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

Proceeding	91211392
Party	Plaintiff Hallmark Licensing, LLC
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Date	02/27/2015
Attachments	Motion for Leave to File Consolidated and Amended Notice of Opposition.pdf(197526 bytes ) Exhibit A to the Motion - Proposed Consolidated and Amended Notice.pdf(650802 bytes ) Exhibit 1 to Consolidated and Amended Notice.PDF(616795 bytes ) Exhibit 2 to Consolidated and Amended Notice.PDF(418347 bytes ) Exhibit 3 to Consolidated and Amended Notice.PDF(648746 bytes ) Exhibit 4 to Consolidated and Amended Notice.pdf(2780063 bytes )

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

Hallmark Licensing, LLC	)	
Opposer,	)	
	)	
v.	)	<b>Parent Opposition No.: 91211392</b>
	)	Opposition No.: 91215884
Hallmark Industries, Inc.	)	
Applicant.	)	

**MOTION FOR LEAVE TO FILE CONSOLIDATED AND  
AMENDED NOTICE OF OPPOSITION**

Hallmark Licensing, LLC moves for leave to file a Consolidated and Amended Notice of Opposition applicable to both Parent Opposition No. 91211392 and Opposition No. 91215884. The proposed Consolidated and Amended Notice of Opposition is attached as Exhibit A. The amendments are based in part on new facts that have developed between the time of filing the original notices of opposition and the reinstatement and consolidation of the opposition proceedings by the Board on January 29, 2015. The proposed Consolidated and Amended Notice also amplifies and aligns the grounds for opposition against both the HALLMARK and HALLMARK925 applications. The amendments do not include counts opposing new goods as all of the goods in both applications were opposed in the original pleadings. The amendments will not prejudice any party as the discovery period has not yet opened.

**I.    FACTS**

1.    Hallmark Licensing is the owner and licensor of the iconic HALLMARK brand and related marks.
  
2.    Hallmark Licensing timely opposed U.S. Application Serial No. 77/457,422 for HALLMARK on July 3, 2013 with respect to all the goods (Opposition No. 91211392). The

original opposition notice was based on a likelihood of confusion with and dilution of Hallmark Licensing's famous HALLMARK mark.

3. Hallmark Licensing also timely opposed U.S. Application Serial No. 77/666,333 for HALLMARK925 on April 14, 2014 with respect to all the goods (Opposition No. 91215884). The original notice of opposition was based on a likelihood of confusion with Hallmark Licensing's HALLMARK mark and variations thereof, dilution of Hallmark Licensing's famous HALLMARK mark, fraud committed by the applicant during prosecution of the application, and wrongful ownership.

4. Hallmark Industries Inc. is the applicant for both of the opposed applications.

5. In December 2013, Hallmark Licensing and its parent company, Hallmark Cards, Incorporated, filed a Complaint against Hallmark Industries in the U.S. District Court for the Western District of Arkansas. A First Amended Complaint was filed on March 14, 2014.

6. On June 23, 2014, Hallmark Licensing, with the consent of Hallmark Industries, filed a motion to suspend the opposition proceedings concerning the HALLMARK and HALLMARK925 marks until final resolution of the related civil suit between the parties. The Board granted the motion and suspended both oppositions on July 15, 2014.

7. As part of the related civil suit, Hallmark Licensing deposed Pradip Jain, the president and registered agent for Hallmark Industries. During the deposition, Pradip Jain testified regarding the ownership and operation of the prior owner of record for HALLMARK RINGS and HALLMARK DIAMONDS, Diastar, Inc., Diastar's bankruptcy proceedings, the reason for the transfer of the HALLMARK RINGS and HALLMARK DIAMONDS marks and applications from Diastar to Pradip Jain's wife and sister-in-law, and the formation of Hallmark Industries.

8. On August 8, 2014, Rosenthal & Rosenthal, Inc., an asset-based lender and secured creditor of Diastar, foreclosed on its security interest in the HALLMARK RINGS and HALLMARK DIAMONDS marks pursuant to Article 9 of the Uniform Commercial Code.

9. Hallmark Licensing bought all right, title, and interest, together with the goodwill, in the HALLMARK RINGS and HALLMARK DIAMONDS marks and registrations (which had been cited against the opposed marks) at the foreclosure sale. The trademark assignment from Rosenthal to Hallmark Licensing was recorded in the Trademark Office on August 27, 2014.

10. Upon Hallmark Licensing's purchase of the HALLMARK RINGS and HALLMARK DIAMONDS marks, the civil suit was dismissed without prejudice on September 5, 2014.

11. The Board reinstated and consolidated the opposition proceedings relating to the HALLMARK and HALLMARK925 marks under Parent Opposition No. 91211392 on January 29, 2015.

## **II. ARGUMENT**

An opposition notice or complaint may be amended in the same manner and to the same extent as in a civil action in a United States district court, meaning leave must be freely given when justice so requires. *See* 37 C.F.R. § 2.107; Fed. R. Civ. P 15(a). "[T]he Board liberally grants leave to amend pleadings at any stage of a proceeding when justice so requires, unless entry of the proposed amendment would violate settled law or be prejudicial to the rights of the adverse party or parties." TBMP § 507.02; *see also Boral Ltd. v. FMC Corp.*, 59 USPQ2d 1701, 1702 (TTAB 2000). Proposed amendments to an opposition complaint filed under Section 1 of the Trademark Act may include a claim other than those stated in the original complaint, may include a claim based on a registration acquired by the plaintiff after the filing date of the original complaint, or may simply amplify allegations already set forth in the original complaint.

*See* TBMP §507.02; *Hurley International LLC v. Volta*, 82 USPQ2d 1339, 1341 (TTAB 2007) (fraud claim added); *Van Dyne-Crotty Inc. v. Wear-Guard Corp.*, 926 F.2d 1156, 17 USPQ2d 1866, 1867 (Fed. Cir. 1991) (amendment to add later-acquired registration to tack on prior owner's use); *Avedis Zildjian Co. v. D.H. Baldwin Co.*, 180 USPQ 539, 541 (TTAB 1973) (allegation amplified).

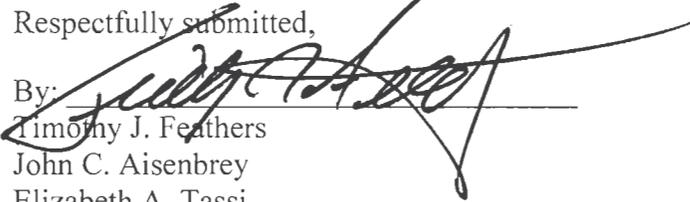
The amendments Hallmark Licensing proposes in the attached Consolidated and Amended Notice: (i) amplify the grounds for finding a likelihood of confusion or dilution by specifically referencing the expansive rights Hallmark Licensing owns in the famous HALLMARK mark and related family of marks and by asserting the rights it acquired in the HALLMARK RINGS and HALLMARK DIAMONDS marks between the time the original complaints were filed and the instant proceedings resumed; (ii) amplify the grounds for finding fraud during prosecution of the HALLMARK925 mark based on false statements of common ownership with the cited marks, add a count for fraud during prosecution of the HALLMARK mark based on false statements of common ownership with the cited marks, add a count for fraud during prosecution of the HALLMARK925 mark based on a false description of goods, and add a count for fraud during prosecution of both marks based on false declarations indicating lack of knowledge of others with prior rights in identical and near identical marks; (iii) add a count for no *bona fide* use of the marks on all the goods listed as of their application filing dates; and (iv) add a count for abandonment of both marks.

Hallmark Industries will not be prejudiced by the requested amendments. Discovery has not yet opened, and Hallmark Licensing did not delay in bringing this motion for leave to amend. The proceedings were reinstated and consolidated less than a month ago and the ongoing dispute between the parties (both before the Board and in federal court) has adequately notified Hallmark

Industries of the types of issues now being specifically alleged in the Consolidated and Amended Notice. There has also been an important change in ownership of the HALLMARK RINGS and HALLMARK DIAMONDS registrations, and the deposition of Pradip Jain revealed additional facts pertinent to the amplified and newly added counts for fraud, nonuse, and abandonment.

Accordingly, Hallmark Licensing should be granted leave to file its proposed Consolidated and Amended Notice of Opposition.

Respectfully submitted,

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**CERTIFICATE OF SERVICE**

I hereby certify this correspondence is being sent to the TTAB via the Electronic System for Trademark Trials and Appeals (ESTTA) on this 27<sup>th</sup> day of February 2015, and a copy of this paper has been served upon counsel for Applicant as follows:

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Timothy J. Feathers  
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# **EXHIBIT A**

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

Hallmark Licensing, LLC	)	
Opposer,	)	
	)	
v.	)	<b>Parent Opposition No.: 91211392</b>
	)	Opposition No.: 91215884
Hallmark Industries, Inc.	)	
Applicant.	)	

**CONSOLIDATED AND AMENDED NOTICE OF OPPOSITION**

Hallmark Licensing, LLC, a wholly owned subsidiary of Hallmark Cards, Incorporated, is the owner of the iconic HALLMARK brand. Hallmark Licensing will be damaged by the registration of HALLMARK and HALLMARK925 in the name of Hallmark Industries Inc., an unrelated and unauthorized entity. Hallmark Licensing opposes registration of the HALLMARK and HALLMARK925 marks because they are confusingly similar to and likely to dilute Hallmark Licensing's rights in HALLMARK, and because Hallmark Industries has resorted to fraud and false statements in an attempt to procure registrations for the opposed marks.

**PRELIMINARY STATEMENT**

An introduction of the key individuals and companies may assist in understanding the specific allegations that follow. Pradip Jain (together with his brother Pramod) owned and operated a jewelry business under the name Diastar, Inc. Rosenthal & Rosenthal, Inc. (Diastar's creditor) had a perfected security interest in all of Diastar's assets including intellectual property such as the HALLMARK RINGS and HALLMARK DIAMONDS marks, which are a key focus of this case. In 2008, Diastar filed for bankruptcy reorganization under Chapter 11. Then immediately on the heels of Diastar's bankruptcy filing, Pradip Jain (together with his wife and sister-in-law) formed a new corporation, Hallmark Industries Inc., to continue to conduct the

same business, with the same customers, using essentially the same trademarks as those owned by the bankrupt Diastar, all in violation of Diastar's fiduciary duties to its creditors and the bankruptcy court. Of particular importance in this opposition proceeding, less than five weeks prior to the bankruptcy filing, Diastar had secretly assigned its HALLMARK RINGS and HALLMARK DIAMONDS marks to his wife and sister-in-law and withheld the existence of the assignment from the Trademark Office, the creditor, and the bankruptcy court. Moreover, as vice-president of Diastar and president of Hallmark Industries, Pradip Jain repeatedly lied to the Trademark Office during prosecution of the opposed HALLMARK and HALLMARK925 marks as he illegally attempted to shield and maneuver assets away from the bankruptcy estate and into his new company.

## **BACKGROUND FACTS**

### **The Iconic HALLMARK Brand**

1. Hallmark Licensing is the owner and licensor of the famous HALLMARK mark, which has been in continuous use since at least as early as 1925. Hallmark Licensing owns a number of federal registrations for the word mark and variations of the familiar design mark, , for use in conjunction with goods and services such as greeting cards (Reg. Nos. 525798 and 380596); holiday pins, home décor items, party items, and books (Reg. Nos. 2457248, 2469521, 2469522, 864077, and 916900); Christmas decorations (Reg. Nos. 3634799 and 4629370); writing instruments (Reg. No. 842461); gift wrap products, invitations, announcements, and retail displays (Reg. Nos. 654790, 651511, 657441, and 787169); toys and games (Reg. No. 821931); candles (Reg. No. 829008); television broadcasting services (Reg. No. 2825717); and retail store services featuring greeting cards, gifts, and collectibles (Reg. Nos. 2087803, 3683187, and 3683188). The referenced registrations for HALLMARK and variations

of the design mark are made of record, and TSDR screenshots showing current status and title are attached as Exhibit 1. Each of these registrations claims a date of first use prior to the 2008 dates of first use in the opposed applications.

2. Hallmark Licensing also owns a number of registrations that share the common element HALLMARK for use in conjunction with good and services such as jewelry (Reg. Nos. 3898292 and 3898293); greeting cards, gift wrap products, and calendars (Reg. Nos. 1961669, 2109843, 3463878, 701842, 3060925, 3198904, and 2776873); flowers and floral gifts (Reg. No. 1689626); tabletop decorations (Reg. No. 4237603); Christmas tree ornaments (Reg. Nos. 4267408 and 3529961); computer software (Reg. No. 2518611); retail store services featuring greeting cards, gifts, collectibles, party items, and personalized products (Reg. Nos. 2086082, 2087804 and 2204473); television and motion picture production services (Reg. No. 2057271); television and radio programs (Reg. No. 674750); entertainment services (Reg. No. 3463879); and computer services (Reg. No. 2555885). The referenced registrations for marks that share the common element HALLMARK are made of record, and TSDR screenshots showing current status and title are attached as Exhibit 2. Each of these registrations claims a date of first use prior to the 2008 dates of first use in the opposed applications.

3. In addition to the registrations listed in paragraphs 1 and 2, Hallmark Licensing also owns 34 additional registrations and applications for marks that are comprised of or incorporate the common element HALLMARK and are used or intended for use in conjunction with goods and services such as cuff links, jewelry, tie pins, greeting cards, home décor items, keychains, gift wrap products, magnets, holiday decorations, computer applications, drinking glasses, tote bags, purses, apparel, picture frames, storage containers, printing services, multimedia entertainment services, communication services. These additional registrations and

applications evidence Hallmark Licensing's natural, continued brand expansion since the alleged first use of the opposed marks by Hallmark Industries in 2008. Evidence of these registrations and applications are attached as Exhibit 3.

4. In addition to the rights evidenced by the registrations and applications identified in paragraphs 1, 2, and 3, Hallmark Licensing is the owner of common law trademark rights in HALLMARK and other marks that share the common element HALLMARK, which rights predate the filing dates of the opposed applications and the 2008 dates of first use on which the applications are based. These common law rights include the use of HALLMARK on jewelry, specifically including but not limited to gold-filled pins, gold-filled tie tacks, rhodium plated necklaces, vermeil pins, pewter pendants, sterling silver chains, gold-filled charms, lapel pins, cameo-style pins, lead crystal pendants, necklaces, bracelets, earrings, charms, and wrist watches. Examples of such use are attached as Exhibit 4.

5. Through use of the marks identified in paragraphs 1 through 4 above, Hallmark Licensing has also developed rights in a family of HALLMARK marks, which rights predate the filing dates of the opposed applications and the 2008 dates of first use on which the applications are based.

6. The marks and associated registered and common law rights described in paragraphs 1 through 5 may be collectively referred to as the "HALLMARK Marks."

7. Over the last 90 years, Hallmark Licensing and its predecessors in interest and authorized licensees have expended an extraordinary amount of time, money, and effort marketing, promoting, and advertising the wide variety of goods and services mentioned above in connection with the HALLMARK Marks.

8. By virtue of the nine decades of manufacture, distribution, sale, promotion, and advertising of goods and services in connection with the HALLMARK Marks, HALLMARK has become widely recognized by the consuming public and uniquely identifies for the consuming public high quality goods and services originating from Hallmark Licensing and its licensees.

9. Products branded with the HALLMARK Marks are available in 40,000 retail outlets in 100 countries and generate annual revenues of over one billion. The HALLMARK brand is one of the most instantly recognizable and iconic brands in the world.

### **The Opposed Applications for HALLMARK and HALLMARK925**

10. Hallmark Industries Inc. was incorporated on April 23, 2008. All of its stock was owned equally by Monica Jain and Anita Jain. Pradip Jain (Monica Jain's spouse) was designated as the president and registered agent.

11. The day after it was incorporated, Hallmark Industries filed an application with the Trademark Office for HALLMARK in class 14 for the following goods:

Beads for use in the manufacture of jewelry; Bracelets; Bronze jewelry; Brooches; Charms; Costume jewelry; Diamond jewelry; Gemstone jewelry; Identification bracelets; Jewelry; Jewelry and imitation jewelry; Jewelry boxes; Jewelry boxes not of metal; Jewelry boxes of metal; Jewelry boxes of precious metal; Jewelry cases; Jewelry cases not of precious metal; Jewelry cases of precious metal; Jewelry caskets; Jewelry caskets of precious metal; Jewelry chains; Jewelry findings; Jewelry for attachment to clothing; Jewelry for the head; Jewelry in the nature of armbands; Jewelry organizers; Jewelry pins for use on hats; Jewelry ring holders; Jewelry to be affixed to bikinis; Jewelry watches; Jewelry, namely, amulets; Jewelry, namely, crosses; Jewelry, namely, precious metal plated real leaves and flowers; Lapel pins; Leather jewelry and accessory boxes; Metal wire for use in the making of jewelry, namely, jewelry cable; Pet jewelry; Pins being jewelry; Plastic bracelets in the nature of jewelry; Rings; Rings being jewelry; Watches and jewelry; Watches, clocks, jewelry and imitation jewelry.

The application was granted Serial No. 77/457,422 and claimed April 23, 2008 (the day Hallmark Industries was incorporated) as the date of first use.

12. On February 9, 2009, Hallmark Industries filed an application with the Trademark Office for HALLMARK925 in class 14 for the following the goods:

Beads for use in the manufacture of jewelry; Body jewelry; Bracelets; Bronze jewelry; Brooches; Charms; Clocks and watches; Costume jewelry; Dials for clock-and-watch-making; Diamond jewelry; Gemstone jewelry; Gold; Gold alloy ingots; Gold and its alloys; Gold ingots; Gold, unworked or semi-worked; Identification bracelets; Jewellery and watches; Jewellery, clocks and watches; Jewelry; Jewelry and imitation jewelry; Jewelry boxes; Jewelry boxes not of metal; Jewelry boxes of metal; Jewelry boxes of precious metal; Jewelry cases; Jewelry cases not of precious metal; Jewelry cases of precious metal; Jewelry caskets; Jewelry caskets of precious metal; Jewelry chains; Jewelry findings; Jewelry for attachment to clothing; Jewelry for the head; Jewelry in the nature of armbands; Jewelry organizers; Jewelry pins for use on hats; Jewelry ring holders; Jewelry to be affixed to bikinis; Jewelry watches; Jewelry, namely, amulets; Jewelry, namely, anklets; Jewelry, namely, crosses; Jewelry, namely, precious metal plated real leaves and flowers; Jewelry, namely, stone pendants; Lapel pins; Leather jewelry and accessory boxes; Metal wire for use in the making of jewelry, namely, jewelry cable; Pet jewelry; Pins being jewelry; Plastic bracelets in the nature of jewelry; Rings; Rings being jewelry; Silver; Silver alloy ingots; Silver and its alloys; Silver ingots; Stainless steel jewelry bracelets; Watch bands; Watch bands and straps; Watch bracelets; Watch chains; Watch crowns; Watches; Watches and clocks; Watches and jewelry; Watches and jewelry; Watches, clocks, jewelry and imitation jewelry, *all of the foregoing being made in significant part from sterling silver, namely, 92.5% of pure silver*<sup>1</sup>.

The application was granted Serial No. 77/666,333 and claimed May 30, 2008 as the date of first use.

13. Both applications were signed by Pradip Jain as president of Hallmark Industries, and both applications included Pradip Jain's declaration under oath that "to the best of his/her

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<sup>1</sup> As fully explained below, the language in italics was added during prosecution in response to a deceptiveness rejection.

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." Pradip Jain knew this statement was false because he was aware of other entities already using identical and near identical marks in commerce.

14. The Trademark Office suspended the applications for HALLMARK and HALLMARK925 over two prior pending applications for HALLMARK RINGS (Application Serial No. 76/519,090) and HALLMARK DIAMONDS (Application Serial No. 76/519,085) in class 14 for jewelry, diamonds, and watches. According to Trademark Office records at the time, the HALLMARK DIAMONDS and HALLMARK RINGS applications were owned by Diastar, Inc. when in fact they had been secretly assigned to the spouses of Diastar's owners.

15. Diastar was owned at all relevant times by Pradip Jain and his brother, Pramod Jain. Back in 2006, Diastar granted Rosenthal & Rosenthal, Inc. (an asset-based lender) a perfected security interest in all assets of Diastar, including intellectual property such as the HALLMARK RINGS and HALLMARK DIAMONDS marks, in exchange for a revolving line of credit. Personal guarantees of the debt and amendments to the Financing Agreement were executed by Pradip Jain, Pramod Jain, Monica Jain, and Anita Jain.

16. On February 15, 2008, Pradip Jain executed a "Bill of Sale and Assignment of Trademark Application" document on behalf of Diastar that purported to assign the HALLMARK RINGS and HALLMARK DIAMONDS marks (and related applications) to Monica Jain and Anita Jain, the spouses of Pradip Jain and Pramod Jain. This assignment was made without the knowledge, approval, or consent of Rosenthal and was not contemporaneously

recorded with the Trademark Office. Any rights obtained by the transferees were subject to Rosenthal's perfected security interest.

17. One month later, Diastar filed for bankruptcy protection under Chapter 11. As part of the bankruptcy, Diastar certified it had made no transfers of intellectual property rights or other assets during the preceding two years. The certification was executed under penalty of perjury by Pradip Jain and filed with the court on April 15, 2008.

18. The February 2008 purported transfer of the HALLMARK RINGS and HALLMARK DIAMONDS marks and applications from Diastar to Monica Jain and Anita Jain was not disclosed in the bankruptcy court filing, nor were the marks and applications ever listed as assets or disclosed to the court in the bankruptcy proceedings.

19. In July 2009, the Diastar bankruptcy was converted to a Chapter 7 bankruptcy, and the case was closed in May 2010 without satisfying Rosenthal's substantial, allowed, secured claim. As a corporation, Diastar was not entitled to discharge of its unpaid debt.

20. In January 2011, the Trademark Office allowed the registration of the HALLMARK RINGS and HALLMARK DIAMONDS marks in the name of Diastar because the secret assignment to the spouses had not been recorded in the Trademark Office.

21. The Trademark Office then lifted the suspensions of the HALLMARK and HALLMARK925 applications and rejected both marks under Section 2(d) as likely to cause confusion with the now registered HALLMARK RINGS and HALLMARK DIAMONDS marks.

22. To overcome these rejections, Hallmark Industries recorded two assignments relating to the HALLMARK RINGS and HALLMARK DIAMONDS marks in the latter half of 2012: one was the February 2008 assignment purporting to transfer the marks from Diastar to Monica Jain and Anita Jain; and the other was a post-rejection October 2012 assignment

purporting to transfer the marks from Monica Jain and Anita Jain to Hallmark Industries (this second assignment was also made without the knowledge, approval, or consent of Rosenthal, which still owned a perfected security interest in the marks, and any rights obtained by the transferee were subject to Rosenthal's security interest).

23. After the assignments were recorded, Hallmark Industries filed responses to the Office Actions setting forth the Section 2(d) refusals of HALLMARK and HALLMARK925. In the responses, Hallmark Industries represented the following to the Trademark Office, "At this time, Applicant Hallmark Industries Inc. is the legal owner of U.S. Registration Nos. 3898292 and 3898293. . . . As the [sic] both the trademarks are owned by same ownership there is no likelihood of confusion at all." Each response was signed by Pradip Jain on behalf of Hallmark Industries.

24. At the time the December 2012 responses were filed, Hallmark Industries (and Pradip Jain) knew the February 2008 purported transfer of the HALLMARK RINGS and HALLMARK DIAMONDS marks and applications was fraudulent, knew it had been concealed from Diastar's secured creditor, knew the subsequent October 2012 purported transfer was fraudulent and, therefore, knew its statement of good title in the marks was false.

25. Relying on Hallmark Industries' statement of common ownership between the HALLMARK RINGS and HALLMARK DIAMONDS marks on the one hand and the HALLMARK and HALLMARK925 marks on the other hand, the Trademark Office withdrew the Section 2(d) rejections and issued a Notice of Allowance in the HALLMARK application.

26. With regard to the HALLMARK925 application, the Trademark Office further refused registration of the mark under Section 2(a) as deceptive in that a 925 marking on a piece of jewelry is commonly understood to mean the piece is made of sterling silver or 92.5% silver.

27. Despite listing items such as bronze jewelry, gold, gold ingots, jewelry boxes not of metal, jewelry cases not of precious metal, leather jewelry and accessory boxes, plastic bracelets in the nature of jewelry, stainless steel jewelry bracelets in the HALLMARK925 application, Hallmark Industries added the following statement to the end of the goods description, "all of the foregoing being made in significant part from sterling silver, namely 92.5% of pure silver" to overcome the rejection.

28. At the time of the amendment, Hallmark Industries knew the statement was false at least as to those items in the description of goods that are incapable of being made in significant part from sterling silver.

29. Relying on Hallmark Industries' amendment to the goods description, the Trademark Office withdrew the Section 2(a) rejection and issued a Notice of Allowance in the HALLMARK925 application.

### **History of Proceedings Before the Board**

30. Hallmark Licensing timely opposed registration of the HALLMARK and HALLMARK925 marks for all of the goods listed in both applications.

31. Upon motion of the parties, the Board suspended both oppositions on July 15, 2014 until final resolution of a related civil suit between the parties.

32. On August 8, 2014, Rosenthal conducted a foreclosure sale of its security interest in the HALLMARK RINGS and HALLMARK DIAMONDS marks pursuant to Article 9 of the Uniform Commercial Code. Notice of the foreclosure sale was properly delivered to Diastar, the Jains (Pradip, Pramod, Monica, and Anita), and Hallmark Industries. No one sought or obtained a court order to prevent completion of the foreclosure sale.

33. Upon completion of the foreclosure sale, Hallmark Licensing acquired all right, title, and interest in the HALLMARK RINGS and HALLMARK DIAMONDS marks. The

trademark assignment from Rosenthal to Hallmark Licensing was promptly recorded with the Trademark Office against Registration Nos. 3,898,292 and 3,898,293. As stated in paragraph 2, the registrations for HALLMARK RINGS and HALLMARK DIAMONDS are currently part of Hallmark Licensing's trademark portfolio.

34. Having purchased the HALLMARK RINGS and HALLMARK DIAMONDS marks, which had previously been cited against the opposed marks, and because Hallmark Industries could not have a colorable claim of senior use, the civil suit was dismissed without prejudice on September 5, 2014 at Hallmark Licensing's request. Thereafter, the Board reinstated and consolidated the opposition proceedings relating to the HALLMARK and HALLMARK925 applications under Parent Opposition No. 91211392 on January 29, 2015.

#### **COUNT I – LIKELIHOOD OF CONFUSION**

35. Hallmark Licensing incorporates by reference each of the above allegations in paragraphs 1-34 as if the same were fully set forth herein.

36. The HALLMARK and HALLMARK925 marks are identical, in material part, to Hallmark Licensing's HALLMARK Marks in sight, sound, and commercial impression.

37. The goods listed in the opposed applications are so similar to the goods offered under Hallmark Licensing's HALLMARK Marks, specifically including HALLMARK RINGS and HALLMARK DIAMONDS for jewelry, that when Hallmark Industries applies HALLMARK and HALLMARK925 to jewelry and related accessories it is likely to cause confusion, mistake, or deception as to the source or origin of the goods. Confusion is particularly likely given the fame of Hallmark Licensing's HALLMARK mark and because the public is accustomed to relying on the common element HALLMARK in composite marks to signal source from, association or affiliation with, or endorsement by Hallmark Licensing.

38. Registration of HALLMARK and HALLMARK925 by Hallmark Industries is specifically barred by Section 2(d) of the Trademark Act because the marks consist of or comprise elements that so resemble a mark registered in the Trademark Office and previously used in the United States by Hallmark Licensing as to be likely, when applied to Hallmark Industries' goods, to cause confusion, mistake, or deception.

39. Granting registration of HALLMARK and HALLMARK925 would injure Hallmark Licensing in that purchasers, persons in the trade, and the public will be confused as to the source of the goods Hallmark Industries offers under the marks or will erroneously assume Hallmark Industries' goods are sponsored or endorsed by or affiliated or otherwise associated with Hallmark Licensing. The significant goodwill and reputation Hallmark Licensing has built in its HALLMARK Marks over the last 90 years would be irreparably harmed as the quality of Hallmark Industries' goods is not and never has been under Hallmark Licensing's control.

#### **COUNT II – LIKELIHOOD OF DILUTION**

40. Hallmark Licensing incorporates by reference each of the above allegations in paragraphs 1-39 as if the same were fully set forth herein.

41. Hallmark Licensing's HALLMARK mark is a famous mark under 15 U.S.C. § 1125(c), and it achieved fame well prior to the dates the opposed applications were filed and the 2008 first use dates upon which they rely.

42. Hallmark Industries is attempting to appropriate or exploit the goodwill and excellent reputation Hallmark Licensing has earned through significant investment in the HALLMARK mark by applying to register HALLMARK and HALLMARK925 for jewelry and related items.

43. Pursuant to Section 2 of the Trademark Act, neither HALLMARK nor HALLMARK925 is eligible for registration because both marks are likely to cause dilution by

blurring the distinctive nature of Hallmark Licensing's famous HALLMARK mark and lessening the power of Hallmark Licensing's famous mark to identify and distinguish goods and services as originating from or associated with Hallmark Licensing.

44. Granting registration of HALLMARK and HALLMARK925 to Hallmark Industries would injure Hallmark Licensing by irreparably damaging the significant goodwill and reputation Hallmark Licensing enjoys in its famous HALLMARK mark.

### **COUNT III – FRAUD BASED ON FALSE OWNERSHIP CLAIM**

45. Hallmark Licensing incorporates by reference each of the above allegations in paragraphs 1-44 as if the same were fully set forth herein.

46. Knowing it had no legitimate claim of ownership in the HALLMARK RINGS and HALLMARK DIAMONDS marks and registrations, Hallmark Industries filed false statements of ownership with the intent to deceive the Trademark Office.

47. The Trademark Office relied on these false statements of ownership to withdraw the Section 2(d) rejections and issue a Notice of Allowance for each of the HALLMARK and HALLMARK925 marks.

48. Making such knowing and false statements, under oath, to induce the Trademark Office to register the HALLMARK and HALLMARK925 marks constitutes fraud on the Trademark Office.

### **COUNT IV – FRAUD BASED ON FALSE DESCRIPTION OF GOODS**

49. Hallmark Licensing incorporates by reference each of the above allegations in paragraphs 1-48 as if the same were fully set forth herein.

50. Knowing the goods listed in the HALLMARK925 application were not all "made in significant part from sterling silver, namely 92.5% of pure silver," Hallmark Industries submitted the false description with the intent to deceive the Trademark Office.

51. The Trademark Office relied on this false description of goods to withdraw the Section 2(a) rejection and issue a Notice of Allowance for the HALLMARK925 mark.

52. Making such a knowing and false statement, under oath, to induce the Trademark Office to register the HALLMARK925 mark constitutes fraud on the Trademark Office.

#### **COUNT V – FRAUD BASED ON FALSE APPLICATION DECLARATIONS**

53. Hallmark Licensing incorporates by reference each of the above allegations in paragraphs 1-52 as if the same were fully set forth herein.

54. At the time Hallmark Industries submitted its declarations in support of the opposed applications, it had full knowledge that: (a) the HALLMARK RINGS and HALLMARK DIAMONDS marks were properly assets of the Diastar bankruptcy estate, which was under an obligation to marshal its assets and conduct business as a fiduciary for its creditors (including its secured creditor Rosenthal); (b) the existence of the marks and applications for HALLMARK RINGS and HALLMARK DIAMONDS had been intentionally hidden from the bankruptcy court and Diastar's creditors; (c) Diastar had sworn to the bankruptcy court that Diastar had made no transfers of intellectual property rights during the two years preceding the bankruptcy filing; and (d) Diastar had purported to transfer the HALLMARK RINGS and HALLMARK DIAMONDS marks and applications to Monica Jain and Anita Jain a month before filing for bankruptcy.

55. Nonetheless, Hallmark Industries submitted false statements with an intent to deceive the Trademark Office as part of the application declarations indicating that it had no knowledge of others with rights to use marks in such near resemblance to HALLMARK and HALLMARK925 so as to cause confusion, cause mistake, or to deceive. With respect to the opposed application for HALLMARK, Pradip Jain signed the false declaration less than two

weeks after he signed a sworn statement for the bankruptcy court certifying Diastar had not transferred any of its intellectual property rights.

56. The Trademark Office relied on the false declarations to issue a Notice of Allowance for each of the HALLMARK and HALLMARK925 marks.

57. Making such knowing and false statements, under oath, to induce the Trademark Office to register the HALLMARK and HALLMARK925 marks constitutes fraud on the Trademark Office.

#### **COUNT VI – NO BONA FIDE USE**

58. Hallmark Licensing incorporates by reference each of the above allegations in paragraphs 1-57 as if the same were fully set forth herein.

59. Upon information and belief, Hallmark Industries did not have actual use of the HALLMARK and HALLMARK925 marks on all the goods listed in each application as of the filing date.

60. Pursuant to Section 1(a) of the Trademark Act, Hallmark Industries is not entitled to registration of HALLMARK or HALLMARK925 for goods on which it did not have *bona fide* use prior to the date the application was filed.

61. Hallmark Industries' nonuse of the HALLMARK and HALLMARK925 marks at the time of filing renders the applications void *ab initio*.

#### **COUNT VII – ABANDONMENT**

62. Hallmark Licensing incorporates by reference each of the above allegations in paragraphs 1-61 as if the same were fully set forth herein.

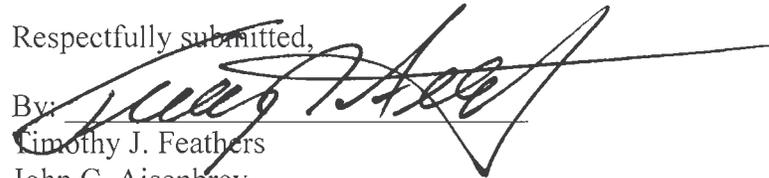
63. Upon information and belief, Hallmark Industries has not used the HALLMARK and HALLMARK925 marks on all the goods listed in each application for at least the last three consecutive years.

64. Upon information and belief, Hallmark Industries has ceased use with no intent to resume use of the HALLMARK and HALLMARK925 marks on all the goods listed in each application.

