



BULKY DOCUMENTS

(Exceeds 100 pages)

Filed: 12/19/2011

Title: REDACTED TRANSCRIPT DEPOSITION OF
JOHN SAUNDERS AND EXHIBITS.

Part 2 of 2

91195943

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

Integrated Management Information, Inc.,)	
)	
Opposer,)	
)	
v.)	Opposition No. 91195943
)	
Frank Barrie,)	
)	
Applicant.)	Serial No. 77/883,973

**OPPOSER INTEGRATED MANAGEMENT INFORMATION, INC.'S
REVISED NOTICE OF TRIAL DEPOSITION OF JOHN SAUNDERS**

Please take note that, pursuant to the Rules of Practice for Trademark Cases under the provision of 37 C.F.R. § 2.123, of the Trademark Rules of Practice, counsel for Opposer, Integrated Management Information, Inc., will take the deposition of Mr. John Saunders before a Notary Public or other officer qualified by law. The deposition will begin at 9:30 a.m. CST on November 17, 2011, at the offices of Hovey Williams LLP, 10801 Mastin Boulevard, Suite 1000, 84 Corporate Woods, Overland Park, Kansas 66210.

The deposition will take place upon oral examination before an officer qualified by law to administer oaths and will be recorded by stenographic means. You are invited to attend and cross-examine.

Integrated Management Information, Inc.
v.
Frank Barrie
Opposition No. 91195943
Opposer's Testimony Exhibit 1

Date: November 7, 2011

Respectfully Submitted,

s/ Cheryl L. Burbach
Cheryl L. Burbach
Matthew B. Walters
HOVEY WILLIAMS LLP
10801 Mastin Blvd, Suite 1000
84 Corporate Woods
Overland Park, Kansas 66210
T: (913) 647-9050
F: (913) 647-9057
Email: clb@hoveywilliams.com
mbw@hoveywilliams.com

*ATTORNEYS FOR OPPOSER
INTEGRATED MANAGEMENT INFORMATION, INC.*

CERTIFICATE OF SERVICE

I hereby certify that on November 7, 2011, I served the foregoing *Opposer Integrated Management Information, Inc.'s Revised Notice of Trial Deposition of John Saunders* via first class mail on the following:

Frank W. Barrie
117 South Pine Avenue
Albany, New York 12208
Email: fbarrie@nycap.rr.com

/s/ Cheryl L. Burbach
Cheryl L. Burbach

United States of America

United States Patent and Trademark Office

WHERE FOOD COMES FROM

Reg. No. 3,694,440 INTEGRATED MANAGEMENT INFORMATION, INC. (COLORADO CORPORATION)
Registered Oct. 6, 2009 221 WILCOX STREET, SUITE A
CASTLE ROCK, CO 80104

Int. Cl.: 42 FOR: FOOD QUALITY VERIFICATION SERVICES, NAMELY, VERIFYING THE ORIGIN AND HANDLING PRACTICES OF FOOD PRODUCTION, IN CLASS 42 (U.S. CLS. 100 AND 101).

SERVICE MARK
SUPPLEMENTAL REGISTER FIRST USE 10-15-2007; IN COMMERCE 10-28-2008.

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

SER. NO. 77-735,237, FILED 5-12-2009.

BRIAN NEVILLE, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

Integrated Management Information, Inc.

v.

Frank Barrie

Opposition No. 91195943

Opposer's Testimony Exhibit 2

IMI000022

Trademark Snapshot Publication & Issue Review Stylesheet
 (Table presents the data on Publication & Issue Review Complete)

OVERVIEW

SERIAL NUMBER	77735237	FILING DATE	05/12/2009
REG NUMBER	0000000	REG DATE	10/06/2009
REGISTER	SUPPLEMENTAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	NEVILLE, J BRIAN	L O. ASSIGNED	114

PUB INFORMATION

RUN DATE	09/03/2009
PUB DATE	N/A
STATUS	681-PUBLICATION/ISSUE REVIEW COMPLETE
STATUS DATE	09/02/2009
LITERAL MARK ELEMENT	WHERE FOOD COMES FROM

DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

FILING BASIS

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	YES	1 (a)	YES	1 (a)	NO
1 (b)	NO	1 (b)	NO	1 (b)	NO
44D	NO	44D	NO	44D	NO
44E	NO	44E	NO	44E	NO
66A	NO	66A	NO		
NO BASIS	NO	NO BASIS	NO		

MARK DATA

STANDARD CHARACTER MARK	YES
LITERAL MARK ELEMENT	WHERE FOOD COMES FROM

MARK DRAWING CODE
COLOR DRAWING FLAG

4-STANDARD CHARACTER MARK
NO

CURRENT OWNER INFORMATION

PARTY TYPE 10-ORIGINAL APPLICANT
NAME Integrated Management Information, Inc.
ADDRESS 221 Wilcox Street, Suite A
Castle Rock, CO 80104
ENTITY 03-CORPORATION
CITIZENSHIP Colorado

GOODS AND SERVICES

INTERNATIONAL CLASS 042
DESCRIPTION TEXT Food quality verification services, namely, verifying the origin and handling practices of food production

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	042	FIRST USE DATE	10/15/2007	FIRST USE DATE	10/28/2008	CLASS STATUS	6-ACTIVE
				IN COMMERCE DATE			

MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION NO

PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
09/02/2009	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	011
09/02/2009	ALIE	A	ASSIGNED TO LIE	010
08/28/2009	CNTA	O	APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER	009
08/25/2009	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	008
08/25/2009	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	007
08/25/2009	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	006
08/13/2009	CNRT	F	NON-FINAL ACTION MAILED	005
08/13/2009	CNRT	R	NON-FINAL ACTION WRITTEN	004
08/10/2009	DOCK	D	ASSIGNED TO EXAMINER	003
05/15/2009	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED	002

IMI000024

IN TRAM

05/15/2009

NWAP

NEW APPLICATION ENTERED IN TRAM

001

CURRENT CORRESPONDENCE INFORMATION

ATTORNEY

Cheryl L. Burbach

CORRESPONDENCE ADDRESS

CHERYL L. BURBACH
HOVEY WILLIAMS LLP
10801 MASTIN ST
STE 1000
OVERLAND PARK, KS 66210-1697

DOMESTIC REPRESENTATIVE

NONE

IMI000025

WHERE FOOD COMES FROM

Trademark Snap Shot Publication Stylesheet
 (Table presents the data on Publication Approval)

OVERVIEW

SERIAL NUMBER	77735237	FILING DATE	05/12/2009
REG NUMBER	0000000	REG DATE	N/A
REGISTER	SUPPLEMENTAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	NEVILLE, J BRIAN	L.O. ASSIGNED	114

PUB INFORMATION

RUN DATE	08/29/2009		
PUB DATE	N/A		
STATUS	680-APPROVED FOR PUBLICATION		
STATUS DATE	08/28/2009		
LITERAL MARK ELEMENT	WHERE FOOD COMES FROM		
DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

FILING BASIS

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	YES	1 (a)	YES	1 (a)	NO
1 (b)	NO	1 (b)	NO	1 (b)	NO
44D	NO	44D	NO	44D	NO
44E	NO	44E	NO	44E	NO
66A	NO	66A	NO		
NO BASIS	NO	NO BASIS	NO		

MARK DATA

STANDARD CHARACTER MARK	YES
LITERAL MARK ELEMENT	WHERE FOOD COMES FROM

MARK DRAWING CODE
COLOR DRAWING FLAG

4-STANDARD CHARACTER MARK
NO

CURRENT OWNER INFORMATION

PARTY TYPE 10-ORIGINAL APPLICANT
NAME Integrated Management Information, Inc.
ADDRESS 221 Wilcox Street, Suite A
Castle Rock, CO 80104
ENTITY 03-CORPORATION
CITIZENSHIP Colorado

GOODS AND SERVICES

INTERNATIONAL CLASS 042
DESCRIPTION TEXT Food quality verification services, namely verifying the origin and handling practices of food production

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS 042
FIRST USE DATE 10/15/2007
FIRST USE DATE 10/28/2008
CLASS STATUS 6-ACTIVE
IN COMMERCE DATE

MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION NO

PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
08/28/2009	CNTA	O	APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER	009
08/25/2009	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	008
08/25/2009	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	007
08/25/2009	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	006
08/13/2009	CNRT	F	NON-FINAL ACTION MAILED	005
08/13/2009	CNRT	R	NON-FINAL ACTION WRITTEN	004
08/10/2009	DOCK	D	ASSIGNED TO EXAMINER	003
05/15/2009	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
05/15/2009	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION

ATTORNEY

Cheryl L. Burbach

CORRESPONDENCE ADDRESS

CHERYL L. BURBACH
HOVEY WILLIAMS LLP
10801 MASTIN ST STE 1000
OVERLAND PARK, KS 66210-1697

DOMESTIC REPRESENTATIVE

NONE

WHERE FOOD COMES FROM

Trademark Snap Shot, Amendment & Mail Processing Stylesheet
 (Table presents the data on Amendment & Mail Processing Complete)

OVERVIEW

SERIAL NUMBER	77735237	FILING DATE	05/12/2009
REG NUMBER	0000000	REG DATE	N/A
REGISTER	SUPPLEMENTAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	NEVILLE, J BRIAN	L.O. ASSIGNED	114

PUB INFORMATION

RUN DATE	08/26/2009		
PUB DATE	N/A		
STATUS	661-RESPONSE AFTER NON-FINAL-ACTION-ENTERED		
STATUS DATE	08/25/2009		
LITERAL MARK ELEMENT	WHERE FOOD COMES FROM		
DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

FILING BASIS

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	YES	1 (a)	YES	1 (a)	NO
1 (b)	NO	1 (b)	NO	1 (b)	NO
44D	NO	44D	NO	44D	NO
44E	NO	44E	NO	44E	NO
66A	NO	66A	NO		
NO BASIS	NO	NO BASIS	NO		

MARK DATA

STANDARD CHARACTER MARK	YES
LITERAL MARK ELEMENT	WHERE FOOD COMES FROM

MARK DRAWING CODE
COLOR DRAWING FLAG

4-STANDARD CHARACTER MARK
NO

CURRENT OWNER INFORMATION

PARTY TYPE 10-ORIGINAL APPLICANT
NAME Integrated Management Information, Inc.
ADDRESS 221 Wilcox Street, Suite A
Castle Rock, CO 80104
ENTITY 03-CORPORATION
CITIZENSHIP Colorado

GOODS AND SERVICES

INTERNATIONAL CLASS 042
DESCRIPTION TEXT Food quality verification services, namely verifying the origin and handling practices of food production

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	042	FIRST USE DATE	10/15/2007	FIRST USE IN COMMERCE DATE	10/28/2008	CLASS STATUS	6-ACTIVE
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MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION NO

PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
08/25/2009	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	008
08/25/2009	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	007
08/25/2009	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	006
08/13/2009	CNRT	F	NON-FINAL ACTION MAILED	005
08/13/2009	CNRT	R	NON-FINAL ACTION WRITTEN	004
08/10/2009	DOCK	D	ASSIGNED TO EXAMINER	003
05/15/2009	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
05/15/2009	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION

IMI000032

ATTORNEY

CORRESPONDENCE ADDRESS

DOMESTIC REPRESENTATIVE

Cheryl L. Burbach

CHERYL L. BURBACH
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10801 MASTIN ST STE 1000
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NONE

IMI000033

WHERE FOOD COMES FROM

Response to Office Action

The table below presents the data as entered.

Input Data	Entered
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SERIAL NUMBER 77735237
LAW OFFICE ASSIGNED LAW OFFICE 114

MARK SECTION (no change)

ARGUMENT(S)

AMENDMENT & RESPONSE TO OFFICE ACTION

This is in response to the Office Action dated August 13, 2009.

AMENDMENT

Please delete the identification of goods currently of record and substitute therefore:

--Food quality verification services, namely verifying the origin and handling practices of food production, in Class 42.--

REMARKS

In light of this amendment, it is believed that this application is now in condition for registration. Should the Examining Attorney have any questions which remain after consideration of the foregoing, he is encouraged to contact applicant's attorney at 1-800-445-3460. Any additional fees necessitated by this submission may be charged to Deposit Account 19-0522.

Respectfully submitted,

Cheryl L. Burbach

Hovey Williams LLP

Attorneys for Applicant

GOODS AND/OR SERVICES SECTION (class deleted)

INTERNATIONAL CLASS 035

DESCRIPTION

verification services for the origin and handling practices of food production

FILING BASIS Section 1(a)
FIRST USE ANYWHERE DATE At least as early as 10/15/2007
FIRST USE IN COMMERCE DATE At least as early as 10/28/2008

GOODS AND/OR SERVICES SECTION (class added) Original Class (035)

INTERNATIONAL CLASS 042

DESCRIPTION

Food quality verification services, namely verifying the origin and handling practices of food production

FILING BASIS Section 1(a)
FIRST USE ANYWHERE DATE At least as early as 10/15/2007
FIRST USE IN COMMERCE DATE At least as early as 10/28/2008

SIGNATURE SECTION

DECLARATION SIGNATURE /CLB/
SIGNATORY'S NAME Cheryl L. Burbach
SIGNATORY'S POSITION Attorney of Record
DATE SIGNED 08/25/2009
RESPONSE SIGNATURE /CLB/
SIGNATORY'S NAME Cheryl L. Burbach
SIGNATORY'S POSITION Attorney of Record
DATE SIGNED 08/25/2009
AUTHORIZED SIGNATORY YES

FILING INFORMATION SECTION

SUBMIT DATE Tue Aug 25 12:19:17 EDT 2009
USPTO/ROA-70.43.171.130-2
0090825121917304701-77735
237-430896cd4eaaa73f9df42
8e2cd4d392f6-N/A-N/A-2009
0825121139659907

TEAS STAMP

**Response to Office Action
To the Commissioner for Trademarks:**

Application serial no. 77735237 has been amended as follows:

ARGUMENT(S)

In response to the substantive refusal(s), please note the following:

AMENDMENT & RESPONSE TO OFFICE ACTION

This is in response to the Office Action dated August 13, 2009.

AMENDMENT

Please delete the identification of goods currently of record and substitute therefore:

--Food quality verification services, namely verifying the origin and handling practices of food production, in Class 42.--

REMARKS

In light of this amendment, it is believed that this application is now in condition for registration. Should the Examining Attorney have any questions which remain after consideration of the foregoing, he is encouraged to contact applicant's attorney at 1-800-445-3460. Any additional fees necessitated by this submission may be charged to Deposit Account 19-0522.

Respectfully submitted,

Cheryl L. Burbach

Hovey Williams LLP

Attorneys for Applicant

CLASSIFICATION AND LISTING OF GOODS/SERVICES

Applicant hereby deletes the following class of goods/services from the application.

Class 035 for verification services for the origin and handling practices of food production

Applicant hereby adds the following class of goods/services to the application:

New: Class 042 (Original Class: 035) for Food quality verification services, namely verifying the origin and handling practices of food production

Filing Basis: Section 1(a), Use in Commerce: The mark was first used at least as early as 10/15/2007 and first used in commerce at least as early as 10/28/2008, and is now in use in such commerce.

SIGNATURE(S)

IMI000037

Declaration Signature

If the applicant is seeking registration under Section 1(b) and/or Section 44 of the Trademark Act, the applicant has had a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services as of the filing date of the application. 37 C.F.R. Secs. 2.34(a)(2)(i); 2.34 (a)(3)(i); and 2.34(a)(4)(ii); and/or the applicant has had a bona fide intention to exercise legitimate control over the use of the mark in commerce by its members. 37 C.F. R. Sec. 2.44. If the applicant is seeking registration under Section 1(a) of the Trademark Act, the mark was in use in commerce on or in connection with the goods or services listed in the application as of the application filing date. 37 C.F.R. Secs. 2.34(a)(1)(i); and/or the applicant has exercised legitimate control over the use of the mark in commerce by its members. 37 C.F.R. Sec. 244. The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. §1001, and that such willful false statements may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. §1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; that if the original application was submitted unsigned, that all statements in the original application and this submission made of the declaration signer's knowledge are true; and all statements in the original application and this submission made on information and belief are believed to be true.

Signature: /CLB/ Date: 08/25/2009
Signatory's Name: Cheryl L. Burbach
Signatory's Position: Attorney of Record

Response Signature

Signature: /CLB/ Date: 08/25/2009
Signatory's Name: Cheryl L. Burbach
Signatory's Position: Attorney of Record

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

Serial Number: 77735237
Internet Transmission Date: Tue Aug 25 12:19:17 EDT 2009
TEAS Stamp: USPTO/ROA-70.43.171.130-2009082512191730
4701-77735237-430896cd4eaaa73f9df428e2cd
4d392f6-N/A-N/A-20090825121139659907

IMI000038

UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 77735237

MARK: WHERE FOOD COMES FRO

77735237

CORRESPONDENT ADDRESS:

CHERYL L. BURBACH
HOVEY WILLIAMS LLP
10801 MASTIN ST STE 1000
OVERLAND PARK, KS 66210-1697

RESPOND TO THIS ACTION:

<http://www.uspto.gov/teas/eTEASpageD.htm>

GENERAL TRADEMARK INFORMATION:

<http://www.uspto.gov/main/trademarks.htm>

APPLICANT: Integrated Management
Information, Inc.

**CORRESPONDENT'S REFERENCE/DOCKET
NO:**

40323

CORRESPONDENT E-MAIL ADDRESS:

OFFICE ACTION

TO AVOID ABANDONMENT, THE OFFICE MUST RECEIVE A PROPER RESPONSE TO THIS OFFICE ACTION WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE.

ISSUE/MAILING DATE:

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

No Conflicting Marks

The trademark examining attorney has searched the Office's database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). TMEP §704.02; *see* 15 U.S.C. §1052(d).

Indefinite Recitation of Services

The identification of services is indefinite as the purpose of the verification services is unclear for classification purposes. For instance, if the verification services are related to food safety, the services would be classified in Class 45, or food quality in Class 42. *See* TMEP §1402.01. Applicant may adopt the following identification, if accurate:

Class 42

Food quality verification services, namely verifying the origin and handling practices of food

IMI000040

production

Identifications of services can be amended only to clarify or limit the services; adding to or broadening the scope of the services is not permitted. 37 C.F.R. §2.71(a); *see* TMEP §§1402.06 *et seq.*, 1402.07. Therefore, applicant may not amend the identification to include services that are not within the scope of the services set forth in the present identification.

Response

There is no required format or form for responding to this Office action. The Office recommends applicants use the Trademark Electronic Application System (TEAS) to respond to Office actions online at <http://www.uspto.gov/teas/index.html>. However, if applicant responds on paper via regular mail, the response should include the following information: (1) the name and law office number of the examining attorney; (2) the serial number of this application; (3) the mailing date of this Office action; and (4) applicant's telephone number.

The response should address each refusal and/or requirement raised in the Office action. If a refusal has issued, applicant may wish to argue against the refusal, i.e., submit arguments and/or evidence as to why the refusal should be withdrawn and why the mark should register. To respond to requirements, applicant should simply set forth in writing the required changes or statements and request that the Office enter them into the application record.

The response *must* be signed by applicant or someone with legal authority to bind applicant (i.e., a corporate officer of a corporate applicant, the equivalent of an officer for unincorporated organizations or limited liability company applicants, a general partner of a partnership applicant, each applicant for applications with multiple individual applicants, etc.). TMEP §§712 *et seq.*

If applicant has questions about its application or needs assistance in responding to this Office action, please telephone the assigned trademark examining attorney directly at the number below.

/Brian Neville/
Trademark Examining Attorney
Law Office 114
(571) 272 - 9203

RESPOND TO THIS ACTION: Applicant should file a response to this Office action online using the form at <http://www.uspto.gov/teas/eTEASpageD.htm>, waiting 48-72 hours if applicant received notification of the Office action via e-mail. For *technical* assistance with the form, please e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned examining attorney. **Do not respond to this Office action by e-mail; the USPTO does not accept e-mailed responses.**

If responding by paper mail, please include the following information: the application serial number, the mark, the filing date and the name, title/position, telephone number and e-mail address of the person signing the response. Please use the following address: Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA 22313-1451.

IMI000041

STATUS CHECK: Check the status of the application at least once every six months from the initial filing date using the USPTO Trademark Applications and Registrations Retrieval (TARR) online system at <http://tarr.uspto.gov>. When conducting an online status check, print and maintain a copy of the complete TARR screen. If the status of your application has not changed for more than six months, please contact the assigned examining attorney.

*** User:bneville ***

#	Total Marks	Dead Marks	Live Viewed Docs	Live Viewed Images	Status/ Search Duration	Search
01	20	3	17	17	0:02	"Integrated Management Information"[ow]
02	14006	N/A	0	0	0:01	*food*[bi,ti]
03	12795	N/A	0	0	0:01	*from*[bi,ti]
04	185	112	3	2	0:01	2 and 3
05	7638	N/A	0	0	0:01	"where"[bi,ti]
06	12617	N/A	0	0	0:03	"from"[bi,ti]
07	114	62	3	2	0:01	5 and 6
08	1	0	1	1	0:01	77394273
09	1	0	1	1	0:01	77371882
10	2693	N/A	11	11	0:02	philan\$[gs]
11	132	N/A	0	0	0:01	harpo[ow]
12	2	0	2	2	0:02	11 and "human interest"[gs]

Session started 8/10/2009 2:38:30 PM

Session finished 8/10/2009 6:54:26 PM

Total search duration 0 minutes 17 seconds

Session duration 255 minutes 56 seconds

Default NEAR limit=1ADJ limit=1

Sent to TICRS as Serial Number: 77735237

IMI000043

Trademark/Service Mark Form, Supplemental Register

Serial Number: 77735237

Filing Date: 05/12/2009

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77735237
MARK INFORMATION	
*MARK	<u>WHERE FOOD COMES FROM</u>
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	WHERE FOOD COMES FROM
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font, style, size, or color.
REGISTER	Supplemental
APPLICANT INFORMATION	
*OWNER OF MARK	Integrated Management Information, Inc.
*STREET	221 Wilcox Street, Suite A
*CITY	Castle Rock
*STATE (Required for U.S. applicants)	Colorado
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	80104
LEGAL ENTITY INFORMATION	
TYPE	corporation

STATE/COUNTRY
OF
INCORPORATION Colorado

GOODS AND/OR SERVICES AND BASIS INFORMATION

INTERNATIONAL
CLASS 035

IDENTIFICATION verification services for the origin and handling practices of food production

FILING BASIS SECTION 1(a)

FIRST USE
ANYWHERE
DATE At least as early as 10/15/2007

FIRST USE IN
COMMERCE
DATE At least as early as 10/28/2008

SPECIMEN FILE NAME(S)

ORIGINAL
PDF FILE spec-7043171130-172547332 . Specimen.pdf

CONVERTED
PDF FILE(S)
(1 page) \\TICRS\EXPORT6\IMAGEOUT6\777\352\77735237.xml\APP0003.JPG

SPECIMEN
DESCRIPTION image of the mark as used by Applicant in connection with the services

ATTORNEY INFORMATION

NAME Cheryl L. Burbach

ATTORNEY
DOCKET
NUMBER 40323

FIRM NAME Hovey Williams LLP

STREET 10801 Mastin Blvd., Suite 1000

CITY Overland Park

STATE Kansas

COUNTRY United States

ZIP/POSTAL
CODE 66210

PHONE 913-647-9050

FAX 913-647-9057

Cheryl L. Burbach and Stephen D. Timmons, John M. Collins, Thomas H.
Van Hoozer, Thomas B. Luebbering, Andrew G. Colombo, Scott R.

**OTHER
APPOINTED
ATTORNEY**

Brown, Tracy L. Bornman, Michael B. Hurd, Michael Elbein, Joan Optican
Herman, Kameron D. Kelly, Gregory J. Skoch, Jennifer C. Bailey, Randall
W. Schwartz, Brandon J. Warner, Christopher L. Logan, Crissa A. Cook,
Matt B. Walters, and David Pankros

CORRESPONDENCE INFORMATION

NAME Cheryl L. Burbach
FIRM NAME Hovey Williams LLP
STREET 10801 Mastin Blvd., Suite 1000
CITY Overland Park
STATE Kansas
COUNTRY United States
**ZIP/POSTAL
CODE** 66210
PHONE 913-647-9050
FAX 913-647-9057

FEE INFORMATION

**NUMBER OF
CLASSES** 1
FEE PER CLASS 325
***TOTAL FEE DUE** 325
***TOTAL FEE
PAID** 325

SIGNATURE INFORMATION

**ORIGINAL
PDF FILE** hw 7043171130-172547332 . Signed Application.pdf

**CONVERTED
PDF FILE(S)
(2 pages)** \\TICRS\EXPORT6\IMAGEOUT6\777\352\77735237\xml1\APP0004.JPG
\\TICRS\EXPORT6\IMAGEOUT6\777\352\77735237\xml1\APP0005.JPG

**SIGNATORY'S
NAME** John Saunders

**SIGNATORY'S
POSITION** Chief Executive Officer

Trademark/Service Mark Form, Supplemental Register

Serial Number: 77735237

Filing Date: 05/12/2009

To the Commissioner for Trademarks:

MARK: WHERE FOOD COMES FROM (Standard Characters, see mark)

The literal element of the mark consists of WHERE FOOD COMES FROM.

The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, Integrated Management Information, Inc., a corporation of Colorado, having an address of

221 Wilcox Street, Suite A

Castle Rock, Colorado 80104

United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Supplemental Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 035: verification services for the origin and handling practices of food production

In International Class 035, the mark was first used at least as early as 10/15/2007, and first used in commerce at least as early as 10/28/2008, and is now in use in such commerce. The applicant is submitting one specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) image of the mark as used by Applicant in connection with the services .

Original PDF file:

spec-7043171130-172547332 . Specimen.pdf

Converted PDF file(s) (1 page)

Specimen File1

The applicant's current Attorney Information:

Cheryl L. Burbach and Cheryl L. Burbach and Stephen D. Timmons, John M. Collins, Thomas H. Van Hoozer, Thomas B. Luebbering, Andrew G. Colombo, Scott R. Brown, Tracy L. Bornman, Michael B. Hurd, Michael Elbein, Joan Optican Herman, Kameron D. Kelly, Gregory J. Skoch, Jennifer C. Bailey, Randall W. Schwartz, Brandon J. Warner, Christopher L. Logan, Crissa A. Cook, Matt B. Walters, and David Pankros of Hovey Williams LLP

Overland Park, Kansas 66210

United States.

The attorney docket/reference number is 40323

The applicant's current Correspondence Information:

Cheryl L. Burbach

IMI000047

Hovey Williams LLP
10801 Mastin Blvd., Suite 1000
Overland Park, Kansas 66210
913-647-9050(phone)
913-647-9057(fax)

A fee payment in the amount of \$325 has been submitted with the application, representing payment for 1 class(es).

Declaration

Original PDF file:

hw 7043171130-172547332 . Signed Application.pdf

Converted PDF file(s) (2 pages)

Signature File1

Signature File2

Signatory's Name: John Saunders

Signatory's Position: Chief Executive Officer

RAM Sale Number: 3706

RAM Accounting Date: 05/13/2009

Serial Number: 77735237

Internet Transmission Date: Tue May 12 17:33:37 EDT 2009

TEAS Stamp: USPTO/SUP-70.43.171.130-2009051217333707

6295-77735237-4003d9eaa4f2d7a64996f853aa

3f4e4f-DA-3706-20090512172547332679

IMI000048

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We believe in having a personal relationship with local farmers, ranchers, fishers, bakers, brewers, vintners, roasters, and manufacturers. To us, buying and eating home grown product is more than just a business model. It's a way of life.

We're proud of our partnerships with our local farmers. Our new private label, **Where Food Comes From**, will help strengthen local family farms, encouraging more sustainable agricultural practices and provide consumer resources for fresher, better tasting food.

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Keywords:

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Service mark Form, Supplemental Register

Handwritten Signature

To the Commissioner for Trademarks:

MARK: WHERE FOOD COMES FROM (Standard Characters, see mark)

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The mark consists of standard characters, without claim to any particular font, style, size, or color.

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221 Wilcox Street, Suite A
Castle Rock, Colorado 80104
United States

requests registration of the service mark identified above in the United States Patent and Trademark Office on the Supplemental Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 035: verification services for the origin and handling practices of food production

Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, or the applicant's predecessor in interest used the mark in commerce, on or in connection with the identified services. 15 U.S.C. Section 1051(a), as amended.

In International Class 035, the mark was first used at least as early as 10/15/2007, and first used in commerce at least as early as 10/20/2008, and is now in use in such commerce. The applicant is submitting one specimen showing the mark as used in commerce on or in connection with any item in the class of listed services, consisting of a(n) image of the mark as used by Applicant in connection with the services.

The applicant hereby appoints Cheryl L. Burbach and Cheryl L. Burbach and Stephen D. Timmons, John M. Collins, Thomas H. Van Hoozer, Thomas B. Luebbering, Andrew G. Colombo, Scott R. Brown, Tracy L. Borman, Michael B. Hurd, Michael Elbein, Joan Optican Herman, Kameron D. Kelly, Gregory J. Skoch, Jennifer C. Bailey, Randall W. Schwartz, Brandon J. Warner, Christopher L. Logan, Crissa A. Cook, Matt B. Walters, and David Pankros of Hovey Williams LLP
10801 Mastin Blvd., Suite 1000
Overland Park, Kansas 66210
United States

to submit this application on behalf of the applicant. The attorney docket/reference number is 40323.

Correspondence Information: Cheryl L. Burbach

10801 Mastin Blvd., Suite 1000

Overland Park, Kansas 66210

913-647-9050(phone)

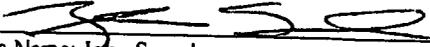
913-647-9057(fax)

MARK: WHERE FOOD COMES FROM (Standard Characters, see mark)

Declaration

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. §1001, and that such willful false statements may jeopardize the validity of the form or any resulting registration, declares that he is properly authorized to execute this form on behalf of the applicant; he believes the applicant to be the owner of the service mark sought to be registered, or, if the form is being filed under 15 U.S.C. §1126(d) or (e), he believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his own knowledge and belief are true. The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he is properly authorized to execute this application on behalf of the applicant; he believes the applicant to be the owner of the service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he believes applicant to be entitled to use such mark in commerce; to the best of his knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature Section:

Signature: 

Signatory's Name: John Saunders

Signatory's Position: Chief Executive Officer

Date Signed: 5/12/2009

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We believe in having a personal relationship with local farmers, ranchers, fishers, bakers, brewers, vintners, roasters, and manufacturers. To us, buying and eating home grown products is more than just a business model. It's a way of life.

We're proud of our partnerships with our local farmers. Our new private label, **Where Food Comes From**, will help strengthen local family farms, encouraging more sustainable agricultural practices and provide consumer resources for fresher, better tasting food.

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United States of America

United States Patent and Trademark Office



Reg. No. 3,837,316
Registered Aug. 24, 2010
Int. Cl.: 42

SERVICE MARK
PRINCIPAL REGISTER

INTEGRATED MANAGEMENT INFORMATION, INC. (COLORADO CORPORATION)
221 WILCOX STREET, SUITE A
CASTLE ROCK, CO 80104

FOR: FOOD QUALITY VERIFICATION SERVICES, NAMELY, VERIFYING THE ORIGIN AND HANDLING PRACTICES OF FOOD PRODUCTION, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 7-31-2008; IN COMMERCE 2-0-2009.

OWNER OF U.S. REG. NO. 3,694,440.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "WHERE FOOD COMES FROM VERIFIED", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF TWO CONCENTRIC CIRCLES, THE WORDS "WHERE FOOD COMES FROM" AND "VERIFIED" DISPLAYED WITHIN THE OUTER CONCENTRIC CIRCLE, AND A FANCIFUL TREE DESIGN IN THE INNER CIRCLE.

SER. NO. 77-908,046, FILED 1-8-2010.

MARY ROSSMAN, EXAMINING ATTORNEY



David J. Kyros

Director of the United States Patent and Trademark Office

Integrated Management Information, Inc.

v.

