakeland, FL 33811
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Florida

GOODS AND/OR SERVICES

International Class: 029

Class Status: Active

soy-based food beverages used as a milk substitute

Basis: 1(a)

First Use Date: 2003-04-12

First Use in Commerce Date: 2003-04-12

ADDITIONAL INFORMATION

Disclaimer: "MARKET"

Prior Registration Number(s):

2683967

2688904

2729422

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2006-06-03 - Applicant/Correspondence Changes (Non-Responsive) Entered

2006-06-03 - TEAS Change Of Owner Address Received

2006-06-03 - TEAS Change Of Correspondence Received

2006-03-09 - PAPER RECEIVED

2004-04-20 - Registered - Principal Register

2004-01-27 - Published for opposition

2004-01-09 - TEAS Change Of Correspondence Received

2004-01-07 - Notice of publication

2003-11-25 - Approved for Pub - Principal Register (Initial exam)

2003-11-25 - Examiner's amendment mailed

2003-11-17 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Thomas W. Brooke

Correspondent

Carol Jean LoCicero

Thomas & LoCicero

P.O. Box 2602
Tampa FL 33601-2602
Phone Number: (813) 984-3060
Fax Number: (813) 984-3070

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

This page was generated by the TARR system on 2008-06-03 09:22:59 ET

Serial Number: 75592226 Assignment Information Trademark Document Retrieval

Registration Number: 2843303

Mark (words only): PUBLIX GREENWISE MARKET

Standard Character claim: No

Current Status: Registered.

Date of Status: 2004-05-18

Filing Date: 1998-11-19

Transformed into a National Application: No

Registration Date: 2004-05-18

Register: Principal

Law Office Assigned: LAW OFFICE 111

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

Current Location: 900 -File Repository (Franconia)

Date In Location: 2004-06-03

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

1. Publix Super Markets, Inc.

Address:

Publix Super Markets, Inc.
3300 Publix Corporate Parkway
Lakeland, FL 33811
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Florida

GOODS AND/OR SERVICES

International Class: 030

Class Status: Active

food products, namely, bakery goods, breads, breakfast cereals, cakes, cereal derived food bars, grain-based snack chips, ground coffee, coffee beans, cookies, crackers, gravy mixes, salad dressings, sauces, spices, flour, sugar, herbal food beverages, herbal teas, honey, pasta, pretzels,

rice-based snack foods, rice and tomato sauce

Basis: 1(a)

First Use Date: 2001-03-14

First Use in Commerce Date: 2001-03-14

ADDITIONAL INFORMATION

Disclaimer: "MARKET"

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2006-06-03 - Applicant/Correspondence Changes (Non-Responsive) Entered

2006-06-03 - TEAS Change Of Owner Address Received

2006-06-03 - TEAS Change Of Correspondence Received

2006-03-09 - PAPER RECEIVED

2004-05-18 - Registered - Principal Register

2004-03-08 - Allowed for Registration - Principal Register (SOU accepted)

2004-03-08 - Assigned To Examiner

2004-03-05 - Case File In TICRS

2004-03-02 - Statement of use processing complete

2003-02-27 - Amendment to Use filed

2004-02-27 - Reinstated

2004-01-21 - FAX RECEIVED

2004-01-20 - FAX RECEIVED

2004-01-09 - TEAS Change Of Correspondence Received

2003-10-01 - PAPER RECEIVED

2003-09-12 - Abandonment - No use statement filed

2003-08-14 - TEAS Change Of Correspondence Received

2002-09-20 - Extension 5 granted
2002-08-23 - Extension 5 filed
2002-08-23 - PAPER RECEIVED
2002-03-12 - Extension 4 granted
2002-02-26 - Extension 4 filed
2001-08-23 - Extension 3 granted
2001-08-14 - Extension 3 filed
2001-03-14 - Extension 2 granted
2001-02-13 - Extension 2 filed
2000-09-27 - Extension 1 granted
2000-08-07 - Extension 1 filed
2000-02-29 - Notice of allowance - mailed
1999-12-07 - Published for opposition
1999-11-05 - Notice of publication
1999-09-21 - Approved for Pub - Principal Register (Initial exam)
1999-09-16 - Examiner's amendment mailed
1999-09-09 - Final refusal mailed
1999-08-18 - Communication received from applicant
1999-03-24 - Non-final action mailed
1999-03-19 - Examiner's amendment mailed
1999-03-18 - Assigned To Examiner
1999-03-16 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
Leslie S. Spitalney

