

ESTTA Tracking number: **ESTTA386494**

Filing date: **01/04/2011**

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

Notice of Opposition

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

Opposer Information

| | |
|---------------------------------------|---|
| Name | Habitat for Humanity International, Inc. |
| Granted to Date of previous extension | 01/05/2011 |
| Address | 270 Peachtree Street NWSuite 1300 Atlanta, GA 30303 UNITED STATES |
| Attorney information | Laura C. Miller Kilpatrick Townsend & Stockton LLP 1001 West Fourth Street Winston-Salem, NC 27101 UNITED STATES lamiller@kilpatricktownsend.com, wbryner@kilpatricktownsend.com, tadmin@kilpatricktownsend.com, jburns@kilpatricktownsend.com |

Applicant Information

| | | | |
|------------------------|---|------------------------|------------|
| Application No | 77845970 | Publication date | 09/07/2010 |
| Opposition Filing Date | 01/04/2011 | Opposition Period Ends | 01/05/2011 |
| Applicant | Flynn, Kevin 20584 Yorkshire Drive Kildeer, IL 60047 UNITED STATES | | |

Goods/Services Affected by Opposition

| |
|---|
| Class 025. All goods and services in the class are opposed, namely: tee shirts |
|---|

Grounds for Opposition

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

Marks Cited by Opposer as Basis for Opposition

| | | | |
|-----------------------|----------------------|-----------------------|------------|
| U.S. Registration No. | 2169719 | Application Date | 08/18/1997 |
| Registration Date | 06/30/1998 | Foreign Priority Date | NONE |
| Word Mark | HABITAT FOR HUMANITY | | |
| Design Mark | | | |

| | |
|---------------------|--|
| Description of Mark | NONE |
| Goods/Services | Class 036. First use: First Use: 1975/10/00 First Use In Commerce: 1975/10/00 charitable fund raising services |

| | | | |
|-----------------------|------------|-----------------------|------------|
| U.S. Registration No. | 2976273 | Application Date | 08/05/2004 |
| Registration Date | 07/26/2005 | Foreign Priority Date | NONE |

| | |
|-------------|---|
| Word Mark | HABITAT FOR HUMANITY |
| Design Mark |  |

| | |
|---------------------|--|
| Description of Mark | NONE |
| Goods/Services | <p>Class 016. First use: First Use: 1977/00/00 First Use In Commerce: 1977/00/00 series of books featuring inspiration essays about building a fulfilling and productive life and a series of books on the history of the applicant and its work around the world</p> <p>Class 025. First use: First Use: 1995/00/00 First Use In Commerce: 1995/00/00 Shirts, sweaters, pants, shorts, coats and jackets, footwear, caps, hats, bandanas, children's cloth eating bibs, coveralls, foul weather gear, gloves, hat bands, head bands, headwear, infantwear, jumpers, kerchiefs, loungewear, neckerchiefs, neckties, neckwear, overalls, pajamas, pocket squares, rainwear, scarves, sleepwear, socks, sweat bands, sweat suits, ties, tracksuits, uniforms, vests, visors, warm-up suits and wrist bands</p> |

| | | | |
|-----------------------|------------|-----------------------|------------|
| U.S. Registration No. | 1473529 | Application Date | 05/18/1987 |
| Registration Date | 01/19/1988 | Foreign Priority Date | NONE |

| | |
|---------------------|--|
| Word Mark | HABITAT FOR HUMANITY |
| Design Mark | |
| Description of Mark | NONE |
| Goods/Services | Class 037. First use: First Use: 1975/10/00 First Use In Commerce: 1975/10/00 RENOVATION AND CONSTRUCTION OF RESIDENTIAL HOUSING FOR THE NEEDY |

| | | | |
|-----------------------|------------|-----------------------|------------|
| U.S. Registration No. | 3370179 | Application Date | 07/09/2004 |
| Registration Date | 01/15/2008 | Foreign Priority Date | NONE |

| | |
|-----------|----------------------|
| Word Mark | HABITAT FOR HUMANITY |
|-----------|----------------------|