Frank Barrie

Opposition No. 91195943

Opposer's Testimony Exhibit 3

Side - 1



NOTICE OF PUBLICATION UNDER §12(a)
MAILING DATE: May 19, 2010
PUBLICATION DATE: Jun 8, 2010

The mark identified below will be published in the Official Gazette on Jun 8, 2010. Any party who believes they will be damaged by registration of the mark may oppose its registration by filing an opposition to registration or a request to extend the time to oppose within thirty (30) days from the publication date on this notice. If no opposition is filed within the time specified by law, the USPTO may issue a Certificate of Registration.

To view the Official Gazette online or to order a paper copy, visit the USPTO website at <http://www.uspto.gov/web/trademarks/tmog/> any time within the five-week period after the date of publication. You may also order a printed version from the U.S. Government Printing Office (GPO) at <http://bookstore.gpo.gov> or 202-512-1800. To check the status of your application, go to <http://tarr.uspto.gov/>.

SERIAL NUMBER: 77908046
MARK: WHERE FOOD COMES FROM VERIFIED
OWNER: Integrated Management Information, Inc.

Side - 2

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

FIRST-CLASS
MAIL
U.S. POSTAGE
PAID

CHERYL L. BURBACH
HOVEY WILLIAMS LLP
10801 MASTIN BLVD STE 1000
OVERLAND PARK, KS 66210-1697

IM1000056

Trademark Snap Shot Publication & Issue Review Stylesheet
 (Table presents the data on Publication & Issue Review Complete)

OVERVIEW

SERIAL NUMBER	77908046	FILING DATE	01/08/2010
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	ROSSMAN, MARY JO	L.O. ASSIGNED	109

PUB INFORMATION

RUN DATE	05/06/2010
PUB DATE	06/08/2010
STATUS	681-PUBLICATION/ISSUE REVIEW COMPLETE
STATUS DATE	05/05/2010
LITERAL MARK ELEMENT	WHERE FOOD COMES FROM VERIFIED

DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

FILING BASIS

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	YES	1 (a)	YES	1 (a)	NO
1 (b)	NO	1 (b)	NO	1 (b)	NO
44D	NO	44D	NO	44D	NO
44E	NO	44E	NO	44E	NO
66A	NO	66A	NO		
NO BASIS	NO	NO BASIS	NO		

MARK DATA

STANDARD CHARACTER MARK	NO
LITERAL MARK ELEMENT	WHERE FOOD COMES FROM VERIFIED

MARK DRAWING CODE

3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S)

COLOR DRAWING FLAG

NO

CURRENT OWNER INFORMATION

PARTY TYPE

10-ORIGINAL APPLICANT

NAME

Integrated Management Information, Inc.

ADDRESS

221 Wilcox Street, Suite A
Castle Rock, CO 80104

ENTITY

03-CORPORATION

CITIZENSHIP

Colorado

GOODS AND SERVICES

INTERNATIONAL CLASS

042

DESCRIPTION TEXT

food quality verification services, namely, verifying the origin and handling practices of food production

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS 042

FIRST USE DATE 07/31/2008

FIRST USE DATE 02/00/2009
IN COMMERCE DATE

CLASS STATUS

6-ACTIVE

MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION

NO

COLORS CLAIMED STATEMENT

Color is not claimed as a feature of the mark.

DISCLAIMER W/PREDETER TXT

"WHERE FOOD COMES FROM VERIFIED"

DESCRIPTION OF MARK

The mark consists of two concentric circles, the words "WHERE FOOD COMES FROM" and "VERIFIED" displayed within the outer concentric circle, and a fanciful tree design in the inner circle.

OWNER OF US REG NOS

3894440

PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
05/05/2010	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	012
05/05/2010	ALIE	A	ASSIGNED TO LIE	011
04/24/2010	CNSA	O	APPROVED FOR PUB - PRINCIPAL REGISTER	010
04/09/2010	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	009

04/09/2010	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	008
04/09/2010	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	007
04/01/2010	CNRT	F	NON-FINAL ACTION MAILED	006
03/31/2010	CNRT	R	NON-FINAL ACTION WRITTEN	005
03/31/2010	DOCK	D	ASSIGNED TO EXAMINER	004
01/14/2010	MDSC	O	NOTICE OF DESIGN SEARCH CODE MAILED	003
01/13/2010	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
01/12/2010	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION

ATTORNEY

Cheryl L. Burbach

CORRESPONDENCE ADDRESS

CHERYL L. BURBACH
HOVEY WILLIAMS LLP
10801 MASTIN BLVD STE 1000
OVERLAND PARK, KS 66210-1697

DOMESTIC REPRESENTATIVE

NONE



Trademark Snap Shot Publication Stylesheet
 (Table presents the data on Publication Approval)

OVERVIEW

SERIAL NUMBER	77908046	FILING DATE	01/08/2010
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	ROSSMAN, MARY JO	L.O. ASSIGNED	109

PUB INFORMATION

RUN DATE	04/27/2010		
PUB DATE	N/A		
STATUS	680-APPROVED FOR PUBLICATON		
STATUS DATE	04/24/2010		
LITERAL MARK ELEMENT	WHERE FOOD COMES FROM VERIFIED		
DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	RE PUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

FILING BASIS

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	YES	1 (a)	YES	1 (a)	NO
1 (b)	NO	1 (b)	NO	1 (b)	NO
44D	NO	44D	NO	44D	NO
44E	NO	44E	NO	44E	NO
66A	NO	66A	NO		
NO BASIS	NO	NO BASIS	NO		

MARK DATA

STANDARD CHARACTER MARK	NO
LITERAL MARK ELEMENT	WHERE FOOD COMES FROM VERIFIED

MARK DRAWING CODE

3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S)

COLOR DRAWING FLAG

NO

CURRENT OWNER INFORMATION

PARTY TYPE

10-ORIGINAL APPLICANT

NAME

Integrated Management Information, Inc.

ADDRESS

221 Wilcox Street, Suite A
Castle Rock, CO 80104

ENTITY

03-CORPORATION

CITIZENSHIP

Colorado

GOODS AND SERVICES

INTERNATIONAL CLASS

042

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food quality verification services, namely, verifying the origin and handling practices of food production

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FIRST USE DATE 07/31/2008

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IN COMMERCE DATE

CLASS STATUS

6-ACTIVE

MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION

NO

DISCLAIMER W/PREDETER TXT

"WHERE FOOD COMES FROM VERIFIED"

DESCRIPTION OF MARK

The mark consists of two concentric circles, the words "WHERE FOOD COMES FROM" and "VERIFIED" displayed within the outer concentric circle, and a fanciful tree design in the inner circle.

OWNER OF US REG NOS

3694440

PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
04/24/2010	CNSA	O	APPROVED FOR PUB - PRINCIPAL REGISTER	010
04/09/2010	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	009
04/09/2010	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	008
04/09/2010	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	007
04/01/2010	CNRT	F	NON-FINAL ACTION MAILED	006

03/31/2010	CNRT	R	NON-FINAL ACTION WRITTEN	005
03/31/2010	DOCK	D	ASSIGNED TO EXAMINER	004
01/14/2010	MDSC	O	NOTICE OF DESIGN SEARCH CODE MAILED	003
01/13/2010	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
01/12/2010	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION

ATTORNEY

Cheryl L. Burbach

CORRESPONDENCE ADDRESS

CHERYL L. BURBACH
HOVEY WILLIAMS LLP
10801 MASTIN ST STE 1000
OVERLAND PARK, KS 66210-1697

DOMESTIC REPRESENTATIVE

NONE



OVERVIEW

SERIAL NUMBER	77908046	FILING DATE	01/08/2010
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	ROSSMAN, MARY JO	L.O. ASSIGNED	109

PUB INFORMATION

RUN DATE	04/10/2010
PUB DATE	N/A
STATUS	661-RESPONSE AFTER NON-FINAL-ACTION-ENTERED
STATUS DATE	04/09/2010
LITERAL MARK ELEMENT	WHERE FOOD COMES FROM VERIFIED

DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPub 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

FILING BASIS

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
	YES		YES		NO
1 (a)	YES	1 (a)	NO	1 (a)	NO
1 (b)	NO	1 (b)	NO	1 (b)	NO
44D	NO	44D	NO	44D	NO
44E	NO	44E	NO	44E	NO
66A	NO	66A	NO		
NO BASIS	NO	NO BASIS	NO		

MARK DATA

STANDARD CHARACTER MARK	NO
LITERAL MARK ELEMENT	WHERE FOOD COMES FROM VERIFIED

MARK DRAWING CODE

3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S)

COLOR DRAWING FLAG

NO

CURRENT OWNER INFORMATION

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DESCRIPTION OF MARK

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OWNER OF US REG NOS

3694440

PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
04/09/2010	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	009
04/09/2010	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	008
04/09/2010	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	007
04/01/2010	CNRT	F	NON-FINAL ACTION MAILED	006
03/31/2010	CNRT	R	NON-FINAL ACTION WRITTEN	005

03/31/2010	DOCK	D	ASSIGNED TO EXAMINER	004
01/14/2010	MDSC	O	NOTICE OF DESIGN SEARCH CODE MAILED	003
01/13/2010	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
01/12/2010	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION

ATTORNEY

Cheryl L. Burbach

CORRESPONDENCE ADDRESS

CHERYL L. BURBACH
HOVEY WILLIAMS LLP
10801 MASTIN ST STE 1000
OVERLAND PARK, KS 66210-1697

DOMESTIC REPRESENTATIVE

NONE









Response to Office Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77908046
LAW OFFICE ASSIGNED	LAW OFFICE 109
MARK SECTION (current)	
STANDARD CHARACTERS	NO
USPTO-GENERATED IMAGE	NO
LITERAL ELEMENT	WHERE FOOD COMES FROM VERIFIED
DESCRIPTION OF THE MARK (and Color Location, if applicable)	The mark consists of two concentric circles, the words "WHERE FOOD COMES FROM" and "VERIFIED" displayed within the outer concentric circle, and a fanciful tree design in the inner circle.
MARK SECTION (proposed)	
MARK FILE NAME	<u>\\TICRS\EXPORT10\IMAGEOUT</u> <u>10\779\080\77908046\xml4\ ROA0002.JPG</u>
STANDARD CHARACTERS	NO
USPTO-GENERATED IMAGE	NO
LITERAL ELEMENT	WHERE FOOD COMES FROM VERIFIED
COLOR MARK	NO
DESCRIPTION OF THE MARK (and Color Location, if applicable)	The mark consists of two concentric circles, the words "WHERE FOOD COMES FROM" and "VERIFIED" displayed within the outer concentric circle, and a fanciful tree design in the inner circle.
PIXEL COUNT ACCEPTABLE	YES
PIXEL COUNT	536 x 437
SIGNATURE SECTION	
RESPONSE SIGNATURE	/CLB/
SIGNATORY'S NAME	Cheryl L. Burbach
SIGNATORY'S POSITION	Attorney of Record

DATE SIGNED

04/09/2010

AUTHORIZED SIGNATORY

YES

FILING INFORMATION SECTION

SUBMIT DATE

Fri Apr 09 11:09:15 EDT 2010

TEAS STAMP

USPTO/ROA-70.43.171.130-2
0100409110915529852-77908
046-46044566593a897e732d7
b88982d4afb5c-N/A-N/A-201
00409110237140216

PTO Form 1007 (Rev. 11-20-01)
CI 12 (Rev. 03-11-07) (Exp. 03/30/2011)

**Response to Office Action
To the Commissioner for Trademarks:**

Application serial no. 77908046 has been amended as follows:

MARK

Applicant proposes to amend the mark as follows:

Current: WHERE FOOD COMES FROM VERIFIED (Stylized and/or with Design)

The mark consists of two concentric circles, the words "WHERE FOOD COMES FROM" and "VERIFIED" displayed within the outer concentric circle, and a fanciful tree design in the inner circle.

Proposed: WHERE FOOD COMES FROM VERIFIED (Stylized and/or with Design, see mark)

The applicant is not claiming color as a feature of the mark.

The mark consists of two concentric circles, the words "WHERE FOOD COMES FROM" and "VERIFIED" displayed within the outer concentric circle, and a fanciful tree design in the inner circle.

SIGNATURE(S)

Response Signature

Signature: /CLB/ Date: 04/09/2010

Signatory's Name: Cheryl L. Burbach

Signatory's Position: Attorney of Record

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power

IMI000073

of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

Serial Number: 77908046

Internet Transmission Date: Fri Apr 09 11:09:15 EDT 2010

TEAS Stamp: USPTO/ROA-70.43.171.130-2010040911091552

9852-77908046-46044566593a897e732d7b8898

2d4afb5c-N/A-N/A-20100409110237140216



NOTE TO THE FILE

SERIAL NUMBER: 77908046

DATE: 03/31/2010

NAME: mrossman

NOTE:

Searched:

- Google
- Lexis/Nexis
- OneLook
- Wikipedia
- Acronym Finder
- Other:

Discussed ID with:

- Senior Atty
- Managing Atty

- Protest evidence reviewed

Checked:

- Geographic significance
- Surname
- Translation
- ID with ID/CLASS mailbox

Discussed Geo. Sig. with:

- Senior Atty
- Managing Atty

Discussed file with

Attorney/Applicant via:

- phone
- email

- Requested Law Library search for:
 - PRINT DO NOT PRINT
 - Description of the mark
 - Translation statement
 - Negative translation statement
 - Consent of living individual
 - Changed TRADEUPS to:

- Left message with Attorney/Applicant
- Issued Examiner's Amendment and entered changes in TRADEUPS
- Added design code in TRADEUPS
- Re-imaged standard character drawing
- Contacted TM MADRID ID/CLASS about misclassified definite ID

OTHER: ID/CL in this SN is identical to Id/cl in this applicant's recent and claimed Reg. 3694440.

UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 77/908046

MARK: WHERE FOOD COMES FROM
VERIFIED

77908046

CORRESPONDENT ADDRESS:
CHERYL L. BURBACH
HOVEY WILLIAMS LLP
10801 MASTIN ST STE 1000
OVERLAND PARK, KS 66210-1697

RESPOND TO THIS ACTION:
<http://www.uspto.gov/teas/eTEASpageD.htm>

GENERAL TRADEMARK INFORMATION:
<http://www.uspto.gov/main/trademarks.htm>

APPLICANT: Integrated Management
Information, Inc.

CORRESPONDENT'S REFERENCE/DOCKET
NO:

41320

CORRESPONDENT E-MAIL ADDRESS:

OFFICE ACTION

TO AVOID ABANDONMENT, THE OFFICE MUST RECEIVE A PROPER RESPONSE TO THIS OFFICE ACTION WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE.

ISSUE/MAILING DATE:

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

REQUIREMENTS - DRAWING

Applicant must submit a new drawing with "®" deleted because it is not part of the mark. See TMEP §§807.02, 807.14(a).

SEARCH RESULTS

The trademark examining attorney has searched the Office's database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). TMEP §704.02; see 15 U.S.C. §1052(d).

/Mary Rossman/, Trademark Attorney
Law Office 109
Phone: 571 272 9213
Fax (for official responses ONLY): 571 273 9109

IM1000077

RESPOND TO THIS ACTION: Applicant should file a response to this Office action online using the form at <http://www.uspto.gov/teas/eTEASpageD.htm>, waiting 48-72 hours if applicant received notification of the Office action via e-mail. For *technical* assistance with the form, please e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned examining attorney. **Do not respond to this Office action by e-mail; the USPTO does not accept e-mailed responses.**

If responding by paper mail, please include the following information: the application serial number, the mark, the filing date and the name, title/position, telephone number and e-mail address of the person signing the response. Please use the following address: Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA 22313-1451.

STATUS CHECK: Check the status of the application at least once every six months from the initial filing date using the USPTO Trademark Applications and Registrations Retrieval (TARR) online system at <http://tarr.uspto.gov>. When conducting an online status check, print and maintain a copy of the complete TARR screen. If the status of your application has not changed for more than six months, please contact the assigned examining attorney.

*** User:mrossman ***

#	Total Marks	Dead Marks	Live Viewed	Live Viewed	Status/ Search Duration	Search
01	1	0	1	1	0:01	77908046
02	21	8	13	13	0:03	"integrated management information"[on]
03	10460	N/A	0	0	0:01	*wher*[bi,ti]
04	14689	N/A	0	0	0:01	*food*[bi,ti]
05	10550	N/A	0	0	0:33	*{"ck"}om{"ei"}*[bi,ti]
06	13243	N/A	0	0	0:01	*from*[bi,ti]
07	851	N/A	0	0	0:01	*ver{v}f{v}*[bi,ti]
08	5805	N/A	0	0	0:01	050125[dc]
09	9772	N/A	0	0	0:01	240501[dc]
10	84	N/A	0	0	0:01	3 and 4
11	18	0	18	10	0:03	3 and 4 and "020"[cc] and live[ld]
12	123	0	123	95	0:01	3 and 5 and "020"[cc] and live[ld]
13	19	0	19	17	0:02	3 and 6 and "020"[cc] and live[ld]
14	1	0	1	1	0:01	3 and 7 and "020"[cc] and live[ld]
15	1	0	1	1	0:01	3 and 8 and "020"[cc] and live[ld]
16	14	0	14	10	0:02	4 and 5 and "020"[cc] and live[ld]
17	21	0	21	18	0:01	4 and 6 and "020"[cc] and live[ld]
18	3	0	3	3	0:01	4 and 7 and "020"[cc] and live[ld]
19	5	0	5	5	0:01	4 and 8 and "020"[cc] and live[ld]
20	47	0	47	42	0:01	5 and 6 and "020"[cc] and live[ld]
21	3	0	3	3	0:01	5 and 7 and "020"[cc] and live[ld]
22	1	0	1	1	0:01	5 and 8 and "020"[cc] and live[ld]
23	2	1	1	1	0:01	6 and 7
24	46	N/A	0	0	0:01	6 and 8
25	17	0	17	17	0:02	6 and 8 and "030"[cc] and live[ld]
26	1	0	1	1	0:01	7 and 8 and "030"[cc] and live[ld]
27	11	0	11	11	0:02	8 and 9 and "030"[cc] and live[ld]
28	1229	N/A	0	0	0:02	8 and "030"[cc] and live[ld]
29	4	0	4	4	0:01	8 and "030"[cc] and live[ld] and 3
30	14	0	13	13	0:01	8 and "030"[cc] and live[ld] and 4
31	2	N/A	0	0	0:01	8 and "030"[cc] and live[ld] and 5
32	17	0	17	17	0:01	8 and "030"[cc] and live[ld] and 6
33	1	0	1	1	0:01	8 and "030"[cc] and live[ld] and 7
34	1	0	1	1	0:01	7 and "030"[cc] and live[ld] and 3
35	3	0	3	3	0:01	7 and "030"[cc] and live[ld] and 4
36	3	0	3	3	0:01	7 and "030"[cc] and live[ld] and 5
37	1	0	1	1	0:01	7 and "030"[cc] and live[ld] and 6
38	38	0	38	34	0:01	6 and "030"[cc] and live[ld] and 3
39	71	0	71	63	0:01	6 and "030"[cc] and live[ld] and 4
40	94	0	94	83	0:01	6 and "030"[cc] and live[ld] and 5
41	141	N/A	0	0	0:01	5 and "030"[cc] and live[ld] and 3
42	35	0	35	29	0:01	5 and "030"[cc] and live[ld] and 4
43	35	0	35	27	0:01	4 and "030"[cc] and live[ld] and 3

44 20 0 20 18 0:01

41 not (10 or 11 or 12 or 13 or 14 or 16 or 17 or 18 or 19 or 20 or 21 or 23 or 24 or 25 or 27 or 29 or 30 or 31 or 32 or 35 or 36 or 38 or 39 or 40 or 42 or 43)

Session started 3/31/10 8:00:34 PM

Session finished 3/31/10 8:23:06 PM

Total search duration 1 minutes 25 seconds

Session duration 22 minutes 32 seconds

Defaut NEAR limit=1ADJ limit=1

Sent to TICRS as Serial Number: 77908046



UNITED STATES PATENT AND TRADEMARK OFFICE

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

Jan 14, 2010

NOTICE OF DESIGN SEARCH CODE

CHERYL L. BURBACH
HOVEY WILLIAMS LLP
10801 MASTIN ST STE 1000
OVERLAND PARK, KS 66210-1697

ATTORNEY REFERENCE NUMBER: 41320

SERIAL NUMBER: 77/908046

MARK: WHERE FOOD COMES FROM VERIFIED AND DESIGN

OWNER: Integrated Management Information, Inc.

The USPTO may assign design search codes, as appropriate, to new applications and renewed registrations to assist in searching the USPTO database for conflicting marks. They have no legal significance and will not appear on the registration certificate.

Design search codes are numerical codes assigned to figurative, non-textual elements found in marks. For example, if your mark contains the design of a flower, design search code 05.05 would be assigned to your application. Design search codes are described on Internet Web page <http://www.uspto.gov/tmdb/dscm/index.html>.

Response to this notice is not required; however, to suggest additions or changes to the design search code(s) assigned to your mark, please e-mail TMDesignCodeComments@USPTO.GOV. You must reference your application serial number within your request. The USPTO will review the proposal and update the record, if appropriate. For questions, please call 1-800-786-9199 to speak to a Customer Service representative.

Design search codes assigned to the referenced serial number are listed below.

IMI000081

Trademark/Service Mark Application, Principal Register

Serial Number: 77908046

Filing Date: 01/08/2010

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77908046
MARK INFORMATION	
*MARK	<u>\\TICRS\EXPORT9\IMAGEOUT9\779\080\77908046\xml1\AP P0002.JPG</u>
SPECIAL FORM	YES
USPTO-GENERATED IMAGE	NO
LITERAL ELEMENT	WHERE FOOD COMES FROM VERIFIED
COLOR MARK	NO
*DESCRIPTION OF THE MARK (and Color Location, if applicable)	The mark consists of two concentric circles, the words "WHERE FOOD COMES FROM" and "VERIFIED" displayed within the outer concentric circle, and a fanciful tree design in the inner circle.
PIXEL COUNT ACCEPTABLE	YES
PIXEL COUNT	536 x 437
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	Integrated Management Information, Inc.
*STREET	221 Wilcox Street, Suite A
*CITY	Castle Rock
*STATE (Required for U.S. applicants)	Colorado
*COUNTRY	United States

ZIP/POSTAL CODE 80104
(Required for U.S. applicants only)

LEGAL ENTITY INFORMATION

TYPE corporation
STATE/COUNTRY OF INCORPORATION Colorado

GOODS AND/OR SERVICES AND BASIS INFORMATION

INTERNATIONAL CLASS 042

IDENTIFICATION food quality verification services, namely, verifying the origin and handling practices of food production

FILING BASIS SECTION 1(a)

FIRST USE ANYWHERE DATE At least as early as 07/31/2008

FIRST USE IN COMMERCE DATE At least as early as 02/00/2009

SPECIMEN FILE NAME(S) \\TICRS\EXPORT9\IMAGEOUT9\779\080\77908046\xml1\AP P0003.JPG

SPECIMEN DESCRIPTION print out of Applicant's website showing use of the mark in connection with rendering the services

ADDITIONAL STATEMENTS SECTION

PRIOR REGISTRATION(S) The applicant claims ownership of U.S. Registration Number(s) 3694440.

DISCLAIMER No claim is made to the exclusive right to use WHERE FOOD COMES FROM VERIFIED apart from the mark as shown.

ATTORNEY INFORMATION

NAME Cheryl L. Burbach

ATTORNEY DOCKET NUMBER 41320

FIRM NAME Hovey Williams LLP

STREET 10801 Mastin Blvd., Suite 1000

CITY Overland Park

STATE Kansas

COUNTRY United States

ZIP/POSTAL CODE 66210
PHONE 913-647-9050
FAX 913-647-9057

OTHER APPOINTED ATTORNEY
Stephen D. Timmons, John M. Collins, Thomas H. Van Hoozer, Thomas B. Luebbering, Andrew G. Colombo, Scott R. Brown, Tracy L. Bornman, Michael B. Hurd, Michael Elbein, Joan Optican Herman, Kameron D. Kelly, Gregory J. Skoch, Jennifer C. Bailey, Randall W. Schwartz, Brandon J. Warner, Christopher L. Logan, Crissa A. Cook, Matt B. Walters, David Pankros, Dianne Smith-Misemer, and Paul Walker

CORRESPONDENCE INFORMATION

NAME Cheryl L. Burbach
FIRM NAME Hovey Williams LLP
STREET 10801 Mastin Blvd., Suite 1000
CITY Overland Park
STATE Kansas
COUNTRY United States
ZIP/POSTAL CODE 66210
PHONE 913-647-9050
FAX 913-647-9057

FEE INFORMATION

NUMBER OF CLASSES 1
FEE PER CLASS 325
*TOTAL FEE DUE 325
*TOTAL FEE PAID 325

SIGNATURE INFORMATION

ORIGINAL PDF FILE hw 7043171130-162110915 . Signed Application.pdf

CONVERTED PDF FILE(S) (1 page) \\TICRS\EXPORT9\IMAGEOUT9\779\080\77908046.xml1\APP0004.JPG

SIGNATORY'S NAME John Saunders

SIGNATORY'S POSITION President

Trademark/Service Mark Application, Principal Register

Serial Number: 77908046

Filing Date: 01/08/2010

To the Commissioner for Trademarks:

MARK: WHERE FOOD COMES FROM VERIFIED (stylized and/or with design, see mark)

The literal element of the mark consists of WHERE FOOD COMES FROM VERIFIED.

The applicant is not claiming color as a feature of the mark. The mark consists of two concentric circles, the words "WHERE FOOD COMES FROM" and "VERIFIED" displayed within the outer concentric circle, and a fanciful tree design in the inner circle.

The applicant, Integrated Management Information, Inc., a corporation of Colorado, having an address of
221 Wilcox Street, Suite A
Castle Rock, Colorado 80104
United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 042: food quality verification services, namely, verifying the origin and handling practices of food production

In International Class 042, the mark was first used at least as early as 07/31/2008, and first used in commerce at least as early as 02/00/2009, and is now in use in such commerce. The applicant is submitting one specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) print out of Applicant's website showing use of the mark in connection with rendering the services.

Specimen File 1

The applicant claims ownership of U.S. Registration Number(s) 3694440.

No claim is made to the exclusive right to use WHERE FOOD COMES FROM VERIFIED apart from the mark as shown.

The applicant's current Attorney Information:

Cheryl L. Burbach and Stephen D. Timmons, John M. Collins, Thomas H. Van Hoozer, Thomas B. Luebbering, Andrew G. Colombo, Scott R. Brown, Tracy L. Bornman, Michael B. Hurd, Michael Elbein, Joan Optican Herman, Kameron D. Kelly, Gregory J. Skoch, Jennifer C. Bailey, Randall W. Schwartz, Brandon J. Warner, Christopher L. Logan, Crissa A. Cook, Matt B. Walters, David Pankros, Dianne Smith-Misemer, and Paul Walker of Hovey Williams LLP

10801 Mastin Blvd., Suite 1000

Overland Park, Kansas 66210

United States
The attorney docket/reference number is 41320.

The applicant's current Correspondence Information:

Cheryl L. Burbach
Hovey Williams LLP
10801 Mastin Blvd., Suite 1000
Overland Park, Kansas 66210
913-647-9050(phone)
913-647-9057(fax)

A fee payment in the amount of \$325 has been submitted with the application, representing payment for 1 class(es).

Declaration

Original PDF file:

hw_7043171130-162110915 . Signed Application.pdf

Converted PDF file(s) (1 page)

Signature File1

Signatory's Name: John Saunders

Signatory's Position: President

RAM Sale Number: 2885

RAM Accounting Date: 01/11/2010

Serial Number: 77908046

Internet Transmission Date: Fri Jan 08 16:27:04 EST 2010

TEAS Stamp: USPTO/BAS-70.43.171.130-2010010816270482

2366-77908046-46047a871e84c8eea7e21adea3

843b633d-DA-2885-20100108162110915171



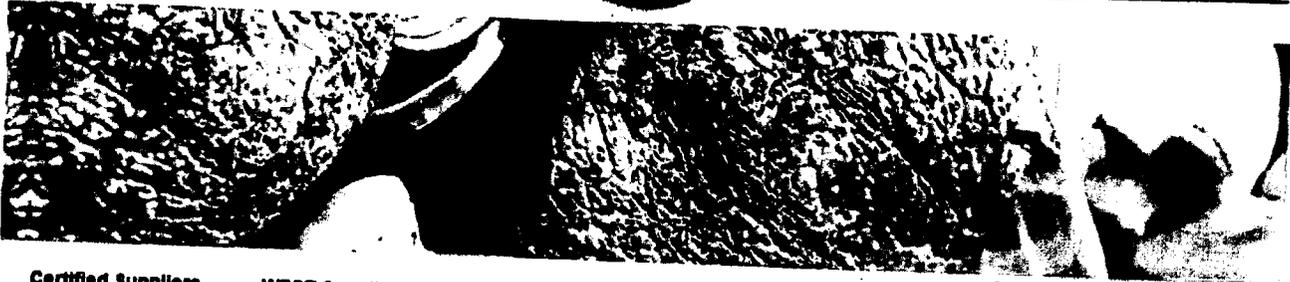


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WFCF Supplier Feature



Gingerich Ranch
Nestled in the heart of the Bitterroot Valley of Western Montana, Gingerich Ranch has been in operation since 1900. Read More



Learn More

Producer Information

Source & Age
No Hormone
Verified Natural
Verified Green

Food Safety/Recalls

FoodSafety.gov
Food Recalls

Health and Nutrition

FoodSafety.gov
Healthier.us.gov
FoodFacts.com
NutritionData.com

Meat and Seafood

Beef From Pasture To Plate
The Other White Meat
Beef It's Whats For Dinner
IncredibleEgg.org
EatChicken.com
FishRecipe.org

A Program Of:



221 Wilcox St., STE A
Castle Rock, CO 80104
Phone (303)895-3002

About WhereFoodComesFrom®

WhereFoodComesFrom® provides confidence to consumers that thousands of farmers and ranchers throughout the United States are adhering to strict production practice standards, monitored by the USDA's Process Verified and ISO Guide 65 Programs.

WhereFoodComesFrom® is a program of IMI Global, a leader in performing independent third party audits to USDA standards which results in peace of mind for consumers. IMI Global is a USDA Process Verified Company for more information go to www.processverified.usda.gov.

Our purpose:

1. To bring you factual and science based information about all things food - not hype, to help you make informed food purchasing decisions for you and your family
2. To showcase farmers, ranchers and the families behind the WhereFoodComesFrom® symbol. Those operations that take pride in providing wholesome and differentiated products. These families understand that one size doesn't fit all, and that what might be important food attribute to you isn't to another.
3. Provide authenticity and integrity to food marketing claims

We appreciate your visit to our site, and look forward to your feedback!



Google News for: "Where Food Comes From"

Back to basics: Growing vegetables and flowers from seed
Kelowna.com

McKenzie says that using these lively seed packages will start children on the road to learning more about where food comes from, as well as how to grow...

Oregon Ag. Director gives reasons for hope in 2010

Oregon Nature! Resources Report

We know there continues to be more interest in food safety and where food comes from. That has many implications for our food safety program and the...

Restaurants and takeaways to provide health warnings on menus

Telegraph.co.uk

Schools will also start giving away more free fruit and teaching children where food comes from in an effort to encourage people to make more ethical...

Facility opens doors for local chefs

Polsar, Lake County Leader

Sutton has been working with the University of Montana to get local food into the cafeternas, and recognizing where the food comes from gives small farms...

Urban farming gaining ground

San Francisco Examiner

Thomas Kriese of Redwood City said he bought his first chickens two years ago to teach his two daughters where food comes from...

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IMI000080

MARK: WHERE FOOD COMES FROM VERIFIED (stylized and/or with design, see mark)

Correspondence Information: Cheryl L. Burbach
Hovey Williams LLP
10801 Mastin Blvd., Suite 1000
Overland Park, Kansas 66210
913-647-9050(phone)
913-647-9057(fax)

Declaration

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he is properly authorized to execute this application on behalf of the applicant; he believes the applicant to be the owner of the service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he believes applicant to be entitled to use such mark in commerce; to the best of his knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature Section:

Signature:

Signatory's Name: John Saunders

Signatory's Position: President

Date Signed:

1/8/10





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WFCF Supplier Feature



Gingerich Ranch
Nestled in the heart of the Bitterroot Valley of Western Montana, Gingerich Ranch has been in operation for over 100 years.