65. Therefore, Hallmark Industries has abandoned any trademark rights it may have owned in the HALLMARK and HALLMARK925 marks and is not entitled to registration for either mark.

WHEREFORE, Hallmark Licensing prays this opposition be sustained and Application Serial No. 77/457,422 and Application Serial No. 77/666,333 be refused registration.

Respectfully submitted,

By: 

Timothy J. Feathers

John C. Aisenbrey

Elizabeth A. Tassi

Laila S. Wolfgram

STINSON LEONARD STREET LLP

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# **EXHIBIT 1**

Generated on: This page was generated by TSDR on 2015-02-11 14:50:01 EST

Mark: HALLMARK



US Serial Number: 71575762      Application Filing Date: Mar. 21, 1949  
US Registration Number: 525798      Registration Date: May 30, 1950  
Register: Principal  
Mark Type: Trademark  
Status: The registration has been renewed.  
Status Date: Feb. 05, 2010

## Mark Information

Mark Literal Elements: HALLMARK  
Standard Character Claim: No  
Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)  
Design Search Code(s): 24.11.02 - Crowns open at the top

## Related Properties Information

Claimed Ownership of US Registrations: 0380596

## Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

For: GREETING CARDS  
International Class(es): 009, 016, 028      U.S Class(es): 038 - Primary Class  
Class Status: ACTIVE  
Basis: 1(a)  
First Use: Feb. 03, 1949      Use in Commerce: Feb. 18, 1949

## Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

## Current Owner(s) Information

Owner Name: HALLMARK LICENSING LLC  
Owner Address: 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES  
Legal Entity Type: LIMITED LIABILITY COMPANY      State or Country Where Organized: KANSAS

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: DAVID N. JOHNSON      Docket Number: 09029-33-032  
Attorney Primary Email: [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)      Attorney Email: Yes

Address: \_\_\_\_\_

Authorized:

**Correspondent**

**Correspondent Name/Address:** DAVID N. JOHNSON  
HALLMARK CARDS, INCORPORATED  
2501 McGee Trafficway  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES

**Phone:** 816-274-5583

**Fax:** 816-274-7171

**Correspondent e-mail:** [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Feb. 05, 2010	REGISTERED AND RENEWED (FOURTH RENEWAL - 10 YRS)	76533
Feb. 05, 2010	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Feb. 05, 2010	AMENDMENT UNDER SECTION 7 - ISSUED	76533
Feb. 01, 2010	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76533
Jan. 21, 2010	TEAS SECTION 8 & 9 RECEIVED	
Jan. 21, 2010	TEAS SECTION 7 REQUEST RECEIVED	
Oct. 07, 2008	CASE FILE IN TICRS	
Dec. 18, 2001	REGISTERED AND RENEWED (THIRD RENEWAL - 10 YRS)	
Dec. 18, 2001	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
May 22, 2000	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Apr. 26, 1990	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	
Mar. 26, 1990	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
May 30, 1970	REGISTERED AND RENEWED (FIRST RENEWAL - 20 YRS)	

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** May 30, 2010

**Change in Registration:** Yes

**Amendment to a Registration/Renewal Certificate:** The drawing is amended to appear as follows: PUBLISH CUT

## TM Staff and Location Information

**TM Staff Information - None**

**File Location**

**Current Location:** POST REGISTRATION

**Date in Location:** Mar. 17, 2010

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 2

**Registrant:** HALL BROTHERS, INC.

### Assignment 1 of 2

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Reel/Frame:** [1419/0445](#)

**Pages:** 8

**Date Recorded:** Dec. 27, 1995

**Supporting Documents:** No Supporting Documents Available

### Assignor

**Name:** [HALLMARK CARDS, INCORPORATED](#)

**Execution Date:** Dec. 21, 1995

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

**Assignee**

Name: [HALLMARK LICENSING, INC.](#)

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

Address: 2440 PERSHING ROAD, SUITE 300  
KANSAS CITY, MISSOURI 64108

**Correspondent**

Correspondent Name: HALLMARK CARDS, INCORPORATED

Correspondent Address: MS. ANGIE WARREN - #339  
P.O. BOX 419126  
KANSAS CITY, MO 64141-6126

**Domestic Representative - Not Found**

**Assignment 2 of 2**

Conveyance: CHANGE OF NAME

Reel/Frame: [4700/0675](#)

Pages: 13

Date Recorded: Jan. 19, 2012

Supporting Documents: [assignment-tm-4700-0675.pdf](#)

**Assignor**

Name: [HALLMARK LICENSING, INC.](#)

Execution Date: Dec. 20, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

**Assignee**

Name: [HALLMARK LICENSING LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

Address: 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

**Correspondent**

Correspondent Name: DAVID N. JOHNSON

Correspondent Address: 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

**Domestic Representative - Not Found**

**Proceedings**

**Summary**

Number of Proceedings: 5

**Type of Proceeding: Opposition**

Proceeding Number: [91215884](#)

Filing Date: Apr 14, 2014

Status: Pending

Status Date: Apr 14, 2014

Interlocutory Attorney: GEORGE POLOGEORGIS

**Defendant**

Name: Hallmark Industries, Inc.

Correspondent Address: ANTHONY M VERNA III  
KRAVITZ & VERNA LLC  
PO BOX 3620293, PACC  
NEW YORK NY , 10129  
UNITED STATES

Correspondent e-mail: [averna@kravitzverna.com](mailto:averna@kravitzverna.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK925	Opposition Pending	<a href="#">77666333</a>	

**Plaintiff(s)**

Name: Hallmark Licensing, LLC

Correspondent Address: MARK A PASKAR  
BRYAN CAVE LLP  
211 NORTH BROADWAY , SUITE 3600  
ST LOUIS MO , 63102

UNITED STATES

Correspondent e-mail: [mapaskar@bryancave.com](mailto:mapaskar@bryancave.com) , [sluspto@bryancave.com](mailto:sluspto@bryancave.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">71428550</a>	<a href="#">380596</a>
HALLMARK	Renewed	<a href="#">72335723</a>	<a href="#">916900</a>
HALLMARK	Renewed	<a href="#">72022537</a>	<a href="#">654790</a>
HALLMARK	Renewed	<a href="#">72022538</a>	<a href="#">657441</a>
HALLMARK	Renewed	<a href="#">71575762</a>	<a href="#">525798</a>
HALLMARK KEEPSAKE	Registered	<a href="#">85589924</a>	<a href="#">4267408</a>
HALLMARK BUSINESS CONNECTIONS	Registered	<a href="#">85050444</a>	<a href="#">3907423</a>
HALLMARK HALL OF FAME	Renewed	<a href="#">72038459</a>	<a href="#">674750</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 14, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 14, 2014	May 24, 2014
3	PENDING, INSTITUTED	Apr 14, 2014	
4	ANSWER	May 16, 2014	
5	P APPEARANCE / POWER OF ATTORNEY	Jun 03, 2014	
6	P MOT TO SUSP PEND DISP CIV ACTION	Jun 23, 2014	
7	SUSP PEND DISP OF CIVIL ACTION	Jul 15, 2014	
8	P NOTICE OF DISMISSAL OF CIVIL ACTION	Sep 24, 2014	
9	P MOT TO CONSOLIDATE	Sep 24, 2014	
10	P NOTICE OF DISMISSAL OF CIVIL ACTION	Sep 24, 2014	
11	D APPEARANCE / POWER OF ATTORNEY	Oct 21, 2014	
12	D APPEARANCE / POWER OF ATTORNEY	Oct 21, 2014	
13	P MOTION TO CONSOLIDATE GRANTED	Jan 29, 2015	

**Type of Proceeding: Opposition**

Proceeding Number: [91211392](#)

Filing Date: Jul 03, 2013

Status: Pending

Status Date: Jul 03, 2013

Interlocutory Attorney: ELIZABETH WINTER

**Defendant**

Name: Hallmark Industries, Inc.

Correspondent Address: MATTHEW H SWYERS  
THE TRADEMARK COMPANY PLLC  
344 MAPLE AVENUE WEST, SUITE 151  
VIENNA VA , 22180  
UNITED STATES

Correspondent e-mail: [mswyers@TheTrademarkCompany.com](mailto:mswyers@TheTrademarkCompany.com) , [averna@kravitzverna.com](mailto:averna@kravitzverna.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
HALLMARK	Opposition Pending	<a href="#">77457422</a>	

**Plaintiff(s)**

Name: Hallmark Licensing, LLC

Correspondent Address: MARK A PASKAR  
BRYAN CAVE LLP  
211 NORTH BROADWAY, SUITE 3600  
ST LOUIS MO , 63102  
UNITED STATES

Correspondent e-mail: [mapaskar@bryancave.com](mailto:mapaskar@bryancave.com) , [sluspto@bryancave.com](mailto:sluspto@bryancave.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number

HALLMARK	Renewed	<a href="#">71428550</a>	<a href="#">380596</a>
HALLMARK	Renewed	<a href="#">72335723</a>	<a href="#">916900</a>
HALLMARK	Renewed	<a href="#">72022537</a>	<a href="#">654790</a>
HALLMARK	Renewed	<a href="#">72022538</a>	<a href="#">657441</a>
HALLMARK	Renewed	<a href="#">71575762</a>	<a href="#">525798</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 03, 2013	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 03, 2013	Aug 12, 2013
3	PENDING, INSTITUTED	Jul 03, 2013	
4	ANSWER	Aug 07, 2013	
5	STIP FOR EXT	Sep 17, 2013	
6	EXTENSION OF TIME GRANTED	Oct 17, 2013	
7	STIP FOR EXT	Dec 09, 2013	
8	EXTENSION OF TIME GRANTED	Jan 09, 2014	
9	D REQ TO W/DRAW AS ATTORNEY	Feb 10, 2014	
10	STIP TO SUSPEND PEND DISP CIV ACTION	Feb 18, 2014	
11	SUSPENDED	Feb 18, 2014	
12	RESPONSE DUE 30 DAYS (DUE DATE)	Mar 05, 2014	Apr 04, 2014
13	D RESP TO BD ORDER/INQUIRY	May 23, 2014	
14	P APPEARANCE / POWER OF ATTORNEY	Sep 18, 2014	
15	P RESP TO BD ORDER/INQUIRY	Sep 24, 2014	
16	P MOT TO CONSOLIDATE	Sep 24, 2014	
17	P RESP TO BD ORDER/INQUIRY	Sep 24, 2014	
18	CONOSOLIDATED - PARENT; TRIAL DATES RESET	Jan 29, 2015	
19	P APPEARANCE / POWER OF ATTORNEY	Feb 05, 2015	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91076499](#) **Filing Date:** Aug 10, 1987  
**Status:** Terminated **Status Date:** Apr 12, 1988  
**Interlocutory Attorney:** PAULA T HAIRSTON

**Defendant**

**Name:** HALLMARK INDUSTRIES, INC.  
**Correspondent Address:** SCHMIDT, JOHNSON, HOVEY & WILLIAMS  
1400 MERCANTILE BANK TOWER 1101 WALNUT STREET  
KANSAS CITY MO , 64106  
UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Abandoned - After Inter-Partes Decision	<a href="#">73608746</a>	

**Plaintiff(s)**

**Name:** HALLMARK CARDS, INCORPORATED  
**Correspondent Address:** DAVID N. JOHNSON AND BARRY M. KATZ  
LEGAL DEPARTMENT  
ADDRESS SAME AS ABOVE

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">71575762</a>	<a href="#">525798</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 10, 1987	
2	NOTICE SENT; ANSWER DUE (DUE DATE)	Sep 10, 1987	Oct 20, 1987

3	PENDING, INSTITUTED	Sep 10, 1987
4	NOTICE OF DEFAULT	Dec 11, 1987
5	OP SUSTAINED BY DEFAULT	Feb 23, 1988
6	TERMINATED	Apr 12, 1988

**Type of Proceeding: Opposition**

Proceeding Number: [91054902](#) Filing Date: Oct 09, 1973  
 Status: Terminated Status Date: Mar 12, 1976

Interlocutory Attorney:

**Defendant**

Name: PHILIP J. PING

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
		<a href="#">72424055</a>	

**Plaintiff(s)**

Name: HALLMARK CARDS, INCORPORATED

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">71575762</a>	<a href="#">525798</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED	Oct 09, 1973	
2	PENDING, INSTITUTED	Nov 16, 1973	
3	ANSWER	Mar 25, 1974	
4	BOARD'S DECISION: SUSTAINED	Dec 12, 1975	
5	TERMINATED	Mar 12, 1976	

**Type of Proceeding: Opposition**

Proceeding Number: [91054114](#) Filing Date: Mar 26, 1973  
 Status: Terminated Status Date: Mar 26, 1974

Interlocutory Attorney:

**Defendant**

Name: FLEETLINE CABINETS, INC.

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
		<a href="#">72396851</a>	

**Plaintiff(s)**

Name: HALLMARK CARDS, INCORPORATED

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">71575762</a>	<a href="#">525798</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED	Mar 26, 1973	
2	PENDING, INSTITUTED	Apr 20, 1973	
3	ANSWER	May 21, 1973	
4	BD'S DECISION: DISMISSED W/O PREJUDICE	Mar 21, 1974	
5	TERMINATED	Mar 26, 1974	



## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** DAVID N JOHNSON **Docket Number:** 14436-33-066  
**Attorney Primary Email Address:** [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com) **Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** DAVID N JOHNSON  
HALLMARK CARDS, INCORPORATED  
2501 McGee Trafficway  
MD 339  
Kansas City, MISSOURI 64108  
UNITED STATES  
**Phone:** 816-274-5583 **Fax:** 816-274-7171  
**Correspondent e-mail:** [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com) **Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 26, 2010	REGISTERED AND RENEWED (FOURTH RENEWAL - 10 YRS)	66607
Mar. 26, 2010	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Mar. 25, 2010	TEAS SECTION 8 & 9 RECEIVED	
Oct. 06, 2008	CASE FILE IN TICRS	
Jan. 31, 2001	REGISTERED AND RENEWED (THIRD RENEWAL - 10 YRS)	
Jan. 31, 2001	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jul. 17, 2000	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Jul. 07, 1981	AMENDMENT UNDER SECTION 7 - ISSUED	
Aug. 27, 1980	REGISTERED AND RENEWED (SECOND RENEWAL - 20 YRS)	

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Renewal Date:** Aug. 27, 2010

**Amendment to a Registration/Renewal Certificate:** APPLICATION TO AMEND HAVING BEEN MADE BY HALLMARK CARDS, INCORPORATED, OWNER OF THE REGISTRATION ABOVE IDENTIFIED, THE DRAWING IS AMENDED (SEE BOUND VOLUME FOR AMENDMENT). #SUCH AMENDMENT HAS BEEN ENTERED UPON THE RECORDS OF THE PATENT AND TRADEMARK OFFICE AND SAID ORIGINAL REGISTRATION SHOULD READ AS SO AMENDED.

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** Mar. 26, 2010

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 2

**Registrant:** Hall Brothers, Incorporated

### Assignment 1 of 2

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Reel/Frame:** [1419/0445](#)

**Pages:** 8

**Date Recorded:** Dec. 27, 1995

**Supporting Documents:** No Supporting Documents Available

### Assignor

**Name:** [HALLMARK CARDS, INCORPORATED](#)

**Execution Date:** Dec. 21, 1995

**Legal Entity Type:** UNKNOWN

**State or Country Where Organized:** No Place Where Organized Found

**Assignee**

**Name:** [HALLMARK LICENSING, INC.](#)  
**Legal Entity Type:** UNKNOWN **State or Country Where Organized:** No Place Where Organized Found  
**Address:** 2440 PERSHING ROAD, SUITE 300  
 KANSAS CITY, MISSOURI 64108

**Correspondent**

**Correspondent Name:** HALLMARK CARDS, INCORPORATED  
**Correspondent Address:** MS. ANGIE WARREN - #339  
 P.O. BOX 419126  
 KANSAS CITY, MO 64141-6126

**Domestic Representative - Not Found****Assignment 2 of 2**

**Conveyance:** CHANGE OF NAME  
**Reel/Frame:** [4700/0675](#) **Pages:** 13  
**Date Recorded:** Jan. 19, 2012  
**Supporting Documents:** [assignment-tm-4700-0675.pdf](#)

**Assignor**

**Name:** [HALLMARK LICENSING, INC.](#) **Execution Date:** Dec. 20, 2011  
**Legal Entity Type:** CORPORATION **State or Country Where Organized:** DELAWARE

**Assignee**

**Name:** [HALLMARK LICENSING LLC](#)  
**Legal Entity Type:** LIMITED LIABILITY COMPANY **State or Country Where Organized:** KANSAS  
**Address:** 2440 PERSHING ROAD  
 MD 339  
 KANSAS CITY, MISSOURI 64108

**Correspondent**

**Correspondent Name:** DAVID N. JOHNSON  
**Correspondent Address:** 2501 MCGEE TRAFFICWAY  
 MD 339  
 KANSAS CITY, MO 64108

**Domestic Representative - Not Found****Proceedings****Summary**

**Number of Proceedings:** 18

**Type of Proceeding: Opposition**

**Proceeding Number:** [91215884](#) **Filing Date:** Apr 14, 2014  
**Status:** Pending **Status Date:** Apr 14, 2014  
**Interlocutory Attorney:** GEORGE POLOGEORGIS

**Defendant**

**Name:** Hallmark Industries, Inc.  
**Correspondent Address:** ANTHONY M VERNA III  
 KRAVITZ & VERNA LLC  
 PO BOX 3620293, PACC  
 NEW YORK NY , 10129  
 UNITED STATES  
**Correspondent e-mail:** [averna@kravitzverna.com](mailto:averna@kravitzverna.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK925	Opposition Pending	<a href="#">77666333</a>	

**Plaintiff(s)**

**Name:** Hallmark Licensing, LLC  
**Correspondent Address:** MARK A PASKAR  
 BRYAN CAVE LLP  
 211 NORTH BROADWAY , SUITE 3600  
 ST LOUIS MO , 63102  
 UNITED STATES  
**Correspondent e-mail:** [mapaskar@bryancave.com](mailto:mapaskar@bryancave.com) , [sluspto@bryancave.com](mailto:sluspto@bryancave.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">71428550</a>	<a href="#">380596</a>
HALLMARK	Renewed	<a href="#">72335723</a>	<a href="#">916900</a>
HALLMARK	Renewed	<a href="#">72022537</a>	<a href="#">654790</a>
HALLMARK	Renewed	<a href="#">72022538</a>	<a href="#">657441</a>
HALLMARK	Renewed	<a href="#">71575762</a>	<a href="#">525798</a>
HALLMARK KEEPSAKE	Registered	<a href="#">85589924</a>	<a href="#">4267408</a>
HALLMARK BUSINESS CONNECTIONS	Registered	<a href="#">85050444</a>	<a href="#">3907423</a>
HALLMARK HALL OF FAME	Renewed	<a href="#">72038459</a>	<a href="#">674750</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 14, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 14, 2014	May 24, 2014
3	PENDING, INSTITUTED	Apr 14, 2014	
4	ANSWER	May 16, 2014	
5	P APPEARANCE / POWER OF ATTORNEY	Jun 03, 2014	
6	P MOT TO SUSP PEND DISP CIV ACTION	Jun 23, 2014	
7	SUSP PEND DISP OF CIVIL ACTION	Jul 15, 2014	
8	P NOTICE OF DISMISSAL OF CIVIL ACTION	Sep 24, 2014	
9	P MOT TO CONSOLIDATE	Sep 24, 2014	
10	P NOTICE OF DISMISSAL OF CIVIL ACTION	Sep 24, 2014	
11	D APPEARANCE / POWER OF ATTORNEY	Oct 21, 2014	
12	D APPEARANCE / POWER OF ATTORNEY	Oct 21, 2014	
13	P MOTION TO CONSOLIDATE GRANTED	Jan 29, 2015	

**Type of Proceeding: Opposition**

Proceeding Number: [91211392](#)

Filing Date: Jul 03, 2013

Status: Pending

Status Date: Jul 03, 2013

Interlocutory Attorney: ELIZABETH WINTER

**Defendant**

Name: Hallmark Industries, Inc.

Correspondent Address: MATTHEW H SWYERS  
THE TRADEMARK COMPANY PLLC  
344 MAPLE AVENUE WEST, SUITE 151  
VIENNA VA , 22180  
UNITED STATES

Correspondent e-mail: [mswyers@TheTrademarkCompany.com](mailto:mswyers@TheTrademarkCompany.com) , [averna@kravitzverna.com](mailto:averna@kravitzverna.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
HALLMARK	Opposition Pending	<a href="#">77457422</a>	

**Plaintiff(s)**

Name: Hallmark Licensing, LLC

Correspondent Address: MARK A PASKAR  
BRYAN CAVE LLP  
211 NORTH BROADWAY, SUITE 3600  
ST LOUIS MO , 63102  
UNITED STATES

Correspondent e-mail: [mapaskar@bryancave.com](mailto:mapaskar@bryancave.com) , [sluspto@bryancave.com](mailto:sluspto@bryancave.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">71428550</a>	<a href="#">380596</a>
HALLMARK	Renewed	<a href="#">72335723</a>	<a href="#">916900</a>

HALLMARK	Renewed	<a href="#">72022537</a>	<a href="#">654790</a>
HALLMARK	Renewed	<a href="#">72022538</a>	<a href="#">657441</a>
HALLMARK	Renewed	<a href="#">71575762</a>	<a href="#">525798</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 03, 2013	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 03, 2013	Aug 12, 2013
3	PENDING, INSTITUTED	Jul 03, 2013	
4	ANSWER	Aug 07, 2013	
5	STIP FOR EXT	Sep 17, 2013	
6	EXTENSION OF TIME GRANTED	Oct 17, 2013	
7	STIP FOR EXT	Dec 09, 2013	
8	EXTENSION OF TIME GRANTED	Jan 09, 2014	
9	D REQ TO W/DRAW AS ATTORNEY	Feb 10, 2014	
10	STIP TO SUSPEND PEND DISP CIV ACTION	Feb 18, 2014	
11	SUSPENDED	Feb 18, 2014	
12	RESPONSE DUE 30 DAYS (DUE DATE)	Mar 05, 2014	Apr 04, 2014
13	D RESP TO BD ORDER/INQUIRY	May 23, 2014	
14	P APPEARANCE / POWER OF ATTORNEY	Sep 18, 2014	
15	P RESP TO BD ORDER/INQUIRY	Sep 24, 2014	
16	P MOT TO CONSOLIDATE	Sep 24, 2014	
17	P RESP TO BD ORDER/INQUIRY	Sep 24, 2014	
18	CONOSOLIDATED - PARENT; TRIAL DATES RESET	Jan 29, 2015	
19	P APPEARANCE / POWER OF ATTORNEY	Feb 05, 2015	

**Type of Proceeding: Opposition**

Proceeding Number: [91196903](#) Filing Date: Oct 13, 2010  
 Status: Terminated Status Date: Jan 26, 2011  
 Interlocutory Attorney: JENNIFER KRISP

**Defendant**

Name: Michael Black  
 Correspondent Address: MICHAEL BLACK  
 732 NORTHWOOD ROAD  
 FORT WORTH TX , 76107-1030  
 UNITED STATES  
 Correspondent e-mail: [Corleymail@aol.com](mailto:Corleymail@aol.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HAPPY HALFMARK	Abandoned - After Inter-Partes Decision	<a href="#">77922975</a>	

**Plaintiff(s)**

Name: Hallmark Licensing, Inc.  
 Correspondent Address: DAVID N JOHNSON  
 PO BOX 419126  
 KANSAS CITY MO , 64141-6126  
 UNITED STATES  
 Correspondent e-mail: [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com) , [djohns4@hallmark.com](mailto:djohns4@hallmark.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">71428550</a>	<a href="#">380596</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 13, 2010	

2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 14, 2010	Nov 23, 2010
3	PENDING, INSTITUTED	Oct 14, 2010	
4	NOTICE OF DEFAULT	Dec 08, 2010	
5	BOARD'S DECISION: SUSTAINED	Jan 26, 2011	
6	TERMINATED	Jan 26, 2011	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91167232](#)

**Filing Date:** Oct 31, 2005

**Status:** Terminated

**Status Date:** Nov 24, 2010

**Interlocutory Attorney:** ELIZABETH WINTER

**Defendant**

**Name:** Diastar, Inc.

**Correspondent Address:** DONNA MIRMAN BROOME  
GOTTLIEB, RACKMAN & REISMAN, P.C.  
270 MADISON AVENUE; 8TH FLOOR  
NEW YORK NY , 10016-0601  
UNITED STATES

**Correspondent e-mail:** [dbroome@grr.com](mailto:dbroome@grr.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK DIAMONDS	Registered	<a href="#">76519085</a>	<a href="#">3898292</a>
HALLMARK RINGS	Registered	<a href="#">76519090</a>	<a href="#">3898293</a>

**Plaintiff(s)**

**Name:** Hallmark Licensing, Inc.

**Correspondent Address:** DAVID N JOHNSON  
HALLMARK CARDS, INCORPORATED  
2501 MCGEE TRAFFICWAY, MAIL DROP #339  
KANSAS CITY MO , 64141-6126  
UNITED STATES

**Correspondent e-mail:** [djohns4@hallmark.com](mailto:djohns4@hallmark.com) , [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">71428550</a>	<a href="#">380596</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 31, 2005	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Nov 01, 2005	Dec 11, 2005
3	PENDING, INSTITUTED	Nov 01, 2005	
4	ANSWER	Dec 01, 2005	
5	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Jun 05, 2006	
6	EXTENSION OF TIME GRANTED	Jun 06, 2006	
7	STIPULATION FOR AN EXTENSION OF TIME	Aug 21, 2006	
8	EXTENSION OF TIME GRANTED	Aug 21, 2006	
9	STIPULATION FOR AN EXTENSION OF TIME	Oct 18, 2006	
10	EXTENSION OF TIME GRANTED	Oct 18, 2006	
11	STIPULATION FOR AN EXTENSION OF TIME	Jan 26, 2007	
12	EXTENSION OF TIME GRANTED	Jan 26, 2007	
13	STIPULATION FOR AN EXTENSION OF TIME	May 15, 2007	
14	EXTENSION OF TIME GRANTED	May 15, 2007	
15	STIPULATION FOR AN EXTENSION OF TIME	Aug 07, 2007	
16	EXTENSION OF TIME GRANTED	Aug 07, 2007	
17	STIPULATION FOR AN EXTENSION OF TIME	Nov 01, 2007	
18	EXTENSION OF TIME GRANTED	Nov 01, 2007	
19	STIPULATION FOR AN EXTENSION OF TIME	Jan 29, 2008	

20	SUSPENDED	Jan 31, 2008	
21	STIPULATION FOR AN EXTENSION OF TIME	Jan 26, 2009	
22	EXTENSION OF TIME GRANTED	Feb 02, 2009	
23	STIPULATION FOR AN EXTENSION OF TIME	Apr 27, 2009	
24	EXTENSION OF TIME GRANTED	Apr 27, 2009	
25	STIPULATION FOR AN EXTENSION OF TIME	Jul 16, 2009	
26	EXTENSION OF TIME GRANTED	Aug 04, 2009	
27	STIPULATION FOR AN EXTENSION OF TIME	Oct 20, 2009	
28	EXTENSION OF TIME GRANTED	Oct 30, 2009	
29	STIPULATION FOR AN EXTENSION OF TIME	Jan 25, 2010	
30	TRIAL DATES RESET	Feb 11, 2010	
31	PLAINTIFF'S NOTICE OF RELIANCE	Mar 29, 2010	
32	RESPONSE DUE 30 DAYS (DUE DATE)	Oct 05, 2010	Nov 04, 2010
33	BD'S DECISION: DISMISSED W/ PREJUDICE	Nov 24, 2010	
34	TERMINATED	Nov 24, 2010	

**Type of Proceeding: Extension of Time**

Proceeding Number: [76519085](#) Filing Date: Jun 02, 2005  
 Status: Terminated Status Date: Nov 30, 2005

Interlocutory Attorney:

**Defendant**

Name: Diastar, Inc.

Correspondent Address: DONNA MIRMAN BROOME  
 GOTTLIEB, RACKMAN & REISMAN, P.C.  
 270 MADISON AVENUE  
 NEW YORK NY , 10016-0601  
 UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK DIAMONDS	Registered	<a href="#">76519085</a>	<a href="#">3898292</a>

**Potential Opposer(s)**

Name: Hallmark Licensing, Inc.

Correspondent Address: David N. Johnson  
 Hallmark Cards, Incorporated  
 2501 McGee, MD 339, Box 419126  
 Kansas City MO , 64141-6126  
 UNITED STATES

Correspondent e-mail: [psimmo2@hallmark.com](mailto:psimmo2@hallmark.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">71428550</a>	<a href="#">380596</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	INCOMING - EXT TIME TO OPPOSE FILED	Jun 02, 2005	
2	EXTENSION OF TIME GRANTED	Jun 02, 2005	
3	INCOMING - EXT TIME TO OPPOSE FILED	Jun 29, 2005	
4	EXTENSION OF TIME GRANTED	Jun 29, 2005	
5	INCOMING - EXT TIME TO OPPOSE FILED	Aug 29, 2005	
6	EXTENSION OF TIME GRANTED	Aug 29, 2005	

**Type of Proceeding: Extension of Time**

Proceeding Number: [76519090](#) Filing Date: Jun 02, 2005  
 Status: Terminated Status Date: Nov 30, 2005

Interlocutory Attorney:

**Defendant**

**Name:** Diastar, Inc.

**Correspondent Address:** DONNA MIRMAN BROOME  
GOTTLIEB, RACKMAN & REISMAN, P.C.  
270 MADISON AVENUE  
NEW YORK NY , 10016-0601  
UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
HALLMARK RINGS	Registered	<a href="#">76519090</a>	<a href="#">3898293</a>

**Potential Opposer(s)**

**Name:** Hallmark Licensing, Inc.

**Correspondent Address:** David N. Johnson  
Hallmark Cards, Incorporated  
2501 McGee, MD 339, Box 419126  
Kansas City MO , 64141-6126  
UNITED STATES

**Correspondent e-mail:** [psimmo2@hallmark.com](mailto:psimmo2@hallmark.com)

**Name:** Hallmark Licensing, Inc.

**Correspondent Address:** David N. Johnson  
Hallmark Cards, Incorporated  
2501 McGee, MD 339, Box 419126  
Kansas City MO , 64141-6126  
UNITED STATES

**Correspondent e-mail:** [psimmo2@hallmark.com](mailto:psimmo2@hallmark.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">71428550</a>	<a href="#">380596</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	INCOMING - EXT TIME TO OPPOSE FILED	Jun 02, 2005	
2	EXTENSION OF TIME GRANTED	Jun 02, 2005	
3	INCOMING - EXT TIME TO OPPOSE FILED	Jun 29, 2005	
4	EXTENSION OF TIME GRANTED	Jun 29, 2005	
5	INCOMING - EXT TIME TO OPPOSE FILED	Aug 29, 2005	
6	EXTENSION OF TIME GRANTED	Aug 29, 2005	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91104672](#)

**Filing Date:** Jan 06, 1997

**Status:** Terminated

**Status Date:** Oct 16, 1997

**Interlocutory Attorney:**

**Defendant**

**Name:** JULIAN R. YOUMANS

**Correspondent Address:** DAN A. CRADDOCK  
SINER, STEINBOCK, HOFMANN & PENNYPACKER  
ONE ALMADEN BOULEVARD SUITE 200  
SAN JOSE CA , 95113  
UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
HALLMARK FINANCIAL	Abandoned - After Inter-Partes Decision	<a href="#">74683653</a>	

**Plaintiff(s)**

**Name:** HALLMARK LICENSING, INC.

**Correspondent Address:** DAVID N. JOHNSON  
P.O. BOX 419126  
KANSAS CITY MO , 64141-6126  
UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">71428550</a>	<a href="#">380596</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 06, 1997	
2	NOTICE SENT; ANSWER DUE (DUE DATE)	Jan 29, 1997	Mar 10, 1997
3	PENDING, INSTITUTED	Jan 29, 1997	
4	NOTICE OF DEFAULT	Jun 03, 1997	
5	BOARD'S DECISION: SUSTAINED	Oct 16, 1997	
6	TERMINATED	Oct 16, 1997	

**Type of Proceeding: Opposition**

Proceeding Number: [91104604](#) Filing Date: Jan 02, 1997  
 Status: Terminated Status Date: Oct 14, 1997  
 Interlocutory Attorney: TERRY E HOLTZMAN

**Defendant**

Name: JULIAN R. YOUMANS  
 Correspondent Address: DAN A. CRADDOCK  
 Siner, Steinbock, Hofmann  
 & Pennypacker One Almaden Boulevard, Suite 200  
 San Jose CA , 95113  
 UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK FINANCIAL SERVICES, INC.	Abandoned - After Inter-Partes Decision	<a href="#">74683598</a>	

**Plaintiff(s)**

Name: HALLMARK LICENSING, INC.  
 Correspondent Address: DAVID N. JOHNSON  
 ATTORNEY FOR HALLMARK LICENSING, INC.  
 2501 MCGEE TRAFFICWAY P.O. BOX 419126  
 KANSAS CITY MO , 64141  
 UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">71428550</a>	<a href="#">380596</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 02, 1997	
2	NOTICE SENT; ANSWER DUE (DUE DATE)	Jan 27, 1997	Mar 08, 1997
3	PENDING, INSTITUTED	Jan 27, 1997	
4	NOTICE OF DEFAULT	Jul 07, 1997	
5	BOARD'S DECISION: SUSTAINED	Oct 14, 1997	
6	TERMINATED	Oct 14, 1997	

**Type of Proceeding: Opposition**

Proceeding Number: [91089182](#) Filing Date: Oct 06, 1992  
 Status: Terminated Status Date: Dec 09, 1993  
 Interlocutory Attorney:

**Defendant**

Name: HALL FOREST PRODUCTS, INC.  
 Correspondent Address: J.W. GIPPLE  
 GIPPLE & HALE  
 P.O. BOX 40513  
 WASHINGTON DC , 20016  
 UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALL-MARK	Abandoned - After Inter-Partes Decision	<a href="#">74227913</a>	