Correspondent
Carol Jean LoCicero
Thomas & LoCicero

P.O. Box 2602
Tampa FL 33601-2602
Phone Number: (813) 984-3060
Fax Number: (813) 984-3070

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

This page was generated by the TARR system on 2008-06-03 09:23:12 ET

Serial Number: 75592210 Assignment Information Trademark Document Retrieval

Registration Number: 2683967

Mark (words only): PUBLIX GREENWISE MARKET

Standard Character claim: No

Current Status: Registered.

Date of Status: 2003-02-04

Filing Date: 1998-11-19

Transformed into a National Application: No

Registration Date: 2003-02-04

Register: Principal

Law Office Assigned: LAW OFFICE 111

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

Current Location: 40S -Scanning On Demand

Date In Location: 2008-03-31

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

1. Publix Super Markets, Inc.

Address:

Publix Super Markets, Inc.
3300 Publix Corporate Parkway
Lakeland, FL 33811
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Florida

GOODS AND/OR SERVICES

International Class: 031

Class Status: Active

fresh fruits, fresh vegetables and fresh herbs

Basis: 1(a)

First Use Date: 2001-03-14

First Use in Commerce Date: 2001-03-14

ADDITIONAL INFORMATION

Disclaimer: "MARKET"

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2008-05-30 - TEAS Section 8 & 15 Received

2008-03-31 - Case File In TICRS

2006-06-03 - Applicant/Correspondence Changes (Non-Responsive) Entered

2006-06-03 - TEAS Change Of Owner Address Received

2006-06-03 - TEAS Change Of Correspondence Received

2006-03-09 - PAPER RECEIVED

2004-01-09 - TEAS Change Of Correspondence Received

2003-08-14 - TEAS Change Of Correspondence Received

2003-02-04 - Registered - Principal Register

2002-11-25 - Allowed for Registration - Principal Register (SOU accepted)

2002-11-25 - Assigned To Examiner

2002-11-20 - Statement of use processing complete

2002-10-12 - Amendment to Use filed

2002-10-15 - PAPER RECEIVED

2002-04-23 - Extension 5 granted

2002-04-11 - Extension 5 filed

2001-10-17 - Extension 4 granted

2001-10-05 - Extension 4 filed

2001-04-28 - Extension 3 granted
2001-04-06 - Extension 3 filed
2000-12-15 - Extension 2 granted
2000-09-28 - Extension 2 filed
2000-04-25 - Extension 1 granted
2000-03-02 - Extension 1 filed
1999-10-12 - Notice of allowance - mailed
1999-07-20 - Published for opposition
1999-06-18 - Notice of publication
1999-03-23 - Approved for Pub - Principal Register (Initial exam)
1999-03-19 - Examiner's amendment mailed
1999-03-18 - Assigned To Examiner
1999-03-16 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Carol Jean LoCicero

Correspondent

Carol Jean LoCicero

Thomas & LoCicero

P.O. Box 2602

Tampa FL 33601-2602

Phone Number: (813) 984-3060

Fax Number: (813) 984-3070

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

This page was generated by the TARR system on 2008-06-03 09:23:24 ET

Serial Number: 75592227 Assignment Information Trademark Document Retrieval

Registration Number: 2729422

Mark (words only): PUBLIX GREENWISE MARKET

Standard Character claim: No

Current Status: Registered.