Learn More

Producer Information

Source & Age
No Hormone
Verified Natural
Verified Green

Food Safety/Recalls

FoodSafety.gov
FoodRecalls.gov

Health and Nutrition

FoodSafety.gov
Healthier.us.gov
FoodFacts.com
NutritionData.com

Meat and Seafood

Beef From Pasture To Plate
The Other White Meat
Beef Its Whats For Dinner
IncredibleEgg.org
EatChicken.com
FishRecaps.org

A Program Of:



221 Wilcox St., STE A
Castle Rock, CO 80104
Phone (303)895-3002

About WhereFoodComesFrom™

WhereFoodComesFrom™ provides confidence to consumers that thousands of farmers and ranchers throughout the United States are adhering to strict production practice standards, monitored by the USDA's Process Verified and ISO Guide 65 Programs.

WhereFoodComesFrom™ is a program of IMI Global, a leader in performing independent, third party audits to USDA standards which results in peace of mind for consumers. IMI Global is a USDA Process Verified Company for more information go to www.processverified.usda.gov.

Our purpose:

1. To bring you factual and science based information about all things food - not hype, to help you make informed food purchasing decisions for you and your family.
2. To showcase farmers, ranchers and the families behind the WhereFoodComesFrom™ symbol. Those operations that take pride in providing wholesome and differentiated products. These families understand that one size doesn't fit all, and that what might be important food attribute to you, isn't to another.
3. Provide authenticity and integrity to food marketing claims.

We appreciate your visit to our site and look forward to your feedback!



Google News for "Where Food Comes From"

Back to basics: Growing vegetables and flowers from seed

Keiowna.com
McKenzie says that using these lively seed packages will start children on the road to learning more about where food comes from, as well as how to grow...

Oregon Ag. Director gives reasons for hope in 2010

Oregon Natural Resources Report
We know there continues to be more interest in food safety and where food comes from. That has many implications for our food safety program and the...

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Telegraph.co.uk
Schools will also start giving away more free fruit and teaching children where food comes from in an effort to encourage people to make more ethical...

Facility opens doors for local chefs

Polsen Lake County Leader
Sutton has been working with the University of Montana to get local food into the cafeternas, and recognizing where the food comes from gives small farms...

Urban farming gaining ground

San Francisco Examiner
Thomas Kriese of Redwood City said he bought his first chickens two years ago to teach his two daughters where food comes from...

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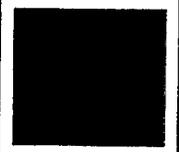
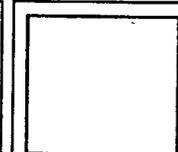
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IMI0000092

Logo Usage Guide

Color Options

4-color process / 3-color PMS

			
C-80 M-10 Y-45 K-0 R-0 G-167 B-157 PMS 3272 C PMS 3272 U	C-85 M-10 Y-100 K-10 R-0 G-148 B-69 PMS 356 C PMS 355 U	C-30 M-0 Y-50 K-0 R-184 G-219 B-155 PMS 359 C PMS 358 U	White



Place logo in white circle when printing on a background similar to the logo colors

Logo Guide

1-color



Incorrect Usage



DO NOT use individual elements separate from the logo or combine the **WhereFoodComesFrom** logo with another logo or graphic treatment

Font: Hypatia Sans

Minimum Size Requirement



.75"



.5"

.75"

.5"

Trademark Guide

Use ® for the first appearance of **WhereFoodComesFrom**® in the headline and first appearance of **WhereFoodComesFrom** in the body copy

WhereFoodComesFrom can be written as a single unit with no space between the individual words or with spaces between the words

Legal citation of trademark ownership (no smaller than 6 pt. type):

Where Food Comes From® is a registered trademark of IMI Global, Inc. Castle Rock, Colorado

Integrated Management Information, Inc.

v. Frank Barrie

Opposition No. 91195943

Opposer's Testimony Exhibit 4



WhereFoodComesFrom[®]
 everywhere people want to know
 総合認証システム
 종합인증시스템
 食養尋源
 De donde viene la comida



Consumers come first in our book...

And, that means that our job is to make sure that consumers have the choices and the information they need to understand where food comes from and how it was raised.

WhereFoodComesFrom is an initiative of IMI Global, Inc., an industry leader in third-party, independent verification programs.

When you see the WhereFoodComesFrom seal, you can feel confident that the rancher or farmer is delivering on the promises made to you, the consumer.

Farmers and Ranchers

Meet the farmers and ranchers who are part of Where Food Comes From.

[Click Here](#)

What Verification Means

Learn about the value of third-party validation of food marketing claims.

[Click Here](#)

Food for Thought

Find accurate information about your food and where it comes from.

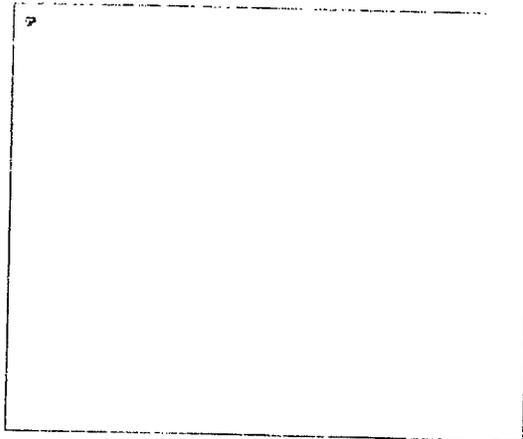
[Click Here](#)

WhereFoodComesFrom[®] is a label you can trust.

Are you a farmer or rancher interested in verification?



[Click Here to To Sign up for Our Newsletter](#)



Related News for: WhereFoodComesFrom[®]

Va-based food distributor using DNA to track beef
sfexaminer.com

Now discerning diners with a penchant for spending a premium to know where food comes from are pushing DNA-traceable meat onto restaurant menus....

USA - Experts Identify The Game Changers for the Feed and Food Industry
mealtradenewsdaily

Standage commented that the opportunity for the food industry lies in new technology such as iPhone apps which communicate where food comes from...

Interactive exhibit 'Farm to You' comes to Duncan
duncanbanner.com

Students at Horace Mann Elementary and Woodrow Wilson Elementary Schools will begin learning how the food they eat gets to their tables...



IMI Global
 221 W. 10th St., STE A
 Castle Rock, CO 80104
 Phone: 303.895.3002
 OTCBB: INMG

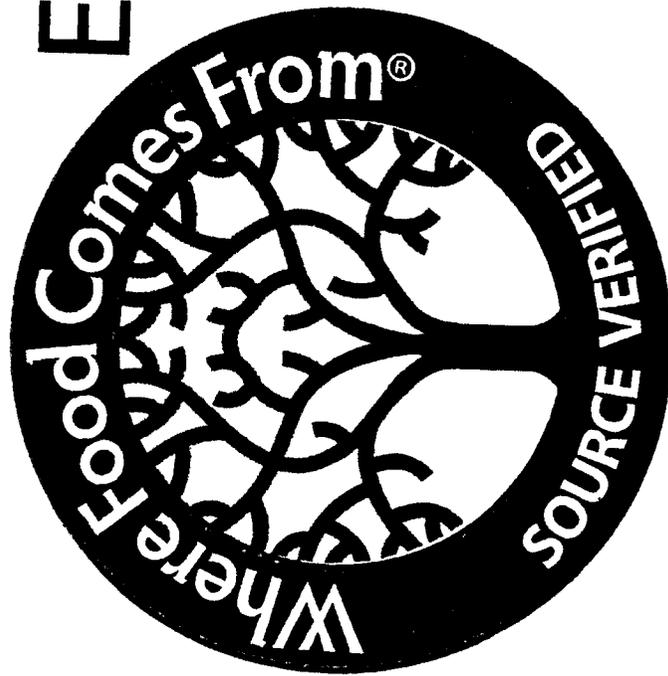
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Every meal has a story.
Discover it.

WhereFoodComesFrom®
connects you with the families
behind your food.

Smart Phone user? If so, download a QR application, launch the application and scan the code (at right) to learn more about the families behind your food.



Verified by an independent, accredited third party. www.wherefoodcomesfrom/heinens.com

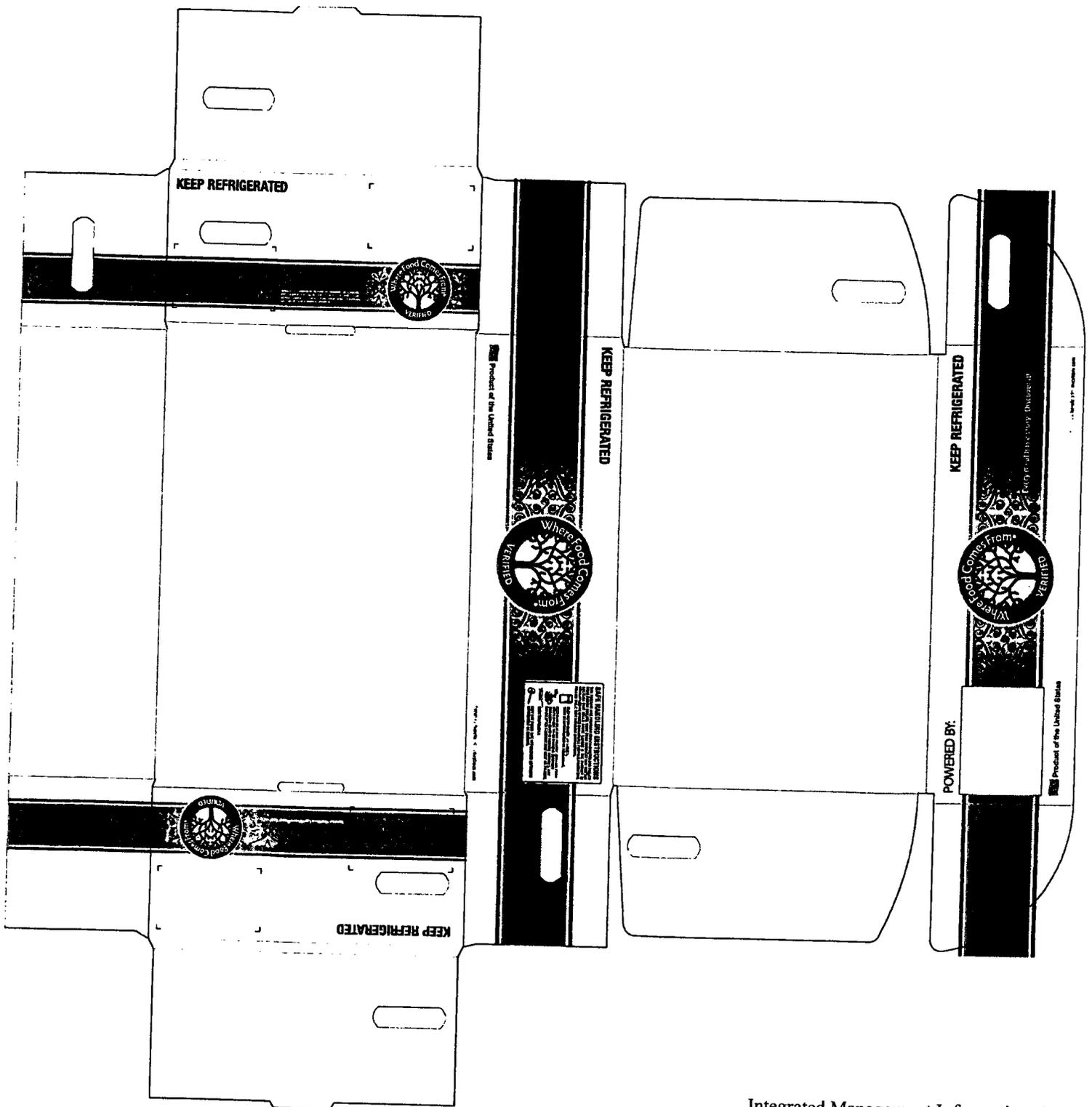
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 Opposition No. 91195943
 Opposer's Testimony Exhibit 1

IMI000021



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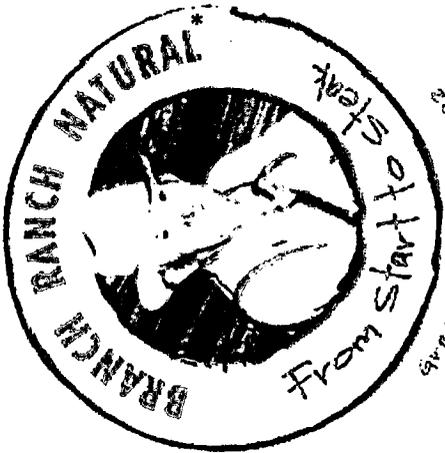


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GO TEXAN.

*No-added hormones



Since 1902
Hart Farms

NEW
MEXICO
Grown with Tradition*

*No-added hormones



Gravy Field est. 1992



GO TEXAN.

*No-added hormones

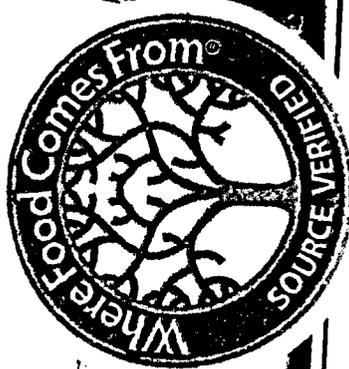
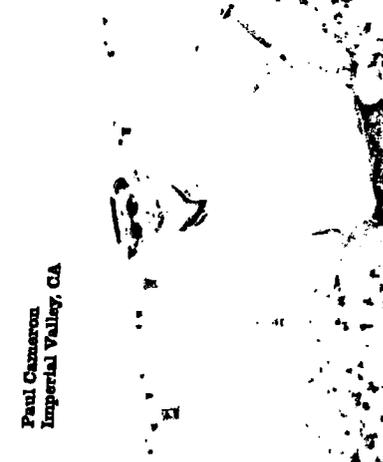
Gary and Rod Yuster and Jesse Larius
Foster Family Feedlot
Imperial Valley, CA



Sharon and Jim Barnobes
Imperial Valley, CA



Paul Cameron
Imperial Valley, CA



◆ **BEEF** *is our* **LEGACY** ◆

At Heinen's, we take pride in knowing where our beef comes from,
real American families who raise cattle to our specifications.
These families work hand in hand with our family to continue the
Heinen's beef legacy of quality, flavor and tenderness.

Every meal has a story. Discover it™ at www.heinens.com or scan this code with your smart phone to learn more about our source verification program.



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heinen's

20601 Aurora Road
Warrensville Hts., OH 44128

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Every Meal Has
a Story. Discover It.

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Your meal has a story

Heinen's Fine Foods to offer customers a first-of-its-kind look at where their food comes from

By Holly Foster

"Where did my food come from?" It's the question that everyone seems to be asking these days.

Whether it's mainstream media or a Middle America mom, everyone wants to know more about how their food is raised and who raised it.

While there seem to be more opportunities to meet farmers face-to-face through venues like farmers' markets, the demand from U.S. consumers for a vast array of plentiful and affordable food means that you can't always meet the rancher that raised your steak, especially if you live in downtown Cleveland.

That's why Heinen's Fine Foods, a regional retailer with seventeen locations in northeast Ohio decided to start labeling its beef and pork with a Where Food Comes From[®] label.

The idea is to provide information to store customers about where their beef or pork comes from "farm to fork." The concept seems simple, but with the complexities of modern food production, it was an idea that has been a long time in the making.

Where Food Comes From[®] started as an initiative of IMI Global, Inc., a food industry leader in providing third-party verification to consumers about various food marketing or labeling claims. The company has been offering verification services to farmers and ranchers for more than 15 years. The Where Food Comes From[®] labeling program and consumer education web site is a way to connect the verification service with the people who buy the food.

"Knowing the source of your food and knowing that any claims made about how it was raised or processed are accurate and truthful is critical to understanding the story behind your meal," says Leann Saunders, president of IMI Global, Inc. "Our goal is to sort through the hype that seems so prevalent when people talk about food, and provide truthful, accurate information that can be verified."

The company's verification services are approved and audited annually by the U.S. Department of Agriculture and meet international standards for providing third-party verification.

"For Heinen's Fine Foods, the ability to offer this kind of information to our customers seems essential, however, because of the complexity of food production it's not an easy process," says Kathryn Falls, marketing director for Heinen's Fine Food. "We depend on families from farms and ranches in rural America to raise our beef and pork to exacting specifications, but because they have to process those products through a third party, getting back to the story of the family farm can be challenging. The Where Food Comes From[®] program offers the traceability and verification that lets us provide that information to our customers."

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Heinen's Fine Foods prides itself on its own family tradition that embraces personal relationships with customers, so the owners and staff feel that the Where Food Comes From[®] Verified label will help customers make personal connections with the farmers and ranchers who raise their food.

"This program takes advantage of modern technology with a Quick Response (QR) code that customers can scan with their smart phones and then they have instant access to information about the farmer who raised that beef or pork and their operation," adds Falls. "It puts a human face on food production, which for those of us who live in urban areas, is often missing."

Heinen's Fine Foods is one of the first retailers in the country to offer this sort of program to its customers.

For more information, visit www.heinens.com or www.wherethefoodcomesfrom.com.

Holly Foster is a freelance writer based in California who specializes in covering agriculture and food production issues.



imi

FOR IMMEDIATE RELEASE

Contact:
John Saunders
Jay Pfeiffer

303-895-3002
303-393-7044

jsaunders@imiglobal.com
jay@pfeifferhigh.com

HEINEN'S FINE FOODS LAUNCHES WHERE FOOD COMES FROM® MEAT LABELING PROGRAM

**Consumers Use Smart Phones to Scan Product Labels for Instant Access to
Food's Origins**

CASTLE ROCK, COLO. (October 3, 2011) — Integrated Management Information, Inc. (IMI Global) (OTCBB: INMG) and Heinen's Fine Foods, a regional retailer with 17 locations in northeast Ohio, are pleased to announce the launch of the Where Food Comes From® labeling program in the grocery chain's meat department. The program is designed to give customers more information about the source and origin of Heinen's Own Beef and Pork. IMI Global has created a new website detailing the program at www.wherefoodcomesfrom.com/heinens.

"Knowing where your food comes from is the basis for knowing everything about what you eat," said Tom Heinen. "We take great pride in the specifications that go into the sourcing of our food products. We only accept the very best for our customers. The Where Food Comes From® labeling program helps us to provide our customers information about the source of our beef and pork products, and lets consumers learn firsthand about where, how and by whom their food was raised."

Heinen's Fine Foods will utilize the Where Food Comes From® labeling program on all of its Heinen's Own Beef and Pork. The program incorporates a quick response (QR) bar code that allows consumers using a smart phone to scan the product and quickly access detailed information about the product's origins. [Click here to view the new label.](#)

"We've been offering verification services to farmers and ranchers for food marketing claims for 15 years and Where Food Comes From® is our effort to connect that program with the consumers who are looking for information about the food they buy," said Leann Saunders, president of IMI Global. "Consumer research tells us that people want to know more about their food and Where Food Comes From® tells that story in an authentic way that consumers can be confident in."

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Opposer's Testimony Exhibit 17

IM1000100

A rancher, farmer or food supplier can only use the Where Food Comes From® verification seal of approval if the source of the product has been verified through a U.S. Department of Agriculture (USDA) Process Verified Program (PVP) or Quality Systems Assessment (QS) auditing system. Participating suppliers are then able to market their food products with the Where Food Comes From® seal and accompanying QR code to offer consumers an added level of confidence in the product's attributes.

"This labeling program allows us to provide even more information to our customers and enhances the personal relationships that we have with them that have always been important to Heinen's dating back to when our first store opened in 1929," said Tom Heinen.

"Where Food Come From® provides shoppers more transparency about how their food was raised that really has not been available until now," added Saunders. "We want to make the food production story come full circle and offer farmers and ranchers a way to connect to the people who buy their products."

Where Food Comes From® and IMI Global rely on a proven system of third party verification to ensure that a food supplier's claims are accurate. In addition to its core source and age verification services, IMI Global offers verification programs for humane handling, grass fed, natural, sustainable ranching practices and other food marketing claims. The Company has more than 6,000 customers nationwide, including ranchers, feed yards and packer-processors.

For more information, visit www.heinens.com or www.wherefoodcomesfrom.com.

Where Food Comes From® is an initiative of IMI Global, Inc. and is a unique program designed to enhance consumer confidence in the food supply chain and independent marketing claims. Founded in 1995, Integrated Management Information, Inc. (IMI Global, Inc.) (OTCBB: INMG) is a U.S. Department of Agriculture (USDA) Process Verified (PVP) company and is a leading provider of verification and Internet solutions for the agriculture industry. For more information, visit www.wherefoodcomesfrom.com or www.imiglobal.com.

CAUTIONARY STATEMENT

This news release contains "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995, based on current expectations, estimates and projections that are subject to risk. Forward-looking statements are inherently uncertain, and actual events could differ materially from the Company's predictions. Important factors that could cause actual events to vary from predictions include those discussed in our SEC filings. Specifically, statements in this news release about the demand for, and impact and effectiveness of, the Company's products and services on the marketplace are forward-looking statements that are subject to a variety of factors, including availability of capital, personnel and other resources; competition, governmental regulation of the beef industry, the market for beef and other factors. In addition, financial results for the three-month period are not necessarily indicative of future results. Readers should not place undue reliance on these forward-looking statements. The Company assumes no obligation to update its forward-looking statements to reflect new information or developments. For a more extensive discussion of the Company's business, please refer to the Company's SEC filings at www.sec.gov.

THE NEW



BE EF T N O R



The Heritage Ranch™ steaks served today came from:
4 Daughters Land & Cattle Co.
Albuquerque, NM

Heritage Ranch™ is America's only program that source verifies its beef down to a single ranch. We only partner with U.S. ranchers, who share the same passion for quality and live by the same principles for bringing a consistently satisfying steak to your table every time.

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Opposer's Testimony Exhibit 13

IMI000010

FOLD



Heritage Ranch™ is America's only program that source verifies its beef down to a single ranch. We only partner with U.S. ranchers, who share the same passion for quality and live by the same principles for bringing a consistently satisfying steak to your table every time.



FRONTIER

The Heritage Ranch™ steaks served today come from:
4 Daughters Land & Cattle Co.
 Albuquerque, NM

Your steak is one rancher's pride

Amid the lush grasslands, majestic vistas and wide-open skies is the U.S. rancher. Heritage Ranch™ is proud to support ranchers across America, cattlemen of the highest integrity who provide the best-tasting beef. To these American icons and their families, raising the finest cattle is a way of life. A passion can depend on the quality of Heritage Ranch sourced verified steaks... consistently juicy, always tender and full of flavor.



THE NEW



Your steak is one rancher's pride

Amid the lush grasslands, majestic vistas and wide-open skies is the U.S. rancher. Heritage Ranch™ is proud to support ranchers across America, cattlemen of the highest integrity who provide the best-tasting beef. To these American icons and their families, raising the finest cattle is a way of life. A passion can depend on the quality of Heritage Ranch sourced verified steaks... consistently juicy, always tender and full of flavor.

FRONTIER



Heritage Ranch™ is America's only program that source verifies its beef down to a single ranch. We only partner with U.S. ranchers, who share the same passion for quality and live by the same principles for bringing a consistently satisfying steak to your table every time.

The Heritage Ranch™ steaks served today come from:
4 Daughters Land & Cattle Co.
 Albuquerque, NM

FOLD



TOP

DISPLAY CARD

TOP

DISPLAY CARD

TOP

THE NEW

FRONTIER



The Heritage Ranch™ steaks served today come from:
4 Daughters Land & Cattle Co.
Albuquerque, NM

Heritage Ranch™ is America's only program that source verifies its beef down to a single ranch. We only partner with U.S. ranchers, who share the same passion for quality and live by the same principles for bringing a consistently satisfying steak to your table every time.



THE NEW

FRONTIER



The Heritage Ranch™ steaks served today come from:
4 Daughters Land & Cattle Co.
Albuquerque, NM

Heritage Ranch™ is America's only program that source verifies its beef down to a single ranch. We only partner with U.S. ranchers, who share the same passion for quality and live by the same principles for bringing a consistently satisfying steak to your table every time.



THE NEW

FRONTIER



The Heritage Ranch™ steaks served today come from:
4 Daughters Land & Cattle Co.
Albuquerque, NM

Heritage Ranch™ is America's only program that source verifies its beef down to a single ranch. We only partner with U.S. ranchers, who share the same passion for quality and live by the same principles for bringing a consistently satisfying steak to your table every time.



THE NEW

FRONTIER



The Heritage Ranch™ steaks served today come from:
4 Daughters Land & Cattle Co.
Albuquerque, NM

Heritage Ranch™ is America's only program that source verifies its beef down to a single ranch. We only partner with U.S. ranchers, who share the same passion for quality and live by the same principles for bringing a consistently satisfying steak to your table every time.



DISPLAY CARD

DISPLAY CARD

TOP

FRONTIER THE NEW



The Heritage Ranch's steaks served today come from:
4 Daughters Land & Cattle Co.
Albuquerque, NM

Heritage Ranch™ is America's only program that source verifies its beef down to a single ranch. We only partner with U.S. ranchers, who share the same passion for quality and live by the same principles for bringing a consistently satisfying steak to your table every time.

FRONTIER THE NEW



The Heritage Ranch's steaks served today come from:
4 Daughters Land & Cattle Co.
Albuquerque, NM

Heritage Ranch™ is America's only program that source verifies its beef down to a single ranch. We only partner with U.S. ranchers, who share the same passion for quality and live by the same principles for bringing a consistently satisfying steak to your table every time.

CUT

CUT

CUT

CUT

END INSERT

CUT

CUT

END INSERT

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CUT

**The Heritage Ranch™
Beef Served Today
Came From:**

**4 Daughters Land & Cattle Co.
Albuquerque, NM**





Every meal
has a story.
Discover it!™

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Opposer's Testimony Exhibit 14

IMI000104



Every meal has a story. Discover It!

What does this symbol mean?

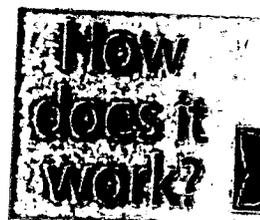
For Consumers the symbol provides confidence that the product is sourced from approved and known suppliers. Purchasing products produced locally is no longer a guessing game.

For Restaurants and Retailers it means they can answer consumers' questions about where their food comes from. In this program, the source is verified and the information is accessible and transparent. Products with the WhereFoodComesFrom® symbol can gain advantage as consumers are drawn to the label.

For Food Producers the symbol helps validate their desire to produce food products that consumers can trust, and connects consumers to their unique stories.

Who stands behind this symbol?

IMI Global was asked by food manufacturers to establish the WhereFoodComesFrom® symbol to communicate to consumers and retailers the value of those products that are audited by a third-party for Source. As the acknowledged leader in independent, third-party auditing for USDA's Process Verified Programs, IMI has performed thousands of audits in live animal production and in beef processing plants since its inception in 1998. With its original focus on beef, IMI sees continued expansion of audit programs in other processed and fresh foods that will also bear the WhereFoodComesFrom symbol.



Source-verified product is shipped to you in the WhereFoodComesFrom® branded box.

Each box contains a program-specific QR code that can be scanned by any compatible Smart-Phone QR code application.



Each QR code links directly to a mobile website, specific to the approved branded source-verified program.



Connecting consumers with the families behind their food.

For more information visit www.wherethefoodcomesfrom.com



In partnership with

1-800-498-8888

221 W. 100th St., Suite 100, Fort Collins, CO 80504
Phone: (970) 225-8000 • www.vintagedeer.com



Leading the Way™

1-800-498-8888
Kansas City, MO 64116 • www.nationalbeef.com

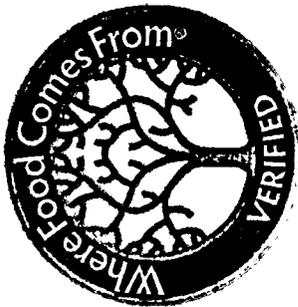
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Opposer's Testimony Exhibit 15



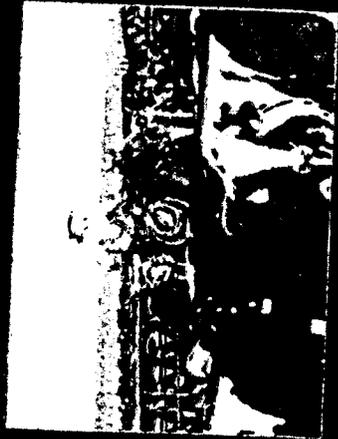
THE PREMIUM NATURAL

VINTAGE[®]
NATURAL BEEF



**INTRODUCING WHERE
FOOD COMES FROM[®]**

Where Food Comes From[®] is a voluntary, third-party verified program that helps you deliver better value to your customers. Vintage Natural Beef is proud to be a participant.



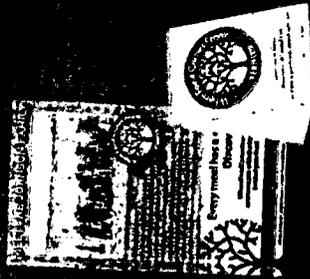
**THIRD PARTY SOURCE
VERIFICATION**

- Vintage Natural Beef is a participant in the Where Food Comes From[®] program, a voluntary, third-party verified program that helps you deliver better value to your customers.
- Where Food Comes From[®] is a voluntary, third-party verified program that helps you deliver better value to your customers.
- Where Food Comes From[®] is a voluntary, third-party verified program that helps you deliver better value to your customers.
- Where Food Comes From[®] is a voluntary, third-party verified program that helps you deliver better value to your customers.
- Where Food Comes From[®] is a voluntary, third-party verified program that helps you deliver better value to your customers.

VINTAGE[®]
NATURAL BEEF

**GIVE YOUR CONSUMERS
INSTANT CONFIDENCE**

From food production to processing, Vintage Food Comes From[®] is a voluntary, third-party verified program that helps you deliver better value to your customers. Vintage Natural Beef is proud to be a participant.



PROGRAM COMPONENTS

- Batch of production records for all ingredients
- Laboratory test results
- Information regarding the origin of the ingredients
- Customer service information
- Distribution information

PROGRAM BENEFITS

- A third-party verified source of low-moisture beef
- Provides greater transparency to the consumer
- Vintage Natural Beef source of high-quality beef
- Delivers a high-quality product to the consumer
- Delivers a high-quality product to the consumer



Every Meal has a Story. Discover it!™

wherefoodcomesfrom.com

IMI Global • 221 Wilcox Street Suite A • Castle Rock, CO 80104 • 877.325.WFCF

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Opposer's Testimony Exhibit 16

IMI000108

Every Meal has a Story. Discover it!™



Every Meal has a Story. Discover it!™

If there is one common thread across all food products, it is the families that fostered their production. Contrary to popular belief, family farms and ranches remain the foundation of food production across the United States.

Every food product has a source of origin – a farm or ranch where the first seed was planted or animal was born – and this is the story Where Food Comes From® wants to tell.

Quick Facts*:

- Family farms manage 84% of U.S. farmland
- Family farms produce 87% of U.S. food
- Nearly 90% of U.S. cattle, hogs, and chickens are family owned and operated. 75% of these have been owned by the same family for 3 or more generations

Instant Access

QR codes, or “quick response” codes, are the newest wave in Smart Phone technology, providing consumers instant access to information on anything carrying a scan-ready code. As a result, Where Food Comes From® has employed this same technology to bring the story behind our food directly into the hands of consumers.

QR Code Statistics**:

- In North America, QR Code scanning activity has increased 1200% over the latter half of 2010
- Grocery is the #1 category in which QR codes are utilized

By verifying the source of origin of a particular product and carrying that information all the way through the food production cycle, Where Food Comes From® is able to electronically link it to a particular QR code series. As a result, consumers can instantly know the source of their steak or broccoli simply by scanning the code on the package, linking them directly to a mobile website dedicated to that specific source.

Instant knowledge. Instant transparency. Instant peace of mind.