| | |
|---------------------|--|
| Design Mark |  |
| Description of Mark | The mark consists of three figures forming a house with the words HABILAT FOR HUMANITY below the design. |
| Goods/Services | Class 025. First use: First Use: 2005/05/02 First Use In Commerce: 2005/05/02 Shirts, jackets, caps, hats, children's cloth eating bibs, headwear, infantwear, rainwear, visors Class 036. First use: First Use: 2005/05/02 First Use In Commerce: 2005/05/02 Charitable fund raising services and mortgage lending services Class 037. First use: First Use: 2005/05/02 First Use In Commerce: 2005/05/02 Renovation and construction of residential housing |

| | | | |
|-----------------------|------------|-----------------------|------------|
| U.S. Registration No. | 3340897 | Application Date | 07/09/2004 |
| Registration Date | 11/20/2007 | Foreign Priority Date | NONE |

| | |
|-----------|----------------------|
| Word Mark | HABILAT FOR HUMANITY |
|-----------|----------------------|

| | |
|-------------|--|
| Design Mark |  |
|-------------|--|

| | |
|---------------------|--|
| Description of Mark | The mark consists of three figures forming a house with the words HABILAT FOR HUMANITY adjacent to the design. |
|---------------------|--|

| | |
|----------------|--|
| Goods/Services | Class 025. First use: First Use: 2005/05/02 First Use In Commerce: 2005/05/02 Shirts, jackets, caps, hats, children's cloth eating bibs, headwear, infantwear, rainwear, visors Class 036. First use: First Use: 2005/05/02 First Use In Commerce: 2005/05/02 Charitable fund raising services and mortgage lending services Class 037. First use: First Use: 2005/05/02 First Use In Commerce: 2005/05/02 Renovation and construction of residential housing |
|----------------|--|

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|-------------|--|
| Attachments | 78462748#TMSN.jpeg (1 page)(bytes) 78448424#TMSN.gif (1 page)(bytes) 78448417#TMSN.gif (1 page)(bytes) |
|-------------|--|

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|--|--|
| | HFHI Opp.pdf (16 pages)(148765 bytes) |
|--|--|

Certificate of Service

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

| | |
|-----------|-----------------|
| Signature | /Laura Miller/ |
| Name | Laura C. Miller |
| Date | 01/04/2011 |

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

| | | |
|----------------------|---|-----------------------------|
| HABITAT FOR HUMANITY |) | |
| INTERNATIONAL, INC., |) | In re Serial No. 77/845,970 |
| |) | |
| Opposer, |) | Mark: HUMANS FOR HABITATS |
| |) | |
| v. |) | Opposition No. _____ |
| |) | |
| KEVIN FLYNN, |) | |
| |) | |
| Applicant. |) | |

NOTICE OF OPPOSITION

Opposer Habitat for Humanity International, Inc. (“Opposer” or “Habitat for Humanity”), a Georgia non-profit organization with a principal place of business at 270 Peachtree Street NW, Suite 1300, Atlanta, Georgia 30303, believes it will be damaged by registration to Applicant Kevin Flynn (“Applicant”) of the mark HUMANS FOR HABITATS for use in connection with “tee shirts” in International Class 25, as shown in U.S. Trademark Application Serial No. 77/845,970 and published in the *Official Gazette* on September 7, 2010 (the “HUMANS FOR HABITATS Mark”), and hereby opposes same.

As grounds for this opposition to registration of the HUMANS FOR HABITATS Mark, Opposer alleges the following:

FACTS COMMON TO ALL GROUNDS FOR OPPOSITION

1. Opposer is an ecumenical Christian housing ministry whose mission is to address the problems of poverty and homelessness and make decent shelter a matter of public action.

2. Opposer is a worldwide, grassroots movement that has a presence in more than eighty countries, including over 1,500 affiliates in all fifty states of the United States, the District of Columbia, Guam, and Puerto Rico. For the past thirty years, Opposer and its affiliates have invested a substantial amount of time, effort, and money in promoting the internationally famous and well-known Habitat For Humanity organization.