**Plaintiff(s)**

Name: HALLMARK CARDS, INCORPORATED

Correspondent Address: CAROL F. FOWLER  
2501 MCGEE P.O. BOX 419126-4126  
KANSAS CITY MO , 64141-6126  
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">71428550</a>	<a href="#">380596</a>

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 06, 1992	
2	NOTICE SENT; ANSWER DUE (DUE DATE)	Dec 01, 1992	Jan 11, 1993
3	PENDING, INSTITUTED	Dec 01, 1992	
4	NOTICE OF DEFAULT	Jul 30, 1993	
5	BOARD'S DECISION: SUSTAINED	Nov 08, 1993	
6	TERMINATED	Dec 09, 1993	

Type of Proceeding: Opposition

Proceeding Number: [91088943](#)

Filing Date: Aug 28, 1992

Status: Terminated

Status Date: May 05, 1993

Interlocutory Attorney: TERRY E HOLTZMAN

Defendant

Name: WILLIAM J. HALL DBA HALLMARK ORTHOPEDIC

Correspondent Address: FREDERICK GOTHA  
80 SOUTH LAKE AVENUE SUITE 823  
PASADENA CA , 91101  
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Cancelled - Section 8	<a href="#">74188854</a>	<a href="#">1781257</a>

Plaintiff(s)

Name: HALLMARK CARDS, INCORPORATED

Correspondent Address: CAROL F. FOWLER  
LEGAL DEPT., HALLMARK CARDS, INC.  
25TH & MCGEE TRAFFICWAY P.O. BOX 419126-4116  
KANSAS CITY MO , 64141-6126  
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">71428550</a>	<a href="#">380596</a>

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 28, 1992	
2	NOTICE SENT; ANSWER DUE (DUE DATE)	Nov 02, 1992	Dec 14, 1992
3	PENDING, INSTITUTED	Nov 02, 1992	
4	ANSWER	Dec 11, 1992	
5	TRIAL DATES SET	Feb 05, 1993	
6	STIP W/D OF OPP	Mar 19, 1993	
7	BD'S DECISION: DISMISSED W/O PREJUDICE	Apr 14, 1993	
8	TERMINATED	May 05, 1993	

Type of Proceeding: Opposition

Proceeding Number: [91086102](#)

Filing Date: Oct 15, 1991

Status: Terminated

Status Date: Aug 27, 1992

Interlocutory Attorney:

**Defendant****Name:** NATIONWIDE RESEARCH CORPORATION, DBA**Correspondent Address:** DAVID A. HARLOW  
1000 PARK FORTY PLAZA SUITE 230  
DURHAM NC , 27713  
UNITED STATES**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">74087915</a>	<a href="#">1745416</a>

**Plaintiff(s)****Name:** HALLMARK CARDS INCORPORATED**Correspondent Address:** CAROL F. FOWLER  
2501 MCGEE  
KANSAS CITY MO , 64141-6126  
UNITED STATES**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">71428550</a>	<a href="#">380596</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 15, 1991	
2	NOTICE SENT; ANSWER DUE (DUE DATE)	Dec 05, 1991	Jan 14, 1992
3	PENDING, INSTITUTED	Dec 05, 1991	
4	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Dec 24, 1991	
5	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Feb 10, 1992	
6	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Mar 10, 1992	
7	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Apr 09, 1992	
8	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	May 08, 1992	
9	NOTICE OF DEFAULT	Jul 16, 1992	
10	NOTICE OF DEFAULT; PROCS REMAIN SUSP TIL 11-21-92	Jul 30, 1992	
11	PLS MOT TO WITHDRAWAL OF OPP W/O PREJ	Jul 27, 1992	
12	BD'S DECISION: DISMISSED W/O PREJUDICE	Aug 19, 1992	
13	TERMINATED	Aug 27, 1992	

**Type of Proceeding: Opposition****Proceeding Number:** [91083518](#)**Filing Date:** Sep 25, 1990**Status:** Terminated**Status Date:** Jul 28, 1992**Interlocutory Attorney:** GERARD F ROGERS**Defendant****Name:** METAL INDUSTRIES, INC. OF CALIFORNIA**Correspondent Address:** ROBERT D. WILLIAMS  
ROUTE 209  
P.O. BOX M  
ELIZABETHVILLE PA , 17023  
UNITED STATES**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARKE DOORS & WINDOWS	Abandoned - After Inter-Partes Decision	<a href="#">73835059</a>	

**Plaintiff(s)****Name:** HALLMARK CARDS, INCORPORATED**Correspondent Address:** BARRY M. KATZ  
LEGAL DEPARTMENT #339  
25TH AND MCGEE TRAFFICWAY P.O. BOX 419126  
KANSAS CITY MO , 64141-6126  
UNITED STATES**Associated marks**

Mark	Application Status	Serial Number	Registration
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HALLMARK	Renewed	<a href="#">71428550</a>	<a href="#">380596</a>
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Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Sep 25, 1990	
2	NOTICE SENT; ANSWER DUE (DUE DATE)	Oct 15, 1990	Nov 26, 1990
3	PENDING, INSTITUTED	Oct 15, 1990	
4	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Nov 23, 1990	
5	DELETE ENTRY	Nov 23, 1990	
6	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Dec 14, 1990	
7	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Jan 23, 1991	
8	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Feb 22, 1991	
9	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Mar 25, 1991	
10	PROCS SUSPEND FOR 6 MONTHS	Apr 01, 1991	
11	PROC. RESUMED ; ANSWER DUE 40 DAYS	Nov 27, 1991	
12	NOTICE OF DEFAULT	Mar 13, 1992	
13	BOARD'S DECISION: SUSTAINED	Jun 22, 1992	
14	TERMINATED	Jul 28, 1992	

**Type of Proceeding: Opposition**

Proceeding Number: [91082018](#)

Filing Date: Jan 22, 1990

Status: Terminated

Status Date: Aug 09, 1990

Interlocutory Attorney:

**Defendant**

Name: M/I SCHOTTENSTEIN HOMES, INC.

Correspondent Address: SUSAN D. RECTOR  
C/O SCHOTTENSTEIN, ZOX & DUNN  
THE HUNTINGTON CENTER 41 SOUTH HIGH STREET  
COLUMBUS OH , 43215  
UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
HALLMARK REGENCY	Cancelled - Section 8	<a href="#">73783472</a>	<a href="#">1620388</a>

**Plaintiff(s)**

Name: HALLMARK CARDS, INCORPORATED

Correspondent Address: BARRY M. KATZ  
LEGAL DEPARTMENT  
HALLMARK CARDS, INCORPORATED 25TH & MCGEE TRAFFICWAY, P.O. BOX 419126  
KANSAS CITY MO , 64141-6126  
UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">71428550</a>	<a href="#">380596</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 22, 1990	
2	NOTICE SENT; ANSWER DUE (DUE DATE)	Mar 26, 1990	May 05, 1990
3	PENDING, INSTITUTED	Mar 26, 1990	
4	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	May 07, 1990	
5	WITHDRAWAL OF OPPOSITION	Jun 15, 1990	
6	BD'S DECISION: DISMISSED W/O PREJUDICE	Jul 03, 1990	
7	TERMINATED	Aug 09, 1990	

**Type of Proceeding: Opposition**

Proceeding Number: [91081988](#)

Filing Date: Jan 03, 1990

Status: Terminated

Status Date: Aug 15, 1990

Interlocutory Attorney: PAULA T HAIRSTON

**Defendant**

Name: PICKWICK INTERNATIONAL INC. LIMITED

Correspondent Address: LIDDY, SULLIVAN, GALWAY,  
BEGLER & PEROFF  
800 FIFTH AVENUE  
NEW YORK NY , 10011  
UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Abandoned - After Inter-Partes Decision	<a href="#">73709341</a>	

**Plaintiff(s)**

Name: HALLMARK CARDS, INCORPORATED

Correspondent Address: BARRY M. KATZ AND CAROL F. FOWLER  
C/O HALLMARK CARDS, INCORPORATED  
LEGAL DEPARTMENT 25TH & MCGEE TRAFFICWAY, P O BOX 419126  
KANSAS CITY MO , 64141-6126  
UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">71428550</a>	<a href="#">380596</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 03, 1990	
2	NOTICE SENT; ANSWER DUE (DUE DATE)	Mar 26, 1990	May 05, 1990
3	PENDING, INSTITUTED	Mar 26, 1990	
4	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Apr 12, 1990	
5	WITHDRAWAL OF APPLICATION	May 07, 1990	
6	BOARD'S DECISION: SUSTAINED	Jun 20, 1990	
7	TERMINATED	Aug 15, 1990	

**Type of Proceeding: Opposition**

Proceeding Number: [91081347](#)

Filing Date: Oct 10, 1989

Status: Terminated

Status Date: Jun 03, 1993

Interlocutory Attorney: PAULA T HAIRSTON

**Defendant**

Name: LENTHERIC LIMITED

Correspondent Address: GRAHAM, CAMPAIGN & MCCARTHY, P.C.  
36 WEST 44TH STREET,  
NEW YORK NY , 10036-8178  
UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Abandoned - After Inter-Partes Decision	<a href="#">73710879</a>	

**Plaintiff(s)**

Name: HALLMARK CARDS, INCORPORATED

Correspondent Address: CAROL F. FOWLER  
LEGAL DEPARTMENT  
HALLMARK CARDS, INCORPORATED 25TH & MCGEE TRAFFICWAY-P.O. BOX 419126  
KANSAS CITY MO , 64141-6126  
UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">71428550</a>	<a href="#">380596</a>

**Prosecution History**

Entry	History Text	Date	Due Date
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Number			
1	FILED AND FEE	Oct 10, 1989	
2	NOTICE SENT; ANSWER DUE (DUE DATE)	Nov 13, 1989	Dec 26, 1989
3	PENDING, INSTITUTED	Nov 13, 1989	
4	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Dec 26, 1989	
5	ANSWER DUE 1-15-90	Jan 04, 1990	
6	ANSWER	Jan 16, 1990	
7	TRIAL DATES SET	Jan 31, 1990	
8	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Mar 19, 1990	
9	TRIAL DATES RESET	Mar 27, 1990	
10	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	May 22, 1990	
11	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Jul 31, 1990	
12	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Oct 01, 1990	
13	SUSPENDED	Oct 23, 1990	
14	PL'S MOT TO SUSPEND W/CONSENT	Jan 28, 1991	
15	SUSPENDED	Feb 26, 1991	
16	PLS MOT TO SUS PROCS W/CONSENT	May 23, 1991	
17	PROCEEDINGS SUSPENDED 6 MONTHS	Jun 13, 1991	
18	SUSPENDED	Jun 13, 1991	
19	PROCS RESUMED; TRIAL DATES RESET	Feb 07, 1992	
20	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Apr 10, 1992	
21	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	May 04, 1992	
22	SUSPENDED	Jul 08, 1992	
23	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Jul 06, 1992	
24	DEF'S NOTICE OF WITHDRAWAL OF SN 73/710, 879	Apr 30, 1993	
25	BOARD'S DECISION: SUSTAINED	May 21, 1993	
26	TERMINATED	Jun 03, 1993	

**Type of Proceeding: Opposition**

Proceeding Number: [91069514](#)

Filing Date: Jun 28, 1984

Status: Terminated

Status Date: Dec 15, 1986

Interlocutory Attorney: THOMAS J QUINN

**Defendant**

Name: SAMPO CORPORATION OF AMERICA

Correspondent Address: THOMAS MASUDA, MASARU FUNAI, ETAL.  
C/O MASUDA, FUNAI, EIFERT & MITCHELL  
134 NORTH LASALLE STREET SUITE 1700  
CHICAGO IL , 60602  
UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Abandoned - After Inter-Partes Decision	<a href="#">73424584</a>	

**Plaintiff(s)**

Name: HALLMARK CARDS, INCORPORATED

Correspondent Address: BARRY M. KATZ AND DAVID N. JOHNSON  
HALLMARK CARDS, INCORPORATED; LEG. DEPT.  
25TH AND MCGEE TRAFFICWAY P. O. BOX 126  
KANSAS CITY MO , 64141  
UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">71428550</a>	<a href="#">380596</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
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1	FILED AND FEE	Jun 28, 1984	
2	NOTICE SENT; ANSWER DUE (DUE DATE)	Oct 17, 1984	Nov 27, 1984
3	PENDING, INSTITUTED	Oct 17, 1984	
4	2(D) CONFUSION/MISTAKE/DECEPTION W MARK	Nov 13, 1984	
5	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Nov 26, 1984	
6	ANSWER	Dec 24, 1984	
7	TRIAL DATES SET	Feb 13, 1985	
8	PLAINTIFF'S INTERROGATORIES	Mar 25, 1985	
9	PLAINTIFF'S REQUEST FOR DOCUMENTS/THINGS	Mar 25, 1985	
10	STIPULATION FOR AN EXTENSION OF TIME	May 06, 1985	
11	PLAINTIFF'S RESPONSE TO PRODUCTION OF DOCUMENTS	May 06, 1985	
12	TRIAL DATES RESET	May 29, 1985	
13	STIPULATION FOR AN EXTENSION OF TIME	Aug 26, 1985	
14	STIP TO EXT DATES APPR. 9-17-85	Aug 26, 1985	
15	STIPULATION FOR AN EXTENSION OF TIME	Nov 13, 1985	
16	SUSPENDED	Dec 04, 1985	
17	PROCS RESUMED; TRIAL DATES RESET	Jul 15, 1986	
18	WITHDRAWAL OF APPLICATION	Oct 23, 1986	
19	BD'S DECISION: DISMISSED W/O PREJUDICE	Nov 14, 1986	
20	TERMINATED	Dec 15, 1986	

**Type of Proceeding: Opposition**

Proceeding Number: [91066512](#)

Filing Date: Aug 25, 1982

Status: Terminated

Status Date: May 11, 1983

Interlocutory Attorney:

**Plaintiff(s)**

Name: HALLMARK CARDS, INCORPORATED

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">71428550</a>	<a href="#">380596</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED	Aug 25, 1982	
2	PENDING, INSTITUTED	Oct 13, 1982	
3	ANSWER	Nov 26, 1982	
4	BD'S DECISION: DISMISSED W/O PREJUDICE	Apr 01, 1983	
5	TERMINATED	May 11, 1983	

**Type of Proceeding: Cancellation**

Proceeding Number: [92011179](#)

Filing Date: Mar 04, 1976

Status: Terminated

Status Date: Dec 17, 1976

Interlocutory Attorney:

**Defendant**

Name: HALLMARK CARDS, INCORPORATED

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Expired	<a href="#">72191175</a>	<a href="#">784151</a>

**Plaintiff(s)**

Name: HALLMARK CARDS, INCORPORATED, ASSIGNEE,

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
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HALLMARK

Renewed

[71428550](#)

[380596](#)

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED	Mar 04, 1976	
2	PENDING, INSTITUTED	Mar 31, 1976	
3	ANSWER	Jun 14, 1976	
4	BOARD'S DECISION: DISMISSED AS MOOT	Nov 22, 1976	
5	TERMINATED	Dec 17, 1976	

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Mark: HALLMARK



**US Serial Number:** 76050737      **Application Filing Date:** May 17, 2000  
**US Registration Number:** 2457248      **Registration Date:** Jun. 05, 2001  
**Register:** Principal  
**Mark Type:** Trademark  
**Status:** The registration has been renewed.  
**Status Date:** May 18, 2011  
**Publication Date:** Mar. 13, 2001

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## Mark Information

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**Mark Literal Elements:** HALLMARK  
**Standard Character Claim:** No  
**Mark Drawing Type:** 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)  
**Design Search Code(s):** 24.11.02 - Crowns open at the top

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## Related Properties Information

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**Claimed Ownership of US Registrations:** 0525798, 0651511, 2340952 and others

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## Goods and Services

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**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

**For:** DECORATIVE PILLOWS; [ NON-METAL SHOWER CURTAIN RINGS; AND CHAIR PADS ]

**International Class(es):** 020 - Primary Class

**U.S Class(es):** 002, 013, 022, 025, 032, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Aug. 11, 1999

**Use in Commerce:** Aug. 11, 1999

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## Basis Information (Case Level)

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<b>Filed Use:</b> Yes	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> No	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> No	<b>Amended 44E:</b> No
<b>Filed 66A:</b> No	<b>Currently 66A:</b> No	
<b>Filed No Basis:</b> No	<b>Currently No Basis:</b> No	

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## Current Owner(s) Information

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**Owner Name:** HALLMARK LICENSING LLC  
**Owner Address:** 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES  
**Legal Entity Type:** LIMITED LIABILITY COMPANY      **State or Country Where Organized:** KANSAS

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## Attorney/Correspondence Information

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**Attorney of Record**

Attorney Name: David N. Johnson

Attorney Primary Email Address: [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)

Attorney Email Authorized: Yes

**Correspondent**Correspondent Name/Address: David N. Johnson  
HALLMARK CARDS, INCORPORATED  
2501 McGee Trafficway  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES

Phone: 816-274-5583

Fax: 816-274-7171

Correspondent e-mail: [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)

Correspondent e-mail Authorized: Yes

**Domestic Representative - Not Found****Prosecution History**

Date	Description	Proceeding Number
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
May 18, 2011	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	76293
May 18, 2011	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
May 12, 2011	TEAS SECTION 8 & 9 RECEIVED	
May 16, 2007	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	76293
Apr. 18, 2007	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Apr. 18, 2007	TEAS SECTION 8 & 15 RECEIVED	
Oct. 13, 2006	CASE FILE IN TICRS	
Jun. 05, 2001	REGISTERED-PRINCIPAL REGISTER	
Mar. 13, 2001	PUBLISHED FOR OPPOSITION	
Feb. 28, 2001	NOTICE OF PUBLICATION	
Sep. 29, 2000	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 29, 2000	EXAMINER'S AMENDMENT MAILED	
Sep. 25, 2000	ASSIGNED TO EXAMINER	76729

**Maintenance Filings or Post Registration Information**

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Jun. 05, 2011

**TM Staff and Location Information****TM Staff Information - None****File Location**

Current Location: GENERIC WEB UPDATE

Date in Location: May 18, 2011

**Assignment Abstract Of Title Information****Summary**

Total Assignments: 1

Registrant: Hallmark Licensing, Inc.

**Assignment 1 of 1**

Conveyance: CHANGE OF NAME

Reel/Frame: [4700/0675](#)

Pages: 13

Date Recorded: Jan. 19, 2012

Supporting Documents: [assignment-tm-4700-0675.pdf](#)**Assignor**Name: [HALLMARK LICENSING, INC.](#)

Execution Date: Dec. 20, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

**Assignee**

Name: [HALLMARK LICENSING LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

Address: 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

**Correspondent**

Correspondent Name: DAVID N. JOHNSON

Correspondent Address: 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

**Domestic Representative - Not Found**

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Mark: HALLMARK



US Serial Number: 76050735  
Application Filing Date: May 17, 2000  
US Registration Number: 2469521  
Registration Date: Jul. 17, 2001  
Register: Principal  
Mark Type: Trademark  
Status: The registration has been renewed.  
Status Date: Jul. 25, 2011  
Publication Date: Apr. 24, 2001

## Mark Information

Mark Literal Elements: HALLMARK  
Standard Character Claim: No  
Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)  
Design Search Code(s): 24.11.02 - Crowns open at the top

## Related Properties Information

Claimed Ownership of US Registrations: 0525798, 0651511, 0654790, 0657441, 0712515, 0787169, 0821931, 0829008, 0842461, 0864077, 2340952 and others

## Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

For: [COMFORTERS; DUVET COVERS; BEDSPREADS;] BLANKETS; [SHEETS; PILLOW CASES; SHAMS; DUST RUFFLES; CURTAINS; DRAPERIES; VALANCES;] TOWELS; [SHOWER CURTAINS; BATH MATS;] TEXTILE PLACEMATS; TEXTILE TABLECLOTHS; TEXTILE TABLE RUNNERS; TEXTILE NAPKINS; [OVEN MITTS; POT HOLDERS;] AND CLOTH FLAGS

International Class(es): 024 - Primary Class

U.S Class(es): 042, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Aug. 11, 1999

Use in Commerce: Aug. 11, 1999

## Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

## Current Owner(s) Information

Owner Name: HALLMARK LICENSING LLC  
Owner Address: 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES  
Legal Entity Type: LIMITED LIABILITY COMPANY  
State or Country Where Organized: KANSAS

## Attorney/Correspondence Information

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**Attorney of Record**

**Attorney Name:** David N. Johnson **Docket Number:** 09029-33-358  
**Attorney Primary Email Address:** [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com) **Attorney Email Authorized:** Yes

**Correspondent**

**Correspondent Name/Address:** David N. Johnson  
HALLMARK CARDS, INCORPORATED  
2501 McGee Trafficway  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES  
**Phone:** 816-274-5583 **Fax:** 816-274-7171  
**Correspondent e-mail:** [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com) **Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

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**Prosecution History**

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Date	Description	Proceeding Number
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jul. 25, 2011	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	75184
Jul. 25, 2011	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jun. 27, 2011	TEAS SECTION 8 & 9 RECEIVED	
Jul. 06, 2007	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	75184
Jun. 12, 2007	ASSIGNED TO PARALEGAL	75184
May 18, 2007	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
May 18, 2007	TEAS SECTION 8 & 15 RECEIVED	
Feb. 27, 2007	CASE FILE IN TICRS	
Jul. 17, 2001	REGISTERED-PRINCIPAL REGISTER	
Apr. 24, 2001	PUBLISHED FOR OPPOSITION	
Apr. 11, 2001	NOTICE OF PUBLICATION	
Oct. 23, 2000	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 23, 2000	ASSIGNED TO EXAMINER	76745

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**Maintenance Filings or Post Registration Information**

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**Affidavit of Continued Use:** Section 8 - Accepted  
**Affidavit of Incontestability:** Section 15 - Accepted  
**Renewal Date:** Jul. 17, 2011

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**TM Staff and Location Information**

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**TM Staff Information - None**  
**File Location****Current Location:** GENERIC WEB UPDATE**Date in Location:** Jul. 25, 2011

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**Assignment Abstract Of Title Information**

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**Summary****Total Assignments:** 1**Registrant:** Hallmark Licensing, Inc.**Assignment 1 of 1**

**Conveyance:** CHANGE OF NAME  
**Reel/Frame:** [4700/0675](#) **Pages:** 13  
**Date Recorded:** Jan. 19, 2012  
**Supporting Documents:** [assignment-tm-4700-0675.pdf](#)

**Assignor**

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**Name:** [HALLMARK LICENSING, INC.](#)  
**Legal Entity Type:** CORPORATION

**Execution Date:** Dec. 20, 2011

**State or Country Where Organized:** DELAWARE

**Assignee**

**Name:** [HALLMARK LICENSING LLC](#)  
**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** KANSAS

**Address:** 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

**Correspondent**

**Correspondent Name:** DAVID N. JOHNSON  
**Correspondent Address:** 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

**Domestic Representative - Not Found**

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Mark: HALLMARK



**US Serial Number:** 76050736      **Application Filing Date:** May 17, 2000  
**US Registration Number:** 2469522      **Registration Date:** Jul. 17, 2001  
**Register:** Principal  
**Mark Type:** Trademark  
**Status:** The registration has been renewed.  
**Status Date:** Jul. 26, 2011  
**Publication Date:** Apr. 24, 2001

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## Mark Information

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**Mark Literal Elements:** HALLMARK  
**Standard Character Claim:** No  
**Mark Drawing Type:** 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)  
**Design Search Code(s):** 24.11.02 - Crowns open at the top

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## Related Properties Information

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**Claimed Ownership of US Registrations:** 0525798, 0651511, 0654790, 0657441, 0712515, 0787169, 0821931, 0829008, 0842461, 0864077, 2340952 and others

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## Goods and Services

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**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

**For:** DINNERWARE, namely, PLATES, BOWLS, CUPS, SAUCERS, PLATTERS, MUGS, [ GRAVY BOAT, ] SUGAR AND CREAMER, SALT AND PEPPER SHAKERS; BEVERAGE GLASSES; [ GOBLETS; SOAP DISHES; SOAP HOLDERS; ] BUTTER DISHES; [ WASTE BASKETS; ] NAPKIN HOLDERS; PAPER CUPS AND PAPER PLATES; NAPKIN RINGS NOT OF PRECIOUS METAL; VASES; TRIVETS; AND COFFEE POTS AND TEA POTS NOT OF PRECIOUS METAL

**International Class(es):** 021 - Primary Class

**U.S Class(es):** 002, 013, 023, 029, 030, 033, 040, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Aug. 11, 1999

**Use in Commerce:** Aug. 11, 1999

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## Basis Information (Case Level)

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<b>Filed Use:</b> Yes	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> No	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> No	<b>Amended 44E:</b> No
<b>Filed 66A:</b> No	<b>Currently 66A:</b> No	
<b>Filed No Basis:</b> No	<b>Currently No Basis:</b> No	

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## Current Owner(s) Information

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**Owner Name:** HALLMARK LICENSING LLC  
**Owner Address:** 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES  
**Legal Entity Type:** LIMITED LIABILITY COMPANY      **State or Country Where Organized:** KANSAS

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** David N. Johnson **Docket Number:** 09029-33-174  
**Attorney Primary Email Address:** [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com) **Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** David N. Johnson  
HALLMARK CARDS, INCORPORATED  
2501 McGee Trafficway  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES  
**Phone:** 816-274-5583 **Fax:** 816-274-7171  
**Correspondent e-mail:** [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com) **Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jul. 26, 2011	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	74886
Jul. 26, 2011	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jun. 24, 2011	TEAS SECTION 8 & 9 RECEIVED	
Oct. 02, 2007	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	74886
Oct. 02, 2007	ASSIGNED TO PARALEGAL	74886
Jul. 17, 2007	TEAS SECTION 8 & 15 RECEIVED	
Feb. 27, 2007	CASE FILE IN TICRS	
Jul. 17, 2001	REGISTERED-PRINCIPAL REGISTER	
Apr. 24, 2001	PUBLISHED FOR OPPOSITION	
Apr. 11, 2001	NOTICE OF PUBLICATION	
Oct. 23, 2000	APPROVED FOR PUB - PRINCIPAL REGISTER	

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** Jul. 17, 2011

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** Jul. 26, 2011

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** Hallmark Licensing, Inc.

### Assignment 1 of 1

**Conveyance:** CHANGE OF NAME

**Reel/Frame:** [4700/0675](#)

**Pages:** 13

**Date Recorded:** Jan. 19, 2012

**Supporting Documents:** [assignment-tm-4700-0675.pdf](#)

### Assignor

**Name:** [HALLMARK LICENSING, INC.](#)

**Execution Date:** Dec. 20, 2011

**Legal Entity Type:** CORPORATION

**State or Country Where:** DELAWARE

Organized:

**Assignee**

Name: [HALLMARK LICENSING LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

Address: 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

**Correspondent**

Correspondent Name: DAVID N. JOHNSON

Correspondent Address: 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

**Domestic Representative - Not Found**

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Mark: HALLMARK



US Serial Number: 72283299      Application Filing Date: Oct. 25, 1967  
US Registration Number: 864077      Registration Date: Jan. 28, 1969  
Register: Principal  
Mark Type: Trademark  
Status: The registration has been renewed.  
Status Date: Mar. 30, 2009

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## Mark Information

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Mark Literal Elements: HALLMARK  
Standard Character Claim: No  
Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)  
Design Search Code(s): 24.11.02 - Crowns open at the top

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## Related Properties Information

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Claimed Ownership of US Registrations: 0107653, 0712525 and others

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## Goods and Services

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Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

For: CUPS; PLATES; NUT CUPS; TREAT BAGS; MERCHANDISE BAGS [ ; AND MAY BASKETS ], ALL MADE OF PAPER

International Class(es): 006, 013, 014, 015, 016, 018, 020, 021, 022, 034

U.S Class(es): 002 - Primary Class

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 15, 1945

Use in Commerce: Jun. 15, 1945

For: CORD AND YARN TIES

International Class(es): 022

U.S Class(es): 007 - Primary Class

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 02, 1956

Use in Commerce: Apr. 02, 1956

For: [ MATCHES ]

International Class(es): 013, 034

U.S Class(es): 009 - Primary Class

Class Status: SECTION 8 - CANCELLED

Basis: 1(a)

First Use: Jun. 15, 1960

Use in Commerce: Jun. 15, 1960

For: FACE MASKS AND MONSTER HEADS FOR HOLIDAYS AND CHILDREN'S PARTIES; PEN AND CARD SETS-NAMELY, PLAYING CARDS, SCORE PAD, AND PEN

International Class(es): 016, 028

U.S Class(es): 022 - Primary Class

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 15, 1960

Use in Commerce: Jun. 15, 1960

For: NAPKINS; COASTERS; GUEST TOWELS; TABLE COVERS; DOILIES; PLACE MATS; PARTY GOODS COORDINATED SETS-NAMELY, INVITATIONS AND PAPER TABLE SETTINGS, INCLUDING TABLE COVERS, NAPKINS, AND PLACE CARDS; LUNCHEON ENSEMBLES-NAMELY, SETS OF LUNCHEON NAPKINS, BEVERAGE NAPKINS AND COASTERS; SAUCER MATS; MEMORANDUM PADS; SCORE PADS; ADDRESS LABELS; BOOKLETS, SUCH AS MEMORANDUM, CHRISTMAS LIST RECORD AND ADDRESS BOOKLETS; AND SCRAP BOOKS, ALL MADE OF PAPER

**International Class(es):** 016  
**Class Status:** ACTIVE  
**Basis:** 1(a)  
**First Use:** Mar. 08, 1954

**U.S Class(es):** 037 - Primary Class

**Use in Commerce:** Mar. 08, 1954

**For:** PARTY BOOKS, CONTAINING MATERIAL CONCERNING PARTY THEMES, GAMES, DECORATIONS AND MENUS; RECIPE BOOKLETS; BOOKS, INCLUDING POETRY, BIOGRAPHIES, QUOTATIONS, CHILDREN'S BOOKS, AND THE LIKE; AND PICTURE POST CARDS

**International Class(es):** 016  
**Class Status:** ACTIVE  
**Basis:** 1(a)  
**First Use:** Dec. 01, 1963

**U.S Class(es):** 038 - Primary Class

**Use in Commerce:** Dec. 01, 1963

**For:** BOWS AND PLASTIC BOW PINS; GIFT KITS CONTAINING FABRIC, [ THREAD, ] INSTRUCTIONS FOR MAKNG BAGS, [ PILLOWS, ] AND SIMILAR ARTICLES

**International Class(es):** 021, 026  
**Class Status:** ACTIVE  
**Basis:** 1(a)  
**First Use:** Apr. 02, 1956

**U.S Class(es):** 040 - Primary Class

**Use in Commerce:** Apr. 02, 1956

**For:** CAKE DECORATIONS, SUCH AS FIGURES, NUMERALS, FLOWERS, AND THE LIKE; ANNIVERSARY NUMERALS-NAMELY, DECORATIVE NUMERALS FOR CAKES, PACKAGES AND CENTERPIECES; HOME DECORATIONS, SUCH AS FLOWERS AND CENTERPIECES; PARTY FAVORS AND DECORATIONS; PACKAGE DECORATIONS, ALL MADE OF PAPER; GIFT KITS [, INCLUDING MATERIALS FOR MAKING ARTICLES SUCH AS WALLETS, BIRD FEEDERS, TIE RACKS, AND THE LIKE ] ; DECORATIVE WALL PLAQUES; PAPER PARTY HATS; AND ST. PATRICK'S DAY PINS

**International Class(es):** 003, 006, 014, 016, 017, 019, 020, 021, 022, 024, 026, 027, 028  
**Class Status:** ACTIVE  
**Basis:** 1(a)  
**First Use:** Oct. 22, 1956

**U.S Class(es):** 050 - Primary Class

**Use in Commerce:** Oct. 22, 1956

## Basis Information (Case Level)

<b>Filed Use:</b> Yes	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> No	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> No	<b>Amended 44E:</b> No
<b>Filed 66A:</b> No	<b>Currently 66A:</b> No	
<b>Filed No Basis:</b> No	<b>Currently No Basis:</b> No	

## Current Owner(s) Information

**Owner Name:** HALLMARK LICENSING LLC  
**Owner Address:** 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES  
**Legal Entity Type:** LIMITED LIABILITY COMPANY  
**State or Country Where Organized:** KANSAS

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** David N. Johnson  
**Attorney Primary Email Address:** [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)  
**Docket Number:** 09029-33-010  
**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** David N. Johnson  
Hallmark Cards, Incorporated  
2501 McGee Trafficway  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES  
**Phone:** 816-274-5583  
**Fax:** 816-274-7171  
**Correspondent e-mail Authorized:** Yes  
**Correspondent e-mail:** [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)

## Prosecution History

Date	Description	Proceeding Number
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Apr. 23, 2009	AMENDMENT UNDER SECTION 7 - ISSUED	73376
Mar. 27, 2009	FAX RECEIVED	
Mar. 30, 2009	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	73376
Mar. 30, 2009	REGISTERED - SEC. 9 GRANTED/CHECK RECORD FOR SEC. 8	73376
Mar. 30, 2009	REGISTERED - PARTIAL SEC. 8 (10-YR) ACCEPTED	73376
Nov. 19, 2008	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Feb. 10, 2009	CASE FILE IN TICRS	
Feb. 02, 2009	AMENDMENT UNDER SECTION 7 - ISSUED	
Nov. 25, 2008	ASSIGNED TO PARALEGAL	73376
Nov. 19, 2008	TEAS SECTION 8 & 9 RECEIVED	
Nov. 19, 2008	TEAS SECTION 7 REQUEST RECEIVED	
Jan. 28, 1989	REGISTERED AND RENEWED (FIRST RENEWAL - 20 YRS)	
Aug. 10, 1989	RESPONSE RECEIVED TO POST REG. ACTION	
Mar. 13, 1989	POST REGISTRATION ACTION MAILED - SEC. 9	
Jan. 03, 1989	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** Jan. 28, 2009