Getting Started

The Where Food Comes From® program is designed specifically to ensure the source of origin of a product is verified by a third-party and traceable through the entire production chain. To be eligible for a Where Food Comes From® seal, the following steps must be in place prior to product shipping:

1. Food product must be source verified by an accredited third-party back to the farm or ranch of origin
2. Animal or plant must be traceable back to a list of approved farms and/or ranches
3. Food processor(s) and all associated facilities must be approved Where Food Comes From® suppliers and licensees of the Where Food Comes From® program
4. All Where Food Comes From® products must be segregated correctly throughout distribution chains in order to ensure the integrity of all product claims

Each of the above criteria includes a verification component, providing you and your customers the reassurance that a product's source of origin is accurate and authentic every step of the way. Furthermore, as a third-party, we are also able to communicate the pride you have and the care you take in sourcing the very best products to your customers.

Program Components

Each Where Food Comes From® program is customized to meet the specific market or channel needs. However, all programs will include:

- Where Food Comes From® Program Manager to guide and facilitate your product enrollment process from start to finish
- Customized Where Food Comes From® webpage(s) design and maintenance
- Development and maintenance of associated mobile website
- Photography and videography as necessary for marketing and informational materials
- Marketing and Public Relations components as determined by specific market needs
- Technical blog
- Consumer blog
- Assurance that all Where Food Comes From® product claims have been verified by an accredited, independent third-party

OVERVIEW

Every Meal has a Story. Discover it!"



SOURCE

Why is Source Important?

Knowing where your food comes from is the basis to knowing everything about what you eat. Where was it grown or raised? Who handled it? Where did it go from there? All of these things are essential in understanding the food production process and traceability.

So many consumers are making critical decisions on what to feed their families every day, yet know very little about the food they consume. Because of this, we are presented with a unique opportunity to tell them more about their food through the Where Food Comes From® program.

Who Verifies Source?

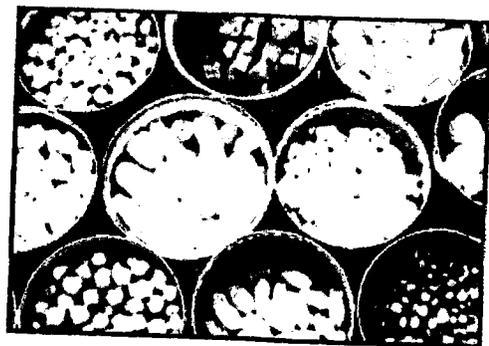
The key to successfully identifying the source of a product is the use of a third-party auditing body. The food production system is diverse, and without a standardized way of assessing source, tracing a product from farm to fork is nearly impossible - and often inaccurate.

There are many accredited standards utilizing source verification as the basis of their auditing services. These standards include: USDA PVP, USDA LS QSA, ISO Guide 65 and GLOBALGAP.

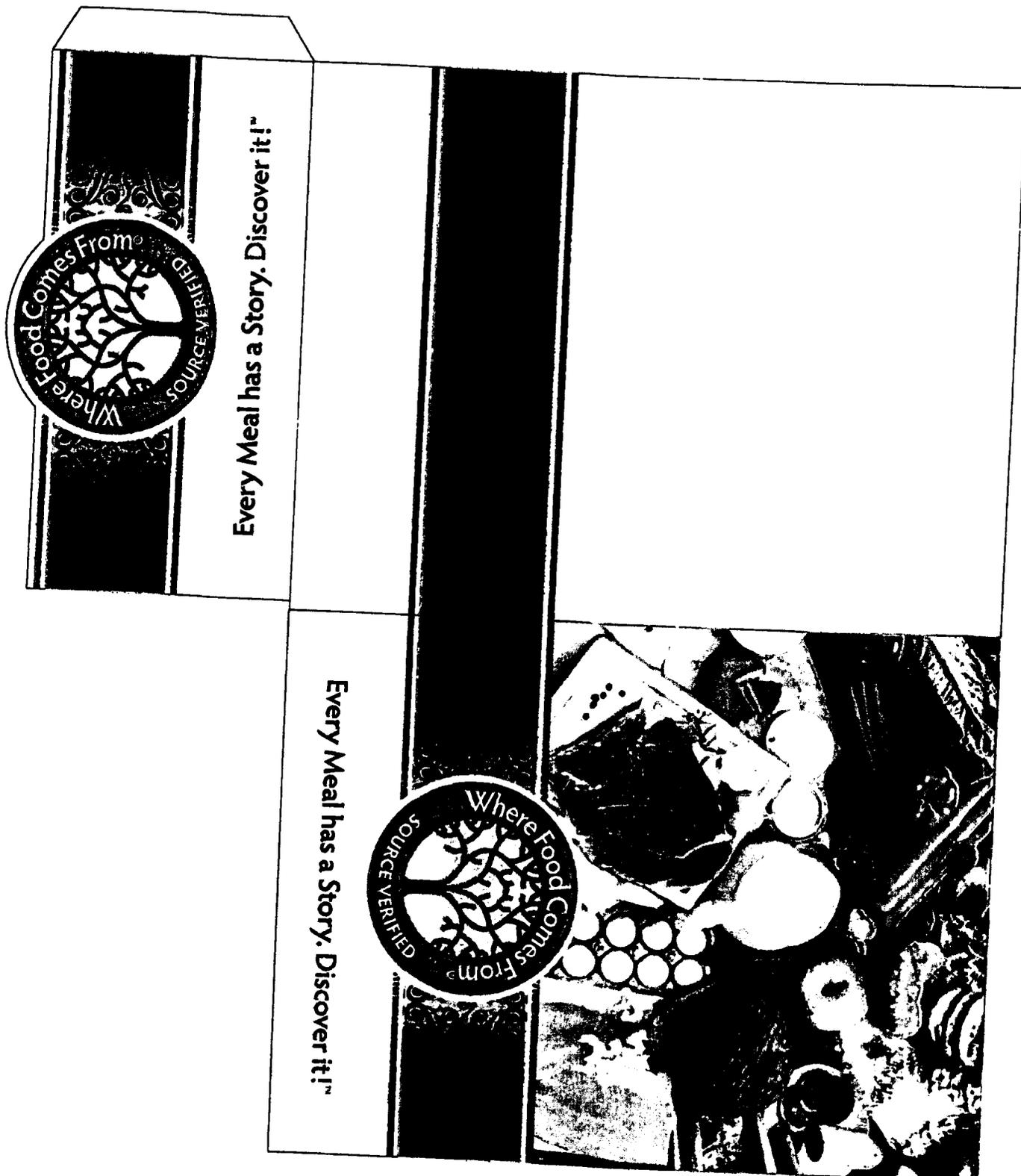
How Do You Verify Source?

The process for verifying source of origin can vary slightly between the different auditing bodies, but the end result is always the same - a true third-party audit to correctly identify the original source of any given food product.

In every instance, documentation is collected and reviewed and an official approval status is issued indicating the specific place of origin. This approval is then transferred through the chain of custody to ensure the correct product is tied to the correct source at every step in the production process.



All processing facilities must also be audited and approved independently through the Where Food Comes From® program in order for product to carry our Source Verified seal of approval - ensuring the location is following the proper procedures for product traceability and identity preservation.



Every Meal has a Story. Discover it!™

Every Meal has a Story. Discover it!™

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Opposition No. 91195943
Opposer's Testimony Exhibit 17

Every Meal has a Story. Discover it.



Where Food Comes From® - Media Q and A

What is the story behind Where Food Comes From® and when was it formed?

Where Food Comes From® (WFCF) is an initiative of IMI Global, Inc. a food-industry leader in providing third-party verification to consumers about source and various food marketing or labeling claims.

- Where Food comes From® was begun in 2008 to connect food producers with consumers.
- Where Food Comes From® goes beyond the verification process and helps the farmers and ranchers who raise food tell their story to consumers.
- The goal of WFCF is threefold:
- To give consumers factual information about the food they buy;
- To introduce consumers to the farmers and ranchers who provide a variety of foods, so that they have a choice in what they buy;
- To provide authenticity and integrity to food marketing claims.

What does the WFCF label mean?

If a food product carries the WFCF label, it means that IMI Global, Inc. and its staff of experiences auditors has conducted a thorough third-party verification of the marketing claims that are being made about the product. In other words, the attributes that a consumer can't determine by simply looking at a product, such as how it was raised or where it came from, are verified through IMI Global, Inc.'s verification procedures.

- IMI Global, Inc. is a Process Verified Program and is audited annually by the U.S. Department of Agriculture (USDA) to ensure that our program provides adequate third-party verification services.
- The verification systems that support the WFCF label are compliant with international standards for third-party verification.

How is WFCF different from other labeling programs?

The Where Food Comes From® labeling program isn't specific to a brand or product. Rather, a food producer will use the Where Food Comes From® labeling program to provide consumers a third-party, independent verification about the source of the product, and in some instances additional claims the producer is making. The concept gives food labeling authenticity and integrity.

Integrated Management Information, Inc.

v.

Frank Barrie

Opposition No. 91195943

Opposer's Testimony Exhibit 18

Q&A continued on next page...

Every Meal has a Story. Discover it.



Where Food Comes From® - Media Q and A

Why is Source Verification important?

Every meal's story begins with where the food was raised. Knowing where your food comes from is the basis to knowing everything about what you eat.

- The ability to verify the source of a food means that consumers have more information about where their food was raised, who handled it, and where it was processed.
- Consumers today demand a variety of food products, so that means food production and distribution can often be complex.

How does Where Food Comes From® track the food product back to a source of origin?

Where Food Comes From® depends on a proven third-party verification process to ensure that there is a "chain of custody" that can be documented back to the farm level.

- The level of record keeping required for source verification means that not every food producer will participate in this sort of program.
- Source verification means that the farmer or rancher is trying to go the extra mile to give consumers the information they are looking for about their food.

How does WFCF make sure the story is accurate?

Third party verification of source and other marketing claims requires that WFCF depends on an auditable system of verification. Farmers, ranchers and food processors have to provide an appropriate level of documentation to verify the claims that are being made about a food product. WFCF audits the procedures and documents to ensure that the claims being made are accurate and authentic. If a food producer can't provide sufficient documentation to support claims, then the product can't be labeled with the WFCF label.

Are Where Food Comes From® products natural or Certified Organic?

Farmers and ranchers raise food with a variety of production methods that are centered around the goal of providing consumers the foods they want. That means there are lots of food choices, including natural and organic. If a food product has the Where Food Comes From® Verified label, it doesn't necessarily mean the food is natural or organic; rather, it means that WFCF has independently verified the source of the product. Consumers should read the product label to understand how the product was raised or any additional claims that the food producer is making.

Q&A continued on next page...

Every Meal has a Story. Discover it.



Where Food Comes From® - Media Q and A

How does the QR code work?

The quick response code allows customers with a smartphone to get instant information about the story behind the food they're buying. Once you've downloaded the Quick Response code reader app for your smartphone, you can scan the bar code image that's on the WFCF label and gain instant access to an abundance of information about the product you're considering purchasing on the Where Food Comes From® mobile web site.

What kind of information does Where Food Comes From® provide?

Our goal is first and foremost to provide accurate information about food. There is so much misinformation about food, we feel it is our responsibility to help give consumers the facts, not the hype, about the food they are buying and then they can make their own decisions about what is best for them and their families.

Why is traceability in the food industry important?

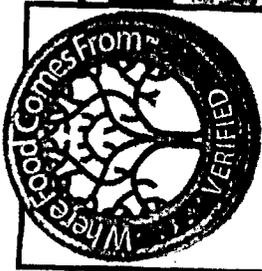
Consumers today demand a variety of food products, so that means food production and distribution can often be complex. The ability to trace a food product to its origin helps tell a story to the consumer about where their food came from, how it was raised and who is marketing it. Without traceability, it is impossible to tell that story about a specific product.

Are these the real families producing Where Food Comes From® verified products?

More than 98 percent of farms and ranches in the United States are family-owned. The families featured in the Where Food Comes From program are the actual farmers and ranchers who are producing food that meet the traceability and verification requirements to carry the Where Food Comes From® label.

How do I get my favorite grocery store or restaurant to start carrying Where Food Comes From® verified products?

If you have a desire to know more about how your food is raised and where it comes from, be sure to tell your grocery store or favorite restaurant to look into the Where Food Comes From® program. Retailers and foodservice operations interested in carrying Where Food Comes From® verified products can contact us at 877-325-9323 or through our web site wherefoodcomesfrom.com. You can also download a form to give to your favorite grocery store or restaurant about the Where Food Comes From® program.

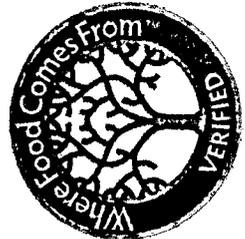


Supplier Feature Program

Consumers continue to show a growing interest in understanding where and how their food products are produced. As a result, retailers and restaurants are constantly introducing new ways to showcase the various means of food production; like natural or grass-fed beef. But, what about the *real* story behind that product - the history of the ranch and family that produced it?

With the **WhereFoodComesFrom™ Supplier Feature Program**, we are helping you to tell that story. Simply complete the supplier summary information and release included on the next page and you can be one of the hundreds of producers featured on www.wherefoodcomesfrom.com.

WhereFoodComesFrom™ - connecting producers and consumers everyday.



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Opposer's Testimony Exhibit 19

IMI000116

Tell us your story:

Operation Name: _____

Location (city/state): _____

Years in Business: _____

Breed(s) Raised: _____

In 100 words or less, tell us more about your operation:

I authorize WhereFoodComesFrom.com and IMI Global, Inc. to share and publish my story as set forth above or as summarized by either party in any such video, print, online and other media formats (including, but not limited to, www.wherefoodcomesfrom.com and IMI Global, Inc. publications) as either party deems appropriate. I will also allow up to four photos of my operation to be taken by or at the direction of IMI Global, Inc. and used to supplement my story in such media formats.

Signature _____

Date _____



Integrated Management Information, Inc.

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Frank Barrie

Opposition No. 91195943

Opposer's Testimony Exhibit 20

IMI000117

FOR IMMEDIATE RELEASE
March 2, 2010

NEWS
OTCBB: INMG

IMI Global Launches “Where Food Comes From®” Program to Build Consumer Confidence in the Food Supply Chain

www.WhereFoodComesFrom.com Showcases Farmers, Ranchers and Processors Who Adhere to Best Practices “From Farm to Fork”

CASTLE ROCK, Colo. – Integrated Management Information, Inc. (IMI Global) (OTCBB: INMG), a leading provider of verification and Internet solutions for the agricultural/livestock industry, today announced the rollout of “Where Food Comes From®,” a unique program designed to build consumer confidence in the food supply chain.

The backbone of the program is a rigorous qualification protocol under which only those farmers, ranchers and processors who meet strict third-party verification requirements may display the distinctive “Where Food Comes From” brand. (See Where Food Comes From Video)

“In addition to demanding increased transparency regarding the origins and safety of their food, consumers are taking more interest in producers’ claims of humane handling, natural products, and even ‘green’ operations,” said John Saunders, CEO of IMI Global. “Our ‘Where Food Comes From’ consumer labeling program is the first of its kind that directly connects the consumer with the food supply chain in a way that fosters confidence at the point of purchase. We believe that as consumers become better educated, they will have more confidence in their food purchase decisions. And, in addition to building consumer confidence, the ‘Where Food Comes From’ label gives producers and processors a way to enhance, differentiate and even protect their valuable brands.”

IMI Global is a recognized leader in U.S. Department of Agriculture (USDA) QSA and PVP – and internationally mandated – verification programs and has a customer base that includes more than 6,000 farmers, ranchers and processors. With a solutions portfolio covering age, source, natural, non-hormone, humane handling and green production claims, IMI Global is uniquely qualified and ideally positioned to design and administer the ‘Where Food Comes From’ program.

“The vast majority of farmers and ranchers in the United States are independent, often family run operations that care deeply about the quality of the products they produce,” Saunders added. “‘Where Food Comes From’ gives producers, processors and retailers a means of reassuring consumers that the claims they are making about their products, and the diligence with which they manage their operations, have been independently verified.”

About IMI Global

Founded in 1995, IMI Global is a USDA Process Verified (PVP) company and is a leading provider of verification and Internet solutions for the agriculture industry. Go to www.IMIGlobal.com for additional information. IMI has worked with some of the largest agricultural organizations in the United States, providing web-based applications for verification

Integrated Management Information, Inc.

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IMI000094

and identification as well as a range of consulting services tailored to meet each customer's needs.

CAUTIONARY STATEMENT

This document contains "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995, based on current expectations, estimates and projections that are subject to risk. Forward-looking statements are inherently uncertain, and actual events could differ materially from the Company's predictions. Important factors that could cause actual events to vary from predictions include those discussed in our SEC filings at www.sec.gov. Specifically, statements in this news release about demand for, and impact of, the Company's products and services are forward-looking statements that are subject to a variety of factors, including availability of capital, personnel and other resources; competition, governmental regulation of the beef industry, the market for beef and other factors. The Company assumes no obligation to update its forward-looking statements to reflect new information or developments.

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CEO
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Jay Pfeiffer
Pfeiffer High Investor Relations, Inc.
303-393-7044

FOR IMMEDIATE RELEASE
November 30, 2010

NEWS
OTCBB: INMG

International Beef Expert Dr. Gary C. Smith Launches Blog for IMI Global's Where Food Comes From® Program at www.WhereFoodComesFrom.com

New Blog Is Now Featured on www.CattleNetwork.com

CASTLE ROCK, Colo. – Integrated Management Information, Inc. (IMI Global) (OTCBB: INMG) today announced that Dr. Gary C. Smith, an internationally recognized expert on the beef industry, is launching a blog on IMI Global's Where Food Comes From® platform at www.WhereFoodComesFrom.com. The blog will also be featured on www.CattleNetwork.com, the nation's leading online source of news and information on the livestock/agricultural industry. Dr. Smith will publish his thoughts and observations on a regular basis, sharing the insights he has gained through more than 40 years of experience, leadership and scholarship in the beef industry.

“Between growing consumer demands around the origins and safety of food and the rampant misinformation in the public domain, the need for accurate, substantive and timely information on the beef industry has never been greater,” said Leann Saunders, president of IMI Global. “Dr. Smith is perhaps the nation's most knowledgeable and eloquent spokesman on the subject of where food comes from, particularly when it comes to beef. As an internationally recognized expert on the beef food chain, Dr. Smith brings a wealth of industry expertise to this new blog. And as a long-time director of IMI Global, he brings an in-depth understanding of how our www.WhereFoodComesFrom.com platform is revolutionizing the food industry.”

Dr. Smith added, “Savvy, demanding consumers are changing the way food producers and retailers do business on a scale never seen before. Low cost and ready availability is no longer enough. Today, health conscious and environmentally focused consumers want much more. They want to know when and where their food was produced; the conditions and circumstances under which it was raised, processed, handled and/or prepared; and whether the producer has a strong food safety record and environmentally sound production practices. The Where Food Comes From program addresses all of these concerns and makes it easy for producers, processors, and retailers to participate and for consumers to make informed decisions.”

About Dr. Gary C. Smith

Dr. Gary C. Smith is an internationally recognized expert on the cattle industry. He occupied the Ken and Myra Monfort Endowed Chair in Meat Science at Colorado State University. He previously served as Professor and Head of the Department of Animal Science at Texas A&M University, where he won the Outstanding Teaching Performance Award, the Honor Professor Award, the College of Agriculture Teaching Award, the University Distinguished Teaching Award and the Deputy Chancellor's Award for Team Research. He has published nearly 500 articles in refereed scientific journals and served as the President of the American Meat Science Association and as a member of the US/Japan BSE Working Group. He is a member of the Board of Directors of Beefmaster Cattlemen, Food Safety Net Services, and IMI Global.

About IMI Global

Founded in 1995, IMI Global is a leading provider of USDA-approved verification and Internet solutions for the agriculture industry. IMI has worked with some of the largest agricultural organizations in the United States, providing web-based applications for verification and identification as well as a range of consulting services tailored to meet each customer's needs. Go to www.wherethefoodcomesfrom.com, www.USVerified.com or www.IMIGlobal.com for additional information.

CAUTIONARY STATEMENT

This news release contains "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995, based on current expectations, estimates and projections that are subject to risk. Forward-looking statements are inherently uncertain, and actual events could differ materially from the Company's predictions. Important factors that could cause actual events to vary from predictions include those discussed in our SEC filings. Specifically, statements in this news release about new business development, growth potential, market leadership, the impact and efficacy of the Company's products and services on the marketplace and customers, and the background and qualifications of individuals named in this document are forward-looking statements that are subject to a variety of factors, including availability of capital, personnel and other resources; competition, governmental regulation of the beef industry, the market for beef and other factors. Readers should not place undue reliance on these forward-looking statements. The Company assumes no obligation to update its forward-looking statements to reflect new information or developments. For a more extensive discussion of the Company's business, please refer to the Company's SEC filings at www.sec.gov.

Company Contacts:

John Saunders
Chief Executive Officer
303-895-3002

Jay Pfeiffer
Pfeiffer High Investor Relations, Inc.
303-393-7044

Heinen's Fine Foods Launches Where Food Comes From(R) Meat Labeling Program Consumers Use Smart Phones to Scan Product Labels for Instant Access to Food's Origins

Integrated Management Information, Inc. (IMI Global) (OTCBB: INMG) and Heinen's Fine Foods, a regional retailer with 17 locations in northeast Ohio, are pleased to announce the launch of the WhereFoodComesFrom(R) labeling program in the grocery chain's meat department. The program is designed to give customers more information about the source and origin of Heinen's Own Beef and Pork. IMI Global has created a new website detailing the program at www.wherethefoodcomesfrom.com/heinens.

"Knowing where your food comes from is the basis for knowing everything about what you eat," said Tom Heinen. "We take great pride in the specifications that go into the sourcing of our food products. We only accept the very best for our customers. The WhereFoodComesFrom(R) labeling program helps us to provide our customers information about the source of our beef and pork products, and lets consumers learn firsthand about where, how and by whom their food was raised."

Heinen's Fine Foods will utilize the WhereFoodComesFrom(R) labeling program on all of its Heinen's Own Beef and Pork. The program incorporates a quick response (QR) bar code that allows consumers using a smart phone to scan the product and quickly access detailed information about the products origins. Click here to view the new label.

"We've been offering verification services to farmers and ranchers for food marketing claims for 15 years and WhereFoodComesFrom(R) is our effort to connect that program with the consumers who are looking for information about the food they buy," said Leann Saunders, president of IMI Global. "Consumer research tells us that people want to know more about their food and WhereFoodComesFrom(R) tells that story in an authentic way that consumers can be confident in."

A rancher, farmer or food supplier can only use the WhereFoodComesFrom(R) verification seal of approval if the source of the product has been verified through a U.S. Department of Agriculture (USDA) Process Verified Program (PVP) or Quality Systems Assessment (QS) auditing system. Participating suppliers are then able to market their food products with the WhereFoodComesFrom(R) seal and accompanying QR code to offer consumers an added level of confidence in the product's attributes.

"This labeling program allows us to provide even more information to our customers and enhances the personal relationships that we have with them that have always been important to Heinen's dating back to when our first store opened in 1929," said Tom Heinen.

"WhereFoodComesFrom(R) provides shoppers more transparency about how their food was raised that really has not been available until now," added Saunders. "We want to make the food production story come full circle and offer farmers and ranchers a way to connect to the people who buy their products."

WhereFoodComesFrom(R) and IMI Global rely on a proven system of third party verification to ensure that a food supplier's claims are accurate. In addition to its core source and age verification services, IMI Global offers verification programs for humane handling, grass fed, natural, sustainable ranching practices and other food marketing claims. The Company has more than 8,000 customers nationwide, including ranchers, feed yards and packer-processors.

For more information, visit www.heinens.com or www.wherethefoodcomesfrom.com.

Where Food Comes From(R) is an initiative of IMI Global, Inc. and is a unique program designed to enhance consumer confidence in the food supply chain and independent marketing claims. Founded in 1995, Integrated Management Information, Inc. (IMI Global, Inc.) (OTCBB: INMG) is a U.S. Department of Agriculture (USDA) Process Verified (PVP) company and is a leading provider of verification and internet solutions for the agriculture industry. For more information, visit www.wherethefoodcomesfrom.com or www.imiglobal.com.

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v.

Frank Barrie

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Opposer's Testimony Exhibit **27**

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GREEN TECHNOLOGY NEWS

[October 06, 2011]

IMI Global and Heinen's Fine Foods Launch New Meat Labeling Program

Oct 06, 2011 (Close-Up Media via COMEX) -- Integrated Management Information, Inc. (IMI Global) and Heinen's Fine Foods, a regional retailer with 17 locations in northeast Ohio, announced the launch of the "WhereFoodComesFrom" labeling program in the grocery chain's meat department.

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"Knowing where your food comes from is the basis for knowing everything about what you eat," said Tom Heinen. "We take great pride in the specifications that go into the sourcing of our food products. We only accept the very best for our customers. The WhereFoodComesFrom labeling program helps us to provide our customers information about the source of our beef and pork products, and lets consumers learn firsthand about where, how and by whom their food was raised." Heinen's Fine Foods will utilize the WhereFoodComesFrom labeling program on all of its Heinen's Own Beef and Pork. The program incorporates a quick response (QR) bar code that allows consumers using a smart phone to scan the product and access detailed information about the product's origins.

"We've been offering verification services to farmers and ranchers for food marketing claims for 15 years and WhereFoodComesFrom is our effort to connect that program with the consumers who are looking for information about the food they buy," said Leann Saunders, president of IMI Global. "Consumer research tells us that people want to know more about their food and WhereFoodComesFrom tells that story in an authentic way that consumers can be confident in." A rancher, farmer or food supplier can only use the WhereFoodComesFrom verification seal of approval if the source of the product has been verified through a U.S. Department of Agriculture (USDA) Process Verified Program (PVP) or Quality Systems Assessment (QS) auditing system. Participating suppliers are then able to market their food products with the WhereFoodComesFrom seal and accompanying QR code to offer consumers an added level of confidence in the product's attributes.

"This labeling program allows us to provide even more information to our customers

According to a release, the program is designed to give customers more information about the source and origin of Heinen's Own Beef and Pork. IMI Global has created a new website detailing the program at

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and enhances the personal relationships that we have with them that have always been important to Heinen's dating back to when our first store opened in 1929," said Heinen.

"WhereFoodComeFrom provides shoppers more transparency about how their food was raised that really has not been available until now," added Saunders. "We want to make the food production story come full circle and offer farmers and ranchers a way to connect to the people who buy their products." WhereFoodComeFrom and IMI Global rely on a system of third party verification to ensure that a food supplier's claims are accurate. In addition to its core source and age verification services, IMI Global offers verification programs for humane handling, grass fed, natural, sustainable ranching practices and other food marketing claims. The Company has more than 6,000 customers nationwide, including ranchers, feed yards and packer-processors.

Integrated Management Information is a U.S. Department of Agriculture (USDA) Process Verified (PVP) company and is a provider of verification and Internet solutions for the agriculture industry.

More information: www.wherethefoodcomesfrom.com www.imiglobal.com
www.heinens.com ((Comments on this story may be sent to newsdesk@closeupmedia.com))

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[October 06, 2011]

IMI Global and Heinen's Fine Foods Launch New Meat Labeling Program

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According to a release, the program is designed to give customers more information about the source and origin of Heinen's Own Beef and Pork. IMI Global has created a new website detailing the program at www.wherefoodcomesfrom.com/heinens.

"Knowing where your food comes from is the basis for knowing everything about what you eat," said Tom Heinen. "We take great pride in the specifications that go into the sourcing of our food products. We only accept the very best for our customers. The WhereFoodComesFrom labeling program helps us to provide our customers information about the source of our beef and pork products, and lets consumers learn first hand about where, how and by whom their food was raised." Heinen's Fine Foods will utilize the WhereFoodComesFrom labeling program on all of its Heinen's Own Beef and Pork. The program incorporates a quick response (QR) bar code that allows consumers using a smart phone to scan the product and access detailed information about the products origins.

"We've been offering verification services to farmers and ranchers for food marketing claims for 15 years and WhereFoodComesFrom is our effort to connect that program with the consumers who are looking for information about the food they buy," said Leann Saunders, president of IMI Global. "Consumer research tells us that people want to know more about their food and WhereFoodComesFrom tells that story in an authentic way that

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more about the food and where it comes from and the origin of the product. Consumers can be confident in a rancher, farmer or food supplier can only use the WhereFoodComesFrom verification seal of approval if the source of the product has been verified through a U.S. Department of Agriculture (USDA) Process Verified Program (PVP) or Quality Systems Assessment (QS) auditing system. Participating suppliers are then able to market their food products with the WhereFoodComesFrom seal and accompanying QR code to offer consumers an added level of confidence in the product's attributes.

"This labeling program allows us to provide even more information to our customers and enhances the personal relationships that we have with them that have always been important to Heinen's dating back to when our first store opened in 1929," said Heinen.

"WhereFoodComesFrom provides shoppers more transparency about how their food was raised that really has not been available until now," added Saunders. "We want to make the food production story come full circle and offer farmers and ranchers a way to connect to the people who buy their products." WhereFoodComesFrom and IMI Global rely on a system of third party verification to ensure that a food supplier's claims are accurate. In addition to its core source and age verification services, IMI Global offers verification programs for humane handling, grass fed, natural, sustainable ranching practices and other food marketing claims. The Company has more than 6,000 customers nationwide, including ranchers, feed yards and packer-processors.

Integrated Management Information is a U.S. Department of Agriculture (USDA) Process Verified (PVP) company and is a provider of verification and Internet solutions for the agriculture industry.

More information: www.wherefoodcomesfrom.com www.imiglobal.com
www.heinens.com ((Comments on this story may be sent to newsdesk@closeupmedia.com))

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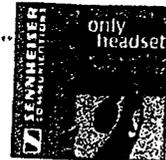
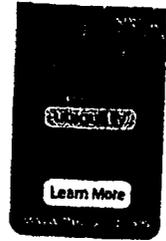
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Allisa Escalady commented on Brian S. Sreter's link: "Probably because you're a dace..."

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Integrated Management Information, Inc. and 17 locations Heinen's Fine Foods launched the Wherenofood.com labeling program in the grocery chain's meat department. The program will utilize the labeling program on all of its Heinen's Own Beef and Pork which will incorporate a quick response bar code that allows consumers using a smart phone to scan the product and access information about the product's origins Full Story

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QR codes lets you know where your beef/pork comes from

Tyler Lee 10/05/2011 09:55 PDT

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Have you ever gone to the [grocery store](#) and wondered about the meat you're buying? Some might not be fussed about where their meat comes from and how the animals were treated before slaughter, but there are some who do care. There are probably real finicky shoppers out there who care about what sort of environment the cows were raised in, the food they were fed and etc. Thanks to Heinen's Fine Foods, a new program called WhereFoodComesFrom has been launched.

It is a simple idea but an extremely informative one at that. Through the use of QR codes found on the company's beef and pork products, customers will be able to use their smartphone to scan the QR code and get more information about the meat they are about to purchase.

"WhereFoodComesFrom and IMI Global rely on a proven system of third party verification to ensure that a food supplier's claims are accurate. In addition to its core source and age verification services, IMI Global offers verification programs for humane handling, grass fed, natural, sustainable ranching practices and other food marketing claims. The Company has more than 6,000 customers nationwide, including ranchers, feed yards and packer-processors."

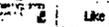
It's a pretty interesting idea, but we have to wonder exactly how many people would bother to stop and scan QR codes to get history on the meat they're about to buy. Would you?

Read: [foodbeast](#) | [Add a Comment](#)

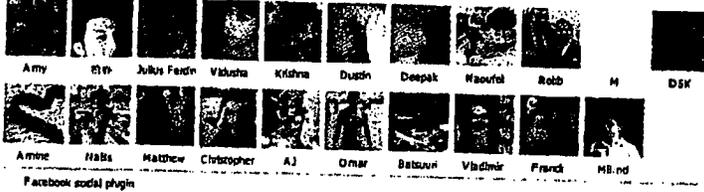
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Alex Harris

Yeah, I would. Just because we're omnivores it doesn't mean we have the right to abuse our food before we eat it. This would make buying outdoor reared meat from reputable farms a lot easier than it is at the moment.