3. Beginning in the 1970s, more than thirty years prior to the October 9, 2009 filing date of Applicant's application, Opposer's predecessors-in-interest started Habitat for Humanity to provide affordable housing to families in need. Since its start in the 1970s, Opposer has helped to build more than 350,000 houses worldwide, providing more than 1,750,000 people with homes.

4. Opposer recruits volunteers to work with future homeowners to build or renovate homes. The homes are sold to families for zero profit and Opposer assists its homeowners with down payments and offers financing through affordable loans. The homeowners' monthly mortgage payments are used to build additional houses through Habitat for Humanity.

5. Opposer also widely promotes its mission through generous donations and fundraising efforts among its affiliates. Opposer raises money from a variety of sources including individual donations, planned giving, corporate sponsorships, and governmental and non-profit grants and partnerships. Opposer has hundreds of corporate partners, including numerous Fortune 500 companies such as Bank of America, Delta Air Lines, Cisco Systems, CitiBank, Dow Chemical Company, The Home Depot, and State Farm Mutual Insurance Company, among many others. Many of these companies donate employee time and other goods and services, in addition to monetary contributions.

6. Opposer offers numerous goods, including apparel items, to the public under its HABITAT FOR HUMANITY Marks. Consumers may purchase, among other things, tee-shirts, hats, sweat shirts and polo shirts bearing the HABITAT FOR HUMANITY Marks at the Habitat Store at www.habitatstoreonline.com.

7. Since well before Applicant’s actual or constructive first use of Applicant’s HUMANS FOR HABITATS Mark, Opposer has continuously used, and presently uses, the mark HABITAT FOR HUMANITY, either alone or with design elements (collectively the “HABITAT FOR HUMANITY Marks”), in interstate commerce throughout the United States in connection with Opposer’s goods and services.

8. Opposer owns the following registrations for the HABITAT FOR HUMANITY Marks on the Principal Register of the United States Patent and Trademark Office, together with all right, title and interest in the marks shown therein, and all of the business and goodwill represented thereby (collectively the “HABITAT FOR HUMANITY Registrations”):

| Mark | Goods & Services | Date of First Use/ Priority Date |
|--|---|---|
| HABITAT FOR HUMANITY Reg. No. 2169719 | Charitable fund raising services, in International Class 36 | Aug. 18, 1997 |

| | | |
|---|---|---------------------|
| <p>HABITAT FOR HUMANITY Reg. No. 2976273</p> | <p>Series of books featuring inspiration essays about building a fulfilling and productive life and a series of books on the history of the applicant and its work around the world, in International Class 16; and</p> <p>Shirts, sweaters, pants, shorts, coats and jackets, footwear, caps, hats, bandanas, children's cloth eating bibs, coveralls, foul weather gear, gloves, hat bands, head bands, headwear, infantwear, jumpers, kerchiefs, loungewear, neckerchiefs, neckties, neckwear, overalls, pajamas, pocket squares, rainwear, scarves, sleepwear, socks, sweat bands, sweat suits, ties, tracksuits, uniforms, vests, visors, warm-up suits and wrist bands, in International Class 25</p> | <p>Aug. 5, 2004</p> |
| <p>HABITAT FOR HUMANITY Reg. No. 1473529</p> | <p>Renovation and construction of residential housing for the needy, in International Class 37</p> | <p>October 1975</p> |
| <p>HABITAT FOR HUMANITY (& Design) Reg. No. 3370179</p> | <p>Shirts, jackets, caps, hats, children's cloth eating bibs, headwear, infantwear, rainwear, visors, in International Class 25;</p> <p>Charitable fund raising services and mortgage lending services, in International Class 36; and</p> <p>Renovation and construction of residential housing in International Class 37</p> | <p>July 9, 2004</p> |
| <p>HABITAT FOR HUMANITY (& Design) Reg. No. 3340897</p> | <p>Shirts, jackets, caps, hats, children's cloth eating bibs, headwear, infantwear, rainwear, visors, in International Class 25;</p> <p>Charitable fund raising services and mortgage lending services, in International Class 36; and</p> <p>Renovation and construction of residential housing in International Class 37</p> | <p>July 9, 2004</p> |

Pursuant to 37 C.F.R. § 2.122(d), true and correct copies of these registrations are attached hereto as **Exhibit A**, and thus form part of the evidentiary record.