**Change in Registration:** Yes

**Amendment to a Registration/Renewal Certificate:** The drawing is amended to appear as follows: PUBLISH NEW CUT

## TM Staff and Location Information

TM Staff Information - None

File Location

**Current Location:** POST REGISTRATION

**Date in Location:** Jun. 08, 2009

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 2

**Registrant:** HALLMARK CARDS INCORPORATED

### Assignment 1 of 2

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Reel/Frame:** [1419/0445](#)

**Pages:** 8

**Date Recorded:** Dec. 27, 1995

**Supporting Documents:** No Supporting Documents Available

### Assignor

**Name:** [HALLMARK CARDS, INCORPORATED](#)

**Execution Date:** Dec. 21, 1995

**Legal Entity Type:** UNKNOWN

**State or Country Where Organized:** No Place Where Organized Found

### Assignee

**Name:** [HALLMARK LICENSING, INC.](#)

**Legal Entity Type:** UNKNOWN

**State or Country Where Organized:** No Place Where Organized Found

**Address:** 2440 PERSHING ROAD, SUITE 300

KANSAS CITY, MISSOURI 64108

**Correspondent**

**Correspondent Name:** HALLMARK CARDS, INCORPORATED

**Correspondent Address:** MS. ANGIE WARREN - #339  
P.O. BOX 419126  
KANSAS CITY, MO 64141-6126

**Domestic Representative - Not Found**

**Assignment 2 of 2**

**Conveyance:** CHANGE OF NAME

**Reel/Frame:** [4700/0675](#)

**Pages:** 13

**Date Recorded:** Jan. 19, 2012

**Supporting Documents:** [assignment-tm-4700-0675.pdf](#)

**Assignor**

**Name:** [HALLMARK LICENSING, INC.](#)

**Execution Date:** Dec. 20, 2011

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** DELAWARE

**Assignee**

**Name:** [HALLMARK LICENSING LLC](#)

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** KANSAS

**Address:** 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

**Correspondent**

**Correspondent Name:** DAVID N. JOHNSON

**Correspondent Address:** 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

**Domestic Representative - Not Found**

**Proceedings**

**Summary**

**Number of Proceedings:** 1

**Type of Proceeding: Cancellation**

**Proceeding Number:** [92009414](#)

**Filing Date:** Jul 08, 1969

**Status:** Terminated

**Status Date:** Dec 22, 1969

**Interlocutory Attorney:**

**Defendant**

**Name:** GIBSON GREETING CARDS, INC.

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
			<a href="#">867305</a>

**Plaintiff(s)**

**Name:** HALLMARK CARDS, INCORPORATED

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">72283299</a>	<a href="#">864077</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED	Jul 08, 1969	
2	PENDING, INSTITUTED	Aug 18, 1969	
3	BOARD'S DECISION: DISMISSED	Oct 21, 1969	
4	TERMINATED	Dec 22, 1969	



Attorney Primary Email Address: [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)

Attorney Email Authorized: Yes

#### Correspondent

**Correspondent Name/Address:** DAVID N. JOHNSON  
HALLMARK CARDS INCORPORATED  
2501 McGee Trafficway  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES

**Phone:** 816-274-5583

**Fax:** 816-274-7171

**Correspondent e-mail:** [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)

**Correspondent e-mail Authorized:** Yes

#### Domestic Representative - Not Found

### Prosecution History

Date	Description	Proceeding Number
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
May 11, 2011	REGISTERED AND RENEWED (THIRD RENEWAL - 10 YRS)	75461
May 11, 2011	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
May 04, 2011	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	75461
Apr. 20, 2011	TEAS SECTION 8 & 9 RECEIVED	
Sep. 17, 2008	CASE FILE IN TICRS	
May 01, 2001	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	
May 01, 2001	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Dec. 18, 2000	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
May 09, 1991	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Apr. 05, 1991	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
Feb. 28, 1977	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	

### Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** Jul. 20, 2011

### TM Staff and Location Information

#### TM Staff Information - None

#### File Location

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** May 11, 2011

### Assignment Abstract Of Title Information

#### Summary

**Total Assignments:** 3

**Registrant:** HALLMARK CARDS INCORPORATED

#### Assignment 1 of 3

**Conveyance:** ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**Reel/Frame:** [0196/0001](#)

**Pages:** 2

**Date Recorded:** Aug. 03, 1970

**Supporting Documents:** No Supporting Documents Available

#### Assignor

**Name:** [RETAIL PLANS & MANAGEMENT, INC.](#)

**Execution Date:** Jul. 24, 1970

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** DELAWARE

#### Assignee

**Name:** [HALLMARK CARDS, INCORPORATED](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** MISSOURI

Address: 25TH AND MCGEE TRAFFICWAY  
KANSAS CITY, MISSOURI

**Correspondent**

Correspondent Name: FISHBURN, GOLD AND LITMAN

Correspondent Address: SUITE 1217  
COMMERCE BANK BLDG.  
KANSAS CITY, MO 64106

**Domestic Representative - Not Found**

**Assignment 2 of 3**

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [1419/0445](#)

Pages: 8

Date Recorded: Dec. 27, 1995

Supporting Documents: No Supporting Documents Available

**Assignor**

Name: [HALLMARK CARDS, INCORPORATED](#)

Execution Date: Dec. 21, 1995

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

**Assignee**

Name: [HALLMARK LICENSING, INC.](#)

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

Address: 2440 PERSHING ROAD, SUITE 300  
KANSAS CITY, MISSOURI 64108

**Correspondent**

Correspondent Name: HALLMARK CARDS, INCORPORATED

Correspondent Address: MS. ANGIE WARREN - #339  
P.O. BOX 419126  
KANSAS CITY, MO 64141-6126

**Domestic Representative - Not Found**

**Assignment 3 of 3**

Conveyance: CHANGE OF NAME

Reel/Frame: [4700/0675](#)

Pages: 13

Date Recorded: Jan. 19, 2012

Supporting Documents: [assignment-tm-4700-0675.pdf](#)

**Assignor**

Name: [HALLMARK LICENSING, INC.](#)

Execution Date: Dec. 20, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

**Assignee**

Name: [HALLMARK LICENSING LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

Address: 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

**Correspondent**

Correspondent Name: DAVID N. JOHNSON

Correspondent Address: 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

**Domestic Representative - Not Found**

**Proceedings**

**Summary**

Number of Proceedings: 3

**Type of Proceeding: Opposition**

Proceeding Number: [91215884](#)

Filing Date: Apr 14, 2014

Status: Pending

Status Date: Apr 14, 2014

Interlocutory Attorney: GEORGE POLOGEORGIS

**Defendant**

**Name:** Hallmark Industries, Inc.

**Correspondent Address:** ANTHONY M VERNA III  
KRAVITZ & VERNA LLC  
PO BOX 3620293, PACC  
NEW YORK NY , 10129  
UNITED STATES

**Correspondent e-mail:** [averna@kravitzverna.com](mailto:averna@kravitzverna.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
HALLMARK925	Opposition Pending	<a href="#">77666333</a>	
Plaintiff(s)			

**Name:** Hallmark Licensing, LLC

**Correspondent Address:** MARK A PASKAR  
BRYAN CAVE LLP  
211 NORTH BROADWAY , SUITE 3600  
ST LOUIS MO , 63102  
UNITED STATES

**Correspondent e-mail:** [mapaskar@bryancave.com](mailto:mapaskar@bryancave.com) , [sluspto@bryancave.com](mailto:sluspto@bryancave.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">71428550</a>	<a href="#">380596</a>
HALLMARK	Renewed	<a href="#">72335723</a>	<a href="#">916900</a>
HALLMARK	Renewed	<a href="#">72022537</a>	<a href="#">654790</a>
HALLMARK	Renewed	<a href="#">72022538</a>	<a href="#">657441</a>
HALLMARK	Renewed	<a href="#">71575762</a>	<a href="#">525798</a>
HALLMARK KEEPSAKE	Registered	<a href="#">85589924</a>	<a href="#">4267408</a>
HALLMARK BUSINESS CONNECTIONS	Registered	<a href="#">85050444</a>	<a href="#">3907423</a>
HALLMARK HALL OF FAME	Renewed	<a href="#">72038459</a>	<a href="#">674750</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 14, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 14, 2014	May 24, 2014
3	PENDING, INSTITUTED	Apr 14, 2014	
4	ANSWER	May 16, 2014	
5	P APPEARANCE / POWER OF ATTORNEY	Jun 03, 2014	
6	P MOT TO SUSP PEND DISP CIV ACTION	Jun 23, 2014	
7	SUSP PEND DISP OF CIVIL ACTION	Jul 15, 2014	
8	P NOTICE OF DISMISSAL OF CIVIL ACTION	Sep 24, 2014	
9	P MOT TO CONSOLIDATE	Sep 24, 2014	
10	P NOTICE OF DISMISSAL OF CIVIL ACTION	Sep 24, 2014	
11	D APPEARANCE / POWER OF ATTORNEY	Oct 21, 2014	
12	D APPEARANCE / POWER OF ATTORNEY	Oct 21, 2014	
13	P MOTION TO CONSOLIDATE GRANTED	Jan 29, 2015	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91211392](#)

**Filing Date:** Jul 03, 2013

**Status:** Pending

**Status Date:** Jul 03, 2013

**Interlocutory Attorney:** ELIZABETH WINTER

Defendant	
<b>Name:</b> Hallmark Industries, Inc.	
<b>Correspondent Address:</b> MATTHEW H SWYERS THE TRADEMARK COMPANY PLLC 344 MAPLE AVENUE WEST, SUITE 151 VIENNA VA , 22180 UNITED STATES	

Correspondent e-mail: [mswyers@TheTrademarkCompany.com](mailto:mswyers@TheTrademarkCompany.com) , [averna@kravitzverna.com](mailto:averna@kravitzverna.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Opposition Pending	<a href="#">77457422</a>	

**Plaintiff(s)**

**Name:** Hallmark Licensing, LLC

**Correspondent Address:** MARK A PASKAR  
BRYAN CAVE LLP  
211 NORTH BROADWAY, SUITE 3600  
ST LOUIS MO , 63102  
UNITED STATES

Correspondent e-mail: [mapaskar@bryancave.com](mailto:mapaskar@bryancave.com) , [sluspto@bryancave.com](mailto:sluspto@bryancave.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">71428550</a>	<a href="#">380596</a>
HALLMARK	Renewed	<a href="#">72335723</a>	<a href="#">916900</a>
HALLMARK	Renewed	<a href="#">72022537</a>	<a href="#">654790</a>
HALLMARK	Renewed	<a href="#">72022538</a>	<a href="#">657441</a>
HALLMARK	Renewed	<a href="#">71575762</a>	<a href="#">525798</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 03, 2013	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 03, 2013	Aug 12, 2013
3	PENDING, INSTITUTED	Jul 03, 2013	
4	ANSWER	Aug 07, 2013	
5	STIP FOR EXT	Sep 17, 2013	
6	EXTENSION OF TIME GRANTED	Oct 17, 2013	
7	STIP FOR EXT	Dec 09, 2013	
8	EXTENSION OF TIME GRANTED	Jan 09, 2014	
9	D REQ TO W/DRAW AS ATTORNEY	Feb 10, 2014	
10	STIP TO SUSPEND PEND DISP CIV ACTION	Feb 18, 2014	
11	SUSPENDED	Feb 18, 2014	
12	RESPONSE DUE 30 DAYS (DUE DATE)	Mar 05, 2014	Apr 04, 2014
13	D RESP TO BD ORDER/INQUIRY	May 23, 2014	
14	P APPEARANCE / POWER OF ATTORNEY	Sep 18, 2014	
15	P RESP TO BD ORDER/INQUIRY	Sep 24, 2014	
16	P MOT TO CONSOLIDATE	Sep 24, 2014	
17	P RESP TO BD ORDER/INQUIRY	Sep 24, 2014	
18	CONOSOLIDATED - PARENT; TRIAL DATES RESET	Jan 29, 2015	
19	P APPEARANCE / POWER OF ATTORNEY	Feb 05, 2015	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91085747](#)

**Filing Date:** Aug 21, 1991

**Status:** Terminated

**Status Date:** Jun 17, 1993

**Interlocutory Attorney:** TERRY E HOLTZMAN

**Defendant**

**Name:** JULIAN R. YOUMANS

**Correspondent Address:** DENNIS M. WILSON  
1610 ARDEN WAY SUITE 160  
SACRAMENTO CA , 95815  
UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
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HALLMARK SUITES

Renewed

[74078771](#)

[1879344](#)

**Plaintiff(s)**

**Name:** HALLMARK CARDS, INCORPORATED

**Correspondent Address:** CAROL F. FOWLER  
HALLMARK CARDS INCORPORATED  
2501 MCGEE P. O. BOX 419126-4126  
KANSAS CITY MO , 64141-6126  
UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">72335723</a>	<a href="#">916900</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 21, 1991	
2	NOTICE SENT; ANSWER DUE (DUE DATE)	Sep 25, 1991	Nov 04, 1991
3	PENDING, INSTITUTED	Sep 25, 1991	
4	ANSWER	Nov 04, 1991	
5	TRIAL DATES SET	Nov 22, 1991	
6	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Feb 07, 1992	
7	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Mar 24, 1992	
8	P'S MOTION FOR AN EXTENSION OF TIME	Apr 24, 1992	
9	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	May 26, 1992	
10	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Jul 20, 1992	
11	STIPULATED W/D OF OPPOSITION	May 06, 1993	
12	BD'S DECISION: DISMISSED W/O PREJUDICE	May 26, 1993	
13	TERMINATED	Jun 17, 1993	

Generated on: This page was generated by TSDR on 2015-02-11 14:46:37 EST

Mark: HALLMARK



**US Serial Number:** 77606558  
**US Registration Number:** 3634799  
**Filed as TEAS Plus:** Yes  
**Register:** Principal  
**Mark Type:** Trademark  
**Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.  
**Status Date:** Jul. 25, 2014  
**Publication Date:** Mar. 24, 2009

**Application Filing Date:** Nov. 04, 2008  
**Registration Date:** Jun. 09, 2009  
**Currently TEAS Plus:** Yes

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## Mark Information

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**Mark Literal Elements:** HALLMARK  
**Standard Character Claim:** No  
**Mark Drawing Type:** 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)  
**Description of Mark:** The mark consists of an open Crown Design over the word "Hallmark" in script.  
**Color(s) Claimed:** Color is not claimed as a feature of the mark.  
**Design Search Code(s):** 24.11.02 - Crowns open at the top

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## Related Properties Information

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**Claimed Ownership of US Registrations:** 0654790, 0821931, 0864077 and others

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## Goods and Services

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**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Christmas tree ornaments  
**International Class(es):** 028 - Primary Class  
**Class Status:** ACTIVE  
**Basis:** 1(a)  
**First Use:** Dec. 31, 1973

**U.S Class(es):** 022, 023, 038, 050  
**Use in Commerce:** Dec. 31, 1973

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## Basis Information (Case Level)

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<b>Filed Use:</b> Yes	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> No	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> No	<b>Amended 44E:</b> No
<b>Filed 66A:</b> No	<b>Currently 66A:</b> No	
<b>Filed No Basis:</b> No	<b>Currently No Basis:</b> No	

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## Current Owner(s) Information

---

**Owner Name:** HALLMARK LICENSING LLC  
**Owner Address:** 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES  
**Legal Entity Type:** LIMITED LIABILITY COMPANY  
**State or Country Where Organized:** KANSAS

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** David N. Johnson **Docket Number:** RR 30756  
**Attorney Primary Email Address:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) **Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** DAVID N. JOHNSON  
HALLMARK CARDS, INCORPORATED  
2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES  
**Phone:** 816-274-5583 **Fax:** 816-274-7171  
**Correspondent e-mail:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com) **Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jul. 25, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jul. 25, 2014	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	66607
Jul. 25, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	66607
Jul. 09, 2014	TEAS SECTION 8 & 15 RECEIVED	
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jun. 09, 2009	REGISTERED-PRINCIPAL REGISTER	
Mar. 24, 2009	PUBLISHED FOR OPPOSITION	
Mar. 04, 2009	NOTICE OF PUBLICATION	
Feb. 13, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	68123
Feb. 13, 2009	ASSIGNED TO LIE	68123
Feb. 05, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 05, 2009	ASSIGNED TO EXAMINER	77769
Nov. 08, 2008	NOTICE OF DESIGN SEARCH CODE MAILED	
Nov. 07, 2008	NEW APPLICATION ENTERED IN TRAM	

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

## TM Staff and Location Information

### TM Staff Information - None File Location

**Current Location:** TMEG LAW OFFICE 102

**Date in Location:** Jul. 25, 2014

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** Hallmark Licensing, Inc.

### Assignment 1 of 1

**Conveyance:** CHANGE OF NAME

**Reel/Frame:** [4700/0675](#)

**Pages:** 13

**Date Recorded:** Jan. 19, 2012

**Supporting Documents:** [assignment-tm-4700-0675.pdf](#)

**Assignor**

**Name:** [HALLMARK LICENSING, INC.](#)  
**Legal Entity Type:** CORPORATION

**Execution Date:** Dec. 20, 2011

**State or Country Where Organized:** DELAWARE

**Assignee**

**Name:** [HALLMARK LICENSING LLC](#)  
**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** KANSAS

**Address:** 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

**Correspondent**

**Correspondent Name:** DAVID N. JOHNSON  
**Correspondent Address:** 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

**Domestic Representative - Not Found**

Generated on: This page was generated by TSDR on 2015-02-11 14:55:23 EST

Mark: HALLMARK



**US Serial Number:** 85898146  
**Application Filing Date:** Apr. 08, 2013  
**US Registration Number:** 4629370  
**Registration Date:** Oct. 28, 2014  
**Register:** Principal  
**Mark Type:** Trademark  
**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.  
**Status Date:** Oct. 28, 2014  
**Publication Date:** Sep. 03, 2013  
**Notice of Allowance Date:** Oct. 29, 2013

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## Mark Information

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**Mark Literal Elements:** HALLMARK  
**Standard Character Claim:** No  
**Mark Drawing Type:** 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)  
**Description of Mark:** The mark consists of an open Crown Design over the word "Hallmark" in script.  
**Color(s) Claimed:** Color is not claimed as a feature of the mark.  
**Design Search Code(s):** 24.11.01 - Crowns closed at the top

---

## Related Properties Information

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**Claimed Ownership of US Registrations:** 0864077, 3634799, 4267408 and others

---

## Goods and Services

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**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

**For:** Artificial garlands; artificial wreaths; artificial greenery

**International Class(es):** 026 - Primary Class

**U.S Class(es):** 037, 039, 040, 042, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Aug. 31, 2014

**Use in Commerce:** Aug. 31, 2014

**For:** Pre-lit artificial Christmas trees; artificial Christmas garlands

**International Class(es):** 028 - Primary Class

**U.S Class(es):** 022, 023, 038, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Aug. 31, 2014

**Use in Commerce:** Aug. 31, 2014

---

## Basis Information (Case Level)

---

<b>Filed Use:</b> No	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> Yes	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> No	<b>Amended 44E:</b> No
<b>Filed 66A:</b> No	<b>Currently 66A:</b> No	
<b>Filed No Basis:</b> No	<b>Currently No Basis:</b> No	

---

## Current Owner(s) Information

---

**Owner Name:** Hallmark Licensing LLC  
**Owner Address:** MD 339

2440 Pershing Road  
Kansas City, MISSOURI 64108  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** David N. Johnson **Docket Number:** RR 35716  
**Attorney Primary Email Address:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) **Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** DAVID N. JOHNSON  
HALLMARK CARDS, INCORPORATED  
2501 MCGEE ST  
KANSAS CITY, MISSOURI 64108-2600  
UNITED STATES  
**Phone:** 816-274-5583 **Fax:** 816-274-7171  
**Correspondent e-mail:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com) **Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Oct. 28, 2014	REGISTERED-PRINCIPAL REGISTER	
Sep. 25, 2014	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Sep. 24, 2014	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Sep. 23, 2014	STATEMENT OF USE PROCESSING COMPLETE	66154
Sep. 09, 2014	USE AMENDMENT FILED	66154
Sep. 09, 2014	TEAS STATEMENT OF USE RECEIVED	
May 02, 2014	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
May 01, 2014	EXTENSION 1 GRANTED	66154
Apr. 08, 2014	EXTENSION 1 FILED	66154
Apr. 29, 2014	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66154
Apr. 08, 2014	TEAS EXTENSION RECEIVED	
Oct. 29, 2013	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Sep. 03, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Sep. 03, 2013	PUBLISHED FOR OPPOSITION	
Aug. 14, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jul. 31, 2013	LAW OFFICE PUBLICATION REVIEW COMPLETED	68552
Jul. 31, 2013	ASSIGNED TO LIE	68552
Jul. 15, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 12, 2013	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jul. 11, 2013	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jul. 11, 2013	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jul. 11, 2013	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jul. 11, 2013	NON-FINAL ACTION E-MAILED	6325
Jul. 11, 2013	NON-FINAL ACTION WRITTEN	62126
Jul. 10, 2013	ASSIGNED TO EXAMINER	62126
Apr. 16, 2013	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Apr. 15, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Apr. 11, 2013	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

**TM Staff Information - None**

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Sep. 24, 2014

Generated on: This page was generated by TSDR on 2015-02-11 14:48:31 EST

Mark: HALLMARK



US Serial Number: 72265519                      Application Filing Date: Feb. 27, 1967  
US Registration Number: 842461                      Registration Date: Jan. 16, 1968  
Register: Principal  
Mark Type: Trademark  
Status: The registration has been renewed.  
Status Date: Nov. 13, 2007

---

## Mark Information

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Mark Literal Elements: HALLMARK  
Standard Character Claim: No  
Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)  
Design Search Code(s): 24.11.02 - Crowns open at the top

---

## Related Properties Information

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Claimed Ownership of US Registrations: 0113655

---

## Goods and Services

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Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*.\* identify additional (new) wording in the goods/services.

For: WRITING INSTRUMENTS-NAMELY, PENS AND PENCILS [ , AND PARTS THEREOF ]

International Class(es): 016, 026, 027

U.S Class(es): 037 - Primary Class

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul. 07, 1916

Use in Commerce: Jul. 07, 1916

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## Basis Information (Case Level)

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Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

---

## Current Owner(s) Information

---

Owner Name: HALLMARK LICENSING LLC  
Owner Address: 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES  
Legal Entity Type: LIMITED LIABILITY COMPANY                      State or Country Where Organized: KANSAS

---

## Attorney/Correspondence Information

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### Attorney of Record

Attorney Name: David N. Johnson  
Attorney Primary Email Address: [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)                      Attorney Email Authorized: Yes

**Correspondent**

**Correspondent Name/Address:** David N. Johnson  
Hallmark Cards, Incorporated  
2501 McGee Trafficway  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES

**Phone:** 816-274-5583

**Fax:** 816-274-7171

**Correspondent e-mail:** [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found****Prosecution History**

Date	Description	Proceeding Number
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Feb. 06, 2009	CASE FILE IN TICRS	
Nov. 13, 2007	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	61619
Nov. 13, 2007	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Nov. 13, 2007	ASSIGNED TO PARALEGAL	61619
Oct. 16, 2007	TEAS SECTION 8 & 9 RECEIVED	
Jan. 16, 1988	REGISTERED AND RENEWED (FIRST RENEWAL - 20 YRS)	
May 03, 1988	AMENDMENT UNDER SECTION 7 - ISSUED	
Jan. 19, 1988	SEC 7 REQUEST FILED	

**Maintenance Filings or Post Registration Information**

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** Jan. 16, 2008

**Change in Registration:** Yes

**Amendment to a Registration/Renewal Certificate:** THE DRAWING IS AMENDED TO APPEAR AS FOLLOWS: PUBLISH NEW CUT

**TM Staff and Location Information****TM Staff Information - None****File Location**

**Current Location:** SCANNING ON DEMAND

**Date in Location:** Feb. 06, 2009

**Assignment Abstract Of Title Information****Summary**

**Total Assignments:** 2

**Registrant:** HALLMARK CARDS, INCORPORATED

**Assignment 1 of 2**

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Reel/Frame:** [1419/0445](#)

**Pages:** 8

**Date Recorded:** Dec. 27, 1995

**Supporting Documents:** No Supporting Documents Available

**Assignor**

**Name:** [HALLMARK CARDS, INCORPORATED](#)

**Execution Date:** Dec. 21, 1995

**Legal Entity Type:** UNKNOWN

**State or Country Where Organized:** No Place Where Organized Found

**Assignee**

**Name:** [HALLMARK LICENSING, INC.](#)

**Legal Entity Type:** UNKNOWN

**State or Country Where Organized:** No Place Where Organized Found

**Address:** 2440 PERSHING ROAD, SUITE 300

KANSAS CITY, MISSOURI 64108

**Correspondent**

**Correspondent Name:** HALLMARK CARDS, INCORPORATED  
**Correspondent Address:** MS. ANGIE WARREN - #339  
P.O. BOX 419126  
KANSAS CITY, MO 64141-6126

**Domestic Representative - Not Found**

**Assignment 2 of 2**

**Conveyance:** CHANGE OF NAME

**Reel/Frame:** [4700/0675](#)

**Pages:** 13

**Date Recorded:** Jan. 19, 2012

**Supporting Documents:** [assignment-tm-4700-0675.pdf](#)

**Assignor**

**Name:** [HALLMARK LICENSING, INC.](#) **Execution Date:** Dec. 20, 2011  
**Legal Entity Type:** CORPORATION **State or Country Where Organized:** DELAWARE

**Assignee**

**Name:** [HALLMARK LICENSING LLC](#) **State or Country Where Organized:** KANSAS  
**Legal Entity Type:** LIMITED LIABILITY COMPANY  
**Address:** 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

**Correspondent**

**Correspondent Name:** DAVID N. JOHNSON  
**Correspondent Address:** 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

**Domestic Representative - Not Found**

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Mark: HALLMARK



US Serial Number: 72022537  
Application Filing Date: Jan. 14, 1957  
US Registration Number: 654790  
Registration Date: Nov. 19, 1957  
Register: Principal  
Mark Type: Trademark  
Status: The registration has been renewed.  
Status Date: Oct. 24, 2007

---

## Mark Information

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Mark Literal Elements: HALLMARK  
Standard Character Claim: No  
Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)  
Design Search Code(s): 24.11.02 - Crowns open at the top

---

## Related Properties Information

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Claimed Ownership of US Registrations: 0438592, 0525798

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## Goods and Services

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Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (...) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*,.\* identify additional (new) wording in the goods/services.

For: CHRISTMAS SEALS, DECORATIVE SEALS, GIFT TAGS AND ENCLOSURE CARDS, DOOR AND WINDOW DISPLAYS IN THE NATURE OF CARDBOARD SIGNS SOLD AS SUCH FOR USE ON DOORS AND IN STORE WINDOWS AND ON COUNTERS, PARTY INVITATIONS, BIRTH ANNOUNCEMENTS, [ DANCE PROGRAMS, ] CALENDARS, TALLY AND PLACE CARDS, [ SYMPATHY ACKNOWLEDGMENTS, AND MOTTOES ]

International Class(es): 009, 016, 028

U.S Class(es): 038 - Primary Class

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 03, 1949

Use in Commerce: Feb. 03, 1949

---

## Basis Information (Case Level)

---

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

---

## Current Owner(s) Information

---

Owner Name: HALLMARK LICENSING LLC  
Owner Address: 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES  
Legal Entity Type: LIMITED LIABILITY COMPANY  
State or Country Where Organized: KANSAS

---

## Attorney/Correspondence Information

---

**Attorney of Record****Attorney Name:** Albert P. Mauro, Jr.**Attorney Primary Email Address:** [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)**Attorney Email Authorized:** Yes**Correspondent****Correspondent Name/Address:** Albert P. Mauro, Jr.  
Hallmark Cards, Incorporated  
2501 McGee Trafficway  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES**Phone:** 816-274-5583**Fax:** 816-274-7171**Correspondent e-mail:** [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)**Correspondent e-mail Authorized:** Yes**Domestic Representative - Not Found****Prosecution History**

Date	Description	Proceeding Number
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jan. 15, 2009	CASE FILE IN TICRS	
Oct. 24, 2007	REGISTERED AND RENEWED (THIRD RENEWAL - 10 YRS)	67603
Oct. 24, 2007	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Oct. 24, 2007	ASSIGNED TO PARALEGAL	67603
Aug. 17, 2007	TEAS SECTION 8 & 9 RECEIVED	
Oct. 16, 1997	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	
Sep. 02, 1997	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
Nov. 19, 1977	REGISTERED AND RENEWED (FIRST RENEWAL - 20 YRS)	

**Maintenance Filings or Post Registration Information****Affidavit of Continued Use:** Section 8 - Accepted**Affidavit of Incontestability:** Section 15 - Accepted**Renewal Date:** Nov. 19, 2007**TM Staff and Location Information****TM Staff Information - None****File Location****Current Location:** SCANNING ON DEMAND**Date in Location:** Jan. 15, 2009**Assignment Abstract Of Title Information****Summary****Total Assignments:** 2**Registrant:** HALLMARK CARDS INCORPORATED**Assignment 1 of 2****Conveyance:** ASSIGNS THE ENTIRE INTEREST**Reel/Frame:** [1419/0445](#)**Pages:** 8**Date Recorded:** Dec. 27, 1995**Supporting Documents:** No Supporting Documents Available**Assignor****Name:** [HALLMARK CARDS, INCORPORATED](#)**Execution Date:** Dec. 21, 1995**Legal Entity Type:** UNKNOWN**State or Country Where Organized:** No Place Where Organized Found**Assignee****Name:** [HALLMARK LICENSING, INC.](#)**Legal Entity Type:** UNKNOWN**State or Country Where Organized:** No Place Where Organized Found**Address:** 2440 PERSHING ROAD, SUITE 300

KANSAS CITY, MISSOURI 64108

**Correspondent**

**Correspondent Name:** HALLMARK CARDS, INCORPORATED  
**Correspondent Address:** MS. ANGIE WARREN - #339  
P.O. BOX 419126  
KANSAS CITY, MO 64141-6126

**Domestic Representative - Not Found**

**Assignment 2 of 2**

**Conveyance:** CHANGE OF NAME  
**Reel/Frame:** [4700/0675](#) **Pages:** 13  
**Date Recorded:** Jan. 19, 2012  
**Supporting Documents:** [assignment-tm-4700-0675.pdf](#)

**Assignor**

**Name:** [HALLMARK LICENSING, INC.](#) **Execution Date:** Dec. 20, 2011  
**Legal Entity Type:** CORPORATION **State or Country Where Organized:** DELAWARE

**Assignee**

**Name:** [HALLMARK LICENSING LLC](#)  
**Legal Entity Type:** LIMITED LIABILITY COMPANY **State or Country Where Organized:** KANSAS  
**Address:** 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

**Correspondent**

**Correspondent Name:** DAVID N. JOHNSON  
**Correspondent Address:** 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

**Domestic Representative - Not Found**

**Proceedings**

**Summary**

**Number of Proceedings:** 2

**Type of Proceeding: Opposition**

**Proceeding Number:** [91215884](#) **Filing Date:** Apr 14, 2014  
**Status:** Pending **Status Date:** Apr 14, 2014  
**Interlocutory Attorney:** GEORGE POLOGEORGIS

**Defendant**

**Name:** Hallmark Industries, Inc.  
**Correspondent Address:** ANTHONY M VERNA III  
KRAVITZ & VERNA LLC  
PO BOX 3620293, PACC  
NEW YORK NY , 10129  
UNITED STATES  
**Correspondent e-mail:** [averna@kravitzverna.com](mailto:averna@kravitzverna.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK925	Opposition Pending	<a href="#">77666333</a>	

**Plaintiff(s)**

**Name:** Hallmark Licensing, LLC  
**Correspondent Address:** MARK A PASKAR  
BRYAN CAVE LLP  
211 NORTH BROADWAY , SUITE 3600  
ST LOUIS MO , 63102  
UNITED STATES  
**Correspondent e-mail:** [mapaskar@bryancave.com](mailto:mapaskar@bryancave.com) , [sluspto@bryancave.com](mailto:sluspto@bryancave.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">71428550</a>	<a href="#">380596</a>
HALLMARK			

HALLMARK	Renewed	<a href="#">72335723</a>	<a href="#">916900</a>
HALLMARK	Renewed	<a href="#">72022537</a>	<a href="#">654790</a>
HALLMARK	Renewed	<a href="#">72022538</a>	<a href="#">657441</a>
HALLMARK	Renewed	<a href="#">71575762</a>	<a href="#">525798</a>
HALLMARK KEEPSAKE	Registered	<a href="#">85589924</a>	<a href="#">4267408</a>
HALLMARK BUSINESS CONNECTIONS	Registered	<a href="#">85050444</a>	<a href="#">3907423</a>
HALLMARK HALL OF FAME	Renewed	<a href="#">72038459</a>	<a href="#">674750</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 14, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 14, 2014	May 24, 2014
3	PENDING, INSTITUTED	Apr 14, 2014	
4	ANSWER	May 16, 2014	
5	P APPEARANCE / POWER OF ATTORNEY	Jun 03, 2014	
6	P MOT TO SUSP PEND DISP CIV ACTION	Jun 23, 2014	
7	SUSP PEND DISP OF CIVIL ACTION	Jul 15, 2014	
8	P NOTICE OF DISMISSAL OF CIVIL ACTION	Sep 24, 2014	
9	P MOT TO CONSOLIDATE	Sep 24, 2014	
10	P NOTICE OF DISMISSAL OF CIVIL ACTION	Sep 24, 2014	
11	D APPEARANCE / POWER OF ATTORNEY	Oct 21, 2014	
12	D APPEARANCE / POWER OF ATTORNEY	Oct 21, 2014	
13	P MOTION TO CONSOLIDATE GRANTED	Jan 29, 2015	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91211392](#)

**Filing Date:** Jul 03, 2013

**Status:** Pending

**Status Date:** Jul 03, 2013

**Interlocutory Attorney:** ELIZABETH WINTER

**Defendant**

**Name:** Hallmark Industries, Inc.

**Correspondent Address:** MATTHEW H SWYERS  
THE TRADEMARK COMPANY PLLC  
344 MAPLE AVENUE WEST, SUITE 151  
VIENNA VA , 22180  
UNITED STATES

**Correspondent e-mail:** [mswyers@TheTrademarkCompany.com](mailto:mswyers@TheTrademarkCompany.com) , [averna@kravitzverna.com](mailto:averna@kravitzverna.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Opposition Pending	<a href="#">77457422</a>	

**Plaintiff(s)**

**Name:** Hallmark Licensing, LLC

**Correspondent Address:** MARK A PASKAR  
BRYAN CAVE LLP  
211 NORTH BROADWAY, SUITE 3600  
ST LOUIS MO , 63102  
UNITED STATES

**Correspondent e-mail:** [mapaskar@bryancave.com](mailto:mapaskar@bryancave.com) , [sluspto@bryancave.com](mailto:sluspto@bryancave.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">71428550</a>	<a href="#">380596</a>
HALLMARK	Renewed	<a href="#">72335723</a>	<a href="#">916900</a>
HALLMARK	Renewed	<a href="#">72022537</a>	<a href="#">654790</a>
HALLMARK	Renewed	<a href="#">72022538</a>	<a href="#">657441</a>
HALLMARK	Renewed	<a href="#">71575762</a>	<a href="#">525798</a>

**Prosecution History**

<b>Entry Number</b>	<b>History Text</b>	<b>Date</b>	<b>Due Date</b>
1	FILED AND FEE	Jul 03, 2013	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 03, 2013	Aug 12, 2013
3	PENDING, INSTITUTED	Jul 03, 2013	
4	ANSWER	Aug 07, 2013	
5	STIP FOR EXT	Sep 17, 2013	
6	EXTENSION OF TIME GRANTED	Oct 17, 2013	
7	STIP FOR EXT	Dec 09, 2013	
8	EXTENSION OF TIME GRANTED	Jan 09, 2014	
9	D REQ TO W/DRAW AS ATTORNEY	Feb 10, 2014	
10	STIP TO SUSPEND PEND DISP CIV ACTION	Feb 18, 2014	
11	SUSPENDED	Feb 18, 2014	
12	RESPONSE DUE 30 DAYS (DUE DATE)	Mar 05, 2014	Apr 04, 2014
13	D RESP TO BD ORDER/INQUIRY	May 23, 2014	
14	P APPEARANCE / POWER OF ATTORNEY	Sep 18, 2014	
15	P RESP TO BD ORDER/INQUIRY	Sep 24, 2014	
16	P MOT TO CONSOLIDATE	Sep 24, 2014	
17	P RESP TO BD ORDER/INQUIRY	Sep 24, 2014	
18	CONOSOLIDATED - PARENT; TRIAL DATES RESET	Jan 29, 2015	
19	P APPEARANCE / POWER OF ATTORNEY	Feb 05, 2015	

Generated on: This page was generated by TSDR on 2015-02-11 14:58:21 EST

Mark: HALLMARK



US Serial Number: 72022536  
US Registration Number: 651511  
Register: Principal  
Mark Type: Trademark  
Status: The registration has been renewed.  
Status Date: Jul. 25, 2007

Application Filing Date: Jan. 14, 1957  
Registration Date: Sep. 10, 1957

## Mark Information

Mark Literal Elements: HALLMARK  
Standard Character Claim: No  
Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)  
Design Search Code(s): 24.11.02 - Crowns open at the top

## Related Properties Information

Claimed Ownership of US Registrations: 0433981

## Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*...\* identify additional (new) wording in the goods/services.