13 minutes ago

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Retail chain launches meat source labeling program

By Michael Fielding on 10/4/2011

Ohio retailer Heinen's Fine Foods has become the first retailer in the country to use third-party verification for sourcing and labeling meats. The chain partnered with Integrated Management Information, Inc. (IMI Global) to launch the WhereFoodComesFrom labeling program, designed to give customers more information about the source and origin of Heinen's Own beef and pork products.

"The program helps us to provide our customers information about the source of our beef and pork products and lets consumers learn firsthand about where, how and by whom their food was raised," Tom Heinen said in a press release.

The program incorporates a quick response (QR) bar code that allows consumers using a smart phone to scan the product and quickly access detailed information about the product's origins.



"We've been offering verification services to farmers and ranchers for food marketing claims for 15 years and WhereFoodComesFrom is our effort to connect that program with the consumers who are looking for information about the food they buy," said Leann Seunders, president of IMI Global.

A rancher, farmer or food supplier can only use the WhereFoodComesFrom verification seal of approval if the source of the product has been verified through a U.S. Department of Agriculture (USDA) Process Verified Program (PVP) or Quality Systems Assessment (QS) auditing system. Participating suppliers are then able to market their food products with the WhereFoodComesFrom seal and accompanying QR code to offer consumers an added level of confidence in the product's attributes.

In addition to its core source and age verification services, IMI Global offers verification programs for humane handling, grass fed, natural, sustainable ranching practices and other food marketing claims. The company has more than 6,000 customers nationwide, including ranchers, feed yards and packer-processors.

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Not the first...

Reply

They are not the first retailer. Perhaps the first "chain" retailer but certainly not the first retailer. Difference is we can tell you down to the farm origin, calf name, breed, slaughter date, hang time, cut date, etc... We've been doing this for years and using QR codes for the past year.....Welcome but your not the first.

October 04, 2011 10:32 AM

Posted by Retailer

Information Overload

Reply

This is just another example of how overwhelmed consumers can get with useless information. What are they gonna say? "Sorry, I want a chicken from 2 more miles away from the ones that you have." It's great to provide information, but they don't really know what to do with it once they have it. As a result, they end up drawing all kinds of asinine conclusions about food and related issues and make it even more difficult for those who have to serve them. Now Fedzilla will step in and find even more ways to regulate, regulate, and regulate while costing the industry and, in the end, the consumers more and more. Pure Bravo Sierra.

October 04, 2011 10:24 AM

Posted by Balzaar Frekid

give them all the information

Reply

Maybe someday we will be able to watch our "steak", "chop", "bniss/ sknlss chicken brst" get harvested and eviscerated on our smart phones. What the heck, why not follow the whole process.

October 04, 2011 7:39 AM

Posted by Just say'n

Re: Re: Labelling, traceability and

Reply

Originally posted by Hog man

Originally posted by TonyO

... welcome to the thin edge of a very VERY big wedge. Once this is in place, a largely disinterested public will demand that every producer provide similar services. Then fraudulent 'standards' or practices will bring that into governmental regulation and,.... Lo and behold, there will be a department to administer it all (or expansion of an existing one). Beauracrats will flourish, and our industry will again find itself as a barrel of money to be drained for special interest groups. Wow, not a very optimistic start to a brave new day.

Unfortunately, I think you are correct. Reference most of Europe, where their producers constantly beg our conference to set similar rules to theirs on animal welfare and antibiotic use, "so they can compete with us." this is just another extension. It is a very small group of the general public that cares, but once their curiosity is peaked, they will say they want this, because the producer will pay the cost, not the consumer.

I am not really sure how interested the general population is about the origin of the food source, but I do believe people will become more aware of food safety over time. There will always be a small minority wanting to know the origin, but I believe a high end retailer will cater to the needs of these people. I agree with government involvement will only add unnecessary costs to the entire food chain and we all know how much corruption is within the government.

October 04, 2011 5:08 AM

Posted by Old Georgia Poultry Man

Re: Labelling, traceability and

Reply

Originally posted by TonyD

... welcome to the thin edge of a very VERY big wedge. Once this is in place, a largely disinterested public will demand that every producer provide similar services. Then fraudulent 'standards' or practices will bring that into governmental regulation and,.... Lo and behold, there will be a department to administer it all

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(or expansion of an existing one). Beauracrats will flourish, and our industry will again find itself as a barrel of money to be drained for special interest groups. Wow, not a very optimistic start to a brave new day.

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October 04, 2011 4:46 AM

Posted by Hog man

Labelling, traceability and

Reply

... welcome to the thin edge of a very VERY big wedge. Once this is in place, a largely disinterested public will demand that every producer provide similar services. Then fraudulent 'standards' or practices will bring that into governmental regulation and... Lo and behold, there will be a department to administer it all (or expansion of an existing one). Beauracrats will flourish, and our industry will again find itself as a barrel of money to be drained for special interest groups. Wow, not a very optimistic start to a brave new day.

Post edited by TonyO: October 04, 2011 1:25 AM

October 04, 2011 1:24 AM

Posted by TonyO

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News

Heinen's Foods launches new meat labelling system

Rebecca Prescott 4 Oct 2011

Heinen's Fine Foods, a regional retailer with 17 locations in northeast Ohio (US), has launched WhereFoodComesFrom labelling programme in the grocery chain's meat department.

The programme is designed to give customers more information about the source and origin of Heinen's own beef and pork.

Tom Heinen said: "The WhereFoodComesFrom labelling programme helps us to provide our customers information about the source of our beef and pork products, and lets consumers learn firsthand about where, how and by whom their food was raised."



The programme incorporates a quick response (QR) bar code that allows consumers using a smart phone to scan the product and quickly access detailed information about the product's origins.

Source: Heinen's Fine Foods

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FOOD

Use Your Smartphone to Avoid Gross Raw Meat

In general, QR codes are pretty lame. But here's a wonderful little exception: codes applied to grocery store meat, allowing you to quickly dig up your next dinner's history. Where was it raised? Who raised it? Eat better.

The *WhereFoodComesFrom* program was launched by Heinen's, purveyors of tasty beef and pork things I'd like to put in my mouth. But on a supermarket shelf, they're just one of many slaughterhouses. This is where the QR code comes in: scan it, and each package of flesh will have a backstory: you can read about the families that might have raised the animal, how it was treated, and where they are. All this information ensures you're not about to scarf down some factory-created, steroid-injected bacon that grew up living in its own feces.

This is the kind of data that'll soon be pushed off onto NFC tags, but in the meantime, I'd love to see the tech licensed to, say, every meat, dairy, and produce item in the supermarket. [WhereFoodComesFrom via FoodBeast]

Meat image: Elena Moiseva/Shutterstock

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BY SAM BIDDLE OCT 5, 2011 10:40 AM

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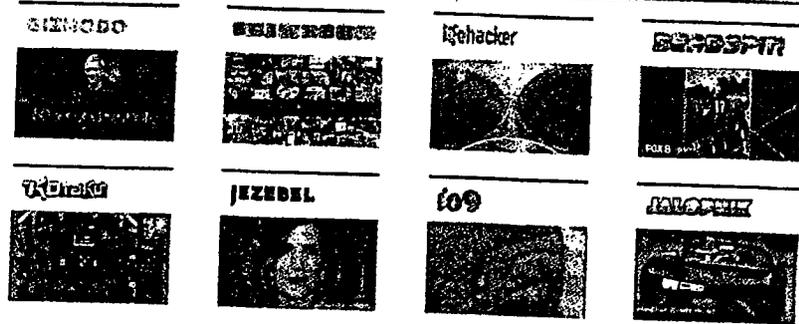
FEATURED ALL START A NEW THREAD

jackburnt

Wed 05 Oct 2011 10:45 AM

They should start naming the meat too.

"Man, Gary is exceptionally good tonight. I think even better than Betty last week."



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New Meat Labeling Uses QR Codes to Relay Sourcing Information

PRODUCTS October 4, 2011 // 4:35 pm // By: Elie Ayrouth // Editorial Director



Do you care where your beef was raised? Do you want to know what farm it came from, what family handled it? A fair amount of you do, and for those curious consumers with a QR-reader application on your cell phone, it's becoming more of a reality! Heinen's Fine Foods, a regional retailer with 17 locations throughout northeast Ohio have launched what they call a *WhereFoodComesFrom* program.

The idea is simple, the Heinen's brand will incorporate a quick response (QR) bar code on all of its own beef and pork products that will allow consumers using a smart phone to scan the product and quickly access detailed information about the product's origins.

If a rancher, farmer, or food supplier cares to use the *WhereFoodComesFrom* verification seal of approval, the source of the product must be verified through a U.S. Department of Agriculture (USDA) Process Verified Program (PVP) or Quality Systems Assessment (QS) auditing system.

WhereFoodComesFrom(R) and IMI Global rely on a proven system of third party verification to ensure that a food supplier's claims are accurate. In addition to its core source and age verification services, IMI Global offers verification programs for humane handling, grass fed, natural, sustainable ranching practices and other food marketing claims. The Company has more than 6,000 customers nationwide, including ranchers, feed yards and packer-processors.

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The premise is interesting for fresh, raw, and otherwise quickly perishable food products at our local grocery stores. Would you scan QR codes to get more information about the meat your consuming? Maybe your vegetables in the future? Or should we trust our local markets to be doing that fact-checking for us?

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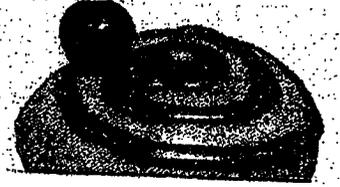
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Location is no substitute for food safety data

Posted: October 4th, 2011 - 11:22am

Source: [barfblog](#)

An after-effect of outbreaks of foodborne illness is the geographic segmentation of counties and countries such as, 'my spinach doesn't come from California so it's safe,' or my melons aren't from Colorado so they're safe.

This is a logical consumer rationalization in the absence of actual information; it's not like people can buy food on the basis of microbiological safety.

Meatingplace.com reports that Ohio retailer Heinen's Fine Foods has become the first retailer in the country to use third-party verification for sourcing and labeling meats. The chain partnered with Integrated Management Information, Inc. (IMI Global) to launch the WhereFoodComesFrom labeling program, designed to give customers more information about the source and origin of Heinen's Own beef and pork products.

"The program helps us to provide our customers information about the source of our beef and pork products and lets consumers learn firsthand about where, how and by whom their food was raised," Tom Heinen said in a press release.

The program incorporates a quick response (QR) bar code that allows consumers using a smart phone to scan the product and quickly access detailed information about the product's origins.

"We've been offering verification services to farmers and ranchers for food marketing claims for 15 years and WhereFoodComesFrom is our effort to connect that program with the consumers who are looking for information about the food they buy," said Learn Saunders, president of IMI Global.

I don't care where food comes from, whether it's around the corner or around the globe: I care that it is microbiologically safe.

<http://www.meatingplace.com/MembersOnly/webNews/details.aspx?item=27120>

<http://www.wherefoodcomesfrom.com/heiners/>

Additional Information

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Doug Powell

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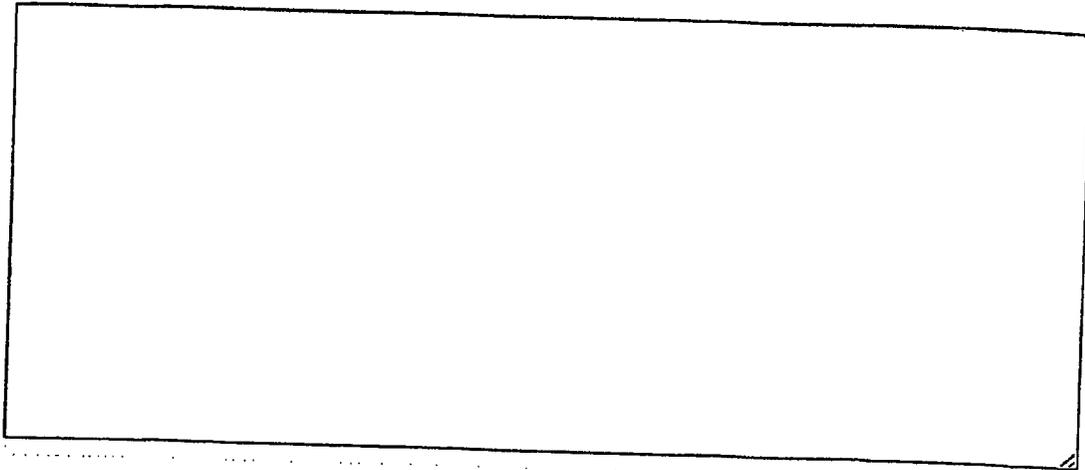
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Meat & Poultry

Heinen's Fine Foods Launches Where Food Comes From Meat Labeling Program
by Integrated Management Information (IMI Global)
Posted: 2011-10-04 15:00:04 EST

CASTLE ROCK, CO -- Integrated Management Information, Inc. and Heinen's Fine Foods, a regional retailer with 17 locations in northeast Ohio, are pleased to announce the launch of the WhereFoodComesFrom(R) labeling program in the grocery chain's meat department. The program is designed to give customers more information about the source and origin of Heinen's Own Beef and Pork. IMI Global has created a new website detailing the program at www.wherfoodcomesfrom.com/heinens

"Knowing where your food comes from is the basis for knowing everything about what you eat," said Tom Heinen. "We take great pride in the specifications that go into the sourcing of our food products. We only accept the very best for our customers. The WhereFoodComesFrom(R) labeling program helps us to provide our customers information about the source of our beef and pork products, and lets consumers learn firsthand about where, how and by whom their food was raised."

Heinen's Fine Foods will utilize the WhereFoodComesFrom(R) labeling program on all of its Heinen's Own Beef and Pork. The program incorporates a quick response (QR) bar code that allows consumers using a smart phone to scan the product and quickly access detailed information about the product's origins. Click here to view the new label.

"We've been offering verification services to farmers and ranchers for food marketing claims for 15 years and WhereFoodComesFrom(R) is our effort to connect that program with the consumers who are looking for information about the food they buy," said Leann Saunders, president of IMI Global. "Consumer research tells us that people want to know more about their food and WhereFoodComesFrom(R) tells that story in an authentic way that consumers can be confident in."

A rancher, farmer or food supplier can only use the WhereFoodComesFrom(R) verification seal of approval if the source of the product has been verified through a U.S. Department of Agriculture (USDA) Process Verified Program (PVP) or Quality Systems Assessment (QS) auditing system. Participating suppliers are then able to market their food products with the WhereFoodComesFrom(R) seal and accompanying QR code to offer consumers an added level of confidence in the product's attributes.

"This labeling program allows us to provide even more information to our customers and enhances the personal relationships that we have with them that have always been important to Heinen's dating back to when our first store opened in 1929," said Tom Heinen.

"WhereFoodComesFrom(R) provides shoppers more transparency about how their food was raised that really has not been available until now," added Saunders. "We want to make the food production story come full circle and offer farmers and ranchers a way to connect to the people who buy their products."

WhereFoodComesFrom(R) and IMI Global rely on a proven system of third party verification to ensure that a food supplier's claims are accurate. In addition to its core source and age verification services, IMI Global offers verification programs for humane handling, grass fed, natural, sustainable ranching practices and other food marketing claims. The Company has more than 6,000 customers nationwide, including ranchers, feed yards and packer-processors.

For more information, visit www.heinens.com or www.wherfoodcomesfrom.com.

Where Food Comes From(R) is an initiative of IMI Global, Inc. and is a unique program designed to enhance consumer confidence in the food supply chain and independent marketing claims. Founded in 1995, Integrated Management Information, Inc. is a U.S. Department of Agriculture (USDA) Process Verified (PVP) company and is a leading provider of verification and Internet solutions for the agriculture industry. For more information, visit www.wherfoodcomesfrom.com or www.imiglobal.com.

CAUTIONARY STATEMENT This news release contains "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995, based on current expectations, estimates and projections that are subject to risk. Forward-looking statements are inherently uncertain, and actual events could differ materially from the Company's predictions. Important factors that could cause actual events to vary from predictions include those discussed in our SEC filings. Specifically, statements in this news release about the demand for, and impact and effectiveness of, the Company's products and services on the marketplace are forward-looking statements that are subject to a variety of factors, including availability of capital, personnel and other resources; competition; governmental regulation of the beef industry, the market for beef and other factors. In addition, financial results for the three-month period are not necessarily indicative of future results. Readers should not place undue reliance on these forward-looking statements. The Company assumes no obligation to update its forward-looking statements to reflect new information or developments. For a more extensive discussion of the Company's business, please refer to the Company's SEC filings at www.sec.gov.

Source: Integrated Management Information (IMI Global)



WhereFoodComesFrom meat labeling program launched

Integrated Management Information (IMI Global) | Updated: October 4, 2011

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For more information, visit www.heinens.com or www.wherefoodcomesfrom.com.

Find this article at:

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Location is no substitute for food safety data

Posted: October 4th, 2011 - 4:58am by **Doug Powell**

An after-effect of outbreaks of foodborne illness is the geographic segmentation of counties and countries such as, 'my spinach doesn't come from California so it's safe,' or my melons aren't from Colorado so they're safe.

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I don't care where food comes from, whether it's around the corner or around the globe: I care that it is microbiologically safe.

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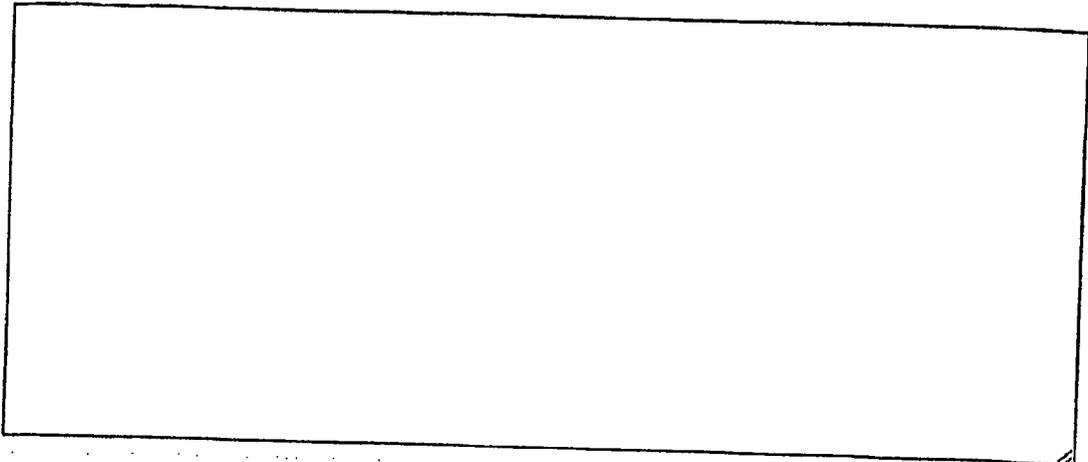
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About the Author



Doug Powell
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Dr. Douglas Powell is a professor of food safety at Kansas State University and the publisher of barfblog.com. Powell is passionate about food, has five daughters, and is an OK goaltender in pickup hockey.

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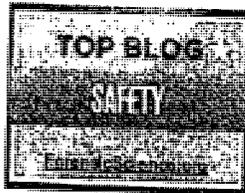
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Heinen's launches retail traceability program

MeatPoultry.com, Oct. 3, 2011
by Meat&Poultry Staff

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CASTLE ROCK, Colo. – Heinen's Fine Foods, a regional retailer with 17 locations in northeast Ohio, has launched the WhereFoodComesFrom labeling program throughout its meat departments. The program is designed to provide shoppers more information about the source and origin of Heinen's Own Beef and Pork. This new program is an initiative of IMI Global Inc. and is designed to enhance consumer confidence in the food supply chain and independent marketing claims. A new website (www.wherefoodcomesfrom.com/heinens) detailing the program was created by IMI Global.

"Knowing where your food comes from is the basis for knowing everything about what you eat," said co-owner Tom Heinen. "We take great pride in the specifications that go into the sourcing of our food products. We only accept the very best for our customers. The WhereFoodComesFrom labeling program helps us to provide our customers information about the source of our beef and pork products, and lets consumers learn firsthand about where, how and by whom their food was raised."

Heinen's Fine Foods will utilize the WhereFoodComesFrom labeling program on all of its Heinen's Own Beef and Pork. The program incorporates a quick response bar code that allows consumers to utilize a smart phone to scan the product and quickly access detailed information about the product's origins. Click here to view the new label.

"We've been offering verification services to farmers and ranchers for food marketing claims for 15 years and WhereFoodComesFrom is our effort to connect that program with the consumers who are looking for information about the food they buy," said Leann Saunders, president of IMI Global. "Consumer research tells us that people want to know more about their food and WhereFoodComesFrom tells that story in an authentic way that consumers can be confident in."



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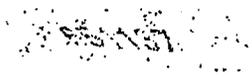
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Knowaboutyourfood, Inc.

Business Plan
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Integrated Management Information, Inc.

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I. Personal Goals

The creation of the website, Knowwhereyourfoodcomesfrom.com, is the result of the growing awareness of the founder, Frank Barrie, that sustainable, local agriculture must be encouraged and aided by better food choices. It is crucial to influence the food choices of consumers, by enabling the careful examination of where exactly their food is coming from, in the face of the relentless advertising and marketing, often misleading, of industrial agriculture businesses.

Sustainable agriculture is agriculture that protects our natural resources and carefully considers the cost to the land and the healthful lives of consumers by how food is produced and distributed. Local agriculture means the preservation of family farms and a way of life, with the added benefit of avoiding the environmental and economic costs of transporting food great distances, when nutritious food can be produced much closer to the consumer's home community. When consumers begin to think carefully about the question of where exactly their food is coming from, many more will choose to support sustainable, local agriculture, as well as fair-traded foods (which cannot be grown and produced close to their homes) and which are also grown in a sustainable way, with respect for the land and natural resources. Let the spirit of ethical consumerism reign.

The incorporator is a mature professional, with the good fortune of a successful legal career, who now wishes to develop a website, knowwhereyourfoodcomesfrom.com, which can serve as a way to influence the eating and consumption decisions of people so as to encourage and aid sustainable, local agriculture, and the production of healthy and wholesome foods. The development of the website, www.knowwhereyourfoodcomesfrom.com, will also be an outlet for the incorporator's creative spirit.

The website will be owned and operated by a Subchapter S corporation, Knowaboutyourfood, Inc.

II. Curricula Vitae of the Incorporator/Shareholder/Director of Knowaboutyourfood, Inc.

Frank W. Barrie (59). 1972, Bachelor of Arts, Colgate University; 1973, Master of Arts in Teaching, Colgate University; 1976, Juris Doctor, Boston University School of Law; 1982, Master of Laws (Taxation), Boston University School of Law.

Frank, who served as a Tax Law Judge for the State of New York from 1989 to 2009, wrote over 200 determinations in the areas of personal income tax, sales tax, state corporation tax, cigarette tax and other miscellaneous state taxes. Determinations are available at the website of the New York State Division of Tax Appeals at <http://www.nysdta.org>. Recent and notable determinations include Matter of Disney (corporate tax), Matter of Gutlove and Shirvint (cigarette tax), Matter of Hirshfeld (personal income tax) and Matter of Waksal (sales tax). From 1985 to 1989, he was employed as a trial lawyer, serving as an Assistant Attorney General, by the New York State Department of Law (Attorney General's Office). From 1982-1985, he was a hearing officer for the New York State Tax Commission. Earlier in his legal career, he was Associate Counsel to the Democratic Study Group of the New York State Assembly (1980-1981) and a Legal Services Corporation staff attorney for Manhattan Legal Services (1978-1979) and Neighborhood Legal Services of Buffalo (1976-1978).

Admitted to the bar in New York in 1977, Frank is a member of the New York State Bar Association.

III. Business Description

Knowwhereyourfoodcomesfrom.com will be a website designed to promote small, sustainable, local agriculture by encouraging consumers to eat locally grown foods, which are produced in a sustainable and healthy way, or "organically" grown. The hopeful end result is to preserve and support viable small farm economies. When certain foods cannot be grown locally, knowwhereyourfoodcomesfrom.com will promote foods, such as coffee, tea, cacao, bananas, pineapples, etc., that are grown in a sustainable and healthy way and are "fair-traded".

The long-range plan is for the website to have several distinct areas including the following:

1. Listing of Farmers' Markets- By clicking on the name of a State, there will be a listing of farmers' markets by city and town within the State. Each farmers' market listed will provide information on the exact location and days and times of operation, and a listing of farmers and vendors at the particular farmers' market if available. If a particular farmers' market has its own website, there will be a link to such website.
2. Listing of local farmers and producers of food- There will be two ways to obtain information on specific local farmers and local (artisanal) producers of food: (1) a geographic listing similar to the listing of farmers' markets and (2) an alphabetized directory of foods. For example, under C, local producers of cheeses will be listed, under H, local producers of honey will be listed, under G, local producers of garlic will be listed, under O, local producers of olives will be listed, etc.
3. Listing of CSA (community supported agriculture) farms which sell shares of their food output to supporters, a financial model that has kept many small farms going.
4. Listing of "local farm or garden-to-table" or "local growers-to-table" restaurants- There will be a directory, again categorized by State and then city or town, listing restaurants which have menus that stress the use of local food, grown in a sustainable and healthy way. If a particular restaurant has its own website, there will be a link to such website. For example: Fifty South, Ballston Spa, NY restaurant that purchases all its green produce locally and stresses eating foods of the season, Troy, NY's Tosca Etc. offering meals to go focusing on regional food products; Roberta's, a Brooklyn pizzeria growing tomatoes, peppers and herbs on top of a shipping container next to the restaurant; two up-scale Manhattan restaurants-Dan Barber's Blue Hill, Peter Hoffman's Savoy and Mezze Bistro in Williamstown, MA which stresses the use of local foods, etc. This will be an area inviting interaction from visitors to recommend similar restaurants and their reviews. In its way, this area is a tribute to Alice Water's Chez Panisse.

5. Listing of food coops- There will be a directory of food coops which emphasize the provision of locally grown organic foods, again by state then city and town. If a particular food coop has its own website, there will be a link to such website. Eastern NY and western New England have several coops emphasizing locally grown foods with coops in New York: Albany, Niskayuna, Cambridge, Rensselaerville, and in Massachusetts: Williamstown and Great Barrington. There are at least 20 co-ops in Minneapolis-St. Paul area according to an article in the Albany Times Union (5/22/09).
6. Listing of providers of fair traded tropical foods- There will be a directory of providers of fair traded foods, coffee, tea, cacao, tropical fruits, etc., that cannot be grown in colder climates. The listing will be an alphabetized directory of such foods. If a particular provider has its own website, there will be a link to such website.
7. Area on the website devoted to a review of books and literature, films, educational programs and seminars, which promote local, sustainable, organic agriculture. There will be a focus on the "growing" community of writers, filmmakers, and scientists who are promoting sustainable, local agriculture. Their creative output will be promoted in this area of the website, e.g.: (1) Robert Kenner's documentary "Food, Inc.", (2) Mark Kurlansky's "The Food of a Younger Land" describing the era of no highways or fast food and few freezers when food was fresh and local and different in one part of the country from another, (3) Joanne Michaels "Hudson Valley Farms: The People and the Pride Behind the Produce," (4) Jessica Prentice, a California food writer who invented the term "locavore", (5) Lee Reich's latest book, "Landscaping with Fruit", (6) Michael Pollan's The Omnivore's Dilemma and In Defense of Food, (7) Bill McKibben's Deep Economy, (8) David Kessler's The End of Overeating", (8) Richard Louv's "Saving Our Children from Nature Deficit Disorder," etc.
8. Feature articles on local growers and providers of food and related subjects: e.g.: (1) what exactly have the Obamas planted in their White House garden, (2) interviews of State agriculture commissioners- might there be some who advocate for sustainable, local agriculture, etc., (3) food pantries that distribute locally grown, healthy foods, (4) facilitators of community gardens such as Capital District Community Gardens, (5) the oldest continuously owned vineyard on the planet-the Chateau de Montlaur in the Languedoc-Roussillon region of France, (6) rooftop gardening in urban areas, (7) wild edible plants, etc.
9. Area on the website for recipes using fresh, unprocessed foods, readily available from local agricultural sources.
10. Area on the website for home gardening tips on how-to-grow food: Let thousands of garlic bulbs and other easy to grow edible foods sprout throughout the land, bee-keeping in urban areas, etc.

11. Area on the website for referencing current "news" concerning local, sustainable agriculture and unsustainable, industrial agriculture; (1) NY Times 7/27/09 reports "Chile's Antibiotics Use on Salmon Farms Dwarfs Top Rivals", (2) NY Times 7/1/09 reports "Organic Farms as Subdivision Amenities", (3) NY times 5/13/09 reports Frito-Lay embracing a "broad interpretation of what eating locally means"; (4) NY Times 5/14/09 reports Lead is a Concern for urban gardeners; (5) NY Times 5/24/09 reports "Old McDonald Had an Intern? Summer Jobs are going Organic" on the "new agrarians", (6) Albany Times Union 7/1/09 reports big-box blight hits tomatos brought in by Southern wholesaler of tomato plants, etc.

12. Links- There will be a section of the website providing links to other related websites, e.g.: Eden Foods, nurturing more than 350 North American organic family farms, National Sustainable Agriculture Information Service (financed by the U.S. Department of Agriculture), TransFair USA which certifies fair-trade products, neighborhoodfruit.com where fruit seekers can find public patches of fruit, Amanda Hesser's cooking website which emphasizes cooking locally grown foods, etc.

IV. PROGRESS TO DATE

Several steps have already been taken by the principal in preparation for the launching of knowwhereyourfoodcomesfrom.com.

The nature of the website was discussed with several knowledgeable friends and relatives who agreed that the proposed website would have substantive content of considerable interest to the increasing number of consumers concerned about the healthfulness of their food supply as well as the need to preserve the culture of small, sustainable farms.

The principal selected Register.com as a web services provider and purchased domain rights for three years to knowwhereyourfoodcomesfrom.com. In order to protect this "brand identity", the principal also purchased domain rights for three years to the following five additional website domains: (1) knowwherefoodcomesfrom.com; (2) knowwhereyourfoodcomesfrom.net; (3) knowwherefoodcomesfrom.net; (4) knowwhereyourfoodcomesfrom.org; (5) knowwherefoodcomesfrom.org and (6) knowaboutyourfood.com.

Brownstone Graphics of Albany, NY has been retained to develop a logo for the website and several wonderful designs are under review.

The domain names with the .org ending were purchased in order to preserve the principal's ability to consider whether the organizational structure for the website should be a non-profit format instead of a business model, although at this early stage, the business model seems doable. Nonetheless, given the amount of information that would need to be inputted into the website, a non profit model, which could utilize the services of volunteers, is under consideration. Further, the principal has given some thought to involving the Upstate Institute, a non-profit entity based at Colgate University, since the purpose of the website- to preserve the culture of small sustainable farms- is a natural fit for the Upstate Institute which is centered in Hamilton, NY, in the rural and rich farm country of central New York State, which has seen the dramatic decline of the small family farm. The website could also serve as an educational tool for students interested in practical applications of journalism, environmental studies, sociology, biology, economics, political science, etc.

The principal has also established an e-mail account, info@knowwhereyourfoodcomesfrom.com for one year with the web services provider, Register.com. He has also created a "business card" on the website, knowwhereyourfoodcomesfrom.com, so that a visitor to the website can see the intended purposes for the site as well as to provide a way to contact the principal by e-mail. Shortly, with the assistance of Register.com, the principal will be creating a one page website at www.knowwhereyourfoodcomesfrom.com, the site under development.

The principal has also begun to collect a substantial amount of information relevant to the content to be provided on the website. The information has been organized topically as follows: (1) Farm/garden-to Table restaurants; (2) Farmers markets; (3) Writers/Thinkers on Local Foods and industrial agriculture; (3) Recipes utilizing fresh, local foods; (4) Gardening tips; (5) Local food sources; (6) Food coops; (7) Fair traded tropical foods; (8) Professionals who may be able to assist the development of the website; (9) Potential advertisers; (10) Current food news from

newspapers and magazines on local foods as well as news stories related to industrial agriculture; (11) Food festivals; and (12) Information on other websites which would be natural links to knowwhereyourfoodcomesfrom.com.