9. Over the course of the past thirty years, Opposer and its predecessors have expended considerable sums of money and effort into developing international brand recognition for its HABITAT FOR HUMANITY Marks.

10. As a result of widespread advertising and promotion by Opposer and its predecessors, Opposer's HABITAT FOR HUMANITY Marks acquired a high degree of recognition, fame, and distinctiveness as symbols of the high quality products and services offered by Opposer prior to the filing date of Applicant's application. The public and trade are familiar with and identify the HABITAT FOR HUMANITY Marks with Opposer and, by reason of this identification, goods and services associated with the HABITAT FOR HUMANITY Marks are understood by the public and trade to be produced, marketed, and supplied under Opposer's authority, or otherwise derived from Opposer.

11. Opposer's HABITAT FOR HUMANITY Marks are important factors employed by the public in identifying the source of Opposer's products and services and are distinctive of those products and services. As a result of their fame and notoriety, Opposer's HABITAT FOR HUMANITY Marks are entitled to a broad scope of protection.

12. On October 9, 2009, Applicant filed U.S. Trademark Application Serial No. 77/845,970 to register the HUMANS FOR HABITATS Mark on the Principal Register, which was published for opposition for "tee shirts" in International Class 25.

GROUND I – LIKELIHOOD OF CONFUSION

13. Opposer hereby incorporates by reference the allegations of Paragraphs 1 through 12 hereof as if fully set forth herein.

14. Applicant's HUMANS FOR HABITATS Mark is confusingly similar in sight, sound, and commercial impression to the previously used, well-known, and famous HABITAT FOR HUMANITY Marks.

15. By the application opposed herein, Applicant seeks to register the HUMANS FOR HABITATS Mark for "tee shirts." The goods identified in the subject application for the HUMANS FOR HABITATS Mark are identical to, overlap with, or are highly related to goods on which the HABITAT FOR HUMANITY Marks have been previously used and for which the HABITAT FOR HUMANITY Marks have been registered.

16. Applicant's HUMANS FOR HABITATS Mark is merely a juxtaposition of dominant elements of the HABITAT FOR HUMANITY Marks. The HUMANS FOR HABITATS Mark is confusingly similar in sight, sound, and commercial impression to the previously used and registered marks shown in the HABITAT FOR HUMANITY Registrations. Based on the similarities of the marks and the goods and services, the public is likely to be confused into believing that Applicant's goods, as offered under the HUMANS FOR HABITATS Mark, emanate from Opposer, or are authorized, licensed, endorsed, or sponsored by Opposer.

17. Applicant's HUMANS FOR HABITATS Mark, when used in connection with Applicant's goods as identified in the subject application, so resembles Opposer's previously used HABITAT FOR HUMANITY Marks as to be likely to cause confusion, to cause mistake, and/or to deceive members of the public concerning an affiliation, connection, association or sponsorship with the source of goods and services offered under the HABITAT FOR HUMANITY Marks, in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d), with consequent injury to Opposer, the public, and the trade.

18. Applicant's HUMANS FOR HABITATS Mark, when used in connection with Applicant's goods as identified in the subject application, so resembles the marks shown in the previously registered HABITAT FOR HUMANITY Registrations as to be likely to cause confusion, to cause mistake, and/or to deceive members of the public concerning an affiliation, connection, association or sponsorship with the source of goods and services offered under the HABITAT FOR HUMANITY Marks as shown in the HABITAT FOR HUMANITY Registrations, in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d), with consequent injury to Opposer, the public, and the trade.