For: RIBBON CUT IN LENGTHS USED FOR DECORATIVE PURPOSES

International Class(es): 026  
U.S Class(es): 040 - Primary Class  
Class Status: ACTIVE  
Basis: 1(a)  
First Use: Feb. 03, 1949  
Use in Commerce: Feb. 03, 1949

## Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

## Current Owner(s) Information

Owner Name: HALLMARK LICENSING LLC  
Owner Address: 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES  
Legal Entity Type: LIMITED LIABILITY COMPANY  
State or Country Where Organized: KANSAS

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: DAVID N JOHNSON  
Attorney Primary Email: [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)  
Attorney Email: Yes

Address:

Authorized:

Correspondent

Correspondent Name/Address: DAVID N JOHNSON  
Hallmark Cards, Incorporated  
2501 McGee Trafficway  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES

Phone: 816-274-5583

Fax: 816-274-7171

Correspondent e-mail: [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)

Correspondent e-mail Yes  
Authorized:

Domestic Representative - Not Found

### Prosecution History

Date	Description	Proceeding Number
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jan. 16, 2009	CASE FILE IN TICRS	
Jul. 25, 2007	REGISTERED AND RENEWED (THIRD RENEWAL - 10 YRS)	64591
Jul. 25, 2007	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jul. 10, 2007	ASSIGNED TO PARALEGAL	64591
Jun. 08, 2007	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Jun. 08, 2007	TEAS SECTION 8 & 9 RECEIVED	
Oct. 23, 1997	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	
Aug. 25, 1997	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
Sep. 10, 1977	REGISTERED AND RENEWED (FIRST RENEWAL - 20 YRS)	

### Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Sep. 10, 2007

### TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: SCANNING ON DEMAND

Date in Location: Jan. 16, 2009

### Assignment Abstract Of Title Information

#### Summary

Total Assignments: 2

Registrant: HALLMARK CARDS INCORPORATED

#### Assignment 1 of 2

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [1419/0445](#)

Pages: 8

Date Recorded: Dec. 27, 1995

Supporting Documents: No Supporting Documents Available

#### Assignor

Name: [HALLMARK CARDS, INCORPORATED](#)

Execution Date: Dec. 21, 1995

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

#### Assignee

Name: [HALLMARK LICENSING, INC.](#)

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

Address: 2440 PERSHING ROAD, SUITE 300  
KANSAS CITY, MISSOURI 64108

Correspondent

**Correspondent Name:** HALLMARK CARDS, INCORPORATED

**Correspondent Address:** MS. ANGIE WARREN - #339  
P.O. BOX 419126  
KANSAS CITY, MO 64141-6126

**Domestic Representative - Not Found**

**Assignment 2 of 2**

**Conveyance:** CHANGE OF NAME

**Reel/Frame:** [4700/0675](#)

**Pages:** 13

**Date Recorded:** Jan. 19, 2012

**Supporting Documents:** [assignment-tm-4700-0675.pdf](#)

**Assignor**

**Name:** [HALLMARK LICENSING, INC.](#)

**Execution Date:** Dec. 20, 2011

**Legal Entity Type:** CORPORATION

**State or Country Where  
Organized:** DELAWARE

**Assignee**

**Name:** [HALLMARK LICENSING LLC](#)

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where  
Organized:** KANSAS

**Address:** 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

**Correspondent**

**Correspondent Name:** DAVID N. JOHNSON

**Correspondent Address:** 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

**Domestic Representative - Not Found**

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Mark: HALLMARK



US Serial Number: 72022538  
US Registration Number: 657441  
Register: Principal  
Mark Type: Trademark  
Status: The registration has been renewed.  
Status Date: Jan. 08, 2008

Application Filing Date: Jan. 14, 1957  
Registration Date: Jan. 21, 1958

## Mark Information

Mark Literal Elements: HALLMARK  
Standard Character Claim: No  
Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)  
Design Search Code(s): 24.11.02 - Crowns open at the top

## Related Properties Information

Claimed Ownership of US Registrations: 0438592, 0525798

## Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*...\* identify additional (new) wording in the goods/services.

For: DECORATIVE GIFT WRAPPING PAPER, DECORATIVE NOTE PAPER, ALBUMS, [ AND DATE BOOKS ]

International Class(es): 016, 026, 027

U.S Class(es): 037 - Primary Class

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 03, 1949

Use in Commerce: Feb. 03, 1949

## Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

## Current Owner(s) Information

Owner Name: HALLMARK LICENSING LLC  
Owner Address: 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES  
Legal Entity Type: LIMITED LIABILITY COMPANY  
State or Country Where Organized: KANSAS

## Attorney/Correspondence Information

Attorney of Record

Attorney Name: DAVID N JOHNSON

Attorney Primary Email Address: [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)

Attorney Email Authorized: Yes

#### Correspondent

Correspondent Name/Address: DAVID N JOHNSON  
Hallmark Cards, Incorporated  
2501 McGee Trafficway  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES

Phone: 816-274-5583

Fax: 816-274-7171

Correspondent e-mail: [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jan. 14, 2009	CASE FILE IN TICRS	
Jan. 08, 2008	REGISTERED AND RENEWED (THIRD RENEWAL - 10 YRS)	67723
Jan. 08, 2008	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Dec. 27, 2007	ASSIGNED TO PARALEGAL	67723
Dec. 20, 2007	TEAS SECTION 8 & 9 RECEIVED	
May 07, 1998	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	
Jan. 19, 1998	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
Jan. 21, 1978	REGISTERED AND RENEWED (FIRST RENEWAL - 20 YRS)	

## Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Jan. 21, 2008

## TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: SCANNING ON DEMAND

Date in Location: Jan. 14, 2009

## Assignment Abstract Of Title Information

### Summary

Total Assignments: 2

Registrant: HALLMARK CARDS INCORPORATED

### Assignment 1 of 2

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [1419/0445](#)

Pages: 8

Date Recorded: Dec. 27, 1995

Supporting Documents: No Supporting Documents Available

### Assignor

Name: [HALLMARK CARDS, INCORPORATED](#)

Execution Date: Dec. 21, 1995

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

### Assignee

Name: [HALLMARK LICENSING, INC.](#)

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

Address: 2440 PERSHING ROAD, SUITE 300  
KANSAS CITY, MISSOURI 64108

**Correspondent****Correspondent Name:** HALLMARK CARDS, INCORPORATED**Correspondent Address:** MS. ANGIE WARREN - #339  
P.O. BOX 419126  
KANSAS CITY, MO 64141-6126**Domestic Representative - Not Found****Assignment 2 of 2****Conveyance:** CHANGE OF NAME**Reel/Frame:** [4700/0675](#)**Pages:** 13**Date Recorded:** Jan. 19, 2012**Supporting Documents:** [assignment-tm-4700-0675.pdf](#)**Assignor****Name:** [HALLMARK LICENSING, INC.](#)**Execution Date:** Dec. 20, 2011**Legal Entity Type:** CORPORATION**State or Country Where Organized:** DELAWARE**Assignee****Name:** [HALLMARK LICENSING LLC](#)**Legal Entity Type:** LIMITED LIABILITY COMPANY**State or Country Where Organized:** KANSAS**Address:** 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108**Correspondent****Correspondent Name:** DAVID N. JOHNSON**Correspondent Address:** 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108**Domestic Representative - Not Found****Proceedings****Summary****Number of Proceedings:** 3**Type of Proceeding: Opposition****Proceeding Number:** [91215884](#)**Filing Date:** Apr 14, 2014**Status:** Pending**Status Date:** Apr 14, 2014**Interlocutory Attorney:** GEORGE POLOGEORGIS**Defendant****Name:** Hallmark Industries, Inc.**Correspondent Address:** ANTHONY M VERNA III  
KRAVITZ & VERNA LLC  
PO BOX 3620293, PACC  
NEW YORK NY , 10129  
UNITED STATES**Correspondent e-mail:** [averna@kravitzverna.com](mailto:averna@kravitzverna.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK925	Opposition Pending	<a href="#">77666333</a>	

**Plaintiff(s)****Name:** Hallmark Licensing, LLC**Correspondent Address:** MARK A PASKAR  
BRYAN CAVE LLP  
211 NORTH BROADWAY , SUITE 3600  
ST LOUIS MO , 63102  
UNITED STATES**Correspondent e-mail:** [mapaskar@bryancave.com](mailto:mapaskar@bryancave.com) , [sluspto@bryancave.com](mailto:sluspto@bryancave.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">71428550</a>	<a href="#">380596</a>
HALLMARK	Renewed	<a href="#">72335723</a>	<a href="#">916900</a>

HALLMARK	Renewed	<a href="#">72022537</a>	<a href="#">654790</a>
HALLMARK	Renewed	<a href="#">72022538</a>	<a href="#">657441</a>
HALLMARK	Renewed	<a href="#">71575762</a>	<a href="#">525798</a>
HALLMARK KEEPSAKE	Registered	<a href="#">85589924</a>	<a href="#">4267408</a>
HALLMARK BUSINESS CONNECTIONS	Registered	<a href="#">85050444</a>	<a href="#">3907423</a>
HALLMARK HALL OF FAME	Renewed	<a href="#">72038459</a>	<a href="#">674750</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 14, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 14, 2014	May 24, 2014
3	PENDING, INSTITUTED	Apr 14, 2014	
4	ANSWER	May 16, 2014	
5	P APPEARANCE / POWER OF ATTORNEY	Jun 03, 2014	
6	P MOT TO SUSP PEND DISP CIV ACTION	Jun 23, 2014	
7	SUSP PEND DISP OF CIVIL ACTION	Jul 15, 2014	
8	P NOTICE OF DISMISSAL OF CIVIL ACTION	Sep 24, 2014	
9	P MOT TO CONSOLIDATE	Sep 24, 2014	
10	P NOTICE OF DISMISSAL OF CIVIL ACTION	Sep 24, 2014	
11	D APPEARANCE / POWER OF ATTORNEY	Oct 21, 2014	
12	D APPEARANCE / POWER OF ATTORNEY	Oct 21, 2014	
13	P MOTION TO CONSOLIDATE GRANTED	Jan 29, 2015	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91211392](#)

**Filing Date:** Jul 03, 2013

**Status:** Pending

**Status Date:** Jul 03, 2013

**Interlocutory Attorney:** ELIZABETH WINTER

**Defendant**

**Name:** Hallmark Industries, Inc.

**Correspondent Address:** MATTHEW H SWYERS  
THE TRADEMARK COMPANY PLLC  
344 MAPLE AVENUE WEST, SUITE 151  
VIENNA VA , 22180  
UNITED STATES

**Correspondent e-mail:** [mswyers@TheTrademarkCompany.com](mailto:mswyers@TheTrademarkCompany.com) , [averna@kravitzverna.com](mailto:averna@kravitzverna.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Opposition Pending	<a href="#">77457422</a>	

**Plaintiff(s)**

**Name:** Hallmark Licensing, LLC

**Correspondent Address:** MARK A PASKAR  
BRYAN CAVE LLP  
211 NORTH BROADWAY, SUITE 3600  
ST LOUIS MO , 63102  
UNITED STATES

**Correspondent e-mail:** [mapaskar@bryancave.com](mailto:mapaskar@bryancave.com) , [sluspto@bryancave.com](mailto:sluspto@bryancave.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">71428550</a>	<a href="#">380596</a>
HALLMARK	Renewed	<a href="#">72335723</a>	<a href="#">916900</a>
HALLMARK	Renewed	<a href="#">72022537</a>	<a href="#">654790</a>
HALLMARK	Renewed	<a href="#">72022538</a>	<a href="#">657441</a>
HALLMARK	Renewed	<a href="#">71575762</a>	<a href="#">525798</a>

**Prosecution History**

Entry	History Text	Date	Due Date
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Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 03, 2013	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 03, 2013	Aug 12, 2013
3	PENDING, INSTITUTED	Jul 03, 2013	
4	ANSWER	Aug 07, 2013	
5	STIP FOR EXT	Sep 17, 2013	
6	EXTENSION OF TIME GRANTED	Oct 17, 2013	
7	STIP FOR EXT	Dec 09, 2013	
8	EXTENSION OF TIME GRANTED	Jan 09, 2014	
9	D REQ TO W/DRAW AS ATTORNEY	Feb 10, 2014	
10	STIP TO SUSPEND PEND DISP CIV ACTION	Feb 18, 2014	
11	SUSPENDED	Feb 18, 2014	
12	RESPONSE DUE 30 DAYS (DUE DATE)	Mar 05, 2014	Apr 04, 2014
13	D RESP TO BD ORDER/INQUIRY	May 23, 2014	
14	P APPEARANCE / POWER OF ATTORNEY	Sep 18, 2014	
15	P RESP TO BD ORDER/INQUIRY	Sep 24, 2014	
16	P MOT TO CONSOLIDATE	Sep 24, 2014	
17	P RESP TO BD ORDER/INQUIRY	Sep 24, 2014	
18	CONOSOLIDATED - PARENT; TRIAL DATES RESET	Jan 29, 2015	
19	P APPEARANCE / POWER OF ATTORNEY	Feb 05, 2015	

**Type of Proceeding: Opposition**

Proceeding Number: [91057121](#)

Filing Date: Jul 07, 1975

Status: Terminated

Status Date: May 21, 1976

Interlocutory Attorney:

**Defendant**

Name: CROWN ALBUMS, INC.

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
		<a href="#">72464788</a>	

**Plaintiff(s)**

Name: HALLMARK CARDS, INCORPORATED

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">72022538</a>	<a href="#">657441</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED	Jul 07, 1975	
2	PENDING, INSTITUTED	Aug 08, 1975	
3	BOARD'S DECISION: DISMISSED	May 11, 1976	
4	TERMINATED	May 21, 1976	

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Mark: HALLMARK



US Serial Number: 72198797  
US Registration Number: 787169  
Register: Principal  
Mark Type: Trademark  
Status: The registration has been renewed.  
Status Date: Nov. 07, 2014

Application Filing Date: Jul. 29, 1964  
Registration Date: Mar. 23, 1965

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## Mark Information

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Mark Literal Elements: HALLMARK  
Standard Character Claim: No  
Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)  
Color(s) Claimed: Color is not claimed as a feature of the mark.  
Design Search Code(s): 24.11.02 - Crowns open at the top

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## Related Properties Information

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Claimed Ownership of US Registrations: 0107653, 0380596, 0657441

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## Goods and Services

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Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

For: DISPLAY RACKS AND CABINETS

International Class(es): 020

U.S Class(es): 032 - Primary Class

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 03, 1949

Use in Commerce: Feb. 03, 1949

Used Anywhere in Another Form: ABOUT DECEMBER 1935 AS TO "HALLMARK."

Used in Commerce in Another Form: ABOUT DECEMBER 1935 AS TO "HALLMARK."

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## Basis Information (Case Level)

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Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

---

## Current Owner(s) Information

---

Owner Name: HALLMARK LICENSING LLC  
Owner Address: 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY  
State or Country Where Organized: KANSAS

---

## Attorney/Correspondence Information

---

**Attorney of Record**

**Attorney Name:** DAVID N JOHNSON **Docket Number:** 24  
**Attorney Primary Email Address:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) **Attorney Email Authorized:** Yes

**Correspondent**

**Correspondent Name/Address:** DAVID N JOHNSON  
HALLMARK CARDS INCORPORATED  
2501 McGee Trafficway  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES  
**Phone:** 816-274-5583 **Fax:** 816-274-7171  
**Correspondent e-mail:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com) **Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found****Prosecution History**

Date	Description	Proceeding Number
Nov. 07, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Nov. 07, 2014	REGISTERED AND RENEWED (THIRD RENEWAL - 10 YRS)	70132
Nov. 07, 2014	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	70132
Nov. 06, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70132
Oct. 23, 2014	TEAS SECTION 8 & 9 RECEIVED	
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
May 05, 2005	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	
May 05, 2005	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
May 03, 2005	ASSIGNED TO PARALEGAL	66607
Mar. 21, 2005	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Mar. 21, 2005	TEAS SECTION 8 & 9 RECEIVED	
Mar. 23, 1985	REGISTERED AND RENEWED (FIRST RENEWAL - 20 YRS)	
Mar. 20, 1985	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	

**Maintenance Filings or Post Registration Information**

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** Mar. 23, 2015

**TM Staff and Location Information****TM Staff Information - None****File Location**

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** Nov. 07, 2014

**Assignment Abstract Of Title Information****Summary**

**Total Assignments:** 2

**Registrant:** HALLMARK CARDS, INCORPORATED

**Assignment 1 of 2**

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Reel/Frame:** [1419/0445](#)

**Pages:** 8

**Date Recorded:** Dec. 27, 1995

**Supporting Documents:** No Supporting Documents Available

**Assignor**

**Name:** [HALLMARK CARDS, INCORPORATED](#)

**Execution Date:** Dec. 21, 1995

**Legal Entity Type:** UNKNOWN

**State or Country Where:** No Place Where Organized Found

Organized:

**Assignee**

Name: [HALLMARK LICENSING, INC.](#)  
Legal Entity Type: UNKNOWN State or Country Where Organized: No Place Where Organized Found  
Address: 2440 PERSHING ROAD, SUITE 300  
KANSAS CITY, MISSOURI 64108

**Correspondent**

Correspondent Name: HALLMARK CARDS, INCORPORATED  
Correspondent Address: MS. ANGIE WARREN - #339  
P.O. BOX 419126  
KANSAS CITY, MO 64141-6126

**Domestic Representative - Not Found**

**Assignment 2 of 2**

Conveyance: CHANGE OF NAME  
Reel/Frame: [4700/0675](#) Pages: 13  
Date Recorded: Jan. 19, 2012  
Supporting Documents: [assignment-tm-4700-0675.pdf](#)

**Assignor**

Name: [HALLMARK LICENSING, INC.](#) Execution Date: Dec. 20, 2011  
Legal Entity Type: CORPORATION State or Country Where Organized: DELAWARE

**Assignee**

Name: [HALLMARK LICENSING LLC](#)  
Legal Entity Type: LIMITED LIABILITY COMPANY State or Country Where Organized: KANSAS  
Address: 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

**Correspondent**

Correspondent Name: DAVID N. JOHNSON  
Correspondent Address: 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

**Domestic Representative - Not Found**

**Proceedings**

**Summary**

Number of Proceedings: 1

**Type of Proceeding: Opposition**

Proceeding Number: [91059717](#) Filing Date: Jun 13, 1977  
Status: Terminated Status Date: Aug 09, 1978  
Interlocutory Attorney:

**Defendant**

Name: THOMAS INDUSTRIES INC.

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
		<a href="#">73080812</a>	

**Plaintiff(s)**

Name: HALLMARK CARDS, INCORPORATED

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">72198797</a>	<a href="#">787169</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED	Jun 13, 1977	
2	PENDING, INSTITUTED	Aug 11, 1977	

3	ANSWER	Oct 11, 1977
4	BOARD'S DECISION: SUSTAINED	Jul 20, 1978
5	TERMINATED	Aug 09, 1978

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Mark: HALLMARK



US Serial Number: 72232310

Application Filing Date: Nov. 08, 1965

US Registration Number: 821931

Registration Date: Jan. 10, 1967

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Mar. 12, 2007

## Mark Information

Mark Literal Elements: HALLMARK

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Design Search Code(s): 24.11.02 - Crowns open at the top

## Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*.\* identify additional (new) wording in the goods/services.

For: [ TOYS-NAMELY, PUPPETS; AND GAMES-NAMELY, BOARD-TYPE PARLOR GAMES, MANUAL DEXTERITY GAMES, PLAYING CARDS, GAMES PLAYED WITH PUPPETS, AND ] PUZZLES

International Class(es): 028

U.S Class(es): 022 - Primary Class

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 07, 1960

Use in Commerce: Nov. 07, 1960

## Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

## Current Owner(s) Information

Owner Name: HALLMARK LICENSING LLC

Owner Address: 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

## Attorney/Correspondence Information

Attorney of Record - None

Correspondent

Correspondent Name/Address: DAVID N. JOHNSON  
HALLMARK CARDS, INCORPORATED  
BOX 419126  
MD #339 MCGEE  
KANSAS CITY, MISSOURI 64141-6126  
UNITED STATES

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Feb. 02, 2009	CASE FILE IN TICRS	
Mar. 12, 2007	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	65765
Mar. 12, 2007	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jan. 09, 2007	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Jan. 09, 2007	TEAS SECTION 8 & 9 RECEIVED	
Jan. 10, 1987	REGISTERED AND RENEWED (FIRST RENEWAL - 20 YRS)	
Dec. 15, 1986	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** Jan. 10, 2007

## TM Staff and Location Information

TM Staff Information - None

File Location

**Current Location:** SCANNING ON DEMAND

**Date in Location:** Feb. 02, 2009

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 2

**Registrant:** HALLMARK CARDS, INCORPORATED

### Assignment 1 of 2

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Reel/Frame:** [1419/0445](#)

**Pages:** 8

**Date Recorded:** Dec. 27, 1995

**Supporting Documents:** No Supporting Documents Available

### Assignor

**Name:** [HALLMARK CARDS, INCORPORATED](#)

**Execution Date:** Dec. 21, 1995

**Legal Entity Type:** UNKNOWN

**State or Country Where Organized:** No Place Where Organized Found

### Assignee

**Name:** [HALLMARK LICENSING, INC.](#)

**Legal Entity Type:** UNKNOWN

**State or Country Where Organized:** No Place Where Organized Found

**Address:** 2440 PERSHING ROAD, SUITE 300  
KANSAS CITY, MISSOURI 64108

### Correspondent

**Correspondent Name:** HALLMARK CARDS, INCORPORATED

**Correspondent Address:** MS. ANGIE WARREN - #339  
P.O. BOX 419126  
KANSAS CITY, MO 64141-6126

### Domestic Representative - Not Found

### Assignment 2 of 2

**Conveyance:** CHANGE OF NAME

**Reel/Frame:** [4700/0675](#)

**Pages:** 13

**Date Recorded:** Jan. 19, 2012

**Supporting Documents:** [assignment-tm-4700-0675.pdf](#)

### Assignor

**Name:** [HALLMARK LICENSING, INC.](#)

**Execution Date:** Dec. 20, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

**Assignee**

Name: [HALLMARK LICENSING LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

Address: 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

**Correspondent**

Correspondent Name: DAVID N. JOHNSON

Correspondent Address: 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

**Domestic Representative - Not Found**



Attorney Primary Email Address: [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)

Attorney Email Authorized: Yes

#### Correspondent

**Correspondent Name/Address:** David N. Jonnson  
Hallmark Cards, Incorporated  
2501 McGee Trafficway  
MD 339  
Kansas City, MISSOURI 64108  
UNITED STATES

**Phone:** 816-274-5583

**Fax:** 816-274-7171

**Correspondent e-mail:** [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)

**Correspondent e-mail Authorized:** Yes

#### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Feb. 04, 2009	CASE FILE IN TICRS	
May 29, 2007	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	68335
May 29, 2007	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
May 23, 2007	ASSIGNED TO PARALEGAL	68335
Apr. 23, 2007	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Apr. 23, 2007	TEAS SECTION 8 & 9 RECEIVED	
May 23, 1987	REGISTERED AND RENEWED (FIRST RENEWAL - 20 YRS)	
Feb. 05, 1987	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** May 23, 2007

## TM Staff and Location Information

TM Staff Information - None

File Location

**Current Location:** SCANNING ON DEMAND

**Date in Location:** Feb. 04, 2009

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 2

**Registrant:** HALLMARK CARDS, INCORPORATED

### Assignment 1 of 2

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Reel/Frame:** [1419/0445](#)

**Pages:** 8

**Date Recorded:** Dec. 27, 1995

**Supporting Documents:** No Supporting Documents Available

### Assignor

**Name:** [HALLMARK CARDS, INCORPORATED](#)

**Execution Date:** Dec. 21, 1995

**Legal Entity Type:** UNKNOWN

**State or Country Where Organized:** No Place Where Organized Found

### Assignee

**Name:** [HALLMARK LICENSING, INC.](#)

**Legal Entity Type:** UNKNOWN

**State or Country Where Organized:** No Place Where Organized Found

**Address:** 2440 PERSHING ROAD, SUITE 300  
KANSAS CITY, MISSOURI 64108

### Correspondent

Correspondent Name: HALLMARK CARDS, INCORPORATED

Correspondent Address: MS. ANGIE WARREN - #339  
P.O. BOX 419126  
KANSAS CITY, MO 64141-6126

Domestic Representative - Not Found

Assignment 2 of 2

Conveyance: CHANGE OF NAME

Reel/Frame: [4700/0675](#)

Pages: 13

Date Recorded: Jan. 19, 2012

Supporting Documents: [assignment-tm-4700-0675.pdf](#)

Assignor

Name: [HALLMARK LICENSING, INC.](#)

Execution Date: Dec. 20, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Assignee

Name: [HALLMARK LICENSING LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

Address: 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

Correspondent

Correspondent Name: DAVID N. JOHNSON

Correspondent Address: 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings: 1

Type of Proceeding: Opposition

Proceeding Number: [91061475](#)

Filing Date: Aug 14, 1978

Status: Terminated

Status Date: Jul 15, 1982

Interlocutory Attorney:

Defendant

Name: AMERICAN GREETINGS CORPORATION

Associated marks

Mark	Application Status	Serial Number	Registration Number
PLUS+MARK	Cancelled - Section 8	<a href="#">73133243</a>	<a href="#">1208183</a>

Plaintiff(s)

Name: HALLMARK CARDS, INCORPORATED

Associated marks

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">72245445</a>	<a href="#">829008</a>

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED	Aug 14, 1978	
2	PENDING, INSTITUTED	Nov 14, 1978	
3	ANSWER	Dec 28, 1978	
4	BOARD'S DECISION: DISMISSED	Apr 21, 1982	
5	TERMINATED	Jul 15, 1982	



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## Attorney/Correspondence Information

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### Attorney of Record

**Attorney Name:** DAVID N JOHNSON **Docket Number:** 5909  
**Attorney Primary Email Address:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) **Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** DAVID N JOHNSON  
Hallmark Cards, Incorporated  
2501 McGee Trafficway  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES

**Phone:** 816-274-5583 **Fax:** 816-274-7171

**Correspondent e-mail:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) **Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

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## Prosecution History

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Date	Description	Proceeding Number
Oct. 30, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Oct. 30, 2013	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	68502
Oct. 30, 2013	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	68502
Oct. 23, 2013	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	68502
Oct. 30, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68502
Oct. 23, 2013	TEAS SECTION 8 & 9 RECEIVED	
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Dec. 23, 2009	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	69934
Dec. 21, 2009	TEAS SECTION 8 & 15 RECEIVED	
Dec. 15, 2005	REVIEW OF CORRESPONDENCE COMPLETE	69934
Dec. 01, 2005	ASSIGNED TO PARALEGAL	69934
Aug. 22, 2005	SEC 7 REQUEST FILED	
Aug. 22, 2005	PAPER RECEIVED	
Jun. 08, 2005	CERTIFICATE OF CORRECTION ISSUED	
Jun. 08, 2005	ASSIGNED TO PARALEGAL	76293
Feb. 28, 2005	SEC 7 REQUEST FILED	
Feb. 28, 2005	PAPER RECEIVED	
Mar. 23, 2004	REGISTERED-PRINCIPAL REGISTER	
Dec. 16, 2003	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Dec. 09, 2003	CASE FILE IN TICRS	
Dec. 08, 2003	CASE FILE IN TICRS	
Nov. 19, 2003	STATEMENT OF USE PROCESSING COMPLETE	
Nov. 11, 2003	USE AMENDMENT FILED	
Nov. 11, 2003	TEAS STATEMENT OF USE RECEIVED	
Jun. 07, 2003	EXTENSION 1 GRANTED	
May 12, 2003	EXTENSION 1 FILED	
May 12, 2003	TEAS EXTENSION RECEIVED	
Nov. 12, 2002	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Aug. 20, 2002	PUBLISHED FOR OPPOSITION	
Jul. 31, 2002	NOTICE OF PUBLICATION	
May 22, 2002	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 01, 2002	CORRESPONDENCE RECEIVED IN LAW OFFICE	

Apr. 04, 2002	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Apr. 04, 2002	PAPER RECEIVED	
Sep. 30, 2001	NON-FINAL ACTION MAILED	
Sep. 26, 2001	ASSIGNED TO EXAMINER	76151
Sep. 21, 2001	ASSIGNED TO EXAMINER	75590

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** Mar. 23, 2014

**Change in Registration:** Yes

**Correction made to Registration:** In the statement, Column 1, line 12 through 17, "TRANSMISSION OF ELECTRONIC GREETING CARDS AND OTHER MESSAGES AND IMAGES VIA CELLULAR TELEPHONE, FIBER OPTIC NETWORKS AND GLOBAL COMPUTER NETWORKS; COMMUNICATIONS BY TELEPHONE AND CELLULAR TELEPHONE" should be deleted.

## TM Staff and Location Information

TM Staff Information - None  
File Location

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** Oct. 30, 2013

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** Hallmark Licensing, Inc.

### Assignment 1 of 1

**Conveyance:** CHANGE OF NAME

**Reel/Frame:** [4700/0675](#)

**Pages:** 13

**Date Recorded:** Jan. 19, 2012

**Supporting Documents:** [assignment-tm-4700-0675.pdf](#)

### Assignor

**Name:** [HALLMARK LICENSING, INC.](#)

**Execution Date:** Dec. 20, 2011

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** DELAWARE

### Assignee

**Name:** [HALLMARK LICENSING LLC](#)

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** KANSAS

**Address:** 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

### Correspondent

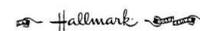
**Correspondent Name:** DAVID N. JOHNSON

**Correspondent Address:** 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

Domestic Representative - Not Found

Generated on: This page was generated by TSDR on 2015-02-11 14:40:57 EST

Mark: GOLD CROWN HALLMARK



US Serial Number: 75173576  
US Registration Number: 2087803  
Register: Principal  
Mark Type: Service Mark  
Status: The registration has been renewed.  
Status Date: Jul. 31, 2007  
Publication Date: May 20, 1997

Application Filing Date: Sep. 30, 1996  
Registration Date: Aug. 12, 1997

## Mark Information

Mark Literal Elements: GOLD CROWN HALLMARK  
Standard Character Claim: No  
Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)  
Design Search Code(s): 24.09.07 - Banners; Advertising, banners

## Related Properties Information

Claimed Ownership of US Registrations: 0380596, 0864077, 1089185 and others

## Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*.\* identify additional (new) wording in the goods/services.