The principal will soon be forming a Subchapter S corporation, Knowaboutyourfood, Inc., for the purpose of owning and operating the website, knowwhereyourfoodcomesfrom.com. All business connected with the website will then be conducted by, and in the name of, the corporation. An accountant, on a consulting basis, will be retained to advise on the establishment and maintenance of corporate financial and bookkeeping records and to prepare annual tax returns and the furnishing of miscellaneous advice.

V. Personnel Plan

The principal has been a working member of the Honest Weight Food Coop in Albany, New York and has volunteered and worked in the produce and bulk foods departments. The idea for the website, knowwhereyourfoodcomesfrom.com, first occurred to him when he was unpacking "organic" garlic from China. As a grower of garlic in his home garden, it seemed that this was a food that should be locally grown. From then on, the principal became sensitive to information on where food is coming from and issues relating to sustainable and local agriculture. He feels qualified to provide editorial services in the development of information for the website. As a daily reader of two newspapers and several magazines, he also feels qualified to collect information on related food issues.

Given the substantial amount of data that will need to be inputted into the website for its (1) listing of farmers markets and (2) listing of small family farms and local and artisanal producers of food, the website will require the accurate typing skills of a certain number of workers. Once these two listings are inputted, to keep them up-to-date will not be as labor intensive. In addition, the website's listings of farm/garden to table restaurants, community supported agriculture farms, food coops, providers of fair traded tropical foods will initially be somewhat labor intensive requiring a fairly substantial amount of accurate typing. Similarly, after these listings are inputted, to keep them up-to-date will not be as labor intensive. Once the principal has gathered the information and data for these two directories and has established a template for the inputting of such data, the services of typists will still be needed.

The areas of the website devoted to (1) a review of books and literature, films, educational programs and seminars, (2) feature articles on local growers and food providers, and (3) food news will require personnel with writing and thinking skills of a journalistic nature.

The areas of the website devoted to recipes and gardening tips will require individuals interested in nutrition, cooking, and gardening and who can write about such topics.

Initially, the principal will attempt to perform a large part of the above functions to develop the substantive content in order to get the website up and running in some minimal form. However, from the start, another individual will be necessary for purposes of handling advertising contracts and it will be necessary to find an advertising consultant, who would be able to work as an independent contractor on a commission basis. In addition, an individual with excellent computer skills, who can work on the technical issues of developing a website, will be sought to assist in the start-up of the website in exchange for an ownership interest in the corporation. In the initial stages, services of Register.com, the web services provider for the website, will be utilized. In addition, assistance of a creative technical and design person at a reasonable hourly rate will be sought. The principal is hopeful that an arrangement can be made with Brownstone Graphics located in Albany, NY.

The services of an accountant will be used as necessary.

VI. Income and Expenses

I. Income

The hope is for revenue from advertising appearing on knowwhereyourfoodcomesfrom.com. As noted in the Personnel Plan, in the beginning of operations, an advertising consultant to handle advertising contracts on a commission basis will be sought. It is difficult at this stage to estimate advertising revenue.

2. Expenses

The principal has access to an Apple Computer for purposes of the inputting of information into the website and for related computer work in the start-up stage. Until the website is functioning, it is difficult to gauge expenses. At this stage of development, the following expenses have been incurred by the principal:

Domain registration of knowwhereyourfoodcomesfrom.com for 3 years:	\$99.00
Domain registration of knowwherefoodcomesfrom.com for 3 years:	84.15
Domain registration of knowwherefoodcomesfrom.net for 3 years:	59.25
Domain registration of knowwhereyourfoodcomesfrom.net for 3 years:	59.25
Domain registration of knowwhereyourfoodcomesfrom.org for 3 years:	59.25
Domain registration of knowwherefoodcomesfrom.org for 3 years:	59.25
Domain registration of knowaboutfood.com for 3 years:	79.00
Pro Email account established for info@knowwhereyourfoodcomesfrom.com For one year:	26.21
One page build a site for me: custom from register.com:	45.00
Total incurred:	\$570.36

Although the principal is an attorney, in the near future, there will be some legal and accounting expenses in setting up Knowaboutyourfood, Inc. which will own the website, knowwhereyourfoodcomesfrom.com. In addition, the services of a design, technical consultant from Brownstone Graphics in Albany, NY will be engaged at an hourly rate of 25.00 to establish an attractive and useable website.

VII. knowwhereyourfoodcomesfrom.com in Two Years

In two years, the website will have "go-to" directories for listings of (1) farmers markets throughout the U.S. and Canada, (2) local farm/garden to table restaurants throughout the U.S. and Canada, (3) small farms operating in a community supported agriculture format. If there are sufficient resources, the website will also have directories for listings of (1) local food providers, including artisanal food providers, (2) food cooperatives throughout the U.S. and Canada, (3) providers of fair traded tropical foods such as tea and coffee, (4) local food festivals such as garlic festivals, etc..

As detailed in the Business Description, pp. 3-5, the website will have designated areas for the publication of (1) local food news, (2) reviews of books and movies related to the encouragement of sustainable, local agriculture, (3) gardening tips, (4) recipes utilizing fresh, local foods and (5) feature articles related to sustainable, local agriculture, as detailed in the prior section of this Business Plan.

In two years, there will also be many links to other related websites as well as many small ads for local and artisanal providers of food, organic food producers, farm to table restaurants, etc.



Promoting *local* and *sustainable* agriculture that cares for people, animals, land and water



Mission



Mission



In the words of the Kentucky farmer and writer, Wendell Berry, 'Every time you make a decision about food, you are farming by proxy' *The Art of the Commonplace*, edited by Norman Wirzba (Berkeley, CA, Counterpoint, 2003) This website knowwhereyourfoodcomesfrom.com is for people who, in Berry's words, have not 'given proxies to the corporations to produce and provide all of their food.'

Knowwhereyourfoodcomesfrom.com will promote local agriculture by encouraging consumers to eat locally grown foods, which are produced in a sustainable and healthy way, or "organically" grown, so as to preserve and support small farm economies and to ensure a healthy environment for future generations. Although the total quantity of calories produced on farms in North America has increased greatly in this era of industrial agriculture, such increase is rooted in *unsustainable* growing practices reliant upon heavy use of chemical pesticides, herbicides and fungicides, fossil fuels, and soil and tillage practices that result in considerable soil erosion. When certain foods cannot be grown locally, this site will promote tropical foods that are grown in a sustainable way that "cares for people, land, and water" and are "fair-traded."

Knowwhereyourfoodcomesfrom.com will provide *directories* of (1) farmers' markets, (2) local farm to table restaurants, (3) CSA (community supported agriculture) farms, (4) local providers of cheese, honey, pasture grazed meat, eggs and similar foods that can be produced by small farm economies, (5) food coops which promote and sell local foods, and (6) providers of fair-traded tropical foods. This site also will have areas for (1) recipes using fresh, unprocessed foods, readily available from local agricultural sources, (2) gardening tips, (3) the review of books and literature, films, educational programs and seminars, which promote local, sustainable, organic agriculture, (4) articles on local growers and providers of food and related subjects, and (5) current "food news."



This site is also for people who have become aware of the dismal fact that nearly all animals eaten by Americans come from factory farms and who share the realization, so clearly articulated by Jonathan Safran Foer, in his powerful and personal story on becoming an "engaged vegetarian," *Eating Animals* (New York, Little Brown and Co., 2009), that the industrial agricultural model is not sustainable for three main reasons: (1) antibiotic overuse in raising 450 billion land animals each year, (2) the sewerage produced by farmed animals in the United State which is "30 times as much waste as the human population- roughly 67,000 pounds of shit *per second*," and (3) the

"profoundly cruel systems" which produce meat as a product. Industrial agriculture has "externalized the costs" for environmental degradation, human disease and animal suffering, which will haunt American generations to come, unless we begin to know where our food comes from and farm by proxy in a way that supports farming that cares for people, animals, land and water. We encourage visitors to send us your recommendations of farmers' markets, community supported agriculture (CSA) farms, and farm-to-table restaurants by visiting the [contact us](#) page.

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Integrated Management Information, Inc.

v.

Frank Barrie

Opposition No. 91195943

Opposer's Testimony Exhibit 25

IMI000157



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Food News

Michael Pollan Speaks to Full House in Troy, NY

Michael Pollan's fundamental and simply-stated food rules have become well-known especially his easy-to-comprehend mantra: "Eat Food, Real Food, Not Too Much, Mostly Plants." Mr. Pollan, the author of one of the most significant books of the new century, *The Omnivore's Dilemma* (The Penguin Press, New York, New York, 2006), in an often humorous and crowd-pleasing [...]

World Economic and Social Survey: Feed The World With Greener Food Production

It's hard to miss Monsanto Corporation's latest marketing and self-promotion campaign with full-page advertisements running in newspapers: "9 billion people to feed. A changing climate. NOW WHAT? Producing more. Conserving more. Improving farmers' lives. That's sustainable agriculture. And that's what Monsanto is all about." There is no doubt that this sophisticated advertising campaign has a [...]

Victory Gardens Promoted by National WWII Museum

The National World War II Museum [www.NationalWW2Museum.org] in New Orleans is promoting an elementary school curriculum entitled the Classroom Victory Garden Project. The museum has created a unique website [http://classroomvictorygarden.org] to promote its project "that includes an interdisciplinary curriculum taught through gardening, including social studies, literacy, math, science and art modules." During World War II, [...]

A Band of 60 Davids Challenges Monsanto, the Goliath, in Federal Court

According to a Federal lawsuit recently filed by the Public Patent Foundation [www.pubpat.org] in the Southern District of New York on behalf of the Northeast Organic Farming Association/Massachusetts Chapter, Inc. [www.nofamass.org] and 59 other plaintiffs, Monsanto Corporation has bullied farmers who have resisted its Round-Up Ready Technology [Organic Seed Growers & Trade Association, et al. [...]

Oatmeal Credited for McDonald's Sales Topping Forecast

McDonald's Corp has credited the addition of oatmeal to its menu, as well as its McCafe hot chocolate and Chicken McNuggets, for a 5.3 percent rise in sales in January 2011 at its locations opened more than a year [http://phx.corporate-ir.net/phoenix.zhtml?c=97876&p=irol-newsArticle&iD=1526194&highlight=]. As someone who has oatmeal for breakfast nearly every day of the year, the success [...]

Agriculture Experts At California State U (Chico) and University of California (Davis) Confirm: Grass-Fed Beef Superior

In *The Omnivore's Dilemma* (The Penguin Press, New York, New York, 2006), Michael Pollan describes in vivid prose the nightmare world of CAFOs (confined animal feeding operations) and the "polluted water and air, toxic wastes, novel and deadly pathogens" they have produced "in their short history." It is with some relief that Mr. Pollan also [...]

Organic Farmland in U.S. More Than Doubles In 8 Years

The 2011 Statistical Abstract of the United States recently released by the U.S. Census Bureau [www.census.gov/compendia/statab/] should brighten the day of organic food advocates. Organic farmland in the United States has increased from 1,776,000 acres in 2000 to 4,817,000 in 2008, an increase of 171.2%. Still, there is the sorry statistic also reported that Americans [...]

Eat Your Carrots: A Carrot A Day Keeps The Grim Reaper Away

A new study conducted by researchers from the Centers for Disease Control and Prevention (CDC) has determined that there is an association between high levels of the antioxidant alpha-carotene and longer life spans. The researchers analyzed alpha-carotene levels in blood samples from more than 15,000 adults. The New York Times reports that according to Dr. [...]

Record Attendance At Slow Food's Festival

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This fall's food festival of the Slow Food movement (the eighth Salone del Gusto [Assembly Room of Taste] held in Torino [Turin], Italy attracted record attendance estimated at over 200,000, including 30% from outside Italy, to five days of events. The Slow Food's 2010 biannual food festival showcased 910 quality, small-scale food producers from around [...])

Food Industry Marketing Challenged By Initial Report of the Institute of Medicine

Information on the fronts of food packaging would be most useful to shoppers if they highlighted four nutrients of greatest concern – calories, saturated fat, trans fat, and sodium – says a new report from the Institute of Medicine. These food components are routinely overconsumed and associated most strongly with diet-related health problems affecting many [...]

A Garden Grows At Upstate New York's Colgate University

The first seeds of an idea for a garden at Colgate were planted in February 2001, when Heather Schoen '02 did an Environmental Studies project that described the successes of student-run gardens at 12 other colleges and universities, and outlined a plan to start a student organization called 'Green Thumbs,' focused on promoting local, sustainable [...]

Upstate New York's Rochester Farmers Market America's Favorite

American Farmland Trust has announced the winners of its 2010 'America's Favorite Farmers Market' contest. Over 50,000 people cast votes, with 1,200+ farmers markets enrolled in the contest. In the category of Large Markets, with 56+ vendors, Upstate New York's City of Rochester Public Market took 1st place, with nearly double the votes cast for [...]

A Perfect 10 For Food At Yale

It's positive news that an increasing number of applicants to America's colleges and universities consider the green credentials of the colleges they may attend [www.treehugger.com/files/2009/05/7-out-of-10-college-bound-students-prefer-green-universities.php]. In the Sierra Club's most recent annual ranking of planet preserving colleges and universities, the Mes' Yale University ranked 14th overall in the ranking of 135 schools [www.sierraclub.org/sierra/200909/cool/schools/allrankings.aspx], but in [...]

USDA Bans Inspector of Chinese Organic Foods

The best of all worlds equates to local foods, grown organically. But when that is not a possibility, there is an ongoing debate whether local foods, not grown organically, are a superior source of food to organic food grown hundreds, if not thousands of miles away. Complicating this debate is the fact that it is [...]

Prestigious Environmental Prize Awarded to Michigan Family Farmer

The 2010 Goldman Environmental Prize, known as the Green Nobel Prize, has been awarded to Lynn Henning, a farmer from Clayton, Michigan, a small town in south-central Michigan. Ms Henning has led a campaign in her hometown to challenge the environmental degradation created by local concentrated animal-feeding operations (CAFOs). Lorræ Rominger, the deputy director of [...]

Reporting On Contaminated Hamburger Wins 2010 Pulitzer Prize

The 2010 Pulitzer Prize for explanatory reporting was awarded to Michael Moss and members of the New York Times staff, in the words of the Pulitzer Prize committee, for "relentless reporting on contaminated hamburger and other food safety issues that, in print and online, spotlighted defects in federal regulation and led to improved practices." In [...]

Setting standards for "organic" milking cows

The U.S. Department of Agriculture (Department) has amended the National Organic Program (NOP) regulations to clarify the use of pasture in raising organic ruminants including dairy cows. After receiving over 26,000 comments from producers, retailers, consumers, organic associations, animal welfare organizations and others, the Department's rule, which goes into effect on June 17, 2010, requires [...]



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Home	Local Food	Organic	Recipes	Local News	Local Living	Local Business	Local Education	Local Health	Local Travel	Local Culture	Local Art	Local Music	Local Film	Local Theater	Local Sports	Local Events	Local Festivals	Local Holidays	Local Traditions	Local History	Local Geography	Local Environment	Local Science	Local Technology	Local Innovation	Local Entrepreneurship	Local Leadership	Local Activism	Local Philanthropy	Local Community	Local Culture	Local Art	Local Music	Local Film	Local Theater	Local Sports	Local Events	Local Festivals	Local Holidays	Local Traditions	Local History	Local Geography	Local Environment	Local Science	Local Technology	Local Innovation	Local Entrepreneurship	Local Leadership	Local Activism	Local Philanthropy	Local Community
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USDA Bans Inspector of Chinese Organic Foods

June 22nd, 2010

The best of all worlds equates to local foods grown organically. But when that is not a possibility, there is an ongoing debate whether local foods, *not grown organically*, are a superior source of food to organic food grown hundreds, if not thousands of miles away. Complicating this debate is the fact that it is not clear whether the consumer can rely on "organic" designations. Who says the food is organically grown? If it's the USDA (United States Department of Agriculture), it is fair to say that under the Bush administration, this regulatory function was lax and poorly funded. The green USDA organic seal found on food products could not always be relied upon.

On June 14, 2010, the USDA announced that it has banned the Organic Crop Improvement Association (OCIA) of Nebraska from operating in China. The USDA uses private entities worldwide to ensure that food claimed to be "organic" is, in fact, produced organically, and OCIA of Nebraska functioned in this role in China.

After a lengthy process of reviewing complaints concerning the certification of organic foods from China by OCIA of Nebraska, the USDA has determined, in the succinct words of Leon Kaye who writes for www.triplepundit.com, that "having Chinese government employees inspect food marked for export is probably not the wisest idea."

Under the USDA's organic food inspection program, *independent, third-party inspectors* should be determining whether to designate food as "organic". According to Miles V. McEvoy, deputy administrator of the USDA's National Organic Program, as quoted in the NY Times, in an audit of OCIA of Nebraska's China operations, at least 10 farms managed by the Chinese government "posed a potential conflict of interest" ([U.S. Drops Inspector of Food in China](http://www.nytimes.com), William Neuman and David Barboza, New York Times, June 14, 2010). On May 28, 2010, OCIA of Nebraska executed a settlement agreement with USDA which bars it from operating in China for at least one year. This concern for the "integrity" of organic food by the current regulators at the USDA reflects a refreshing change in presidential leadership in Washington. Still, with recent memories of the tainted milk scandal in China, as well as the recent discovery of heavy metals and pesticides in products taken for health produced in China, as [reported in the New York Times](http://www.nytimes.com), the USDA's responsibility to ensure the integrity of the organic standard of foods produced in China is a heavy burden, which will not be shouldered easily and might turn out to be impracticable, if not impossible. William Neuman and David Barboza, in their New York Times story on the USDA banning OCIA of Nebraska from inspecting organic foods in China, also reported that the United States imports \$3 billion a year in farm products from China and that the number of Chinese organic producers certified under USDA regulations rose more than 200 percent to 689 in 2009 from 216 in 2008.

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Home	CSA Farms	Resources	Recipes	Participating	Contact
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CSA Farms

Community Supported Agriculture (CSA) is a growing movement in America, which has provided economic support and predictability to farmers, practicing traditional family farming, that they will be able to continue to farm, and that communities will be able to enjoy fresh local farm products. Partnering with local farms by purchasing a 'share' in the season's harvest, consumers can know where their food is coming from and have the satisfaction of supporting local agriculture.

Participants, who purchase their shares early in the season, provide the farmer with a stable income, and in return they receive a weekly supply of fresh local farm products. This concept of Community Supported Agriculture was introduced into the United States in 1985 by *Robyn Van En*, who farmed in South Egremont, Massachusetts. She learned of the concept from a Swiss friend, Jan Vander Tuin and within 4 years her farm's original membership of 30 shares grew to 150.

Wilson College in Chambersberg, Pennsylvania has established the *Robyn Van En Center* in honor of Ms. Van En who died in 1997. The *Robyn Van En Center* maintains a data base of Community Supported Agriculture farms, now numbering over 1400 farms, which is easily searched. [CLICK HERE](#) to search for a CSA farm convenient to your home using this directory.

The Community Supported Agriculture directory of farms on this website provides information on CSA farms, which have a commitment to produce their farm products using organic methods, without the use of harmful chemicals, genetic engineering or any synthetics, and which show care for the health of people, animals, land and water. Please send information on CSA farms which meet this standard by visiting the [contact us](#) page.



Lorenz Warden, Photographer
Hawthorne Valley Farm, Ghent (Columbia County), NY

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Every meal has a story. Discover It™



Heinen's Fine Foods Launches Where Food Comes From® Labeling Program



◆ **BEEF** is our **LEGACY** ◆

At Heinen's, we take pride in knowing where our beef comes from, real American families who raise cattle to our specifications. These families work hand in hand with our family to continue the Heinen's beef legacy of quality, flavor and tenderness.

First retailer in the Country to utilize third-party verification program for sourcing and labeling meats - providing the consumer with instant, accurate information about their food.

Heinen's Fine Foods will utilize the Where Food Comes From® labeling program in all of its store brand Beef and pork. Learn more here!

If you would like to learn more about how to market your products under the Where Food Comes From® program, please call: 877-325-9323

See Our Label

Where Food Comes From® is not just about the story behind your food - it is about knowledge, transparency and peace of mind.



Integrated Management Information, Inc.
v.
Frank Barrie
Opposition No. 91195943
Opposer's Testimony Exhibit 25

<http://wherefoodcomesfrom.com/>

[See More](#)

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Where to Buy

Find Where Food Comes From® in stores and restaurants today!

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Our Newsletter

Email:

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221 Wilcox Street
Castle Rock, CO 80104
Toll Free: 877-325-9323



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Every meal has a story. Discover It!™



Fast Facts

Thanks to modern farming techniques, America's farmers and ranchers are producing more food on fewer acres, leaving more open space for wildlife habitat. Modern farming practices free up millions of acres of wildlife habitat.

Consumers spend \$547 billion for food originating on U.S. farms and ranches. Of each dollar spent on food, the farmer's share is approximately 23 cents. The rest are for costs beyond the farm gate: wages and materials for production, processing, marketing, transportation and distribution.

One-fourth of the world's beef and nearly one-fifth of the world's grain, milk and eggs are produced in the United States.

The agricultural industry employs 20 percent of America's workforce, or approximately 21 million people

With modern methods, one acre of land in the United States (about the size of a football field) can produce: 42,000 lbs. of strawberries, 11,000 heads of lettuce, 25,400 lbs. of potatoes, 8,900 lbs. of sweet corn, or 640 lbs. of cotton lint.

About WhereFoodComesFrom®

If there is one common thread across all food products, it is the families that fostered their production. Contrary to popular belief, family farms and ranches still remain the foundation of food production across the United States. Every food product has a source of origin - a farm or ranch where the first seed was planted or animal was born - and this is the story Where Food Comes From® wants to tell.

Our goal is threefold:

1. To give you factual information - not hype - about the food you buy for you and your family;
2. To introduce you to the farmers and ranchers that take pride in providing a wide variety of wholesome products, so that you as a consumer have a choice in what you buy;
3. To provide authenticity and integrity to food marketing claims.

How It All Began

The Where Food Comes From® concept was founded by John and Leann Saunders of IMI Global, Inc. in 2008. Owners of an industry-leading third-party verification provider for the livestock and food industries, the Saunders and their company have helped all segments of the food industry build programs to comply with specific production practice standards that meet the varied tastes of consumers. As a result of this work, overtime the Saunders have become acutely aware of two very important things:

1. First and foremost is the passion and dedication farmers and ranches have in regards to the food they produce. For every one bad guy that ends up in the news, there are hundreds of thousands of other people doing it right. Those are the farm and ranch families we should be talking about - that is where our food is coming from.

2. Also, now more than ever, consumers are searching for more information about their food. With so many marketing claims, labels and seals, it is nearly impossible to decipher the truth about your food. Consumers are in desperate need of clarity and reassurance regarding the food they eat - and Where Food Comes From® is just that. Where Food Comes From® © 2011 [Privacy Policy](#)

With the Where Food Comes From® program in place, you can be confident that your grocery store, restaurant or food provider is taking the utmost care in sourcing you with the best food products possible. This isn't a guessing game - we're giving you instant access to the families that are producing your food.

Instant knowledge. Instant transparency. *Instant peace of mind.*

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Every meal has a story. Discover it!™



Fast Facts

Agriculture land provides food and habitat for 75% of the nation's wildlife. Deer, moose, fowl and other species have shown significant population increases in the past several years.

American consumers spend the lowest percentage of their annual income on food - around 10 percent.

About 17 percent of raw U.S. agriculture products are exported annually.

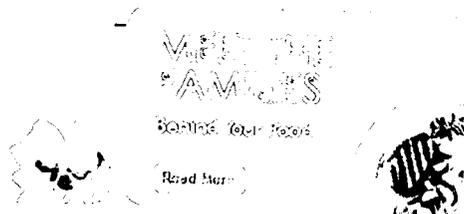
It is recommended that you eat five servings of fruit or vegetables a day. A serving equals one-half cup.

Contour farming, planting crops on hillsides instead of up and down, keeps soil from washing away. About 26 million acres in the United States are managed this way.

Value of Verification

Where Food Comes From® is not just about the story behind your food - it is about knowledge, transparency and peace of mind. That is why we take pride in the fact that every single product carrying the Where Food Comes From® seal is sourced through a true third-party auditing procedure. Why guess what the label on your food means or where it was produced?

Our label gives you confidence in the food you purchase. What more could you ask for?



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Every meal has a story. Discover it!™



Search Suppliers

Farm/Ranch:

Last Name:

City:

State:

Fast Facts

More than 98 percent of farms and ranches are family-owned.

America's farmers are the world's most productive. Today, each U.S. farmer produces food and fiber for 155 people in the United States and abroad.

Nearly 30 percent of today's farmers and ranchers have attended college, with over half of his group obtaining a degree. A growing number of today's farmers and ranchers with four-year college degrees are pursuing post-graduate studies.

A recent survey of America's young farmers and ranchers revealed that 97.2 percent planned to farm and ranch for life. And 90 percent said they would like their children to follow in their footsteps. This provides strong incentive for today's farmers and ranchers to protect and preserve the natural resources on their property. Not only is the land and its resources a farmer's lifeblood today, it represents the future for his family and its business.

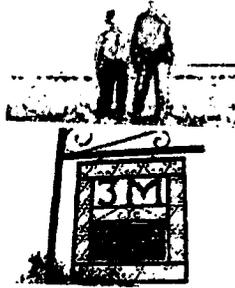
The Families Behind Your Food

If you want to know more about the people that raise your food, take this opportunity to meet the many farmers and ranchers who have voluntarily taken the next step and sought out third-party verification to ensure you know where your food comes from. These farmers and ranchers are proud of what they do. They provide a wholesome food supply for you and your family and want to share that with you.

Meet a few of our featured farm families

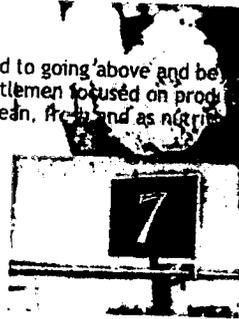
The Barnebee Family

A second-generation cattle producer, Sharon Barnebee has followed in the footsteps of her father with a passion for producing quality beef. She took it upon herself to learn the best ways to raise, handle and feed cattle, and has passed that same knowledge onto her son, James, who now manages the operation along side her. For the Barnebees, producing great-tasting, natural beef is a family tradition - and one that will be carried on for many generations to come.



The Foster Family

The Foster family and their staff have been dedicated to going above and beyond when it comes to producing high quality, natural beef products. The Foster family feed product to ensure it is as clean, fresh and as nutritious as possible for their customers. The Foster family has been in the beef business for over 62 years and they are proud to be a part of the industry. They are committed to providing the highest quality beef products to their customers. They are committed to providing the highest quality beef products to their customers.



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11/15/2011

Weight Loss Tip: Try Soup

Ever notice how surprisingly full you feel after a bowl of soup?

11/15/2011

25 Best Fiber Foods

Below are 25 diabetes superfoods – try to add five of them to your diet this week!

11/15/2011

Berries on a straw?

There is a legend that strawberries were named in the nineteenth-century by English children who picked the fruit, strung them on grass straws and sold them as "Straws of berries".

11/14/2011

Today is National Guacamole Day! (November 14th)

We all know and love guacamole as a party snack, but there's more to guacamole than meets the eye.

11/14/2011

Food Production: A Look At China Versus The United States

China is the world's most populous country and one of the largest producers and consumers of agricultural products.

[See More](#)

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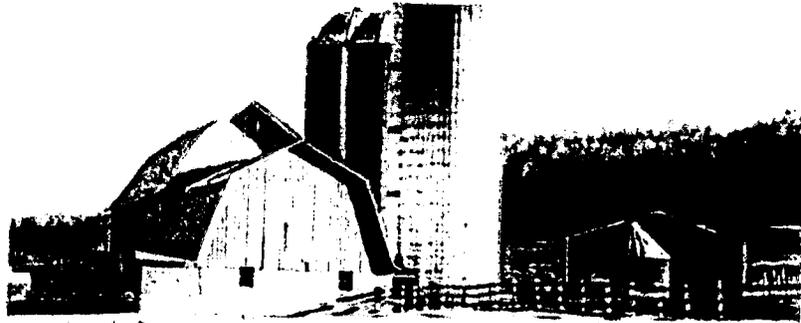
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11/14/2011

Food Production: A Look At China Versus The United States

China is the world's most populous country and one of the largest producers and consumers of agricultural products.

China's population is over 4 times that of the United States, but its cropland area is only 75 percent of the U.S. total.

China uses intensive farming practices to produce large amounts of food and fiber from limited supplies of land, water, and other natural resources.

The value of China's agricultural output is about twice the U.S. total.

China is one of the world's leading importers of agricultural products, but it is also a major exporter of many agricultural commodities.

China-United States statistical comparison

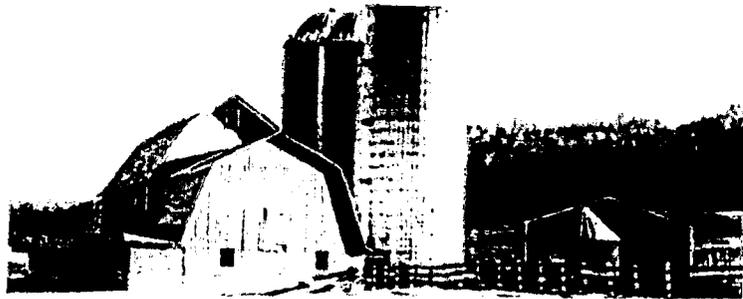
Item	China	United States
Population, 2007 (million) 1/	1,321	304
Cropland, 2007 (million acres) 1/	301	406
Cropland per agricultural worker, 2007 (acres) 2/	1	194
Agricultural gross receipts, 2007 (billion dollars) 3/	643	341
Gross Domestic Product from agriculture, forestry and fisheries, 2007 (billion dollars)	370	161
Agricultural exports, 2008 (billion dollars) 4/	29	115
Agricultural imports, 2008 (billion dollars) 4/	57	81

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Search

Food Facts

Oct 31, 2011

Halloween Fun Facts

Halloween was brought to North America by immigrants from Europe who would celebrate the harvest around a bonfire, share ghost stories, sing, dance and tell fortunes.

Oct 31, 2011

Did you know that Halloween has a capital?

Anoka, Minnesota, calls itself the "Halloween Capital of the World," as it is one of the first cities in the United States to put on a Halloween celebration that discourages people from playing tricks or causing trouble.

Oct 31, 2011

Halloween Safety Tips

Warn children not to eat any treats before an adult has carefully examined them for evidence of tampering.

Oct 31, 2011

What is "Trick-Or-Treat For UNICEF?"

For more than 60 years, Trick-or-Treat for UNICEF has served as the original Kids Helping Kids campaign.

Oct 31, 2011

The History of Halloween

Around 2,000 years ago, the Celts, who lived in what is now the United Kingdom, Ireland, and northern France, had a festival commemorating the end of the year. Their New Year was November 1, and this festival was called Samhain, pronounced sow-en.

Oct 30, 2011

It's National Candy Corn Day! (October 30th)

Did you know that candy corn has been around for more than 100 years and has never changed its look, taste, or design?

Oct 30, 2011

Antioxidants in soy protein may help protect against heart disease

Diet and lifestyle choices are major factors contributing to the risk of cardiovascular disease, which is responsible for more deaths in the United States than any other cause.

Oct 30, 2011

October gardening tips

The weather may be growing cooler, but don't take a gardening rest just yet! The time for "R&R" will come when you've properly prepared your beds for winter and next spring.

Oct 30, 2011

Gardeners and small-scale potato growers can help prevent late blight

The recent dramatic increase in the number of local farmer's markets, very small commercial producers and the increasing interest in home vegetable gardening are exciting and positive developments.

Oct 29, 2011

Listeria Outbreak in Cantaloupe: Commodity Spillovers

Market impacts from a food-safety incident can also spread to other commodities.

1 2 3 4 5 6 7 8 9 10 ...