19. Pursuant to Section 13(a) of the Lanham Act, 15 U.S.C. § 1063(a), Opposer believes it will be damaged by registration of Applicant's HUMANS FOR HABITATS Mark in that members of the purchasing public and/or the trade are likely to be confused or mistaken that Applicant's goods offered under Applicant's HUMANS FOR HABITATS Mark originate from Opposer, or from the same source as goods offered under Opposer's famous HABITAT FOR HUMANITY Marks and/or the registered marks shown in the HABITAT FOR HUMANITY Registrations, or that such goods of Applicant are sponsored by, endorsed by, or affiliated with the source of goods offered under the HABITAT FOR HUMANITY Marks and/or the registered marks shown in the HABITAT FOR HUMANITY Registrations. Such likelihood of confusion results in damage to the goodwill among purchasers and the trade that the HABITAT FOR HUMANITY Marks symbolize. Registration of Applicant's HUMANS FOR HABITATS Mark will support and assist Applicant in the confusing and misleading use of Applicant's HUMANS FOR HABITATS Mark, and, in addition, will give color and exclusive statutory right to Applicant in violation and derogation of the prior and superior rights of Opposer.

GROUND II – DILUTION OF THE FAMOUS HABITAT FOR HUMANITY MARKS

20. Opposer hereby incorporates by reference the allegations of Paragraphs 1 through 19 hereof as if fully set forth herein.

21. Because of the high degree of inherent and acquired distinctiveness of the HABITAT FOR HUMANITY Marks, the length of time and extent to which Opposer has used the HABITAT FOR HUMANITY Marks, the vast advertising and publicity the HABITAT FOR HUMANITY Marks have received, the national and international trading area in which the HABITAT FOR HUMANITY Marks are used, the wide recognition of the HABITAT FOR HUMANITY Marks by the general consuming public, and the numerous registrations for the HABITAT FOR HUMANITY Marks as shown in the HABITAT FOR HUMANITY Registrations, the designation “HABITAT FOR HUMANITY” is a famous mark pursuant to 15 U.S.C. § 1125(c)(1), and the designation “HABITAT FOR HUMANITY” became a famous mark long before Applicant’s first use, actual or constructive, of Applicant’s HUMANS FOR HABITAT Mark opposed herein.

22. Registration of Applicant’s HUMANS FOR HABITAT Mark for use in connection with “tee shirts” would whittle away, disperse, and blur in the mind of the consuming public and the trade the identity of the HABITAT FOR HUMANITY Marks in relation to Opposer, thereby lessening the capacity of Opposer’s famous HABITAT FOR HUMANITY Marks to identify and distinguish Opposer’s goods and services offered thereunder. Any use in commerce by Applicant of Applicant’s HUMANS FOR HABITATS Mark would suggest an association arising from the similarity between Applicant’s HUMANS FOR HABITATS Mark and the HABITAT FOR HUMANITY Marks that would impair the distinctiveness of the HABITAT FOR HUMANITY Marks.

23. Additionally, if the quality of the goods offered under Applicant's HUMANS FOR HABITATS Mark were of poor quality, any use by Applicant of Applicant's HUMANS FOR HABITATS Mark would likely tarnish the invaluable goodwill and reputation symbolized by the HABITAT FOR HUMANITY Marks. Thus, any use by Applicant of Applicant's HUMANS FOR HABITATS Mark would be likely to cause dilution of the famous HABITAT FOR HUMANITY Marks, in violation of 15 U.S.C. §§ 1052, 1125(c) and 1127.

24. Pursuant to Section 13(a) of the Lanham Act, 15 U.S.C. § 1063(a), Opposer believes it will be damaged by registration of Applicant's HUMANS FOR HABITATS Mark because such registration will support and assist Applicant in its diluting use of Applicant's HUMANS FOR HABITATS Mark sought to be registered, and will give color and exclusive statutory right to Applicant, in violation and derogation of the prior and superior statutory and common law rights of Opposer.

WHEREFORE, Opposer requests that registration of Applicant's HUMANS FOR HABITATS Mark, as shown in Application Serial No. 77/845,970 be refused.

Dated: January 4, 2011

Respectfully submitted,

/s/ *Laura Miller*

William M. Bryner

Laura C. Miller

Attorneys for Opposer

Habitat for Humanity International, Inc.