For: retail store services featuring greeting cards, gifts and collectibles

International Class(es): 035 - Primary Class  
U.S Class(es): 100, 101, 102  
Class Status: ACTIVE  
Basis: 1(a)  
First Use: Aug. 27, 1996  
Use in Commerce: Aug. 27, 1996

## Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

## Current Owner(s) Information

Owner Name: HALLMARK LICENSING LLC  
Owner Address: 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES  
Legal Entity Type: LIMITED LIABILITY COMPANY  
State or Country Where Organized: KANSAS

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: David N. Johnson  
Attorney Primary Email: [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)  
Attorney Email: Yes

Address:

Authorized:

Correspondent

Correspondent Name/Address: David N. Johnson  
Hallmark Cards, Incorporated  
2501 McGee Trafficway  
MD 339  
Kansas City, MISSOURI 64108  
UNITED STATES

Phone: 816-274-5583

Fax: 816-2774-7171

Correspondent e-mail: [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

### Prosecution History

Date	Description	Proceeding Number
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jul. 31, 2007	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	61619
Jul. 31, 2007	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jul. 11, 2007	ASSIGNED TO PARALEGAL	61619
Jun. 12, 2007	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Jun. 12, 2007	TEAS SECTION 8 & 9 RECEIVED	
Mar. 06, 2007	CASE FILE IN TICRS	
Sep. 30, 2003	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Jul. 24, 2003	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Jul. 24, 2003	TEAS SECTION 8 & 15 RECEIVED	
Aug. 12, 1997	REGISTERED-PRINCIPAL REGISTER	
May 20, 1997	PUBLISHED FOR OPPOSITION	
Apr. 18, 1997	NOTICE OF PUBLICATION	
Mar. 17, 1997	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 13, 1997	EXAMINER'S AMENDMENT MAILED	
Mar. 07, 1997	ASSIGNED TO EXAMINER	73711

### Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Aug. 12, 2007

### TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: POST REGISTRATION

Date in Location: Jul. 31, 2007

### Assignment Abstract Of Title Information

#### Summary

Total Assignments: 1

Registrant: Hallmark Licensing, Inc.

#### Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: [4700/0675](#)

Pages: 13

Date Recorded: Jan. 19, 2012

Supporting Documents: [assignment-tm-4700-0675.pdf](#)

#### Assignor

Name: [HALLMARK LICENSING, INC.](#)

Execution Date: Dec. 20, 2011

Legal Entity Type: CORPORATION

State or Country Where: DELAWARE

Organized:

**Assignee**

**Name:** [HALLMARK LICENSING LLC](#)

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** KANSAS

**Address:** 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

**Correspondent**

**Correspondent Name:** DAVID N. JOHNSON

**Correspondent Address:** 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

**Domestic Representative - Not Found**

Generated on: This page was generated by TSDR on 2015-02-11 15:51:38 EST

Mark: HALLMARK GOLD CROWN



**US Serial Number:** 77715490  
**US Registration Number:** 3683187  
**Filed as TEAS Plus:** Yes  
**Register:** Principal  
**Mark Type:** Service Mark  
**Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.  
**Status Date:** Oct. 27, 2014  
**Publication Date:** Jun. 30, 2009

**Application Filing Date:** Apr. 16, 2009  
**Registration Date:** Sep. 15, 2009  
**Currently TEAS Plus:** Yes

## Mark Information

**Mark Literal Elements:** HALLMARK GOLD CROWN  
**Standard Character Claim:** No  
**Mark Drawing Type:** 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM  
**Description of Mark:** The mark consists of the word "Hallmark" in script over the words "Gold Crown" in upper case block letters.  
**Color(s) Claimed:** Color is not claimed as a feature of the mark.

## Related Properties Information

**Claimed Ownership of US Registrations:** 2086082, 2087804, 3135933 and others

## Goods and Services

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Retail store services featuring greeting cards, gifts and collectibles

**International Class(es):** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Nov. 30, 2006

**Use in Commerce:** Nov. 30, 2006

## Basis Information (Case Level)

<b>Filed Use:</b> Yes	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> No	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> No	<b>Amended 44E:</b> No
<b>Filed 66A:</b> No	<b>Currently 66A:</b> No	
<b>Filed No Basis:</b> No	<b>Currently No Basis:</b> No	

## Current Owner(s) Information

**Owner Name:** HALLMARK LICENSING LLC  
**Owner Address:** 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES  
**Legal Entity Type:** LIMITED LIABILITY COMPANY  
**State or Country Where Organized:** KANSAS

## Attorney/Correspondence Information

**Attorney of Record**

**Attorney Name:** Barry M. Katz **Docket Number:** RR 31090  
**Attorney Primary Email Address:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) **Attorney Email Authorized:** Yes

**Correspondent**

**Correspondent Name/Address:** BARRY M. KATZ  
HALLMARK CARDS, INCORPORATED  
2501 MCGEE ST  
MD 339  
KANSAS CITY, MISSOURI 64108-2600  
UNITED STATES  
**Phone:** 816-274-5583 **Fax:** 816-274-7171  
**Correspondent e-mail:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com) **Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found****Prosecution History**

Date	Description	Proceeding Number
Oct. 27, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Oct. 27, 2014	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	69471
Oct. 27, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	69471
Oct. 15, 2014	TEAS SECTION 8 & 15 RECEIVED	
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Sep. 15, 2009	REGISTERED-PRINCIPAL REGISTER	
Jun. 30, 2009	PUBLISHED FOR OPPOSITION	
Jun. 10, 2009	NOTICE OF PUBLICATION	
May 22, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	70884
May 22, 2009	ASSIGNED TO LIE	70884
May 22, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
May 22, 2009	ASSIGNED TO EXAMINER	76487
Apr. 20, 2009	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Apr. 20, 2009	NEW APPLICATION ENTERED IN TRAM	

**Maintenance Filings or Post Registration Information**

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**TM Staff and Location Information****TM Staff Information - None****File Location**

**Current Location:** TMEG LAW OFFICE 109

**Date in Location:** Oct. 27, 2014

**Assignment Abstract Of Title Information****Summary**

**Total Assignments:** 1

**Registrant:** Hallmark Licensing, Inc.

**Assignment 1 of 1**

**Conveyance:** CHANGE OF NAME

**Reel/Frame:** [4700/0675](#)

**Pages:** 13

**Date Recorded:** Jan. 19, 2012

**Supporting Documents:** [assignment-tm-4700-0675.pdf](#)

**Assignor**

**Name:** [HALLMARK LICENSING, INC.](#)

**Execution Date:** Dec. 20, 2011

**Legal Entity Type:** CORPORATION

**State or Country Where:** DELAWARE

Organized:

**Assignee**

**Name:** [HALLMARK LICENSING LLC](#)

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** KANSAS

**Address:** 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

**Correspondent**

**Correspondent Name:** DAVID N. JOHNSON

**Correspondent Address:** 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

**Domestic Representative - Not Found**

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Mark: HALLMARK GOLD CROWN



**US Serial Number:** 77715519  
**Application Filing Date:** Apr. 16, 2009  
**US Registration Number:** 3683188  
**Registration Date:** Sep. 15, 2009  
**Filed as TEAS Plus:** Yes  
**Currently TEAS Plus:** Yes  
**Register:** Principal  
**Mark Type:** Service Mark  
**Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.  
**Status Date:** Oct. 27, 2014  
**Publication Date:** Jun. 30, 2009

## Mark Information

**Mark Literal Elements:** HALLMARK GOLD CROWN  
**Standard Character Claim:** No  
**Mark Drawing Type:** 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)  
**Description of Mark:** The mark consists of the word "Hallmark" in script under an open Crown Design and over the words "Gold Crown" in upper case block letters.  
**Color(s) Claimed:** Color is not claimed as a feature of the mark.  
**Design Search Code(s):** 24.11.02 - Crowns open at the top

## Related Properties Information

**Claimed Ownership of US Registrations:** 2086082, 2087804, 3135933 and others

## Goods and Services

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Retail store services featuring greeting cards, gifts and collectibles

**International Class(es):** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Nov. 30, 2006

**Use in Commerce:** Nov. 30, 2006

## Basis Information (Case Level)

<b>Filed Use:</b> Yes	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> No	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> No	<b>Amended 44E:</b> No
<b>Filed 66A:</b> No	<b>Currently 66A:</b> No	
<b>Filed No Basis:</b> No	<b>Currently No Basis:</b> No	

## Current Owner(s) Information

**Owner Name:** HALLMARK LICENSING LLC  
**Owner Address:** 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES  
**Legal Entity Type:** LIMITED LIABILITY COMPANY  
**State or Country Where Organized:** KANSAS

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Barry M. Katz **Docket Number:** RR 31144  
**Attorney Primary Email Address:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) **Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** BARRY M. KATZ  
HALLMARK CARDS, INCORPORATED  
2501 MCGEE ST  
MD 339  
KANSAS CITY, MISSOURI 64108-2600  
UNITED STATES  
**Phone:** 816-274-5583 **Fax:** 816-274-7171  
**Correspondent e-mail:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com) **Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Oct. 27, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Oct. 27, 2014	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	69471
Oct. 27, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	69471
Oct. 15, 2014	TEAS SECTION 8 & 15 RECEIVED	
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Sep. 15, 2009	REGISTERED-PRINCIPAL REGISTER	
Jun. 30, 2009	PUBLISHED FOR OPPOSITION	
Jun. 10, 2009	NOTICE OF PUBLICATION	
May 22, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	70884
May 22, 2009	ASSIGNED TO LIE	70884
May 22, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
May 22, 2009	ASSIGNED TO EXAMINER	76487
Apr. 21, 2009	NOTICE OF DESIGN SEARCH CODE MAILED	
Apr. 20, 2009	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Apr. 20, 2009	NEW APPLICATION ENTERED IN TRAM	

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

## TM Staff and Location Information

### TM Staff Information - None

### File Location

**Current Location:** TMEG LAW OFFICE 109

**Date in Location:** Oct. 27, 2014

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** Hallmark Licensing, Inc.

### Assignment 1 of 1

**Conveyance:** CHANGE OF NAME

**Reel/Frame:** [4700/0675](#)

**Pages:** 13

**Date Recorded:** Jan. 19, 2012

**Supporting Documents:** [assignment-tm-4700-0675.pdf](#)

**Assignor**

**Name:** [HALLMARK LICENSING, INC.](#) **Execution Date:** Dec. 20, 2011  
**Legal Entity Type:** CORPORATION **State or Country Where Organized:** DELAWARE

**Assignee**

**Name:** [HALLMARK LICENSING LLC](#) **State or Country Where Organized:** KANSAS  
**Legal Entity Type:** LIMITED LIABILITY COMPANY  
**Address:** 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

**Correspondent**

**Correspondent Name:** DAVID N. JOHNSON  
**Correspondent Address:** 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

**Domestic Representative - Not Found**

# **EXHIBIT 2**

Generated on: This page was generated by TSDR on 2015-02-11 15:41:05 EST

Mark: HALLMARK DIAMONDS

HALLMARK DIAMONDS

US Serial Number: 76519085  
Application Filing Date: May 12, 2003  
US Registration Number: 3898292  
Registration Date: Jan. 04, 2011  
Register: Principal  
Mark Type: Trademark  
Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.  
Status Date: Jan. 04, 2011  
Publication Date: May 03, 2005

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## Mark Information

---

Mark Literal Elements: HALLMARK DIAMONDS  
Standard Character Claim: No  
Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)  
Disclaimer: "DIAMONDS"

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## Related Properties Information

---

Claimed Ownership of US Registrations: 0958142

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## Goods and Services

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Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*,\* identify additional (new) wording in the goods/services.

For: JEWELRY, DIAMONDS AND WATCHES

International Class(es): 014 - Primary Class

U.S Class(es): 002, 027, 028, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: 1988

Use in Commerce: 1988

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## Basis Information (Case Level)

---

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

---

## Current Owner(s) Information

---

Owner Name: HALLMARK LICENSING, LLC  
Owner Address: 2440 Pershing Road  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES  
Legal Entity Type: LIMITED LIABILITY COMPANY  
State or Country Where Organized: KANSAS

---

## Attorney/Correspondence Information

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### Attorney of Record

Attorney Name: David N. Johnson

Docket Number: 38348

Attorney Primary Email [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com)  
Address:

Attorney Email Yes  
Authorized:

**Correspondent**

**Correspondent Name/Address:** David N. Johnson  
Hallmark Cards, Incorporated  
2501 McGee Trafficway  
MD 339  
Kansas City, MISSOURI 64108  
UNITED STATES

**Phone:** 816-274-5583

**Fax:** 816-274-7171

**Correspondent e-mail:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com)

**Correspondent e-mail** Yes  
**Authorized:**

**Domestic Representative - Not Found**

**Prosecution History**

Date	Description	Proceeding Number
Sep. 04, 2014	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Sep. 04, 2014	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Sep. 03, 2014	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Sep. 02, 2014	ATTORNEY REVOKED AND/OR APPOINTED	
Sep. 02, 2014	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Aug. 27, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 20, 2014	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Nov. 21, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Sep. 13, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Sep. 13, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jan. 04, 2011	REGISTERED-PRINCIPAL REGISTER	
Nov. 24, 2010	TTAB RELEASE CASE TO TRADEMARKS	167232
Nov. 24, 2010	OPPOSITION TERMINATED NO. 999999	167232
Nov. 24, 2010	OPPOSITION DISMISSED NO. 999999	167232
Sep. 13, 2007	EXPARTE APPEAL TERMINATED	519085
Nov. 01, 2005	OPPOSITION INSTITUTED NO. 999999	167232
Jun. 02, 2005	EXTENSION OF TIME TO OPPOSE RECEIVED	
May 03, 2005	PUBLISHED FOR OPPOSITION	
Apr. 13, 2005	NOTICE OF PUBLICATION	
Feb. 09, 2005	LAW OFFICE PUBLICATION REVIEW COMPLETED	76243
Feb. 07, 2005	ASSIGNED TO LIE	76243
Jan. 06, 2005	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 20, 2004	AMENDMENT FROM APPLICANT ENTERED	69712
Dec. 06, 2004	CORRESPONDENCE RECEIVED IN LAW OFFICE	69712
Dec. 20, 2004	ASSIGNED TO LIE	69712
Dec. 18, 2004	EX PARTE APPEAL-INSTITUTED	519085
Dec. 18, 2004	JURISDICTION RESTORED TO EXAMINING ATTORNEY	519085
Dec. 15, 2004	EXPARTE APPEAL RECEIVED AT TTAB	
Dec. 06, 2004	PAPER RECEIVED	
Jun. 03, 2004	FINAL REFUSAL MAILED	
Apr. 23, 2004	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Apr. 21, 2004	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Apr. 23, 2004	PAPER RECEIVED	
Oct. 22, 2003	NON-FINAL ACTION MAILED	
Oct. 16, 2003	ASSIGNED TO EXAMINER	60997

**TM Staff and Location Information**

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jan. 04, 2011

## Assignment Abstract Of Title Information

### Summary

Total Assignments: 6

Registrant: Diastar, Inc.

### Assignment 1 of 6

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [4854/0531](#)

Pages: 3

Date Recorded: Sep. 04, 2012

Supporting Documents: [assignment-tm-4854-0531.pdf](#)

### Assignor

Name: [DIASTAR INC.](#)

Execution Date: Feb. 15, 2008

Legal Entity Type: CORPORATION

State or Country Where Organized: NEW YORK

### Assignee

Name: [JAIN, MONICA](#)

Legal Entity Type: INDIVIDUAL

Citizenship: UNITED STATES

Address: 22 STONE TOWER DRIVE  
ALPINE, NEW JERSEY 07620

Name: [JAIN, ANITA](#)

Legal Entity Type: INDIVIDUAL

Citizenship: UNITED STATES

Address: 22 STONE TOWER DR  
ALPINE, NEW JERSEY 07620-0280

### Correspondent

Correspondent Name: ANITA JAIN AND MONICA JAIN

Correspondent Address: 22 STONE TOWER DR  
ALPINE, NJ 07620-0280

### Domestic Representative - Not Found

### Assignment 2 of 6

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [4854/0531](#)

Pages: 3

Date Recorded: Sep. 04, 2012

Supporting Documents: [assignment-tm-4854-0531.pdf](#)

### Assignor

Name: [DIASTAR INC.](#)

Execution Date: Feb. 15, 2008

Legal Entity Type: CORPORATION

State or Country Where Organized: NEW YORK

### Assignee

Name: [JAIN, MONICA](#)

Legal Entity Type: INDIVIDUAL

Citizenship: UNITED STATES

Address: 22 STONE TOWER DRIVE  
ALPINE, NEW JERSEY 07620

Name: [JAIN, ANITA](#)

Legal Entity Type: INDIVIDUAL

Citizenship: UNITED STATES

Address: 22 STONE TOWER DR  
ALPINE, NEW JERSEY 07620-0280

### Correspondent

Correspondent Name: ANITA JAIN AND MONICA JAIN

Correspondent Address: 22 STONE TOWER DR  
ALPINE, NJ 07620-0280

### Domestic Representative - Not Found

### Assignment 3 of 6

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [4898/0118](#)

Pages: 3

Date Recorded: Nov. 12, 2012

Supporting Documents: [assignment-tm-4898-0118.pdf](#)

**Assignor**

Name: [JAIN, ANITA](#) Execution Date: Nov. 12, 2012  
Legal Entity Type: INDIVIDUAL Citizenship: UNITED STATES

Name: [JAIN, MONICA](#) Execution Date: Nov. 12, 2012  
Legal Entity Type: INDIVIDUAL Citizenship: UNITED STATES

**Assignee**

Name: [HALLMARK INDUSTRIES INC](#)  
Legal Entity Type: CORPORATION State or Country Where Organized: NEW JERSEY  
Address: 800 31ST ST FL 2  
UNION CITY, NEW JERSEY 07087-2428

**Correspondent**

Correspondent Name: PRADIP JAIN  
Correspondent Address: 800 31ST STREET  
UNION CITY, NJ 07087

**Domestic Representative - Not Found**

**Assignment 4 of 6**

Conveyance: ASSIGNS THE ENTIRE INTEREST  
Reel/Frame: [4898/0118](#) Pages: 3  
Date Recorded: Nov. 12, 2012  
Supporting Documents: [assignment-tm-4898-0118.pdf](#)

**Assignor**

Name: [JAIN, ANITA](#) Execution Date: Nov. 12, 2012  
Legal Entity Type: INDIVIDUAL Citizenship: UNITED STATES

Name: [JAIN, MONICA](#) Execution Date: Nov. 12, 2012  
Legal Entity Type: INDIVIDUAL Citizenship: UNITED STATES

**Assignee**

Name: [HALLMARK INDUSTRIES INC](#)  
Legal Entity Type: CORPORATION State or Country Where Organized: NEW JERSEY  
Address: 800 31ST ST FL 2  
UNION CITY, NEW JERSEY 07087-2428

**Correspondent**

Correspondent Name: PRADIP JAIN  
Correspondent Address: 800 31ST STREET  
UNION CITY, NJ 07087

**Domestic Representative - Not Found**

**Assignment 5 of 6**

Conveyance: NOTICE OF SECURITY INTEREST  
Reel/Frame: [5347/0140](#) Pages: 4  
Date Recorded: Aug. 18, 2014  
Supporting Documents: [assignment-tm-5347-0140.pdf](#)

**Assignor**

Name: [DIASTAR, INC.](#) Execution Date: Aug. 18, 2014  
Legal Entity Type: CORPORATION State or Country Where Organized: NEW YORK

**Assignee**

Name: [ROSENTHAL & ROSENTHAL, INC.](#)  
Legal Entity Type: CORPORATION State or Country Where Organized: NEW YORK  
Address: 1370 BROADWAY  
NEW YORK, NEW YORK 10018

**Correspondent**

Correspondent Name: JEHAN SHARMA  
Correspondent Address: 1370 BROADWAY  
ROSENTHAL & ROSENTHAL, INC.  
NEW YORK, NY 10018

**Domestic Representative - Not Found**

**Assignment 6 of 6**

**Conveyance:** ASSIGNS THE ENTIRE INTEREST  
**Reel/Frame:** [5352/0490](#) **Pages:** 5  
**Date Recorded:** Aug. 27, 2014  
**Supporting Documents:** [assignment-tm-5352-0490.pdf](#)

**Assignor**

**Name:** [ROSENTHAL & ROSENTHAL, INC.](#) **Execution Date:** Aug. 27, 2014  
**Legal Entity Type:** CORPORATION **State or Country Where Organized:** NEW YORK

**Assignee**

**Name:** [HALLMARK LICENSING, LLC](#)  
**Legal Entity Type:** LIMITED LIABILITY COMPANY **State or Country Where Organized:** KANSAS

**Address:** 2501 MCGEE TRAFFICWAY  
 MD 339  
 KANSAS CITY, MISSOURI 64108

**Correspondent**

**Correspondent Name:** DAVID N. JOHNSON  
**Correspondent Address:** 2501 MCGEE TRAFFICWAY  
 MD 339  
 KANSAS CITY, MO 64108

**Domestic Representative - Not Found**

**Proceedings**

**Summary**

**Number of Proceedings:** 3

**Type of Proceeding: Opposition**

**Proceeding Number:** [91167232](#) **Filing Date:** Oct 31, 2005  
**Status:** Terminated **Status Date:** Nov 24, 2010  
**Interlocutory Attorney:** ELIZABETH WINTER

**Defendant**

**Name:** Diastar, Inc.  
**Correspondent Address:** DONNA MIRMAN BROOME  
 GOTTLIEB, RACKMAN & REISMAN, P.C.  
 270 MADISON AVENUE; 8TH FLOOR  
 NEW YORK NY , 10016-0601  
 UNITED STATES  
**Correspondent e-mail:** [dbroome@grr.com](mailto:dbroome@grr.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK DIAMONDS	Registered	<a href="#">76519085</a>	<a href="#">3898292</a>
HALLMARK RINGS	Registered	<a href="#">76519090</a>	<a href="#">3898293</a>

**Plaintiff(s)**

**Name:** Hallmark Licensing, Inc.  
**Correspondent Address:** DAVID N JOHNSON  
 HALLMARK CARDS, INCORPORATED  
 2501 MCGEE TRAFFICWAY, MAIL DROP #339  
 KANSAS CITY MO , 64141-6126  
 UNITED STATES  
**Correspondent e-mail:** [djohns4@hallmark.com](mailto:djohns4@hallmark.com) , [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">71428550</a>	<a href="#">380596</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 31, 2005	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Nov 01, 2005	Dec 11, 2005

3	PENDING, INSTITUTED	Nov 01, 2005	
4	ANSWER	Dec 01, 2005	
5	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Jun 05, 2006	
6	EXTENSION OF TIME GRANTED	Jun 06, 2006	
7	STIPULATION FOR AN EXTENSION OF TIME	Aug 21, 2006	
8	EXTENSION OF TIME GRANTED	Aug 21, 2006	
9	STIPULATION FOR AN EXTENSION OF TIME	Oct 18, 2006	
10	EXTENSION OF TIME GRANTED	Oct 18, 2006	
11	STIPULATION FOR AN EXTENSION OF TIME	Jan 26, 2007	
12	EXTENSION OF TIME GRANTED	Jan 26, 2007	
13	STIPULATION FOR AN EXTENSION OF TIME	May 15, 2007	
14	EXTENSION OF TIME GRANTED	May 15, 2007	
15	STIPULATION FOR AN EXTENSION OF TIME	Aug 07, 2007	
16	EXTENSION OF TIME GRANTED	Aug 07, 2007	
17	STIPULATION FOR AN EXTENSION OF TIME	Nov 01, 2007	
18	EXTENSION OF TIME GRANTED	Nov 01, 2007	
19	STIPULATION FOR AN EXTENSION OF TIME	Jan 29, 2008	
20	SUSPENDED	Jan 31, 2008	
21	STIPULATION FOR AN EXTENSION OF TIME	Jan 26, 2009	
22	EXTENSION OF TIME GRANTED	Feb 02, 2009	
23	STIPULATION FOR AN EXTENSION OF TIME	Apr 27, 2009	
24	EXTENSION OF TIME GRANTED	Apr 27, 2009	
25	STIPULATION FOR AN EXTENSION OF TIME	Jul 16, 2009	
26	EXTENSION OF TIME GRANTED	Aug 04, 2009	
27	STIPULATION FOR AN EXTENSION OF TIME	Oct 20, 2009	
28	EXTENSION OF TIME GRANTED	Oct 30, 2009	
29	STIPULATION FOR AN EXTENSION OF TIME	Jan 25, 2010	
30	TRIAL DATES RESET	Feb 11, 2010	
31	PLAINTIFF'S NOTICE OF RELIANCE	Mar 29, 2010	
32	RESPONSE DUE 30 DAYS (DUE DATE)	Oct 05, 2010	Nov 04, 2010
33	BD'S DECISION: DISMISSED W/ PREJUDICE	Nov 24, 2010	
34	TERMINATED	Nov 24, 2010	

**Type of Proceeding: Extension of Time**

**Proceeding Number:** [76519085](#)

**Filing Date:** Jun 02, 2005

**Status:** Terminated

**Status Date:** Nov 30, 2005

**Interlocutory Attorney:**

**Defendant**

**Name:** Diastar, Inc.

**Correspondent Address:** DONNA MIRMAN BROOME  
GOTTLIEB, RACKMAN & REISMAN, P.C.  
270 MADISON AVENUE  
NEW YORK NY , 10016-0601  
UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK DIAMONDS	Registered	<a href="#">76519085</a>	<a href="#">3898292</a>

**Potential Opposer(s)**

**Name:** Hallmark Licensing, Inc.

**Correspondent Address:** David N. Johnson  
Hallmark Cards, Incorporated  
2501 McGee, MD 339, Box 419126  
Kansas City MO , 64141-6126  
UNITED STATES

Correspondent e-mail: [psimmo2@hallmark.com](mailto:psimmo2@hallmark.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number

HALLMARK Renewed [71428550](#) [380596](#)

Prosecution History			
Entry Number	History Text	Date	Due Date
1	INCOMING - EXT TIME TO OPPOSE FILED	Jun 02, 2005	
2	EXTENSION OF TIME GRANTED	Jun 02, 2005	
3	INCOMING - EXT TIME TO OPPOSE FILED	Jun 29, 2005	
4	EXTENSION OF TIME GRANTED	Jun 29, 2005	
5	INCOMING - EXT TIME TO OPPOSE FILED	Aug 29, 2005	
6	EXTENSION OF TIME GRANTED	Aug 29, 2005	

**Type of Proceeding: Exparte Appeal**

Proceeding Number: [76519085](#) Filing Date: Dec 06, 2004

Status: Terminated Status Date: Sep 13, 2007

Interlocutory Attorney:

**Plaintiff(s)**

Name: Diastar, Inc.

Correspondent Address: DONNA MIRMAN BROOME  
GOTTLIEB RACKMAN & REISMAN, P.C.  
270 MADISON AVENUE  
NEW YORK NY , 10016-0601  
UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number

HALLMARK DIAMONDS Registered [76519085](#) [3898292](#)

Prosecution History			
Entry Number	History Text	Date	Due Date
1	APPEAL TO BOARD	Dec 06, 2004	
2	APPEAL ACKNOWLEDGED; CASE REMANDED	Dec 18, 2004	
3	PENDING, INSTITUTED	Dec 18, 2004	
4	TERMINATED	Sep 13, 2007	

Generated on: This page was generated by TSDR on 2015-02-11 16:09:54 EST

Mark: HALLMARK RINGS

HALLMARK RINGS

US Serial Number: 76519090  
Application Filing Date: May 12, 2003  
US Registration Number: 3898293  
Registration Date: Jan. 04, 2011  
Register: Principal  
Mark Type: Trademark  
Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.  
Status Date: Jan. 04, 2011  
Publication Date: May 03, 2005

---

## Mark Information

---

Mark Literal Elements: HALLMARK RINGS  
Standard Character Claim: No  
Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)  
Disclaimer: "RINGS"

---

## Related Properties Information

---

Claimed Ownership of US Registrations: 0958142

---

## Goods and Services

---

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (...) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*.\* identify additional (new) wording in the goods/services.

For: JEWELRY, DIAMONDS AND WATCHES

International Class(es): 014 - Primary Class

U.S Class(es): 002, 027, 028, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: 1988

Use in Commerce: 1988

---

## Basis Information (Case Level)

---

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

---

## Current Owner(s) Information

---

Owner Name: HALLMARK LICENSING, LLC  
Owner Address: 2440 Pershing Road  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES  
Legal Entity Type: LIMITED LIABILITY COMPANY  
State or Country Where Organized: KANSAS

---

## Attorney/Correspondence Information

---

---

### Attorney of Record

Attorney Name: David N. Johnson

Docket Number: 38347

Attorney Primary Email [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com)  
Address:

Attorney Email Yes  
Authorized:

**Correspondent**

**Correspondent Name/Address:** David N. Johnson  
Hallmark Cards, Incorporated  
2501 McGee Trafficway  
MD 339  
Kansas City, MISSOURI 64108  
UNITED STATES

**Phone:** 816-274-5583

**Fax:** 816-274-7171

**Correspondent e-mail:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com)

**Correspondent e-mail** Yes  
**Authorized:**

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Sep. 04, 2014	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Sep. 04, 2014	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Sep. 03, 2014	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Sep. 02, 2014	ATTORNEY REVOKED AND/OR APPOINTED	
Sep. 02, 2014	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Aug. 27, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 20, 2014	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Nov. 21, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Sep. 13, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Sep. 13, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jan. 04, 2011	REGISTERED-PRINCIPAL REGISTER	
Nov. 24, 2010	TTAB RELEASE CASE TO TRADEMARKS	167232
Nov. 24, 2010	OPPOSITION TERMINATED NO. 999999	167232
Nov. 24, 2010	OPPOSITION DISMISSED NO. 999999	167232
Oct. 02, 2007	EXPARTE APPEAL TERMINATED	519090
Nov. 01, 2005	OPPOSITION INSTITUTED NO. 999999	167232
Jun. 02, 2005	EXTENSION OF TIME TO OPPOSE RECEIVED	
May 03, 2005	PUBLISHED FOR OPPOSITION	
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Feb. 07, 2005	ASSIGNED TO LIE	76243
Jan. 06, 2005	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 21, 2004	AMENDMENT FROM APPLICANT ENTERED	69712
Dec. 06, 2004	CORRESPONDENCE RECEIVED IN LAW OFFICE	69712
Dec. 21, 2004	ASSIGNED TO LIE	69712
Dec. 15, 2004	EX PARTE APPEAL-INSTITUTED	519090
Dec. 15, 2004	JURISDICTION RESTORED TO EXAMINING ATTORNEY	519090
Dec. 06, 2004	PAPER RECEIVED	
Jun. 03, 2004	FINAL REFUSAL MAILED	
Apr. 23, 2004	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Apr. 21, 2004	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Apr. 23, 2004	PAPER RECEIVED	
Oct. 22, 2003	NON-FINAL ACTION MAILED	
Oct. 16, 2003	ASSIGNED TO EXAMINER	60997

## TM Staff and Location Information

## TM Staff Information - None

## File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jan. 04, 2011

## Assignment Abstract Of Title Information

### Summary

Total Assignments: 6

Registrant: Diastar, Inc.

### Assignment 1 of 6

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [4854/0531](#)

Pages: 3

Date Recorded: Sep. 04, 2012

Supporting Documents: [assignment-tm-4854-0531.pdf](#)

#### Assignor

Name: [DIASTAR INC.](#)

Execution Date: Feb. 15, 2008

Legal Entity Type: CORPORATION

State or Country Where Organized: NEW YORK

#### Assignee

Name: [JAIN, MONICA](#)

Legal Entity Type: INDIVIDUAL

Citizenship: UNITED STATES

Address: 22 STONE TOWER DRIVE  
ALPINE, NEW JERSEY 07620Name: [JAIN, ANITA](#)

Legal Entity Type: INDIVIDUAL

Citizenship: UNITED STATES

Address: 22 STONE TOWER DR  
ALPINE, NEW JERSEY 07620-0280

#### Correspondent

Correspondent Name: ANITA JAIN AND MONICA JAIN

Correspondent Address: 22 STONE TOWER DR  
ALPINE, NJ 07620-0280

#### Domestic Representative - Not Found

### Assignment 2 of 6

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [4854/0531](#)

Pages: 3

Date Recorded: Sep. 04, 2012

Supporting Documents: [assignment-tm-4854-0531.pdf](#)

#### Assignor

Name: [DIASTAR INC.](#)

Execution Date: Feb. 15, 2008

Legal Entity Type: CORPORATION

State or Country Where Organized: NEW YORK

#### Assignee

Name: [JAIN, MONICA](#)

Legal Entity Type: INDIVIDUAL

Citizenship: UNITED STATES

Address: 22 STONE TOWER DRIVE  
ALPINE, NEW JERSEY 07620Name: [JAIN, ANITA](#)

Legal Entity Type: INDIVIDUAL

Citizenship: UNITED STATES

Address: 22 STONE TOWER DR  
ALPINE, NEW JERSEY 07620-0280

#### Correspondent

Correspondent Name: ANITA JAIN AND MONICA JAIN

Correspondent Address: 22 STONE TOWER DR  
ALPINE, NJ 07620-0280

#### Domestic Representative - Not Found

### Assignment 3 of 6

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [4898/0118](#)

Pages: 3

Date Recorded: Nov. 12, 2012

Supporting Documents: [assignment-tm-4898-0118.pdf](#)

**Assignor**

Name: [JAIN, ANITA](#) Execution Date: Nov. 12, 2012  
Legal Entity Type: INDIVIDUAL Citizenship: UNITED STATES

Name: [JAIN, MONICA](#) Execution Date: Nov. 12, 2012  
Legal Entity Type: INDIVIDUAL Citizenship: UNITED STATES

**Assignee**

Name: [HALLMARK INDUSTRIES INC.](#)  
Legal Entity Type: CORPORATION State or Country Where Organized: NEW JERSEY

Address: 800 31ST ST FL 2  
UNION CITY, NEW JERSEY 07087-2428

**Correspondent**

Correspondent Name: PRADIP JAIN  
Correspondent Address: 800 31ST STREET  
UNION CITY, NJ 07087

**Domestic Representative - Not Found****Assignment 4 of 6**

Conveyance: ASSIGNS THE ENTIRE INTEREST  
Reel/Frame: [4898/0118](#) Pages: 3  
Date Recorded: Nov. 12, 2012  
Supporting Documents: [assignment-tm-4898-0118.pdf](#)

**Assignor**

Name: [JAIN, ANITA](#) Execution Date: Nov. 12, 2012  
Legal Entity Type: INDIVIDUAL Citizenship: UNITED STATES

Name: [JAIN, MONICA](#) Execution Date: Nov. 12, 2012  
Legal Entity Type: INDIVIDUAL Citizenship: UNITED STATES

**Assignee**

Name: [HALLMARK INDUSTRIES INC.](#)  
Legal Entity Type: CORPORATION State or Country Where Organized: NEW JERSEY

Address: 800 31ST ST FL 2  
UNION CITY, NEW JERSEY 07087-2428

**Correspondent**

Correspondent Name: PRADIP JAIN  
Correspondent Address: 800 31ST STREET  
UNION CITY, NJ 07087

**Domestic Representative - Not Found****Assignment 5 of 6**

Conveyance: NOTICE OF SECURITY INTEREST  
Reel/Frame: [5347/0140](#) Pages: 4  
Date Recorded: Aug. 18, 2014  
Supporting Documents: [assignment-tm-5347-0140.pdf](#)

**Assignor**

Name: [DIASTAR, INC.](#) Execution Date: Aug. 18, 2014  
Legal Entity Type: CORPORATION State or Country Where Organized: NEW YORK

**Assignee**

Name: [ROSENTHAL & ROSENTHAL, INC.](#)  
Legal Entity Type: CORPORATION State or Country Where Organized: NEW YORK

Address: 1370 BROADWAY  
NEW YORK, NEW YORK 10018

**Correspondent**

Correspondent Name: JEHAN SHARMA  
Correspondent Address: 1370 BROADWAY  
ROSENTHAL & ROSENTHAL, INC.  
NEW YORK, NY 10018

**Domestic Representative - Not Found****Assignment 6 of 6**

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [5352/0490](#)

Pages: 5

Date Recorded: Aug. 27, 2014

Supporting Documents: [assignment-tm-5352-0490.pdf](#)

#### Assignor

Name: [ROSENTHAL & ROSENTHAL, INC.](#)

Execution Date: Aug. 27, 2014

Legal Entity Type: CORPORATION

State or Country Where Organized: NEW YORK

#### Assignee

Name: [HALLMARK LICENSING, LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

Address: 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MISSOURI 64108

#### Correspondent

Correspondent Name: DAVID N. JOHNSON

Correspondent Address: 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

#### Domestic Representative - Not Found

## Proceedings

#### Summary

Number of Proceedings: 3

#### Type of Proceeding: Opposition

Proceeding Number: [91167232](#)

Filing Date: Oct 31, 2005

Status: Terminated

Status Date: Nov 24, 2010

Interlocutory Attorney: ELIZABETH WINTER

#### Defendant

Name: Diastar, Inc.