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Food Facts

Oct 29, 2011

Listeria Outbreak In Cantaloupe: Geographic Spillovers

Due to perishability and seasonality of production, impacts from food safety outbreaks in produce often demonstrate a pattern where contaminated product will be out of the market by the time public awareness is widespread, even as producers from other regions face consumer reaction.

Oct 29, 2011

Special Article: Listeria Outbreak in Cantaloupe

On September 14, 2011, the U.S. Food and Drug Administration (FDA) identified cantaloupe from Jensen Farms in Colorado as the source of contamination for a foodborne illness outbreak traced to cantaloupe contaminated with *Listeria monocytogenes*; the company immediately implemented a recall of cantaloupe shipped between July 29 and September 10, 2011.

Oct 29, 2011

Oatmeal Fun Facts

Oatmeal Month is celebrated each January, the month in which we buy more oatmeal than any other month of the year. In January we stocked our pantries with 34.6 million pounds of oats; enough to make 346 million bowls of oatmeal.

Oct 29, 2011

Kids In The Kitchen: The Value of Cooking

It gives you the opportunity to teach your children valuable lessons. Cooking can be a great way to reinforce subjects being taught at school or introduce new ones.

Oct 29, 2011

10 Ways To Make Instant Oatmeal Instantly More Exciting

Add fresh or frozen fruit. Sliced bananas are particularly good. A little fistful of frozen blueberries not only add flavor to instant oatmeal, but your mouth will marvel over the inviting temperature / texture differential when you bite into each little berry.

Oct 29, 2011

Top 10 Reasons To Eat Oatmeal

Over 40 studies show that eating oatmeal may help lower cholesterol and reduce the risk of heart disease. According to Quaker, all it takes is 3/4 cup of oatmeal each day to help lower cholesterol.

Oct 29, 2011

Oatmeal: Breakfast Cereal Health Benefits

There has been increasing interest in oatmeal in recent years because of its health benefits. Daily consumption of a bowl of oatmeal can lower blood cholesterol, because of its soluble fiber content.

Oct 29, 2011

It's National Oatmeal Day! (October 29th)

It is both filling and low in calories, which makes it the perfect breakfast or snack. Oatmeal is also delicious baked in cookies.

Oct 29, 2011

Today In Food...October 29th

Over 16 million shares were traded in panic selling on the New York Stock Exchange and thousands of investors were wiped out on this day in 1929.

Oct 29, 2011

True Or False: Coca-Cola Was Originally Green!

Coca-Cola was invented in 1886 and the inventor knew that the brown would hide any impurities. He actually made it to be a medicine.

... 11 12 13 14 15 16 17 18 19 20 ...

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Food Facts

Oct 07, 2011

Tomato, Tomoto...

Tomatoes are a natural antioxidant that can help prevent a number of diseases, including heart disease and some cancers.

Oct 07, 2011

What Is Fasnacht?

A yeast-raised potato pastry that's deep-fried like a doughnut. *Fasnachts* were originally made and served on Shrove Tuesday to use up the fat that was forbidden during Lent. They're diamond-shaped and often have a slit cut down the center before frying. They first appeared in Pennsylvania, though there is some argument whether the actual origin is German or Dutch.

Oct 07, 2011

Recipe Of The Day: Black Bean-Corn Burger

This veggie-ticious burger provides 12 grams of filling fiber, nearly half of your recommended daily intake. Cool beans!

Oct 06, 2011

Iowans' Focus on Sustainability Yields Generations of Success

When you plant a tree, you plant a legacy, and that's true at Golden Circle Pork, where Rod and Missy Bice maintain their family's century-long commitment to caring for the land.

"Golden Circle Pork is a name that helps remind us of the importance of keeping all aspects of our farming operation sustainable," says Missy Bice, who notes that the family's farm near Woodward, Iowa, has been in the family for more than 100 years. "We want to show people how we care for our animals and environment every day."

Oct 05, 2011

Black Beans: The Poor Man's Meat

Black beans are filling, loaded with fiber and protein, and cheap.

Oct 05, 2011

Food Tip Of The Day: Go Lean With Protein

Eat lean or low-fat meat, chicken, turkey, and fish. Also, change your tune with more dry beans and peas. Add chick peas, nuts, or seeds to a salad; pinto beans to a burrito; or kidney beans to soup.

Oct 05, 2011

Feeding The World: A Look At Louisiana

Louisiana is a state located in the southern region of the United States of America. Its capital is Baton Rouge and largest city is New Orleans. Louisiana is the only state in the U.S. with political subdivisions termed parishes, which are local governments equivalent to counties. The largest parish by population is East Baton Rouge Parish, and the largest by land area is Cameron Parish.

Oct 05, 2011

What Is Wakame?

A deep green, edible seaweed popular in Japan and other Asian countries. It's used like a vegetable in soups and simmered dishes, as well as occasionally in salads. The browner versions are more strongly flavored. Wakame is available both in fresh and dried forms in Asian markets.

Oct 05, 2011

Recipe Of The Day: Rugelach

Special equipment: parchment paper; a small offset spatula

<http://wherefoodcomesfrom.com/news.aspx>

Oct 04, 2011

The Pineapple

Pineapple fruit contains a proteolytic enzyme bromelain that digests food by breaking down protein. Bromelain also has anti-inflammatory, anti-clotting and anti-cancer properties. Studies have shown that consumption of pineapple regularly helps fight against arthritis, indigestion and worm infestation.

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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 2011-11-16 10:10:21 ET

Serial Number: 85454537 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark



(words only): WHERE FOOD COMES FROM SOURCE VERIFIED

Standard Character claim: No

Current Status: New application will be assigned to an examining attorney approximately 3 months after filing date.

Date of Status: 2011-10-27

Filing Date: 2011-10-24

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: 2011-10-27

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

1. Integrated Management Information, Inc.

Address:

Integrated Management Information, Inc.

Integrated Management Information, Inc.

v.

Frank Barrie

Opposition No. 91195943

Opposer's Testimony Exhibit **27**

<http://tarr.uspto.gov/servlet/tarr?regser=serial&entry=85454537>

IMI000178

221 Wilcox Street, Suite A
Castle Rock, CO 80104
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Colorado

GOODS AND/OR SERVICES

International Class: 009

Class Status: Active

Computer application software for mobile phones, namely, software for consumers, producers, retailers, and educators to access information regarding the source of food and informational resources regarding the food supply system, producer videos, nutrition, menu management, and other food-related issues

Basis: 1(a)

First Use Date: 2008-07-31

First Use in Commerce Date: 2011-02-00

International Class: 035

Class Status: Active

Promotional services, namely, promoting the goods of others by educating the public regarding all facets of the food production and supply system; providing advertising, marketing and promotional services, namely, development of advertising campaigns through print materials, cable television broadcast, web casts, radio broadcasts, newspapers, magazines, online banners, and social media outlets for others

Basis: 1(a)

First Use Date: 2008-07-31

First Use in Commerce Date: 2011-02-00

International Class: 042

Class Status: Active

Food source verification services, namely, verifying the origin and handling practices of food production; providing a website for consumers, producers, retailers, and educators to access information regarding the source of food; providing a website that features informational resources regarding the food supply system, producer videos, nutrition, menu management, and other food-related issues

Basis: 1(a)

First Use Date: 2008-07-31

First Use in Commerce Date: 2011-02-00

ADDITIONAL INFORMATION

Color(s) Claimed: Color is not claimed as a feature of the mark.

Description of Mark: The mark consists of two concentric circles, the words "WHERE FOOD COMES FROM" and "SOURCE VERIFIED" displayed within the outer concentric circle, and a fanciful tree design in the inner circle.

Design Search Code(s):

05.01.05 - Leafless trees and bushes

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

26.01.17 - Circles, two concentric; Concentric circles, two; Two concentric circles
26.01.21 - Circles that are totally or partially shaded.

Prior Registration Number(s):

3694440

3837316

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.

2011-10-28 - Notice Of Design Search Code Mailed

2011-10-27 - New Application Office Supplied Data Entered In Tram

2011-10-27 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Cheryl L. Burbach and Thomas B. Luebbering

Correspondent

CHERYL L. BURBACH AND THOMAS B. LUEBBERI

HOVEY WILLIAMS LLP

10801 MASTIN ST STE 1000

OVERLAND PARK, KS 66210-1697

Phone Number: 913-647-9050

Fax Number: 913-647-9057

Trademark/Service Mark Application, Principal Register

Trademark/Service Mark Application, Principal Register

The table below presents the data as entered.

Trademark/Service Mark Application, Principal Register

Serial Number: 85454537

Filing Date: 10/24/2011

The table below presents the data as entered.

Mark/Field	Entered
SERIAL NUMBER	85454537
MARK INFORMATION	
*MARK	<u>\\TICRS\EXPORT11\IMAGEOUT 11\854\545\85454537\xml1\APP0002.JPG</u>
SPECIAL FORM	YES
USPTO-GENERATED IMAGE	NO
LITERAL ELEMENT	WHERE FOOD COMES FROM SOURCE VERIFIED
COLOR MARK	NO
*DESCRIPTION OF THE MARK (and Color Location, if applicable)	The mark consists of two concentric circles, the words "WHERE FOOD COMES FROM" and "SOURCE VERIFIED" displayed within the outer concentric circle, and a fanciful tree design in the inner circle.
PIXEL COUNT ACCEPTABLE	YES
PIXEL COUNT	700 x 565
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	Integrated Management Information, Inc.
*STREET	221 Wilcox Street, Suite A
*CITY	Castle Rock
*STATE (Required for U.S. applicants)	Colorado
*COUNTRY	United States

IMI000182

*ZIP/POSTAL CODE (Required for U.S. applicants only)	80104
LEGAL ENTITY INFORMATION	
TYPE	corporation
STATE/COUNTRY OF INCORPORATION	Colorado
GOODS AND/OR SERVICES AND BASIS INFORMATION	
INTERNATIONAL CLASS	009
* IDENTIFICATION	Computer application software for mobile phones, namely, software for consumers, producers, retailers, and educators to access information regarding the source of food and informational resources regarding the food supply system, producer videos, nutrition, menu management, and other food-related issues
FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 07/31/2008
FIRST USE IN COMMERCE DATE	At least as early as 02/00/2011
SPECIMEN FILE NAME(S)	
ORIGINAL PDF FILE	<u>spec-7043171130-153821836 . Class 9.pdf</u>
CONVERTED PDF FILE(S) (1 page)	<u>\\TICRS\EXPORT11\IMAGEOUT11\854\545\85454537\xml1\APP0003.JPG</u>
SPECIMEN DESCRIPTION	an image of the phone app in operation
INTERNATIONAL CLASS	035
* IDENTIFICATION	Promotional services, namely, promoting the goods of others by educating the public regarding all facets of the food production and supply system; providing advertising, marketing and promotional services, namely, development of advertising campaigns through print materials, cable television broadcast, web casts, radio broadcasts, newspapers, magazines, online banners, and social media outlets for others
FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 07/31/2008

FIRST USE IN COMMERCE DATE	At least as early as 02/00/2011
SPECIMEN FILE NAME(S)	
ORIGINAL PDF FILE	<u>spec-7043171130-153821836 . Specimen1 Class 35.pdf</u>
CONVERTED PDF FILE(S) (1 page)	<u>\\TICRS\EXPORT1\IMAGEOUT1\854\545\85454537\xml1\APP0004.JPG</u>
SPECIMEN DESCRIPTION	image of the mark as used by Applicant in connection with the services
INTERNATIONAL CLASS	042
IDENTIFICATION	Food source verification services, namely, verifying the origin and handling practices of food production; providing a website for consumers, producers, retailers, and educators to access information regarding the source of food; providing a website that features informational resources regarding the food supply system, producer videos, nutrition, menu management, and other food-related issues
FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 07/31/2008
FIRST USE IN COMMERCE DATE	At least as early as 02/00/2011
SPECIMEN FILE NAME(S)	
ORIGINAL PDF FILE	<u>spec-7043171130-153821836 . Specimen1 Class 42.pdf</u>
CONVERTED PDF FILE(S) (2 pages)	<u>\\TICRS\EXPORT1\IMAGEOUT1\854\545\85454537\xml1\APP0005.JPG</u>
	<u>\\TICRS\EXPORT1\IMAGEOUT1\854\545\85454537\xml1\APP0006.JPG</u>
ORIGINAL PDF FILE	<u>spec-7043171130-153821836 . Specimen Class 42.pdf</u>
CONVERTED PDF FILE(S) (1 page)	<u>\\TICRS\EXPORT1\IMAGEOUT1\854\545\85454537\xml1\APP0007.JPG</u>
SPECIMEN DESCRIPTION	image of the mark as used by Applicant in connection with the services
ADDITIONAL STATEMENTS SECTION	
PRIOR REGISTRATION(S)	The applicant claims ownership of U.S. Registration Number(s) 3694440 and 3837316.

ATTORNEY INFORMATION

NAME	Cheryl L. Burbach and Thomas B. Luebbering
ATTORNEY DOCKET NUMBER	43477/2999.039
FIRM NAME	Hovey Williams LLP
STREET	10801 Mastin Blvd., Suite 1000
CITY	Overland Park
STATE	Kansas
COUNTRY	United States
ZIP/POSTAL CODE	66210
PHONE	913-647-9050
FAX	913-647-9057
OTHER APPOINTED ATTORNEY	John M. Collins, Thomas H. Van Hoozer, Andrew G. Colombo, Scott R. Brown, Tracy L. Bornman, Michael B. Hurd, Michael Elbein, Joan Optican Herman, Kameron D. Kelly, Gregory J. Skoch, Jennifer C. Bailey, Randall W. Schwartz, Matt P. Harlow, Christopher L. Logan, Crissa A. Cook, Matt B. Walters, Dianne Smith-Misemer, Paul Walker, Adam Rehm

CORRESPONDENCE INFORMATION

NAME	Cheryl L. Burbach and Thomas B. Luebbering
FIRM NAME	Hovey Williams LLP
STREET	10801 Mastin Blvd., Suite 1000
CITY	Overland Park
STATE	Kansas
COUNTRY	United States
ZIP/POSTAL CODE	66210
PHONE	913-647-9050
FAX	913-647-9057

FEE INFORMATION

NUMBER OF CLASSES	3
FEE PER CLASS	325
*TOTAL FEE DUE	975
*TOTAL FEE PAID	

*TOTAL FEE PAID 975

SIGNATURE INFORMATION

* SIGNATORY
FILE

\\TICRS\EXPORT1\IMAGEOUT1\854\545\85454537.xml\APP0008.JPG

SIGNATORY'S
NAME

John Saunders

SIGNATORY'S
POSITION

President

Trademark/Service Mark Application, Principal Register

Serial Number: 85454537

Filing Date: 10/24/2011

To the Commissioner for Trademarks:

MARK: WHERE FOOD COMES FROM SOURCE VERIFIED (stylized and/or with design, see mark)

The literal element of the mark consists of WHERE FOOD COMES FROM SOURCE VERIFIED. The applicant is not claiming color as a feature of the mark. The mark consists of two concentric circles, the words "WHERE FOOD COMES FROM" and "SOURCE VERIFIED" displayed within the outer concentric circle, and a fanciful tree design in the inner circle.

The applicant, Integrated Management Information, Inc., a corporation of Colorado, having an address of
221 Wilcox Street, Suite A
Castle Rock, Colorado 80104
United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 009: Computer application software for mobile phones, namely, software for consumers, producers, retailers, and educators to access information regarding the source of food and informational resources regarding the food supply system, producer videos, nutrition, menu management, and other food-related issues

In International Class 009, the mark was first used at least as early as 07/31/2008, and first used in commerce at least as early as 02/00/2011, and is now in use in such commerce. The applicant is submitting one specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) an image of the phone app in operation.

Original PDF file:

spec-7043171130-153821836 . Class 9.pdf

Converted PDF file(s) (1 page)

Specimen File1

International Class 035: Promotional services, namely, promoting the goods of others by educating the public regarding all facets of the food production and supply system; providing advertising, marketing and promotional services, namely, development of advertising campaigns through print materials, cable television broadcast, web casts, radio broadcasts, newspapers, magazines, online banners, and social media outlets for others

In International Class 035, the mark was first used at least as early as 07/31/2008, and first used in commerce at least as early as 02/00/2011, and is now in use in such commerce. The applicant is submitting one specimen(s) showing the mark as used in commerce on or in connection with any item in

IMI000187

the class of listed goods and/or services, consisting of a(n) image of the mark as used by Applicant in connection with the services.

Original PDF file:

spec-7043171130-153821836 . Specimen1 Class 35.pdf

Converted PDF file(s) (1 page)

Specimen File1

International Class 042: Food source verification services, namely, verifying the origin and handling practices of food production; providing a website for consumers, producers, retailers, and educators to access information regarding the source of food; providing a website that features informational resources regarding the food supply system, producer videos, nutrition, menu management, and other food-related issues

In International Class 042, the mark was first used at least as early as 07/31/2008, and first used in commerce at least as early as 02/00/2011, and is now in use in such commerce. The applicant is submitting one specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) image of the mark as used by Applicant in connection with the services.

Original PDF file:

spec-7043171130-153821836 . Specimen1 Class 42.pdf

Converted PDF file(s) (2 pages)

Specimen File1

Specimen File2

Original PDF file:

spec-7043171130-153821836 . Specimen Class 42.pdf

Converted PDF file(s) (1 page)

Specimen File1

The applicant claims ownership of U.S. Registration Number(s) 3694440 and 3837316.

The applicant's current Attorney Information:

Cheryl L. Burbach and Thomas B. Luebbering and John M. Collins, Thomas H. Van Hoozer, Andrew G. Colombo, Scott R. Brown, Tracy L. Bornman, Michael B. Hurd, Michael Elbein, Joan Optican Herman, Kameron D. Kelly, Gregory J. Skoch, Jennifer C. Bailey, Randall W. Schwartz, Matt P. Harlow, Christopher L. Logan, Crissa A. Cook, Matt B. Walters, Dianne Smith-Misemer, Paul Walker, Adam Rehm of Hovey Williams LLP

10801 Mastin Blvd., Suite 1000

Overland Park, Kansas 66210

United States

The attorney docket/reference number is 43477/2999.039.

The applicant's current Correspondence Information:

Cheryl L. Burbach and Thomas B. Luebbering

Hovey Williams LLP

10801 Mastin Blvd., Suite 1000

Overland Park, Kansas 66210
913-647-9050(phone)
913-647-9057(fax)

A fee payment in the amount of \$975 has been submitted with the application, representing payment for 3 class(es).

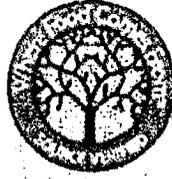
Declaration

Signatory's Signature: signatory file
Signatory's Name: John Saunders
Signatory's Position: President

RAM Sale Number: 2247
RAM Accounting Date: 10/25/2011

Serial Number: 85454537
Internet Transmission Date: Mon Oct 24 15:44:06 EDT 2011
TEAS Stamp: USPTO/BAS-70.43.171.130-2011102415440622
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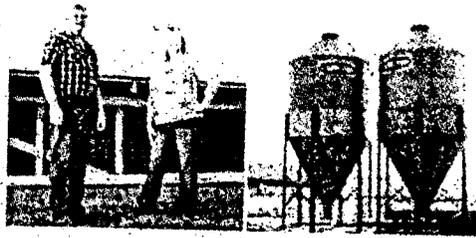




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<http://www.wherethefoodcomesfrom.com/mobile/heinens/10/24/2011>

IMI000191

Every Meal has a Story. Discover it!



Getting Started

The Where Food Comes From® program is designed specifically to ensure the source of origin of a product is verified by a third-party and traceable through the entire production chain. To be eligible for a Where Food Comes From® seal, the following steps must be in place prior to product shipping:

1. Food product must be source verified by an accredited third-party back to the farm or ranch of origin
2. Animal or plant must be traceable back to a list of approved farms and/or ranches
3. Food processor(s) and all associated facilities must be approved Where Food Comes From® suppliers and licensees of the Where Food Comes From® program
4. All Where Food Comes From® products must be segregated correctly throughout distribution chains in order to ensure the integrity of all product claims

Each of the above criteria includes a verification component, providing you and your customers the reassurance that a product's source of origin is accurate and authentic every step of the way. Furthermore, as a third-party, we are also able to communicate the pride you have and the care you take in sourcing the very best products to your customers.

OVERVIEW

Program Components

Each Where Food Comes From® program is customized to meet the specific market or channel needs. However, all programs will include:

- Where Food Comes From® Program Manager to guide and facilitate your product enrollment process from start to finish
- Customized Where Food Comes From® webpage(s) design and maintenance
- Development and maintenance of associated mobile website
- Photography and videography as necessary for marketing and informational materials
- Marketing and Public Relations components as determined by specific market needs
- Technical blog
- Consumer blog
- Assurance that all Where Food Comes From® product claims have been verified by an accredited, independent third-party

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Every meal has a story. Discover it!



Search Suppliers

Farm/Ranch:
 Last Name:
 City:
 State:

Fast Facts

More than 90 percent of farms and ranches are family owned.

America's farmers are the world's most productive. Today, each U.S. farmer produces food and fiber for 155 people in the United States and abroad.

Nearly 20 percent of today's farms and ranches have attended college, with over half of this group obtaining a degree. A growing number of today's farmers and ranchers with four-year college degrees are pursuing post-graduate studies.

A recent survey of America's young farmers and ranchers revealed that 97 percent planned to farm and ranch full time. And 90 percent said they would like their children to follow in their footsteps. This provides strong incentive for today's farmers and ranchers to protect and preserve the natural resources on their property. Not only is the land and its resources a farmer's livelihood today, it represents the future for his family and his business.

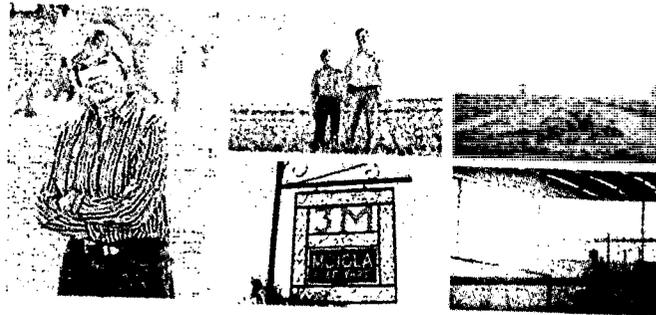
The Families Behind Your Food

If you want to know more about the people that raise your food, take this opportunity to meet the many farmers and ranchers who have voluntarily taken the next step and sought out third-party verification to ensure you know where your food comes from. These farmers and ranchers are proud of what they do. They provide a wholesome food supply for you and your family, and want to share that with you.

Meet a few of our featured farm families

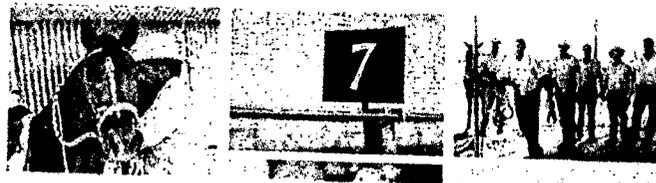
The Barnabee Family

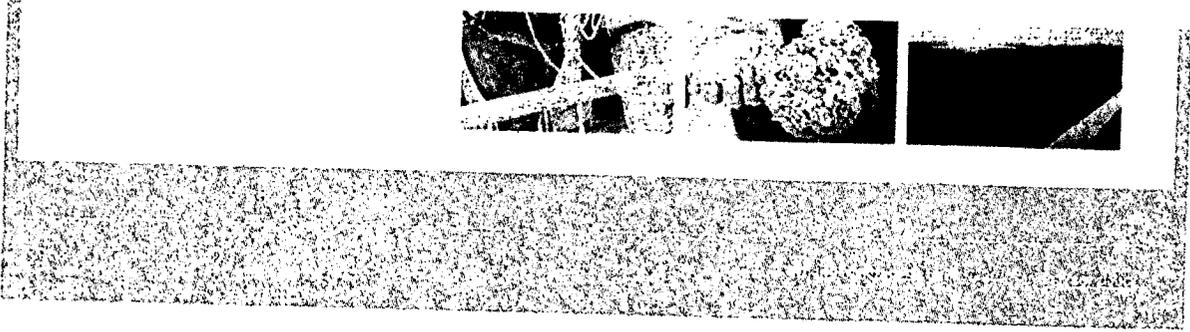
A second-generation cattle producer, Sharon Barnabee has followed in the footsteps of her father with a passion for producing quality beef. She took it upon herself to learn the best ways to raise, handle and feed cattle, and has passed that same knowledge onto her son, James, who now manages the operation alongside her. For the Barnabees, producing great tasting, natural beef is a family tradition - and one that will be carried on for many generations to come.



The Foster Family

The Foster family and their staff have been dedicated to going above and beyond when it comes to cattle production for over 60 years. Gary and Fon Foster are fourth generation cattlemen focused on producing high quality, natural beef. They hand select and test each and every feed product to ensure it is as clean, fresh and as nutritious as possible for their herd. For the Fosters, their cattle are not just a way of life - they are family.





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Why is source important?



Knowing where your food comes from is the basis to knowing everything about what you eat, where was it raised? who handled it? Where did it go from there? All of these things are essential to understanding the food production process and traceability.

Learn more about the importance of source.

Fast Facts

As farmers, the challenge is to provide consumers with the highest quality food possible. Growing and raising what's true, safe food is the top goal. Farmers have done a good job, and they will continue to look for every opportunity to improve quality and safety.

The average cow produces enough milk each day to fill six one-gallon jugs, about 55 pounds of milk.

California produces almost 1/3 of the broccoli sold in the United States.

Four-fourth of the world's beef and two to one-fifth of the world's grain, milk and eggs are produced in the United States.

The United States and Brazil are the top beef producing countries in the world.

Who verifies source?

The key to successfully identifying the source of a product is the use of a third party auditing body. The food production system is dense, and without a standardized way of setting source, tracing a product from farm to fork is nearly impossible and inaccurate. There are many accredited standards utilizing source verification as the basis of their auditing services.

They include:

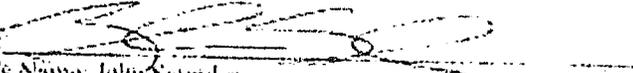
- [USDA PVP](#)
- [USDA FS QSA](#)
- [ISO Guide 65](#)
- [GLOBALGAP](#)

Learn more about the importance of source.

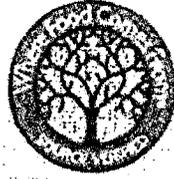
Declaration

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he is properly authorized to execute this application on behalf of the applicant; he believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he believes applicant to be entitled to use such mark in commerce, to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his own knowledge are true, and that all statements made on information and belief are believed to be true.

Signature Section:

Signature: 
Signatory's Name: John Saunders
Signatory's Position: President
Date Signed: 1/27/91

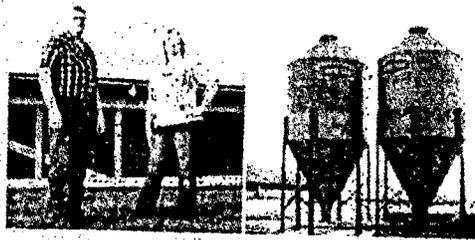




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Heinen's Own Beef



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<http://www.wherefoodcomesfrom.com/mobile/heinens/10/24/2011>

IMI000198

Every Meal has a Story. Discover it!



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Every meal has a story. Discover it!



Search Suppliers

Farm/Ranch:
 Last Name:
 City:
 State:

Fast Facts

More than 94 percent of farms and ranches are family-owned.

America's farmers are the world's most productive. Today, each U.S. farmer produces food and fiber for 155 people in the United States and abroad.

Nearly 30 percent of today's farmers and ranchers have attended college, with over half of this group obtaining a degree. A growing number of today's farmers and ranchers with four-year college degrees are pursuing post-graduate studies.

A recent survey of America's young farmers and ranchers revealed that 97 percent planned to farm and ranch for life, and 93 percent said they would like their children to follow in their footsteps. This provides strong incentive for today's farmers and ranchers to protect and preserve the natural resources on their property. Not only is the land and its resources a farmer's life-long legacy, it represents the future for his family and his business.

The Families Behind Your Food

If you want to know more about the people that raise your food, take this opportunity to meet the many farmers and ranchers who have voluntarily taken the next step and sought out third-party verification to ensure you know where your food comes from. These farmers and ranchers are proud of what they do. They provide a wholesome food supply for you and your family and want to share that with you.

Meet a few of our featured farm families

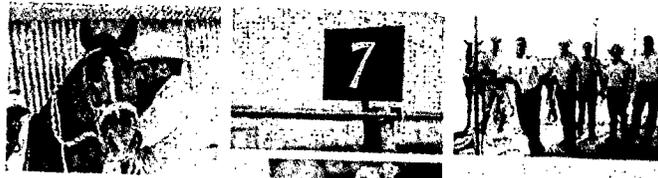
The Barnabee Family

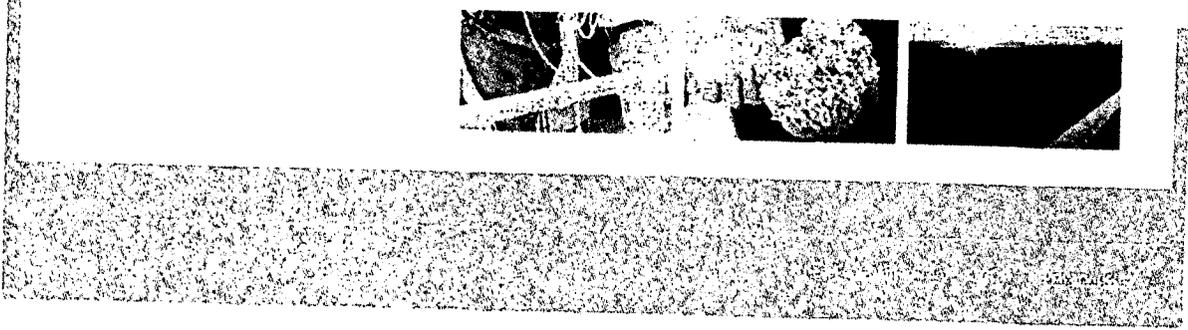
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California produces almost all of the beef sold in the United States.

One-fourth of the world's beef and nearly one-fifth of the world's grain, milk and eggs are produced in the United States.

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Who verifies source?

The key to successfully identifying the source of a product is the use of a third party auditing body. The food production system is diverse and without a standardized way of assessing source, tracing a product from its in to fork is nearly impossible - and inaccurate. There are many accredited standards utilizing source verification as the basis of their auditing services.

They include:

- [USDA PDP](#)
- [USDA FS QSA](#)
- [ISO Guide 65](#)
- [GLOBALGAP](#)

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

This page was generated by the TARR system on 2011-11-16 10:11:36 ET

Serial Number: 85458011 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark

WHERE FOOD COMES FROM

(words only): WHERE FOOD COMES FROM

Standard Character claim: Yes

Current Status: New application will be assigned to an examining attorney approximately 3 months after filing date.

Date of Status: 2011-10-31

Filing Date: 2011-10-27

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: 2011-10-31

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

1. Integrated Management Information, Inc.

Address:

Integrated Management Information, Inc.

Integrated Management Information, Inc.

v.