KILPATRICK TOWNSEND & STOCKTON LLP
1001 West Fourth Street
Winston-Salem, NC 27101
Telephone: (336) 607-7300

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

| | | |
|----------------------|---|----------------------------|
| HABITAT FOR HUMANITY |) | |
| INTERNATIONAL, INC., |) | In re Serial No. 77/845970 |
| |) | |
| Opposer, |) | Mark: HUMANS FOR HABITATS |
| |) | |
| v. |) | Opposition No. _____ |
| |) | |
| KEVIN FLYNN, |) | |
| |) | |
| Applicant. |) | |

CERTIFICATE OF SERVICE

This is to certify that the foregoing Notice of Opposition was served on Applicant by depositing a copy in the United States mail as first-class mail, postage pre-paid, addressed as follows:

W. David Shenk, Esq.
Whyte Hirschboeck Dudek S.C.
Suite 300
33 East Main Street
Madison, WI 53703-4655

This 4th day of January, 2011.

/Laura Miller/
Laura Miller
KILPATRICK TOWNSEND & STOCKTON LLP
1001 West Fourth Street
Winston-Salem, NC 27101
Telephone: (336) 607-7300

EXHIBIT A
(Trademark Registrations)

Int. Cl.: 36

Prior U.S. Cls.: 100, 101 and 102

Reg. No. 2,169,719

United States Patent and Trademark Office

Registered June 30, 1998

**SERVICE MARK
PRINCIPAL REGISTER**

HABITAT FOR HUMANITY

**HABITAT FOR HUMANITY INTERNATIONAL,
INC. (GEORGIA NONPROFIT CORPORATION)
121 HABITAT STREET
AMERICUS, GA 31709**

**FIRST USE 10-0-1975; IN COMMERCE
10-0-1975.**

OWNER OF U.S. REG. NO. 1,473,529.

SER. NO. 75-342,796, FILED 8-18-1997.

**FOR: CHARITABLE FUND RAISING SERVICES,
IN CLASS 36 (U.S. CLS. 100, 101 AND 102).**

TRICIA SONNEBORN, EXAMINING ATTORNEY

Int. Cls.: 16 and 25

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 39 and 50

United States Patent and Trademark Office

Reg. No. 2,976,273

Registered July 26, 2005

**TRADEMARK
PRINCIPAL REGISTER**

**HABITAT FOR
HUMANITY**

HABITAT FOR HUMANITY INTERNATIONAL,
INC. (GEORGIA NON-PROFIT ORGANIZA-
TION)

121 HABITAT STREET
AMERICUS, GA 31709

FOR: SERIES OF BOOKS FEATURING INSPIRA-
TION ESSAYS ABOUT BUILDING A FULFILLING
AND PRODUCTIVE LIFE AND A SERIES OF
BOOKS ON THE HISTORY OF THE APPLICANT
AND ITS WORK AROUND THE WORLD, IN CLASS
16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 0-0-1977; IN COMMERCE 0-0-1977.

FOR: SHIRTS, SWEATERS, PANTS, SHORTS,
COATS AND JACKETS, FOOTWEAR, CAPS, HATS,
BANDANAS, CHILDREN'S CLOTH EATING BIBS,
COVERALLS, FOUL WEATHER GEAR, GLOVES,
HAT BANDS, HEAD BANDS, HEADWEAR, IN-
FANTWEAR, JUMPERS, KERCHIEFS, LOUNGE-

WEAR, NECKERCHIEFS, NECKTIES,
NECKWEAR, OVERALLS, PAJAMAS, POCKET
SQUARES, RAINWEAR, SCARVES, SLEEPWEAR,
SOCKS, SWEAT BANDS, SWEAT SUITS, TIES,
TRACKSUITS, UNIFORMS, VESTS, VISORS,
WARM-UP SUITS AND WRIST BANDS, IN CLASS
25 (U.S. CLS. 22 AND 39).

FIRST USE 0-0-1995; IN COMMERCE 0-0-1995.