Date of Status: 2003-06-24

Filing Date: 1998-11-19

Transformed into a National Application: No

Registration Date: 2003-06-24

Register: Principal

Law Office Assigned: LAW OFFICE 111

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

Current Location: 900 -File Repository (Franconia)

Date In Location: 2003-06-30

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

1. Publix Super Markets, Inc

Address:

Publix Super Markets, Inc
3300 Publix Corporate Parkway
Lakeland, FL 33811
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Florida

GOODS AND/OR SERVICES

International Class: 029

Class Status: Active

food products, namely, eggs, cheeses, milk, flavored milk, chocolate milk, sour cream, cottage cheese, fresh and processed seafood and shellfish, refrigerated yogurt, potato chips, processed nuts, edible processed seeds, dried fruits, jams, jellies, dried beans, peanut butter, cooking oil,

fresh and processed meat and poultry, and tomato paste

Basis: 1(a)

First Use Date: 2001-03-14

First Use in Commerce Date: 2001-03-14

ADDITIONAL INFORMATION

Disclaimer: "MARKET"

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2006-06-03 - Applicant/Correspondence Changes (Non-Responsive) Entered

2006-06-03 - TEAS Change Of Owner Address Received

2006-06-03 - TEAS Change Of Correspondence Received

2006-03-09 - PAPER RECEIVED

2004-01-09 - TEAS Change Of Correspondence Received

2003-08-14 - TEAS Change Of Correspondence Received

2003-06-24 - Registered - Principal Register

2003-05-05 - Allowed for Registration - Principal Register (SOU accepted)

2003-02-27 - Statement of use processing complete

2003-02-27 - Amendment to Use filed

2003-02-27 - PAPER RECEIVED

2002-10-18 - Extension 5 granted

2002-09-14 - Extension 5 filed

2002-09-16 - PAPER RECEIVED

2002-03-11 - Extension 4 granted

2002-02-26 - Extension 4 filed

2001-09-22 - Extension 3 granted

2001-09-06 - Extension 3 filed
2001-04-10 - Extension 2 granted
2001-03-07 - Extension 2 filed
2000-12-15 - Extension 1 granted
2000-09-07 - Extension 1 filed
2000-03-14 - Notice of allowance - mailed
1999-12-21 - Published for opposition
1999-11-19 - Notice of publication
1999-09-08 - Approved for Pub - Principal Register (Initial exam)
1999-08-18 - Communication received from applicant
1999-03-23 - Non-final action mailed
1999-03-16 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Leslie S. Spitalney

Correspondent

Carol Jean LoCicero

Thomas & LoCicero

P.O. Box 2602

Tampa FL 33601-2602

Phone Number: (813) 984-3060

Fax Number: (813) 984-3070

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

This page was generated by the TARR system on 2008-06-03 09:23:40 ET

Serial Number: 77476248 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark

GREENWISE

(words only): GREENWISE

Standard Character claim: Yes

Current Status: Newly filed application, not yet assigned to an examining attorney.

Date of Status: 2008-05-21

Filing Date: 2008-05-16

Filed as TEAS Plus Application: Yes

Currently TEAS Plus Application: Yes

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

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: 042 -New Application Processing

Date In Location: 2008-05-21

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

1. Publix Asset Management Company

Address:

Publix Asset Management Company

Exhibit B

3300 Publix Corporate Parkway
Lakeland, FL 33811
United States
Legal Entity Type: Corporation
State or Country of Incorporation: Florida

GOODS AND/OR SERVICES

International Class: 003
Class Status: Active
Laundry bleach
Basis: 1(a)
First Use Date: 2007-09-19
First Use in Commerce Date: 2007-10-31

ADDITIONAL INFORMATION

Prior Registration Number(s):
2520595
2729423
3328951

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2008-05-21 - Notice Of Pseudo Mark Mailed

2008-05-20 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
Carol Jean LoCicero

Correspondent
CAROL JEAN LOCICERO
THOMAS & LOCICERO PL
PO BOX 2602
TAMPA, FL 33601-2602
Phone Number: 813-984-3060
Fax Number: 813-984-3070