Frank Barrie

Opposition No. 91195943

Opposer's Testimony Exhibit 28

<http://tarr.uspto.gov/servlet/tarr?regser=serial&entry=85458011>

IMI000203

221 Wilcox Street, Suite A
Castle Rock, CO 80104
United States
Legal Entity Type: Corporation
State or Country of Incorporation: Colorado

GOODS AND/OR SERVICES

International Class: 009

Class Status: Active

Computer application software for mobile phones, namely, software for consumers, producers, retailers, and educators to access information regarding the source of food and informational resources regarding the food supply system, producer videos, nutrition, menu management, and other food-related issues

Basis: 1(a)

First Use Date: 2011-04-18

First Use in Commerce Date: 2011-04-18

International Class: 035

Class Status: Active

Promotional services, namely, promoting the goods of others by educating the public regarding all facets of the food production and supply system; providing advertising, marketing and promotional services, namely, development of advertising campaigns through print materials, cable television broadcast, web casts, radio broadcasts, newspapers, magazines, online banners, and social media outlets for others

Basis: 1(a)

First Use Date: 2011-03-17

First Use in Commerce Date: 2011-03-17

International Class: 042

Class Status: Active

Food source verification services, namely, verifying the origin and handling practices of food production; providing a website for consumers, producers, retailers, and educators to access information regarding the source of food; providing a website that features informational resources regarding the food supply system, producer videos, nutrition, menu management, and other food-related issues

Basis: 1(a)

First Use Date: 2007-10-15

First Use in Commerce Date: 2008-10-28

ADDITIONAL INFORMATION

Prior Registration Number(s):

3694440

3837316

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

<http://tarr.uspto.gov/servlet/tarr?regser=serial&entry=85458011>

IMI000204

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

2011-11-01 - New Application Office Supplied Data Entered In Tram

2011-10-31 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Cheryl L. Burbach and Thomas B. Luebbering

Correspondent

CHERYL L. BURBACH AND THOMAS B. LUEBBERI
HOVEY WILLIAMS LLP
10801 MASTIN ST STE 1000
OVERLAND PARK, KS 66210-1697
Phone Number: 913-647-9050
Fax Number: 913-647-9057

Trademark/Service Mark Application, Principal Register

Serial Number: 85458011

Filing Date: 10/27/2011

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	85458011
MARK INFORMATION	
*MARK	WHERE FOOD COMES FROM
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	WHERE FOOD COMES FROM
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font, style, size, or color.
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	Integrated Management Information, Inc.
*STREET	221 Wilcox Street, Suite A
*CITY	Castle Rock
*STATE (Required for U.S. applicants)	Colorado
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	80104
LEGAL ENTITY INFORMATION	
TYPE	corporation

STATE/COUNTRY OF INCORPORATION	Colorado
GOODS AND/OR SERVICES AND BASIS INFORMATION	
INTERNATIONAL CLASS	009
IDENTIFICATION	Computer application software for mobile phones, namely, software for consumers, producers, retailers, and educators to access information regarding the source of food and informational resources regarding the food supply system, producer videos, nutrition, menu management, and other food-related issues
FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 04/18/2011
FIRST USE IN COMMERCE DATE	At least as early as 04/18/2011
SPECIMEN FILE NAME(S)	<u>\\TICRS\EXPORT1\IMAGEOUT 1\854\580\85458011\xml\APP0003.JPG</u>
SPECIMEN DESCRIPTION	photograph of a phone showing the phone app
INTERNATIONAL CLASS	035
IDENTIFICATION	Promotional services, namely, promoting the goods of others by educating the public regarding all facets of the food production and supply system; providing advertising, marketing and promotional services, namely, development of advertising campaigns through print materials, cable television broadcast, web casts, radio broadcasts, newspapers, magazines, online banners, and social media outlets for others
FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 03/17/2011
FIRST USE IN COMMERCE DATE	At least as early as 03/17/2011
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CONVERTED PDF FILE(S) (1 page)	<u>\\TICRS\EXPORT1\IMAGEOUT 1\854\580\85458011\xml\APP0004.JPG</u>
SPECIMEN DESCRIPTION	image of the mark as used by Applicant in connection with the services

INTERNATIONAL CLASS	042
IDENTIFICATION	Food source verification services, namely, verifying the origin and handling practices of food production; providing a website for consumers, producers, retailers, and educators to access information regarding the source of food; providing a website that features informational resources regarding the food supply system, producer videos, nutrition, menu management, and other food-related issues
FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 10/15/2007
FIRST USE IN COMMERCE DATE	At least as early as 10/28/2008
SPECIMEN FILE NAME(S)	
ORIGINAL PDF FILE	<u>spec-7043171130-152936544 . Specimen1 Class 42.pdf</u>
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SPECIMEN DESCRIPTION	image of the mark as used by Applicant in connection with the services
ADDITIONAL STATEMENTS SECTION	
PRIOR REGISTRATION(S)	The applicant claims ownership of U.S. Registration Number(s) 3694440 and 3837316.
ATTORNEY INFORMATION	
NAME	Cheryl L. Burbach and Thomas B. Luebbering
ATTORNEY DOCKET NUMBER	43501/2999.040
FIRM NAME	Hovey Williams LLP
STREET	10801 Mastin Blvd., Suite 1000
CITY	Overland Park
STATE	Kansas

COUNTRY United States

ZIP/POSTAL CODE 66210

PHONE 913-647-9050

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OTHER APPOINTED ATTORNEY John M. Collins, Thomas H. Van Hoozer, Andrew G. Colombo, Scott R. Brown, Tracy L. Bornman, Michael B. Hurd, Michael Elbein, Joan Optican Herman, Kameron D. Kelly, Gregory J. Skoch, Jennifer C. Bailey, Randall W. Schwartz, Matt P. Harlow, Christopher L. Logan, Crissa A. Cook, Matt B. Walters, Dianne Smith-Misemer, Paul Walker, Adam Rehm

CORRESPONDENCE INFORMATION

NAME Cheryl L. Burbach and Thomas B. Luebbering

FIRM NAME Hovey Williams LLP

STREET 10801 Mastin Blvd., Suite 1000

CITY Overland Park

STATE Kansas

COUNTRY United States

ZIP/POSTAL CODE 66210

PHONE 913-647-9050

FAX 913-647-9057

FEE INFORMATION

NUMBER OF CLASSES 3

FEE PER CLASS 325

TOTAL FEE DUE 975

TOTAL FEE PAID 975

SIGNATURE INFORMATION

ORIGINAL PDF FILE hw 7043171130-152936544 . signed Application - WHERE FOOD COMES FROM.pdf

CONVERTED PDF FILE(S) (1 page) \\TICRS\EXPORT1\IMAGEOUT1\854\580\85458011\xml1\APP0008.JPG

SIGNATORY'S NAME John Saunders

SIGNATORY'S President

POSITION

Trademark/Service Mark Application, Principal Register

Serial Number: 85458011

Filing Date: 10/27/2011

To the Commissioner for Trademarks:

MARK: WHERE FOOD COMES FROM (Standard Characters, see mark)

The literal element of the mark consists of WHERE FOOD COMES FROM.

The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, Integrated Management Information, Inc., a corporation of Colorado, having an address of
221 Wilcox Street, Suite A
Castle Rock, Colorado 80104
United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 009: Computer application software for mobile phones, namely, software for consumers, producers, retailers, and educators to access information regarding the source of food and informational resources regarding the food supply system, producer videos, nutrition, menu management, and other food-related issues

In International Class 009, the mark was first used at least as early as 04/18/2011, and first used in commerce at least as early as 04/18/2011, and is now in use in such commerce. The applicant is submitting one specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) photograph of a phone showing the phone app. Specimen File1

International Class 035: Promotional services, namely, promoting the goods of others by educating the public regarding all facets of the food production and supply system; providing advertising, marketing and promotional services, namely, development of advertising campaigns through print materials, cable television broadcast, web casts, radio broadcasts, newspapers, magazines, online banners, and social media outlets for others

In International Class 035, the mark was first used at least as early as 03/17/2011, and first used in commerce at least as early as 03/17/2011, and is now in use in such commerce. The applicant is submitting one specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) image of the mark as used by Applicant in connection with the services.

Original PDF file:

spec-7043171130-152936544 . Specimen1 Class 35.pdf

Converted PDF file(s) (1 page)

IMI000211

Specimen File1

International Class 042: Food source verification services, namely, verifying the origin and handling practices of food production; providing a website for consumers, producers, retailers, and educators to access information regarding the source of food; providing a website that features informational resources regarding the food supply system, producer videos, nutrition, menu management, and other food-related issues

In International Class 042, the mark was first used at least as early as 10/15/2007, and first used in commerce at least as early as 10/28/2008, and is now in use in such commerce. The applicant is submitting one specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) image of the mark as used by Applicant in connection with the services.

Original PDF file:

spec-7043171130-152936544 . Specimen1 Class 42.pdf

Converted PDF file(s) (2 pages)

Specimen File1

Specimen File2

Original PDF file:

spec-7043171130-152936544 . Specimen2 Class 42.pdf

Converted PDF file(s) (1 page)

Specimen File1

The applicant claims ownership of U.S. Registration Number(s) 3694440 and 3837316.

The applicant's current Attorney Information:

Cheryl L. Burbach and Thomas B. Luebbering and John M. Collins, Thomas H. Van Hoozer, Andrew G. Colombo, Scott R. Brown, Tracy L. Bornman, Michael B. Hurd, Michael Elbein, Joan Optican Herman, Kameron D. Kelly, Gregory J. Skoch, Jennifer C. Bailey, Randall W. Schwartz, Matt P. Harlow, Christopher L. Logan, Crissa A. Cook, Matt B. Walters, Dianne Smith-Misemer, Paul Walker, Adam Rehm of Hovey Williams LLP

10801 Mastin Blvd., Suite 1000

Overland Park, Kansas 66210

United States

The attorney docket/reference number is 43501/2999.040.

The applicant's current Correspondence Information:

Cheryl L. Burbach and Thomas B. Luebbering

Hovey Williams LLP

10801 Mastin Blvd., Suite 1000

Overland Park, Kansas 66210

913-647-9050(phone)

913-647-9057(fax)

A fee payment in the amount of \$975 has been submitted with the application, representing payment for 3 class(es).

IMI000212

Declaration

Original PDF file:

hw 7043171130-152936544 . signed Application - WHERE FOOD COMES FROM.pdf

Converted PDF file(s) (1 page)

Signature File1

Signatory's Name: John Saunders

Signatory's Position: President

RAM Sale Number: 2300

RAM Accounting Date: 10/28/2011

Serial Number: 85458011

Internet Transmission Date: Thu Oct 27 15:44:05 EDT 2011

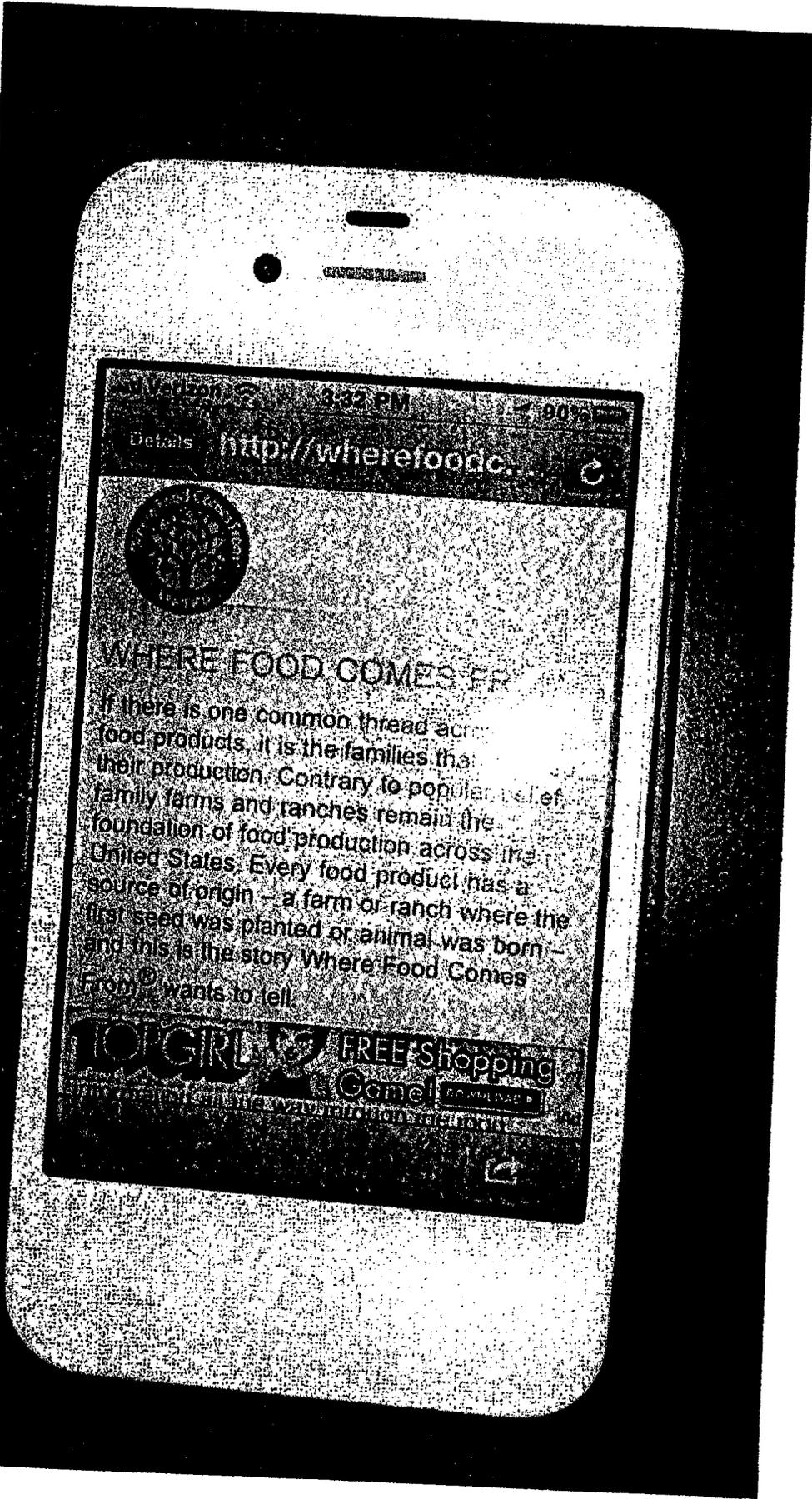
TEAS Stamp: USPTO/BAS-70.43.171.130-2011102715440512

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WHERE FOOD COMES FROM

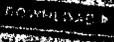


Verizon 3:32 PM 90%
Details <http://wherefoodc...>



WHERE FOOD COMES FROM

If there is one common thread across all food products, it is the families that produce them. Contrary to popular belief, family farms and ranches remain the foundation of food production across the United States. Every food product has a source of origin - a farm or ranch where the first seed was planted or animal was born - and this is the story Where Food Comes From® wants to tell.

TOUGIRL  **FREE Shopping**
Comel 
www.wherefoodcomesfrom.com

Every Meal has a Story. Discover it!



Getting Started

The Where Food Comes From® program is designed specifically to ensure the source of origin of a product is verified by a third-party and traceable through the entire production chain. To be eligible for a Where Food Comes From® seal, the following steps must be in place prior to product shipping:

1. Food product must be source verified by an accredited third-party back to the farm or ranch of origin
2. Animal or plant must be traceable back to a list of approved farms and/or ranches
3. Food processor(s) and all associated facilities must be approved Where Food Comes From® suppliers and licensees of the Where Food Comes From® program
4. All Where Food Comes From® products must be segregated correctly throughout distribution chains in order to ensure the integrity of all product claims

Each of the above criteria includes a verification component, providing you and your customers the reassurance that a product's source of origin is accurate and authentic every step of the way. Furthermore, as a third-party, we are also able to communicate the pride you have and the care you take in sourcing the very best products to your customers.

OVERVIEW

Program Components

Each Where Food Comes From® program is customized to meet the specific market or channel needs. However, all programs will include:

- Where Food Comes From® Program Manager to guide and facilitate your product enrollment process from start to finish
- Customized Where Food Comes From® webpage(s) design and maintenance
- Development and maintenance of associated mobile website
- Photography and videography as necessary for marketing and informational materials
- Marketing and Public Relations components as determined by specific market needs
- Technical blog
- Consumer blog
- Assurance that all Where Food Comes From® product claims have been verified by an accredited, independent third-party

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Every meal has a story. Discover it.



Search Suppliers

Family Ranch:
 List Name:
 City:
 State:

Fast Facts

More than 50 percent of farms and ranches are family owned.

American farmers are the world's most productive. Today, each U.S. farmer produces food and fiber for 156 people in the United States and abroad.

More than 50 percent of today's farmers and ranchers have attended college, with a half of his group obtaining a degree. A growing number of today's farmers and ranchers with four-year college degrees are pursuing post graduate studies.

A recent survey of America's young farmers and ranchers revealed that 97 percent plan to remain on the farm for life and 99 percent said they would like their children to follow in their footsteps. This provides strong incentive for today's farmers and ranchers to protect and preserve the land and resources of their property. Not only is the land and its resources a farmer's livelihood today, it represents the future for his family and his business.

The Families Behind Your Food

If you want to know more about the people that raise your food, take this opportunity to meet the many farmers and ranchers who have voluntarily taken the next step and sought out third-party verification to ensure you know where your food comes from. These farmers and ranchers are proud of what they do. They provide a wholesome food supply for you and your family and want to share that with you.

Meet a few of our featured farm families

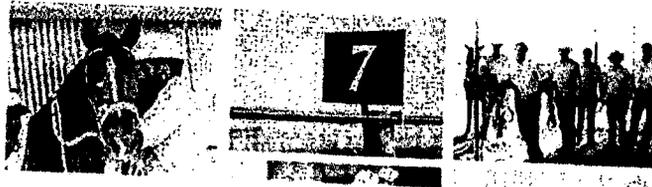
The Barnabee Family

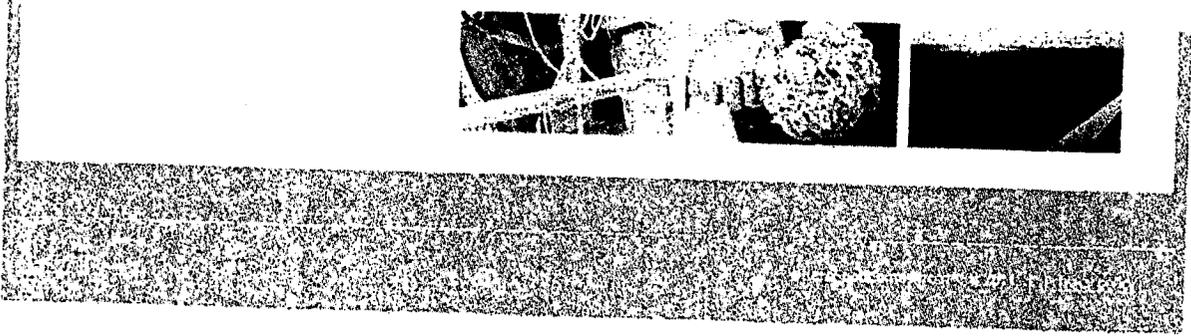
A second-generation cattle producer, Sharon Barnabee has followed in the footsteps of her father with a passion for producing quality beef. She took it upon herself to learn the best way to raise, handle and feed cattle, and has passed that same knowledge onto her son, James, who now manages the operation along side her. For the Barnabees, producing great-tasting, natural beef is a family tradition - a love that will be carried on for many generations to come.



The Foster Family

The Foster family and their staff have been dedicated to going above and beyond when it comes to cattle production for over 62 years. Gary and Ron Foster are fourth generation cattlemen focused on producing high quality, natural beef. They hand select and test each and every beef product to ensure it is as lean, fresh and as nutritious as possible for their herd. For the Fosters, their cattle are not just a way of life - they are family.





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Every meal has a story. Discover it!



Fast Facts

Age-related loss of muscle mass and habitat for 25% of the nation's wildlife. Over 100 million birds and other animals have shown significant population increases in the past several years.

Americans spend more than the average percentage of their annual income on food - about 10 percent.

About 17 percent of new U.S. residential projects are designed to be green.

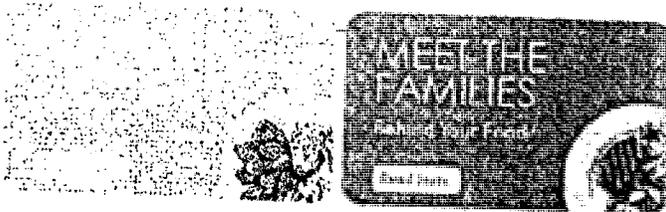
It is estimated that you can save thousands of dollars on vegetables (e.g., a serving of spinach costs half as much).

Conventional farming, planting crops on hundreds instead of thousands of acres, keeps soil from washing away. About 26 million acres in the United States are managed sustainably.

Value of Verification

Where Food Comes From? is not just about the story behind your food - it is about knowledge, transparency and peace of mind. That is why we take pride in the fact that every single product carrying the Wise Food Comes From? label is sourced through a true third-party auditing procedure. Why guess what the label on your food means or where it was produced?

Our label gives you confidence in the food you purchase. What more could you ask for?



The applicant claims ownership of U.S. Registration Numbers 3694440 and 3837316.

The applicant's current Attorney Information:

Cheryl L. Burbach and Thomas B. Luebbering and John M. Collins, Thomas H. Van Hoozer, Andrew G. Colombo, Scott R. Brown, Tracy L. Bornman, Michael B. Hurd, Michael Elbein, Joan Optican Herman, Kameron D. Kelly, Gregory J. Skoch, Jennifer C. Bailey, Randall W. Schwartz, Matt P. Harlow, Christopher L. Logan, Crissa A. Cook, Matt B. Walters, Dianne Smith-Misemer, Paul Walker, Adam Rehm of Hovey Williams LLP
10801 Mastin Blvd., Suite 1000
Overland Park, Kansas 66210
United States

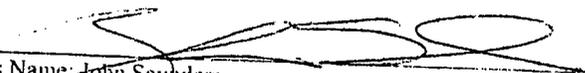
The applicant's current Correspondence Information:

Cheryl L. Burbach and Thomas B. Luebbering
Hovey Williams LLP
10801 Mastin Blvd., Suite 1000
Overland Park, Kansas 66210
913-647-9050(phone)
913-647-9057(fax)

Declaration

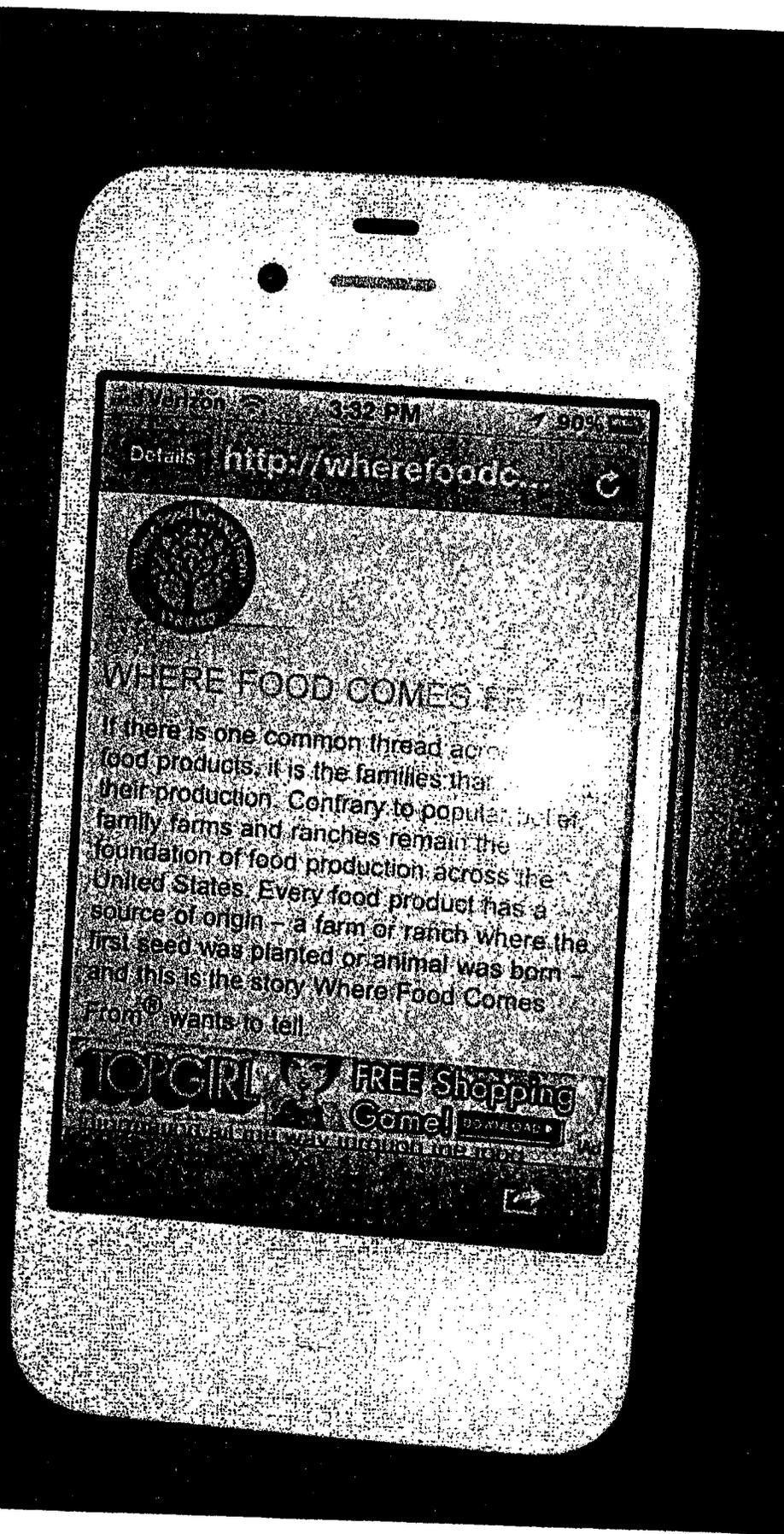
The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he is properly authorized to execute this application on behalf of the applicant; he believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he believes applicant to be entitled to use such mark in commerce; to the best of his knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature Section:

Signature: 
Signatory's Name: John Saunders
Signatory's Position: President

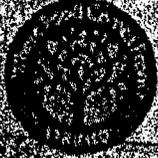
Date Signed: 10/07/11

WHERE FOOD COMES FROM



Verizon 3:32 PM 90%

Details http://wherefoodc...



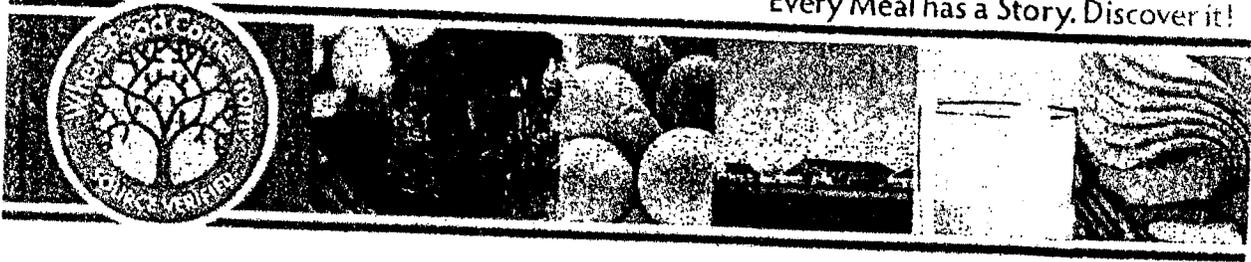
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@wants to tell.

TOPGIRL FREE Shipping
Download

Every Meal has a Story. Discover it!



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- Marketing and Public Relations components as determined by specific market needs
- Technical blog
- Consumer blog
- Assurance that all Where Food Comes From® product claims have been verified by an accredited, independent third-party

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IMI000223

OVERVIEW

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Every meal has a story. Discover it!



Search Suppliers

Farm/Ranch:
 Last Name:
 City:
 State:

Fast Facts

More than 80 percent of all U.S. dairy ranches are family owned.

Approximately 80 percent of all U.S. dairy production today, which will provide proteins, food and fiber for 150 people in the United States and abroad.

Nearly 20 percent of today's farmers and ranchers have earned a college degree, with over half of the group obtaining a degree. A growing number of today's farmers and ranchers with four-year college degrees are pursuing postgraduate studies.

A recent survey of America's young farmers and ranchers revealed that 32.2 percent planned to farm and ranch for life. And 50 percent said they would like their children to follow in their footsteps. This provides strong incentive for today's farmers and ranchers to protect and preserve the natural resources on their property. Not only is the land and its resources a farmer's lifeblood today, it represents the future for his family and its business.

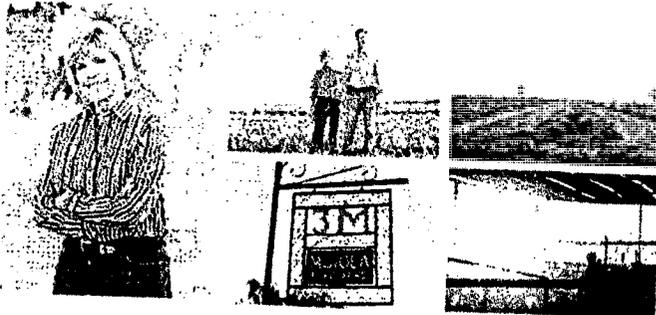
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If you want to know more about the people that raise your food, take this opportunity to meet the many farmers and ranchers who have not only taken the next step and sought out third party verification to ensure you know where your food comes from, these farmers and ranchers are proud of what they do. They provide a wholesome food supply for you and your family and want to share that with you.

Meet a few of our featured farm families

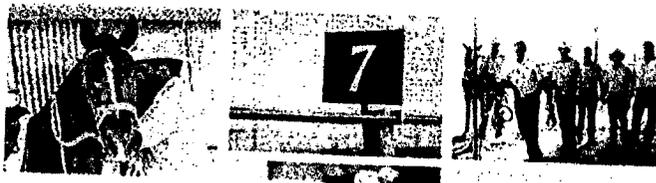
The Barnabee Family

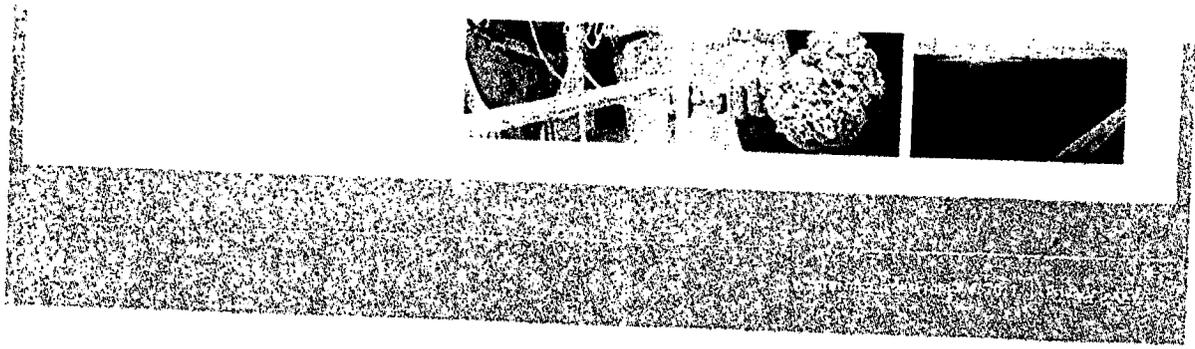
A second-generation cattle producer, when a Barnabee first followed in the footsteps of his father with a passion for producing quality beef, he took it upon himself to learn the best ways to raise, handle and feed cattle, and has passed that same knowledge onto his son, James, who now manages the operation along side him. For the Barnabees, producing great-tasting, natural beef is a family tradition and one that will be carried on for many generations to come.



The Foster Family

The Foster family and their staff have been dedicated to going above and beyond when it comes to cattle production for over 60 years. Gary and Ren Foster are fourth generation cattlemen. It's not in producing high quality, natural beef. They mind select and test each and every feed product to ensure it is as clean, fresh and as nutritious as possible for their herd. For the Fosters, their cattle are not just a way of life - they are family.





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Every meal has a story. Discover it!



Fast Facts

Agriculture and food production will value for 21% of the nation's GDP by 2020. Meat, poultry, fish and other proteins have driven significant population increases in the past several years.

Approximately 10% of the total U.S. population of these animals is raised around 10 percent.

About 17 percent of U.S. adults have products in their diet.

It is recommended that we eat five servings of fruit or vegetables a day, a serving equals one half cup.

Each year, approximately 100 million pounds of soil are lost from farms and gardens. About 26 million acres in the United States are irrigated with water.

Value of Verification

Where food comes from is not just about the story behind your food - it is about knowledge and transparency in the food chain. That is why you take pride in the fact that every single product carrying the Where Food Comes From seal is audited through a third-party audit company. Why go to a store and not the label on your food to know where it was produced?

Our label gives you confidence in the food you purchase. What more could you ask for?