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

OWNER OF U.S. REG. NOS. 1,473,529 AND
2,169,719.

SER. NO. 78-462,748, FILED 8-5-2004.

ELLEN B. AWRICH, EXAMINING ATTORNEY

Int. Cl.: 37

Prior U.S. Cl.: 103

United States Patent and Trademark Office

Reg. No. 1,473,529

Registered Jan. 19, 1988

**SERVICE MARK
PRINCIPAL REGISTER**

HABITAT FOR HUMANITY

HABITAT FOR HUMANITY, INC. (GEORGIA
CORPORATION)
HABITAT AND CHURCH STREETS
AMERICUS, GA 31709

FIRST USE 10-0-1975; IN COMMERCE
10-0-1975.

SER. NO. 661,630, FILED 5-18-1987.

FOR: RENOVATION AND CONSTRUCTION
OF RESIDENTIAL HOUSING FOR THE
NEEDY, IN CLASS 37 (U.S. CL. 103).

R. ELLSWORTH WILLIAMS, EXAMINING AT-
TORNEY

Int. Cls.: 25, 36, and 37

Prior U.S. Cls.: 22, 39, 100, 101, 102, 103, and 106

United States Patent and Trademark Office

Reg. No. 3,370,179

Registered Jan. 15, 2008

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**



HABITAT FOR HUMANITY INTERNATIONAL,
INC. (GEORGIA NON-PROFIT CORPORATION)

121 HABITAT STREET
AMERICUS, GA 31709

FOR: SHIRTS, JACKETS, CAPS, HATS, CHILDREN'S CLOTH EATING BIBS, HEADWEAR, INFANTWEAR, RAINWEAR, VISORS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 5-2-2005; IN COMMERCE 5-2-2005.

FOR: CHARITABLE FUND RAISING SERVICES AND MORTGAGE LENDING SERVICES, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 5-2-2005; IN COMMERCE 5-2-2005.

FOR: RENOVATION AND CONSTRUCTION OF RESIDENTIAL HOUSING, IN CLASS 37 (U.S. CLS. 100, 103 AND 106).

FIRST USE 5-2-2005; IN COMMERCE 5-2-2005.

OWNER OF U.S. REG. NOS. 1,473,529 AND 2,169,719.

THE MARK CONSISTS OF THREE FIGURES FORMING A HOUSE WITH THE WORDS HABITAT FOR HUMANITY BELOW THE DESIGN.

SN 78-448,424, FILED 7-9-2004.

ELLEN B. AWRICH, EXAMINING ATTORNEY

Int. Cls.: 25, 36, and 37

Prior U.S. Cls.: 22, 39, 100, 101, 102, 103, and 106

United States Patent and Trademark Office

Reg. No. 3,340,897

Registered Nov. 20, 2007

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**



HABITAT FOR HUMANITY INTERNATIONAL,
INC. (GEORGIA NON-PROFIT CORPORATION)
121 HABITAT STREET
AMERICUS, GA 31709

FOR: SHIRTS, JACKETS, CAPS, HATS, CHILDREN'S CLOTH EATING BIBS, HEADWEAR, INFANTWEAR, RAINWEAR, VISORS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 5-2-2005; IN COMMERCE 5-2-2005.

FOR: CHARITABLE FUND RAISING SERVICES AND MORTGAGE LENDING SERVICES, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 5-2-2005; IN COMMERCE 5-2-2005.

FOR: RENOVATION AND CONSTRUCTION OF RESIDENTIAL HOUSING, IN CLASS 37 (U.S. CLS. 100, 103 AND 106).

FIRST USE 5-2-2005; IN COMMERCE 5-2-2005.

OWNER OF U.S. REG. NOS. 1,473,529 AND 2,169,719.

THE MARK CONSISTS OF THREE FIGURES FORMING A HOUSE WITH THE WORDS HABITAT FOR HUMANITY ADJACENT TO THE DESIGN.

SN 78-448,417, FILED 7-9-2004.

ELLEN B. AWRICH, EXAMINING ATTORNEY