Correspondent Address: DONNA MIRMAN BROOME  
GOTTLIEB, RACKMAN & REISMAN, P.C.  
270 MADISON AVENUE; 8TH FLOOR  
NEW YORK NY , 10016-0601  
UNITED STATES

Correspondent e-mail: [dbroome@grr.com](mailto:dbroome@grr.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
HALLMARK DIAMONDS	Registered	<a href="#">76519085</a>	<a href="#">3898292</a>
HALLMARK RINGS	Registered	<a href="#">76519090</a>	<a href="#">3898293</a>

#### Plaintiff(s)

Name: Hallmark Licensing, Inc.

Correspondent Address: DAVID N JOHNSON  
HALLMARK CARDS, INCORPORATED  
2501 MCGEE TRAFFICWAY, MAIL DROP #339  
KANSAS CITY MO , 64141-6126  
UNITED STATES

Correspondent e-mail: [djohns4@hallmark.com](mailto:djohns4@hallmark.com) , [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">71428550</a>	<a href="#">380596</a>

#### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 31, 2005	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Nov 01, 2005	Dec 11, 2005
3	PENDING, INSTITUTED	Nov 01, 2005	

4	ANSWER	Dec 01, 2005	
5	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Jun 05, 2006	
6	EXTENSION OF TIME GRANTED	Jun 06, 2006	
7	STIPULATION FOR AN EXTENSION OF TIME	Aug 21, 2006	
8	EXTENSION OF TIME GRANTED	Aug 21, 2006	
9	STIPULATION FOR AN EXTENSION OF TIME	Oct 18, 2006	
10	EXTENSION OF TIME GRANTED	Oct 18, 2006	
11	STIPULATION FOR AN EXTENSION OF TIME	Jan 26, 2007	
12	EXTENSION OF TIME GRANTED	Jan 26, 2007	
13	STIPULATION FOR AN EXTENSION OF TIME	May 15, 2007	
14	EXTENSION OF TIME GRANTED	May 15, 2007	
15	STIPULATION FOR AN EXTENSION OF TIME	Aug 07, 2007	
16	EXTENSION OF TIME GRANTED	Aug 07, 2007	
17	STIPULATION FOR AN EXTENSION OF TIME	Nov 01, 2007	
18	EXTENSION OF TIME GRANTED	Nov 01, 2007	
19	STIPULATION FOR AN EXTENSION OF TIME	Jan 29, 2008	
20	SUSPENDED	Jan 31, 2008	
21	STIPULATION FOR AN EXTENSION OF TIME	Jan 26, 2009	
22	EXTENSION OF TIME GRANTED	Feb 02, 2009	
23	STIPULATION FOR AN EXTENSION OF TIME	Apr 27, 2009	
24	EXTENSION OF TIME GRANTED	Apr 27, 2009	
25	STIPULATION FOR AN EXTENSION OF TIME	Jul 16, 2009	
26	EXTENSION OF TIME GRANTED	Aug 04, 2009	
27	STIPULATION FOR AN EXTENSION OF TIME	Oct 20, 2009	
28	EXTENSION OF TIME GRANTED	Oct 30, 2009	
29	STIPULATION FOR AN EXTENSION OF TIME	Jan 25, 2010	
30	TRIAL DATES RESET	Feb 11, 2010	
31	PLAINTIFF'S NOTICE OF RELIANCE	Mar 29, 2010	
32	RESPONSE DUE 30 DAYS (DUE DATE)	Oct 05, 2010	Nov 04, 2010
33	BD'S DECISION: DISMISSED W/ PREJUDICE	Nov 24, 2010	
34	TERMINATED	Nov 24, 2010	

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**Type of Proceeding: Extension of Time**

---

**Proceeding Number:** [76519090](#)

**Filing Date:** Jun 02, 2005

**Status:** Terminated

**Status Date:** Nov 30, 2005

**Interlocutory Attorney:**

**Defendant**

**Name:** Diastar, Inc.

**Correspondent Address:** DONNA MIRMAN BROOME  
GOTTLIEB, RACKMAN & REISMAN, P.C.  
270 MADISON AVENUE  
NEW YORK NY , 10016-0601  
UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK RINGS	Registered	<a href="#">76519090</a>	<a href="#">3898293</a>

**Potential Opposer(s)**

**Name:** Hallmark Licensing, Inc.

**Correspondent Address:** David N. Johnson  
Hallmark Cards, Incorporated  
2501 McGee, MD 339, Box 419126  
Kansas City MO , 64141-6126  
UNITED STATES

**Correspondent e-mail:** [psimmo2@hallmark.com](mailto:psimmo2@hallmark.com)

Name: Hallmark Licensing, Inc.

Correspondent Address: David N. Johnson  
Hallmark Cards, Incorporated  
2501 McGee, MD 339, Box 419126  
Kansas City MO , 64141-6126  
UNITED STATES

Correspondent e-mail: [psimmo2@hallmark.com](mailto:psimmo2@hallmark.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">71428550</a>	<a href="#">380596</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	INCOMING - EXT TIME TO OPPOSE FILED	Jun 02, 2005	
2	EXTENSION OF TIME GRANTED	Jun 02, 2005	
3	INCOMING - EXT TIME TO OPPOSE FILED	Jun 29, 2005	
4	EXTENSION OF TIME GRANTED	Jun 29, 2005	
5	INCOMING - EXT TIME TO OPPOSE FILED	Aug 29, 2005	
6	EXTENSION OF TIME GRANTED	Aug 29, 2005	

**Type of Proceeding: Exparte Appeal**

Proceeding Number: [76519090](#)

Filing Date: Dec 06, 2004

Status: Terminated

Status Date: Oct 02, 2007

Interlocutory Attorney:

Plaintiff(s)	
Name:	Diastar, Inc.
Correspondent Address:	DONNA MIRMAN BROOME GOTTLIEB, RACKMAN & REISMAN, P.C. 270 MADISON AVENUE NEW YORK EW YOR NY , 10016-0601 UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
HALLMARK RINGS	Registered	<a href="#">76519090</a>	<a href="#">3898293</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	APPEAL TO BOARD	Dec 06, 2004	
2	APPEAL ACKNOWLEDGED; CASE REMANDED	Dec 15, 2004	
3	PENDING, INSTITUTED	Dec 15, 2004	
4	TERMINATED	Oct 02, 2007	



## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** David N. Johnson

### Correspondent

**Correspondent Name/Address:** DAVID N JOHNSON  
MAIL DROP #339  
HALLMARK CARDS, INCORPORATED  
2501 MCGEE, BOX 419126  
KANSAS CITY, MISSOURI 64141-6126  
UNITED STATES

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Aug. 14, 2006	CASE FILE IN TICRS	
Jun. 07, 2006	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	66607
Jun. 07, 2006	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Mar. 06, 2006	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Mar. 06, 2006	TEAS SECTION 8 & 9 RECEIVED	
May 14, 2002	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Mar. 15, 2002	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Mar. 14, 2002	PAPER RECEIVED	
Mar. 12, 1996	REGISTERED-PRINCIPAL REGISTER	
Dec. 19, 1995	PUBLISHED FOR OPPOSITION	
Nov. 17, 1995	NOTICE OF PUBLICATION	
Oct. 19, 1995	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 25, 1995	CORRESPONDENCE RECEIVED IN LAW OFFICE	
May 04, 1995	NON-FINAL ACTION MAILED	
Apr. 28, 1995	ASSIGNED TO EXAMINER	69196

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** Mar. 12, 2006

## TM Staff and Location Information

### TM Staff Information - None

### File Location

**Current Location:** SCANNING ON DEMAND

**Date in Location:** Aug. 14, 2006

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** Hallmark Cards, Incorporated

### Assignment 1 of 1

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Reel/Frame:** [1419/0445](#)

**Pages:** 8

**Date Recorded:** Dec. 27, 1995

**Supporting Documents:** No Supporting Documents Available

### Assignor

**Name:** [HALLMARK CARDS, INCORPORATED](#)

**Execution Date:** Dec. 21, 1995

**Legal Entity Type:** UNKNOWN

**State or Country Where Organized:** No Place Where Organized Found

**Assignee**

**Name:** [HALLMARK LICENSING, INC.](#)

**Legal Entity Type:** UNKNOWN

**State or Country Where Organized:** No Place Where Organized Found

**Address:** 2440 PERSHING ROAD, SUITE 300  
KANSAS CITY, MISSOURI 64108

**Correspondent**

**Correspondent Name:** HALLMARK CARDS, INCORPORATED

**Correspondent Address:** MS. ANGIE WARREN - #339  
P.O. BOX 419126  
KANSAS CITY, MO 64141-6126

**Domestic Representative - Not Found**

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Mark: EXPRESSIONS FROM HALLMARK



US Serial Number: 75080627  
Application Filing Date: Mar. 29, 1996  
US Registration Number: 2109843  
Registration Date: Oct. 28, 1997  
Register: Principal  
Mark Type: Trademark  
Status: The registration has been renewed.  
Status Date: Aug. 20, 2007  
Publication Date: Dec. 03, 1996  
Notice of Allowance Date: Feb. 25, 1997

## Mark Information

Mark Literal Elements: EXPRESSIONS FROM HALLMARK  
Standard Character Claim: No  
Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)  
Design Search Code(s): 24.11.02 - Crowns open at the top

## Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

For: greeting cards, gift wrapping paper [, stationery, stickers, and calendars ]

International Class(es): 016 - Primary Class  
U.S Class(es): 002, 005, 022, 023, 029, 037, 038, 050  
Class Status: ACTIVE  
Basis: 1(a)  
First Use: Dec. 30, 1996  
Use in Commerce: Dec. 30, 1996

## Basis Information (Case Level)

Filed Use: No	Currently Use: Yes	Amended Use: No
Filed ITU: Yes	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

## Current Owner(s) Information

Owner Name: HALLMARK LICENSING LLC  
Owner Address: 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES  
Legal Entity Type: LIMITED LIABILITY COMPANY  
State or Country Where Organized: KANSAS

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: DAVID N. JOHNSON  
Docket Number: 13759-33-003  
Attorney Primary Email Address: [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)  
Attorney Email Authorized: Yes

### Correspondent

**Correspondent Name/Address:** DAVID N. JOHNSON  
HALLMARK CARDS, INCORPORATED  
2501 McGee Trafficway  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES

**Phone:** 816-274-5583

**Fax:** 816-274-7171

**Correspondent e-mail:** [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)

**Correspondent e-mail** Yes  
**Authorized:**

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 27, 2008	AMENDMENT UNDER SECTION 7 - ISSUED	
Mar. 14, 2008	ASSIGNED TO PARALEGAL	69934
Jan. 25, 2008	TEAS SECTION 7 REQUEST RECEIVED	
Aug. 20, 2007	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	70131
Aug. 20, 2007	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Aug. 16, 2007	ASSIGNED TO PARALEGAL	70131
Jul. 26, 2007	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Jul. 26, 2007	TEAS SECTION 8 & 9 RECEIVED	
Feb. 23, 2007	CASE FILE IN TICRS	
Feb. 01, 2004	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Oct. 28, 2003	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Oct. 28, 2003	TEAS SECTION 8 & 15 RECEIVED	
Oct. 28, 1997	REGISTERED-PRINCIPAL REGISTER	
Sep. 05, 1997	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Aug. 30, 1997	STATEMENT OF USE PROCESSING COMPLETE	
Aug. 12, 1997	USE AMENDMENT FILED	
Feb. 25, 1997	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Dec. 03, 1996	PUBLISHED FOR OPPOSITION	
Nov. 01, 1996	NOTICE OF PUBLICATION	
Sep. 30, 1996	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 23, 1996	EXAMINER'S AMENDMENT MAILED	
Sep. 20, 1996	ASSIGNED TO EXAMINER	72623

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** Oct. 28, 2007

**Change in Registration:** Yes

**Amendment to a Registration/Renewal Certificate:** THE DRAWING IS AMENDED TO APPEAR AS FOLLOWS: PUBLISH NEW CUT

## TM Staff and Location Information

**TM Staff Information - None**

**File Location**

**Current Location:** POST REGISTRATION

**Date in Location:** Apr. 30, 2008

## Assignment Abstract Of Title Information

**Summary**

Total Assignments: 1

Registrant: Hallmark Licensing, Inc.

**Assignment 1 of 1**

Conveyance: CHANGE OF NAME

Reel/Frame: [4700/0675](#)

Pages: 13

Date Recorded: Jan. 19, 2012

Supporting Documents: [assignment-tm-4700-0675.pdf](#)

**Assignor**

Name: [HALLMARK LICENSING, INC.](#)

Execution Date: Dec. 20, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

**Assignee**

Name: [HALLMARK LICENSING LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

Address: 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

**Correspondent**

Correspondent Name: DAVID N. JOHNSON

Correspondent Address: 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

**Domestic Representative - Not Found**

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Mark: HALLMARK PARK

HALLMARK PARK

US Serial Number: 77273077  
Application Filing Date: Sep. 06, 2007  
US Registration Number: 3463878  
Registration Date: Jul. 08, 2008  
Filed as TEAS Plus: Yes  
Currently TEAS Plus: Yes  
Register: Principal  
Mark Type: Trademark  
Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.  
Status Date: Jul. 08, 2008  
Publication Date: Dec. 04, 2007  
Notice of Allowance Date: Feb. 26, 2008

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## Mark Information

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Mark Literal Elements: HALLMARK PARK  
Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.  
Mark Drawing Type: 4 - STANDARD CHARACTER MARK

---

## Related Properties Information

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Claimed Ownership of US Registrations: 0525798, 1961669, 2518611 and others

---

## Goods and Services

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Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

For: Greeting cards  
International Class(es): 016 - Primary Class  
U.S Class(es): 002, 005, 022, 023, 029, 037, 038, 050  
Class Status: ACTIVE  
Basis: 1(a)  
First Use: Feb. 15, 2008  
Use in Commerce: Feb. 15, 2008

---

## Basis Information (Case Level)

---

Filed Use: No	Currently Use: Yes	Amended Use: No
Filed ITU: Yes	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

---

## Current Owner(s) Information

---

Owner Name: HALLMARK LICENSING LLC  
Owner Address: 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES  
Legal Entity Type: LIMITED LIABILITY COMPANY  
State or Country Where Organized: KANSAS

---

## Attorney/Correspondence Information

---

Attorney of Record

Attorney Name: Albert P. Mauro, Jr.

Attorney Primary Email Address: [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)

Attorney Email Authorized: No

#### Correspondent

Correspondent Name/Address: Albert P. Mauro, Jr.  
HALLMARK CARDS, INCORPORATED  
2501 MCGEE ST  
MD 339  
KANSAS CITY, MISSOURI 64108-2600  
UNITED STATES

Phone: 816-274-5583

Fax: 816-274-7171

Correspondent e-mail: [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)

Correspondent e-mail Authorized: No

#### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jul. 08, 2008	REGISTERED-PRINCIPAL REGISTER	
Jun. 03, 2008	LAW OFFICE REGISTRATION REVIEW COMPLETED	78413
Jun. 02, 2008	ASSIGNED TO LIE	78413
Jun. 02, 2008	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
May 30, 2008	STATEMENT OF USE PROCESSING COMPLETE	66530
May 22, 2008	USE AMENDMENT FILED	66530
May 22, 2008	TEAS STATEMENT OF USE RECEIVED	
Feb. 26, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Dec. 04, 2007	PUBLISHED FOR OPPOSITION	
Nov. 14, 2007	NOTICE OF PUBLICATION	
Oct. 27, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	68602
Oct. 27, 2007	ASSIGNED TO LIE	68602
Oct. 22, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 22, 2007	EXAMINER'S AMENDMENT ENTERED	88888
Oct. 22, 2007	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Oct. 22, 2007	EXAMINERS AMENDMENT E-MAILED	6328
Oct. 22, 2007	EXAMINERS AMENDMENT -WRITTEN	70703
Oct. 22, 2007	ASSIGNED TO EXAMINER	70703
Sep. 11, 2007	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

#### TM Staff Information - None

#### File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jun. 03, 2008

## Assignment Abstract Of Title Information

#### Summary

Total Assignments: 1

Registrant: Hallmark Licensing, Inc.

#### Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: [4700/0675](#)

Pages: 13

Date Recorded: Jan. 19, 2012

Supporting Documents: [assignment-tm-4700-0675.pdf](#)

#### Assignor

Name: [HALLMARK LICENSING, INC.](#)

Execution Date: Dec. 20, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

**Assignee**

**Name:** [HALLMARK LICENSING LLC](#)

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** KANSAS

**Address:** 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

**Correspondent**

**Correspondent Name:** DAVID N. JOHNSON

**Correspondent Address:** 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

**Domestic Representative - Not Found**

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Mark: HALLMARK SYSTEM-MATIC



**US Serial Number:** 72069141  
**US Registration Number:** 701842  
**Register:** Principal  
**Mark Type:** Trademark  
**Status:** The registration has been renewed.  
**Status Date:** May 22, 2010

**Application Filing Date:** Mar. 09, 1959  
**Registration Date:** Jul. 26, 1960

## Mark Information

**Mark Literal Elements:** HALLMARK SYSTEM-MATIC  
**Standard Character Claim:** No  
**Mark Drawing Type:** 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)  
**Design Search Code(s):** 24.11.02 - Crowns open at the top  
24.17.15 - Check marks  
26.17.13 - Overlined words or letters; Underlined words or letters; Letters or words underlined and/or overlined by one or more strokes or lines

## Related Properties Information

**Claimed Ownership of US Registrations:** 0654790 and others

## Goods and Services

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Packaged Greeting Cards and Printed Materials Used in a Greeting Card Merchandising System

**International Class(es):** 016  
**Class Status:** ACTIVE  
**Basis:** 1(a)  
**First Use:** Feb. 16, 1959

**U.S Class(es):** 038 - Primary Class  
**Use in Commerce:** Feb. 16, 1959

## Basis Information (Case Level)

<b>Filed Use:</b> Yes	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> No	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> No	<b>Amended 44E:</b> No
<b>Filed 66A:</b> No	<b>Currently 66A:</b> No	
<b>Filed No Basis:</b> No	<b>Currently No Basis:</b> No	

## Current Owner(s) Information

**Owner Name:** HALLMARK LICENSING LLC  
**Owner Address:** 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES

**Legal Entity Type:** LIMITED LIABILITY COMPANY  
**State or Country Where Organized:** KANSAS

## Attorney/Correspondence Information

**Attorney of Record**

**Attorney Name:** David N. Johnson **Docket Number:** 11982-33-001  
**Attorney Primary Email Address:** [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com) **Attorney Email Authorized:** Yes

**Correspondent**

**Correspondent Name/Address:** David N. Johnson  
Hallmark Cards, Incorporated  
2501 McGee Trafficway  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES  
**Phone:** 816-274-5583 **Fax:** 816-274-7171  
**Correspondent e-mail:** [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com) **Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found****Prosecution History**

Date	Description	Proceeding Number
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
May 22, 2010	REGISTERED AND RENEWED (THIRD RENEWAL - 10 YRS)	69934
May 22, 2010	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
May 19, 2010	TEAS SECTION 8 & 9 RECEIVED	
Oct. 24, 2008	CASE FILE IN TICRS	
Feb. 15, 2001	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	
Feb. 15, 2001	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jul. 24, 2000	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Oct. 25, 1984	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Jul. 26, 1980	REGISTERED AND RENEWED (FIRST RENEWAL - 20 YRS)	

**Maintenance Filings or Post Registration Information**

**Affidavit of Continued Use:** Section 8 - Accepted  
**Affidavit of Incontestability:** Section 15 - Accepted  
**Renewal Date:** Jul. 26, 2010

**TM Staff and Location Information****TM Staff Information - None****File Location**

**Current Location:** GENERIC WEB UPDATE **Date in Location:** May 22, 2010

**Assignment Abstract Of Title Information****Summary**

**Total Assignments:** 2 **Registrant:** HALLMARK CARDS INCORPORATED

**Assignment 1 of 2**

**Conveyance:** ASSIGNS THE ENTIRE INTEREST  
**Reel/Frame:** [1419/0445](#) **Pages:** 8  
**Date Recorded:** Dec. 27, 1995  
**Supporting Documents:** No Supporting Documents Available

**Assignor**

**Name:** [HALLMARK CARDS, INCORPORATED](#) **Execution Date:** Dec. 21, 1995  
**Legal Entity Type:** UNKNOWN **State or Country Where Organized:** No Place Where Organized Found

**Assignee**

**Name:** [HALLMARK LICENSING, INC.](#)  
**Legal Entity Type:** UNKNOWN **State or Country Where Organized:** No Place Where Organized Found

**Address:** 2440 PERSHING ROAD, SUITE 300  
KANSAS CITY, MISSOURI 64108

**Correspondent**

**Correspondent Name:** HALLMARK CARDS, INCORPORATED

**Correspondent Address:** MS. ANGIE WARREN - #339  
P.O. BOX 419126  
KANSAS CITY, MO 64141-6126

**Domestic Representative - Not Found**

**Assignment 2 of 2**

**Conveyance:** CHANGE OF NAME

**Reel/Frame:** [4700/0675](#)

**Pages:** 13

**Date Recorded:** Jan. 19, 2012

**Supporting Documents:** [assignment-tm-4700-0675.pdf](#)

**Assignor**

**Name:** [HALLMARK LICENSING, INC.](#)

**Execution Date:** Dec. 20, 2011

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** DELAWARE

**Assignee**

**Name:** [HALLMARK LICENSING LLC](#)

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** KANSAS

**Address:** 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

**Correspondent**

**Correspondent Name:** DAVID N. JOHNSON

**Correspondent Address:** 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

**Domestic Representative - Not Found**



## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** David N. Johnson, Esq. **Docket Number:** 20338-33-001  
**Attorney Primary Email Address:** [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com) **Attorney Email Authorized:** No

### Correspondent

**Correspondent Name/Address:** David N. Johnson, Esq.  
HALLMARK CARDS, INCORPORATED  
2501 McGee Trafficway  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES  
**Phone:** 816-274-5583 **Fax:** 816-274-7171  
**Correspondent e-mail:** [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com) **Correspondent e-mail Authorized:** No

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jan. 10, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - MAILED	
Jan. 10, 2012	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	70619
Jan. 10, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70619
Nov. 21, 2011	TEAS SECTION 8 & 15 RECEIVED	
Feb. 21, 2006	REGISTERED-PRINCIPAL REGISTER	
Jan. 06, 2006	LAW OFFICE REGISTRATION REVIEW COMPLETED	76532
Nov. 14, 2005	ASSIGNED TO LIE	76532
Nov. 09, 2005	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Oct. 20, 2005	ASSIGNED TO EXAMINER	77986
Aug. 31, 2005	STATEMENT OF USE PROCESSING COMPLETE	71280
Aug. 22, 2005	USE AMENDMENT FILED	71280
Aug. 22, 2005	TEAS STATEMENT OF USE RECEIVED	
Mar. 17, 2005	EXTENSION 1 GRANTED	76874
Feb. 24, 2005	EXTENSION 1 FILED	76874
Feb. 24, 2005	TEAS EXTENSION RECEIVED	
Aug. 24, 2004	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jun. 01, 2004	PUBLISHED FOR OPPOSITION	
May 12, 2004	NOTICE OF PUBLICATION	
Mar. 24, 2004	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 18, 2004	EXAMINERS AMENDMENT E-MAILED	
Mar. 05, 2004	ASSIGNED TO EXAMINER	74785

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** TMO LAW OFFICE 110

**Date in Location:** Jan. 10, 2012

## Assignment Abstract Of Title Information

**Summary**

Total Assignments: 1

Registrant: Hallmark Licensing, Inc.

**Assignment 1 of 1**

Conveyance: CHANGE OF NAME

Reel/Frame: [4700/0675](#)

Pages: 13

Date Recorded: Jan. 19, 2012

Supporting Documents: [assignment-tm-4700-0675.pdf](#)**Assignor**Name: [HALLMARK LICENSING, INC.](#)

Execution Date: Dec. 20, 2011

Legal Entity Type: CORPORATION

State or Country Where  
Organized: DELAWARE**Assignee**Name: [HALLMARK LICENSING LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where  
Organized: KANSASAddress: 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108**Correspondent**

Correspondent Name: DAVID N. JOHNSON

Correspondent Address: 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108**Domestic Representative - Not Found**



**Attorney of Record**

**Attorney Name:** Albert P. Mauro, Jr. **Docket Number:** 18824-33-018  
**Attorney Primary Email Address:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) **Attorney Email Authorized:** Yes

**Correspondent**

**Correspondent Name/Address:** Albert P. Mauro, Jr.  
HALLMARK CARDS, INCORPORATED  
2501 McGee Trafficway  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES  
**Phone:** 816-274-5583 **Fax:** 816-274-7171  
**Correspondent e-mail:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) **Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found****Prosecution History**

Date	Description	Proceeding Number
Nov. 05, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Nov. 05, 2012	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	68335
Nov. 05, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68335
Oct. 16, 2012	TEAS SECTION 8 & 15 RECEIVED	
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jan. 16, 2007	REGISTERED-PRINCIPAL REGISTER	
Oct. 31, 2006	PUBLISHED FOR OPPOSITION	
Oct. 11, 2006	NOTICE OF PUBLICATION	
Sep. 14, 2006	LAW OFFICE PUBLICATION REVIEW COMPLETED	69350
Sep. 08, 2006	ASSIGNED TO LIE	69350
Sep. 01, 2006	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 26, 2006	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Aug. 24, 2006	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Aug. 24, 2006	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Aug. 13, 2006	NON-FINAL ACTION E-MAILED	6325
Aug. 13, 2006	NON-FINAL ACTION WRITTEN	69940
Aug. 13, 2006	ASSIGNED TO EXAMINER	69940
Apr. 04, 2006	NEW APPLICATION ENTERED IN TRAM	

**Maintenance Filings or Post Registration Information**

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**TM Staff and Location Information****TM Staff Information - None****File Location**

**Current Location:** TMEG LAW OFFICE 102

**Date in Location:** Nov. 05, 2012

**Assignment Abstract Of Title Information****Summary**

**Total Assignments:** 1

**Registrant:** Hallmark Licensing, Inc.

**Assignment 1 of 1**

**Conveyance:** CHANGE OF NAME

**Reel/Frame:** [4700/0675](#)

**Pages:** 13

**Date Recorded:** Jan. 19, 2012

Supporting Documents: [assignment-tm-4700-0675.pdf](#)

**Assignor**

**Name:** [HALLMARK LICENSING, INC.](#) **Execution Date:** Dec. 20, 2011  
**Legal Entity Type:** CORPORATION **State or Country Where Organized:** DELAWARE

**Assignee**

**Name:** [HALLMARK LICENSING LLC](#) **State or Country Where Organized:** KANSAS  
**Legal Entity Type:** LIMITED LIABILITY COMPANY  
**Address:** 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

**Correspondent**

**Correspondent Name:** DAVID N. JOHNSON  
**Correspondent Address:** 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

**Domestic Representative - Not Found**



Organized:

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## Attorney/Correspondence Information

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### Attorney of Record

**Attorney Name:** David N. Johnson **Docket Number:** 18824-33-001  
**Attorney Primary Email Address:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) **Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** David N. Johnson  
HALLMARK CARDS, INCORPORATED  
2501 McGee Trafficway  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES  
**Phone:** 816-274-5583 **Fax:** 816-274-7171  
**Correspondent e-mail:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) **Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

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## Prosecution History

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Date	Description	Proceeding Number
Jun. 14, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Jun. 14, 2013	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	75461
Jun. 14, 2013	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	75461
Jun. 13, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	75461
May 21, 2013	TEAS SECTION 8 & 9 RECEIVED	
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Nov. 24, 2008	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	69934
Nov. 12, 2008	ASSIGNED TO PARALEGAL	69934
Nov. 03, 2008	TEAS SECTION 8 & 15 RECEIVED	
Oct. 21, 2003	REGISTERED-PRINCIPAL REGISTER	
Sep. 03, 2003	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Aug. 26, 2003	ASSIGNED TO EXAMINER	72004
Aug. 22, 2003	CASE FILE IN TICRS	
Aug. 14, 2003	STATEMENT OF USE PROCESSING COMPLETE	
Jul. 28, 2003	USE AMENDMENT FILED	
Jul. 28, 2003	TEAS STATEMENT OF USE RECEIVED	
Jan. 28, 2003	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Nov. 05, 2002	PUBLISHED FOR OPPOSITION	
Oct. 16, 2002	NOTICE OF PUBLICATION	
Sep. 11, 2002	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 29, 2002	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jul. 29, 2002	PAPER RECEIVED	
Jul. 10, 2002	NON-FINAL ACTION MAILED	
Jun. 10, 2002	ASSIGNED TO EXAMINER	72004

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## Maintenance Filings or Post Registration Information

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**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** Oct. 21, 2013

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## TM Staff and Location Information

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TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Jun. 14, 2013

## Assignment Abstract Of Title Information

### Summary

Total Assignments: 1

Registrant: Hallmark Licensing, Inc.

### Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: [4700/0675](#)

Pages: 13

Date Recorded: Jan. 19, 2012

Supporting Documents: [assignment-tm-4700-0675.pdf](#)

### Assignor

Name: [HALLMARK LICENSING, INC.](#)

Execution Date: Dec. 20, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

### Assignee

Name: [HALLMARK LICENSING LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

Address: 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

### Correspondent

Correspondent Name: DAVID N. JOHNSON

Correspondent Address: 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

Domestic Representative - Not Found



Organized:

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** DAVID N JOHNSON

### Correspondent

**Correspondent Name/Address:** DAVID N JOHNSON  
LEGAL DEPT MAIL DROP #339  
HALLMARK CRDS, INCORPORATED  
P O BOX 419126  
KANSAS CITY, MISSOURI 64141-6126  
UNITED STATES

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jan. 10, 2008	CASE FILE IN TICRS	
Jun. 24, 2002	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Jun. 24, 2002	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Apr. 17, 2002	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Apr. 17, 2002	PAPER RECEIVED	
Mar. 28, 2000	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Feb. 16, 1999	RESPONSE RECEIVED TO POST REG. ACTION - SEC. 8 & 15	
Feb. 11, 1999	RESPONSE RECEIVED TO POST REG. ACTION - SEC. 8 & 15	
Aug. 20, 1998	POST REGISTRATION ACTION MAILED - SEC. 8 & 15	
May 26, 1998	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
May 26, 1992	REGISTERED-PRINCIPAL REGISTER	
Feb. 05, 1992	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jan. 08, 1992	STATEMENT OF USE PROCESSING COMPLETE	
Nov. 26, 1991	USE AMENDMENT FILED	
Jun. 04, 1991	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Mar. 12, 1991	PUBLISHED FOR OPPOSITION	
Feb. 08, 1991	NOTICE OF PUBLICATION	
Dec. 17, 1990	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 12, 1990	EXAMINER'S AMENDMENT MAILED	
Oct. 24, 1990	ASSIGNED TO EXAMINER	69233

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** May 26, 2002

## TM Staff and Location Information

TM Staff Information - None

File Location

**Current Location:** SCANNING ON DEMAND

**Date in Location:** Jan. 10, 2008

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 2

**Registrant:** Hallmark Cards, Incorporated

Assignment 1 of 2

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [1419/0445](#)

Pages: 8

Date Recorded: Dec. 27, 1995

Supporting Documents: No Supporting Documents Available

**Assignor**

Name: [HALLMARK CARDS, INCORPORATED](#)

Execution Date: Dec. 21, 1995

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

**Assignee**

Name: [HALLMARK LICENSING, INC.](#)

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

Address: 2440 PERSHING ROAD, SUITE 300  
KANSAS CITY, MISSOURI 64108

**Correspondent**

Correspondent Name: HALLMARK CARDS, INCORPORATED

Correspondent Address: MS. ANGIE WARREN - #339  
P.O. BOX 419126  
KANSAS CITY, MO 64141-6126

**Domestic Representative - Not Found**

**Assignment 2 of 2**

Conveyance: CHANGE OF NAME

Reel/Frame: [4700/0675](#)

Pages: 13

Date Recorded: Jan. 19, 2012

Supporting Documents: [assignment-tm-4700-0675.pdf](#)

**Assignor**

Name: [HALLMARK LICENSING, INC.](#)

Execution Date: Dec. 20, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

**Assignee**

Name: [HALLMARK LICENSING LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

Address: 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

**Correspondent**

Correspondent Name: DAVID N. JOHNSON

Correspondent Address: 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

**Domestic Representative - Not Found**



2501 MCGEE ST  
KANSAS CITY, MISSOURI 64108-2600  
UNITED STATES

Phone: 816-274-5583

Fax: 816-274-7171

Correspondent e-mail: [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com)

Correspondent e-mail Yes  
Authorized:

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Nov. 06, 2012	REGISTERED-PRINCIPAL REGISTER	
Aug. 21, 2012	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Aug. 21, 2012	PUBLISHED FOR OPPOSITION	
Aug. 01, 2012	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jun. 28, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 21, 2012	ASSIGNED TO EXAMINER	81099
Apr. 13, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Apr. 09, 2012	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Nov. 06, 2012

Generated on: This page was generated by TSDR on 2015-02-11 15:59:02 EST

Mark: HALLMARK KEEPSAKE

HALLMARK KEEPSAKE

US Serial Number: 85589924  
Application Filing Date: Apr. 05, 2012  
US Registration Number: 4267408  
Registration Date: Jan. 01, 2013  
Filed as TEAS Plus: Yes  
Currently TEAS Plus: Yes  
Register: Principal  
Mark Type: Trademark  
Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.  
Status Date: Jan. 01, 2013  
Publication Date: Oct. 16, 2012

## Mark Information

Mark Literal Elements: HALLMARK KEEPSAKE  
Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.  
Mark Drawing Type: 4 - STANDARD CHARACTER MARK

## Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

For: Christmas tree ornaments and decorations  
International Class(es): 028 - Primary Class  
U.S Class(es): 022, 023, 038, 050  
Class Status: ACTIVE  
Basis: 1(a)  
First Use: Jul. 16, 2005  
Use in Commerce: Jul. 16, 2005

## Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

## Current Owner(s) Information

Owner Name: Hallmark Licensing LLC  
Owner Address: MD 339  
2440 Pershing Road  
Kansas City, MISSOURI 64108  
UNITED STATES  
Legal Entity Type: LIMITED LIABILITY COMPANY  
State or Country Where Organized: KANSAS

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: David N. Johnson  
Docket Number: RR 34303  
Attorney Primary Email Address: [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com)  
Attorney Email Authorized: No

### Correspondent

Correspondent: DAVID N. JOHNSON

Name/Address: HALLMARK CARDS, INCORPORATED  
2501 MCGEE ST  
KANSAS CITY, MISSOURI 64108-2600  
UNITED STATES

Phone: 816-274-5583

Fax: 916-274-7171

Correspondent e-mail: [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com)

Correspondent e-mail Yes  
Authorized:

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jan. 01, 2013	REGISTERED-PRINCIPAL REGISTER	
Oct. 16, 2012	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Oct. 16, 2012	PUBLISHED FOR OPPOSITION	
Sep. 26, 2012	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Sep. 11, 2012	LAW OFFICE PUBLICATION REVIEW COMPLETED	77312
Sep. 10, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 16, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED	77312
Aug. 16, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE	77312
Aug. 16, 2012	ASSIGNED TO LIE	77312
Aug. 08, 2012	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jun. 28, 2012	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jun. 28, 2012	NON-FINAL ACTION E-MAILED	6325
Jun. 28, 2012	NON-FINAL ACTION WRITTEN	81099
Jun. 21, 2012	ASSIGNED TO EXAMINER	81099
Apr. 13, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Apr. 09, 2012	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jan. 01, 2013

## Proceedings

### Summary

Number of Proceedings: 1

### Type of Proceeding: Opposition

Proceeding Number: [91215884](#)

Filing Date: Apr 14, 2014

Status: Pending

Status Date: Apr 14, 2014

Interlocutory Attorney: GEORGE POLOGEORGIS

### Defendant

Name: Hallmark Industries, Inc.

Correspondent Address: ANTHONY M VERNA III  
KRAVITZ & VERNA LLC  
PO BOX 3620293, PACC  
NEW YORK NY , 10129  
UNITED STATES

Correspondent e-mail: [averna@kravitzverna.com](mailto:averna@kravitzverna.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
HALLMARK925	Opposition Pending	<a href="#">77666333</a>	

### Plaintiff(s)

Name: Hallmark Licensing, LLC

Correspondent Address: MARK A PASKAR

BRYAN CAVE LLP  
211 NORTH BROADWAY , SUITE 3600  
ST LOUIS MO , 63102  
UNITED STATES

Correspondent e-mail: [mapaskar@bryancave.com](mailto:mapaskar@bryancave.com) , [sluspto@bryancave.com](mailto:sluspto@bryancave.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">71428550</a>	<a href="#">380596</a>
HALLMARK	Renewed	<a href="#">72335723</a>	<a href="#">916900</a>
HALLMARK	Renewed	<a href="#">72022537</a>	<a href="#">654790</a>
HALLMARK	Renewed	<a href="#">72022538</a>	<a href="#">657441</a>
HALLMARK	Renewed	<a href="#">71575762</a>	<a href="#">525798</a>
HALLMARK KEEPSAKE	Registered	<a href="#">85589924</a>	<a href="#">4267408</a>
HALLMARK BUSINESS CONNECTIONS	Registered	<a href="#">85050444</a>	<a href="#">3907423</a>
HALLMARK HALL OF FAME	Renewed	<a href="#">72038459</a>	<a href="#">674750</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 14, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 14, 2014	May 24, 2014
3	PENDING, INSTITUTED	Apr 14, 2014	
4	ANSWER	May 16, 2014	
5	P APPEARANCE / POWER OF ATTORNEY	Jun 03, 2014	
6	P MOT TO SUSP PEND DISP CIV ACTION	Jun 23, 2014	
7	SUSP PEND DISP OF CIVIL ACTION	Jul 15, 2014	
8	P NOTICE OF DISMISSAL OF CIVIL ACTION	Sep 24, 2014	
9	P MOT TO CONSOLIDATE	Sep 24, 2014	
10	P NOTICE OF DISMISSAL OF CIVIL ACTION	Sep 24, 2014	
11	D APPEARANCE / POWER OF ATTORNEY	Oct 21, 2014	
12	D APPEARANCE / POWER OF ATTORNEY	Oct 21, 2014	
13	P MOTION TO CONSOLIDATE GRANTED	Jan 29, 2015	

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Mark: HALLMARK TRIBUTES

HALLMARK TRIBUTES

US Serial Number: 77288421  
Application Filing Date: Sep. 25, 2007  
US Registration Number: 3529961  
Registration Date: Nov. 11, 2008  
Filed as TEAS Plus: Yes  
Currently TEAS Plus: Yes  
Register: Principal  
Mark Type: Trademark  
Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.  
Status Date: Nov. 11, 2008  
Publication Date: Aug. 26, 2008

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## Mark Information

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Mark Literal Elements: HALLMARK TRIBUTES  
Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.  
Mark Drawing Type: 4 - STANDARD CHARACTER MARK

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## Related Properties Information

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Claimed Ownership of US Registrations: 0525798, 0657441, 2469522 and others

---

## Goods and Services

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Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

For: Christmas tree ornaments  
International Class(es): 028 - Primary Class  
U.S Class(es): 022, 023, 038, 050  
Class Status: ACTIVE  
Basis: 1(a)  
First Use: Sep. 25, 2007  
Use in Commerce: Sep. 25, 2007

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## Basis Information (Case Level)

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Filed Use: No	Currently Use: Yes	Amended Use: No
Filed ITU: Yes	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

---

## Current Owner(s) Information

---

Owner Name: HALLMARK LICENSING LLC  
Owner Address: 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES  
Legal Entity Type: LIMITED LIABILITY COMPANY  
State or Country Where Organized: KANSAS

---

## Attorney/Correspondence Information

---

Attorney of Record

Attorney Name: David N. Johnson

Attorney Primary Email Address: [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)

Attorney Email No Authorized:

#### Correspondent

Correspondent Name/Address: David N. Johnson  
HALLMARK CARDS, INCORPORATED  
2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES

Phone: 816-274-5583

Fax: 816-274-7171

Correspondent e-mail: [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)

Correspondent e-mail No Authorized:

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Feb. 01, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Nov. 11, 2008	REGISTERED-PRINCIPAL REGISTER	
Aug. 26, 2008	PUBLISHED FOR OPPOSITION	
Aug. 06, 2008	NOTICE OF PUBLICATION	
Jul. 22, 2008	LAW OFFICE PUBLICATION REVIEW COMPLETED	66213
Jul. 21, 2008	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 21, 2008	USE AMENDMENT ACCEPTED	82086
Jun. 30, 2008	TEAS/EMAIL CORRESPONDENCE ENTERED	66213
Jun. 30, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE	66213
Jun. 25, 2008	ASSIGNED TO LIE	66213
Jun. 25, 2008	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Feb. 25, 2008	NOTIFICATION OF FINAL REFUSAL EMAILED	
Feb. 25, 2008	FINAL REFUSAL E-MAILED	
Feb. 25, 2008	FINAL REFUSAL WRITTEN	82086
Feb. 04, 2008	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Feb. 04, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Feb. 04, 2008	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 31, 2007	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Dec. 31, 2007	NON-FINAL ACTION E-MAILED	6325
Dec. 31, 2007	NON-FINAL ACTION WRITTEN	82086
Dec. 28, 2007	ASSIGNED TO EXAMINER	82086
Oct. 05, 2007	AMENDMENT TO USE PROCESSING COMPLETE	88889
Oct. 05, 2007	USE AMENDMENT FILED	88889
Oct. 04, 2007	TEAS AMENDMENT OF USE RECEIVED	
Sep. 28, 2007	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Nov. 11, 2008

## Assignment Abstract Of Title Information

### Summary

Total Assignments: 1

Registrant: Hallmark Licensing, Inc.

### Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: [4706/0089](#)

Pages: 8

Date Recorded: Jan. 27, 2012

Supporting Documents: [assignment-tm-4706-0089.pdf](#)

**Assignor**

Name: [HALLMARK LICENSING, INC.](#) Execution Date: Dec. 20, 2011  
Legal Entity Type: CORPORATION State or Country Where Organized: DELAWARE

**Assignee**

Name: [HALLMARK LICENSING LLC](#)  
Legal Entity Type: LIMITED LIABILITY COMPANY State or Country Where Organized: KANSAS

Address: 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

**Correspondent**

Correspondent Name: DAVID N. JOHNSON, ESQ.  
Correspondent Address: 2501 MCGEE TRAFFICWAY  
HALLMARK LEGAL DIVISION, MD 339  
KANSAS CITY, MO 64108

**Domestic Representative - Not Found**



**Attorney of Record**

**Attorney Name:** David N Johnson **Docket Number:** 14833-33-001  
**Attorney Primary Email Address:** [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com) **Attorney Email Authorized:** Yes

**Correspondent**

**Correspondent Name/Address:** David N Johnson  
HALLMARK CARDS, INCORPORATED  
2501 McGee Trafficway  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES  
**Phone:** 816-274-5583 **Fax:** 816-274-7171  
**Correspondent e-mail:** [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com) **Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found****Prosecution History**

Date	Description	Proceeding Number
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Oct. 13, 2011	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	68502
Oct. 13, 2011	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	68502
Oct. 11, 2011	TEAS SECTION 8 & 9 RECEIVED	
Sep. 30, 2007	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	68502
Sep. 20, 2007	ASSIGNED TO PARALEGAL	68502
Sep. 11, 2007	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Sep. 11, 2007	TEAS SECTION 8 & 15 RECEIVED	
Jan. 10, 2007	CASE FILE IN TICRS	
Dec. 11, 2001	REGISTERED-PRINCIPAL REGISTER	
Aug. 01, 2001	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jul. 26, 2001	STATEMENT OF USE PROCESSING COMPLETE	
Jul. 02, 2001	USE AMENDMENT FILED	
Mar. 06, 2001	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Dec. 12, 2000	PUBLISHED FOR OPPOSITION	
Nov. 10, 2000	NOTICE OF PUBLICATION	
Sep. 13, 2000	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 08, 2000	EXAMINER'S AMENDMENT MAILED	
Aug. 23, 2000	NON-FINAL ACTION MAILED	
Aug. 16, 2000	ASSIGNED TO EXAMINER	74782

**Maintenance Filings or Post Registration Information**

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** Dec. 11, 2011

**TM Staff and Location Information****TM Staff Information - None****File Location**

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** Oct. 13, 2011

**Assignment Abstract Of Title Information****Summary**

**Total Assignments:** 1

**Registrant:** Hallmark Licensing, Inc.

**Assignment 1 of 1**

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**Conveyance:** CHANGE OF NAME

**Reel/Frame:** [4700/0675](#)

**Pages:** 13

**Date Recorded:** Jan. 19, 2012

**Supporting Documents:** [assignment-tm-4700-0675.pdf](#)

**Assignor**

**Name:** [HALLMARK LICENSING, INC.](#)

**Execution Date:** Dec. 20, 2011

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** DELAWARE

**Assignee**

**Name:** [HALLMARK LICENSING LLC](#)

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** KANSAS

**Address:** 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

**Correspondent**

**Correspondent Name:** DAVID N. JOHNSON

**Correspondent Address:** 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

**Domestic Representative - Not Found**



## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** David N. Johnson

**Attorney Primary Email Address:** [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** David N. Johnson  
Hallmark Cards, Incorporated  
2501 McGee Trafficway  
MD 339  
Kansas City, MISSOURI 64108  
UNITED STATES

**Phone:** 816-274-5583

**Fax:** 816-274-7171

**Correspondent e-mail:** [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)

**Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
May 23, 2007	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	71378
May 23, 2007	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
May 18, 2007	ASSIGNED TO PARALEGAL	71378
Apr. 18, 2007	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Apr. 18, 2007	TEAS SECTION 8 & 9 RECEIVED	
Mar. 08, 2007	CASE FILE IN TICRS	
Oct. 17, 2003	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Jul. 24, 2003	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Jul. 24, 2003	TEAS SECTION 8 & 15 RECEIVED	
Aug. 05, 1997	REGISTERED-PRINCIPAL REGISTER	
May 13, 1997	PUBLISHED FOR OPPOSITION	
Apr. 11, 1997	NOTICE OF PUBLICATION	
Mar. 17, 1997	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 13, 1997	EXAMINER'S AMENDMENT MAILED	
Mar. 12, 1997	ASSIGNED TO EXAMINER	73711

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** Aug. 05, 2007

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** POST REGISTRATION

**Date in Location:** May 23, 2007

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** Hallmark Licensing, Inc.

### Assignment 1 of 1

**Conveyance:** CHANGE OF NAME

**Reel/Frame:** [4700/0675](#)

**Pages:** 13

Date Recorded: Jan. 19, 2012

Supporting Documents: [assignment-tm-4700-0675.pdf](#)

**Assignor**

Name: [HALLMARK LICENSING, INC.](#)

Execution Date: Dec. 20, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

**Assignee**

Name: [HALLMARK LICENSING LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

Address: 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

**Correspondent**

Correspondent Name: DAVID N. JOHNSON

Correspondent Address: 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

**Domestic Representative - Not Found**

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Mark: HALLMARK GOLD CROWN



US Serial Number: 75173577  
US Registration Number: 2087804  
Register: Principal  
Mark Type: Service Mark  
Status: The registration has been renewed.  
Status Date: Jul. 31, 2007  
Publication Date: May 20, 1997

Application Filing Date: Sep. 30, 1996  
Registration Date: Aug. 12, 1997

## Mark Information

Mark Literal Elements: HALLMARK GOLD CROWN  
Standard Character Claim: No  
Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)  
Design Search Code(s): 24.09.07 - Advertising, banners; Banners  
24.11.02 - Crowns open at the top

## Related Properties Information

Claimed Ownership of US Registrations: 0380596, 0864077, 1089185 and others

## Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

For: retail store services featuring greeting cards, gifts and collectibles

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 29, 1996

Use in Commerce: Apr. 29, 1996

## Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

## Current Owner(s) Information

Owner Name: HALLMARK LICENSING LLC  
Owner Address: 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY  
State or Country Where Organized: KANSAS

## Attorney/Correspondence Information

**Attorney of Record****Attorney Name:** David N. Johnson**Attorney Primary Email Address:** [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)**Attorney Email Authorized:** Yes**Correspondent****Correspondent Name/Address:** David N. Johnson  
Hallmark Cards, Incorporated  
2501 McGee Trafficway  
MD 339  
Kansas City, MISSOURI 64108  
UNITED STATES**Phone:** 816-274-5583**Fax:** 816-274-7171**Correspondent e-mail:** [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)**Correspondent e-mail Authorized:** Yes**Domestic Representative - Not Found****Prosecution History**

Date	Description	Proceeding Number
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jul. 31, 2007	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	61619
Jul. 31, 2007	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jul. 11, 2007	ASSIGNED TO PARALEGAL	61619
Jun. 12, 2007	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Jun. 12, 2007	TEAS SECTION 8 & 9 RECEIVED	
Mar. 06, 2007	CASE FILE IN TICRS	
Sep. 30, 2003	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Jul. 24, 2003	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Jul. 24, 2003	TEAS SECTION 8 & 15 RECEIVED	
Aug. 12, 1997	REGISTERED-PRINCIPAL REGISTER	
May 20, 1997	PUBLISHED FOR OPPOSITION	
Apr. 18, 1997	NOTICE OF PUBLICATION	
Mar. 17, 1997	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 13, 1997	EXAMINER'S AMENDMENT MAILED	
Mar. 07, 1997	ASSIGNED TO EXAMINER	73711

**Maintenance Filings or Post Registration Information****Affidavit of Continued Use:** Section 8 - Accepted**Affidavit of Incontestability:** Section 15 - Accepted**Renewal Date:** Aug. 12, 2007**TM Staff and Location Information****TM Staff Information - None****File Location****Current Location:** POST REGISTRATION**Date in Location:** Jul. 31, 2007**Assignment Abstract Of Title Information****Summary****Total Assignments:** 1**Registrant:** Hallmark Licensing, Inc.**Assignment 1 of 1****Conveyance:** CHANGE OF NAME**Reel/Frame:** [4700/0675](#)**Pages:** 13**Date Recorded:** Jan. 19, 2012

Supporting Documents: [assignment-tm-4700-0675.pdf](#)

**Assignor**

**Name:** [HALLMARK LICENSING, INC.](#) **Execution Date:** Dec. 20, 2011  
**Legal Entity Type:** CORPORATION **State or Country Where Organized:** DELAWARE

**Assignee**

**Name:** [HALLMARK LICENSING LLC](#) **State or Country Where Organized:** KANSAS  
**Legal Entity Type:** LIMITED LIABILITY COMPANY  
**Address:** 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

**Correspondent**

**Correspondent Name:** DAVID N. JOHNSON  
**Correspondent Address:** 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

**Domestic Representative - Not Found**



Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: DAVID N JOHNSON

Attorney Primary Email Address: [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)

Attorney Email Authorized: Yes

### Correspondent

Correspondent Name/Address: DAVID N JOHNSON  
Hallmark Cards, Incorporated  
2501 McGee Trafficway  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES

Phone: 816-274-5583

Fax: 816-274-7171

Correspondent e-mail: [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)

Correspondent e-mail Authorized: Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Aug. 20, 2008	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	60132
Aug. 20, 2008	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Aug. 19, 2008	ASSIGNED TO PARALEGAL	60132
Aug. 12, 2008	TEAS SECTION 8 & 9 RECEIVED	
Aug. 01, 2007	CASE FILE IN TICRS	
Dec. 14, 2004	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Nov. 17, 2004	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Nov. 17, 2004	TEAS SECTION 8 & 15 RECEIVED	
Nov. 17, 1998	REGISTERED-PRINCIPAL REGISTER	
Sep. 25, 1998	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Aug. 14, 1998	STATEMENT OF USE PROCESSING COMPLETE	
Aug. 14, 1998	USE AMENDMENT FILED	
Feb. 17, 1998	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Nov. 25, 1997	PUBLISHED FOR OPPOSITION	
Oct. 24, 1997	NOTICE OF PUBLICATION	
Sep. 18, 1997	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 18, 1997	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Sep. 18, 1997	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 16, 1997	EXAMINER'S AMENDMENT MAILED	
Sep. 09, 1997	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Sep. 02, 1997	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 27, 1997	EXAMINER'S AMENDMENT MAILED	
Aug. 21, 1997	NON-FINAL ACTION MAILED	
Aug. 19, 1997	ASSIGNED TO EXAMINER	73699
Aug. 18, 1997	ASSIGNED TO EXAMINER	72516

## Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Nov. 17, 2008

## TM Staff and Location Information

TM Staff Information - None  
File Location

Current Location: POST REGISTRATION

Date in Location: Aug. 20, 2008

## Assignment Abstract Of Title Information

### Summary

Total Assignments: 1

Registrant: Hallmark Licensing, Inc.

### Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: [4700/0675](#)

Pages: 13

Date Recorded: Jan. 19, 2012

Supporting Documents: [assignment-tm-4700-0675.pdf](#)

### Assignor

Name: [HALLMARK LICENSING, INC.](#)

Execution Date: Dec. 20, 2011

Legal Entity Type: CORPORATION

State or Country Where  
Organized: DELAWARE

### Assignee

Name: [HALLMARK LICENSING LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where  
Organized: KANSAS

Address: 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

### Correspondent

Correspondent Name: DAVID N. JOHNSON

Correspondent Address: 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

Domestic Representative - Not Found



Organized:

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: David N. Johnson

Docket Number: 13393-33-022

### Correspondent

Correspondent Name/Address: DAVID N JOHNSON  
LEGAL DEPT #339  
HALLMARK CARDS, INCORPORATED  
PO BOX 419126  
KANSAS CITY, MISSOURI 64141-6126  
UNITED STATES

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jun. 01, 2011	CASE FILE IN TICRS	
May 04, 2011	CASE FILE IN TICRS	
Oct. 27, 2006	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	67723
Oct. 27, 2006	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Oct. 27, 2006	ASSIGNED TO PARALEGAL	67723
Aug. 22, 2006	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Aug. 22, 2006	TEAS SECTION 8 & 9 RECEIVED	
Jul. 18, 2003	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Apr. 28, 2003	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Apr. 28, 2003	TEAS SECTION 8 & 15 RECEIVED	
Apr. 29, 1997	REGISTERED-PRINCIPAL REGISTER	
Feb. 04, 1997	PUBLISHED FOR OPPOSITION	
Jan. 04, 1997	NOTICE OF PUBLICATION	
Dec. 05, 1996	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 12, 1996	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Oct. 25, 1996	NON-FINAL ACTION MAILED	
Oct. 21, 1996	ASSIGNED TO EXAMINER	66486

## Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Apr. 29, 2007

## TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: SCANNING ON DEMAND

Date in Location: Jun. 01, 2011

## Assignment Abstract Of Title Information

### Summary

Total Assignments: 1

Registrant: Hallmark Licensing, Inc.

### Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: [4700/0675](#)

Pages: 13

Date Recorded: Jan. 19, 2012

Supporting Documents: [assignment-tm-4700-0675.pdf](#)

**Assignor**

**Name:** [HALLMARK LICENSING, INC.](#) **Execution Date:** Dec. 20, 2011  
**Legal Entity Type:** CORPORATION **State or Country Where Organized:** DELAWARE

**Assignee**

**Name:** [HALLMARK LICENSING LLC](#) **State or Country Where Organized:** KANSAS  
**Legal Entity Type:** LIMITED LIABILITY COMPANY  
**Address:** 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

**Correspondent**

**Correspondent Name:** DAVID N. JOHNSON  
**Correspondent Address:** 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

**Domestic Representative - Not Found**



2501 McGee Trafficway  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES

Phone: 816-274-5583

Fax: 816-274-7171

Correspondent e-mail: [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)

Correspondent e-mail Yes  
Authorized:

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jan. 31, 2009	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	59136
Jan. 31, 2009	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Nov. 26, 2008	ASSIGNED TO PARALEGAL	59136
Nov. 24, 2008	TEAS SECTION 8 & 9 RECEIVED	
Oct. 20, 2008	CASE FILE IN TICRS	
Apr. 28, 1999	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	
Feb. 23, 1999	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
Feb. 24, 1979	REGISTERED AND RENEWED (FIRST RENEWAL - 20 YRS)	

## Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Feb. 24, 2009

## TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: POST REGISTRATION

Date in Location: Jan. 31, 2009

## Assignment Abstract Of Title Information

### Summary

Total Assignments: 2

Registrant: HALLMARK CARDS, INCORPORATED

### Assignment 1 of 2

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [1419/0445](#)

Pages: 8

Date Recorded: Dec. 27, 1995

Supporting Documents: No Supporting Documents Available

### Assignor

Name: [HALLMARK CARDS, INCORPORATED](#)

Execution Date: Dec. 21, 1995

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

### Assignee

Name: [HALLMARK LICENSING, INC.](#)

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

Address: 2440 PERSHING ROAD, SUITE 300  
KANSAS CITY, MISSOURI 64108

### Correspondent

Correspondent Name: HALLMARK CARDS, INCORPORATED

Correspondent Address: MS. ANGIE WARREN - #339  
P.O. BOX 419126  
KANSAS CITY, MO 64141-6126

Domestic Representative - Not Found

Assignment 2 of 2

Conveyance: CHANGE OF NAME

Reel/Frame: [4700/0675](#)

Pages: 13

Date Recorded: Jan. 19, 2012

Supporting Documents: [assignment-tm-4700-0675.pdf](#)

Assignor

Name: [HALLMARK LICENSING, INC.](#)

Execution Date: Dec. 20, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Assignee

Name: [HALLMARK LICENSING LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

Address: 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

Correspondent

Correspondent Name: DAVID N. JOHNSON

Correspondent Address: 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings: 3

Type of Proceeding: Opposition

Proceeding Number: [91215884](#)

Filing Date: Apr 14, 2014

Status: Pending

Status Date: Apr 14, 2014

Interlocutory Attorney: GEORGE POLOGEORGIS

Defendant

Name: Hallmark Industries, Inc.

Correspondent Address: ANTHONY M VERNA III  
KRAVITZ & VERNA LLC  
PO BOX 3620293, PACC  
NEW YORK NY , 10129  
UNITED STATES

Correspondent e-mail: [averna@kravitzverna.com](mailto:averna@kravitzverna.com)

Associated marks

Mark	Application Status	Serial Number	Registration Number
HALLMARK925	Opposition Pending	<a href="#">77666333</a>	

Plaintiff(s)

Name: Hallmark Licensing, LLC

Correspondent Address: MARK A PASKAR  
BRYAN CAVE LLP  
211 NORTH BROADWAY , SUITE 3600  
ST LOUIS MO , 63102  
UNITED STATES

Correspondent e-mail: [mapaskar@bryancave.com](mailto:mapaskar@bryancave.com) , [sluspto@bryancave.com](mailto:sluspto@bryancave.com)

Associated marks

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">71428550</a>	<a href="#">380596</a>
HALLMARK	Renewed	<a href="#">72335723</a>	<a href="#">916900</a>
HALLMARK	Renewed	<a href="#">72022537</a>	<a href="#">654790</a>
HALLMARK	Renewed	<a href="#">72022538</a>	<a href="#">657441</a>
HALLMARK	Renewed	<a href="#">71575762</a>	<a href="#">525798</a>
HALLMARK KEEPSAKE	Registered	<a href="#">85589924</a>	<a href="#">4267408</a>
HALLMARK BUSINESS CONNECTIONS	Registered	<a href="#">85050444</a>	<a href="#">3907423</a>

HALLMARK HALL OF FAME

Renewed

[72038459](#)[674750](#)

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 14, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 14, 2014	May 24, 2014
3	PENDING, INSTITUTED	Apr 14, 2014	
4	ANSWER	May 16, 2014	
5	P APPEARANCE / POWER OF ATTORNEY	Jun 03, 2014	
6	P MOT TO SUSP PEND DISP CIV ACTION	Jun 23, 2014	
7	SUSP PEND DISP OF CIVIL ACTION	Jul 15, 2014	
8	P NOTICE OF DISMISSAL OF CIVIL ACTION	Sep 24, 2014	
9	P MOT TO CONSOLIDATE	Sep 24, 2014	
10	P NOTICE OF DISMISSAL OF CIVIL ACTION	Sep 24, 2014	
11	D APPEARANCE / POWER OF ATTORNEY	Oct 21, 2014	
12	D APPEARANCE / POWER OF ATTORNEY	Oct 21, 2014	
13	P MOTION TO CONSOLIDATE GRANTED	Jan 29, 2015	

**Type of Proceeding: Opposition**Proceeding Number: [91080192](#)

Filing Date: Apr 03, 1989

Status: Terminated

Status Date: Sep 20, 1990

Interlocutory Attorney: MARC BERGSMAN

**Defendant**

Name: UNITED STATIONS RADIO NETWORKS, INC.

Correspondent Address: OSTROLENK, FABER, GERB & SOFTEN  
 260 MADISON AVENUE  
 NEW YORK NY , 10016-2482  
 UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
US HALL OF FAME	Cancelled - Section 8	<a href="#">73733166</a>	<a href="#">1631905</a>

**Plaintiff(s)**

Name: HALLMARK CARDS, INCORPORATED

Correspondent Address: DAVID N. JOHNSON AND BARRY M. KATZ  
 LEGAL DEPARTMENT  
 HALLMARK CARDS, INCORPORATED 25TH & MCGEE TRAFFICWAY, P.O. BOX 419126  
 KANSAS CITY MO , 64141-6126  
 UNITED STATES

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK HALL OF FAME	Renewed	<a href="#">72038459</a>	<a href="#">674750</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	OPP IN DULP & FEE	Apr 03, 1989	
2	NOTICE SENT; ANSWER DUE (DUE DATE)	May 08, 1989	Jun 19, 1989
3	PENDING, INSTITUTED	May 08, 1989	
4	ANSWER, COUNTERCLAIM TO CANCEL, NO FEE	Jun 22, 1989	
5	FEE RE CC DUE 8-10-89	Jul 21, 1989	
6	COUNTERCLAIM FEE	Jul 21, 1989	
7	RESP. TO COUNTERCLAIM DUE ( DUE DATE)	Aug 22, 1989	Sep 21, 1989
8	PL'S ANSWER TO C/C	Sep 18, 1989	
9	TRIAL DATES RESET	Oct 04, 1989	
10	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Jan 08, 1990	

11	TRIAL DATES RESET	Jan 31, 1990
12	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Feb 26, 1990
13	TRIAL DATES RESET	Mar 14, 1990
14	D'S MOT TO SUSP PEND SETLMT NEGOT W CNST	Apr 26, 1990
15	SUSPENDED	May 29, 1990
16	STIP TO WITHDRAW OPP AND COOUNTERCLAIM	Aug 03, 1990
17	BOARD'S DECISION:OPP & CC DISMISSED W/O PREJUDICE	Aug 23, 1990
18	TERMINATED	Sep 20, 1990

**Type of Proceeding: Opposition**

Proceeding Number: [91055692](#)

Filing Date: May 28, 1974

Status: Terminated

Status Date: Nov 06, 1974

Interlocutory Attorney:

**Defendant**

Name: JAMES E. LAWSON, D.B.A. HALLMARK STUDIOS

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
		<a href="#">72449598</a>	

**Plaintiff(s)**

Name: HALLMARK CARDS, INCORPORATED

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
HALLMARK HALL OF FAME	Renewed	<a href="#">72038459</a>	<a href="#">674750</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED	May 28, 1974	
2	PENDING, INSTITUTED	Jun 26, 1974	
3	NOTICE OF DEFAULT	Sep 09, 1974	
4	DEFAULT JUDGMENT	Oct 29, 1974	
5	TERMINATED	Nov 06, 1974	



Attorney Primary Email Address: [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)

Attorney Email Authorized: No

**Correspondent**

**Correspondent Name/Address:** ALBERT P. MAURO, JR.  
HALLMARK CARDS, INCORPORATED  
2501 MCGEE ST  
KANSAS CITY, MISSOURI 64108-2600  
UNITED STATES

**Phone:** 816-274-5583

**Fax:** 816-274-7171

**Correspondent e-mail:** [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)

**Correspondent e-mail Authorized:** No

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jul. 08, 2008	REGISTERED-PRINCIPAL REGISTER	
Jun. 04, 2008	LAW OFFICE REGISTRATION REVIEW COMPLETED	76539
Jun. 03, 2008	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jun. 03, 2008	STATEMENT OF USE PROCESSING COMPLETE	64657
May 29, 2008	USE AMENDMENT FILED	64657
May 29, 2008	TEAS STATEMENT OF USE RECEIVED	
Apr. 01, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jan. 08, 2008	PUBLISHED FOR OPPOSITION	
Dec. 19, 2007	NOTICE OF PUBLICATION	
Dec. 05, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	76539
Dec. 05, 2007	ASSIGNED TO LIE	76539
Oct. 30, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 29, 2007	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Oct. 29, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Oct. 29, 2007	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Oct. 22, 2007	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Oct. 22, 2007	NON-FINAL ACTION E-MAILED	6325
Oct. 22, 2007	NON-FINAL ACTION WRITTEN	70703
Oct. 22, 2007	ASSIGNED TO EXAMINER	70703
Sep. 12, 2007	NOTICE OF PSEUDO MARK MAILED	
Sep. 11, 2007	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

**TM Staff Information - None**

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Jun. 04, 2008

## Assignment Abstract Of Title Information

**Summary**

**Total Assignments:** 1

**Registrant:** Hallmark Licensing, Inc.

**Assignment 1 of 1**

**Conveyance:** CHANGE OF NAME

**Reel/Frame:** [4700/0675](#)

**Pages:** 13

**Date Recorded:** Jan. 19, 2012

**Supporting Documents:** [assignment-tm-4700-0675.pdf](#)

**Assignor**

**Name:** [HALLMARK LICENSING, INC.](#)

**Execution Date:** Dec. 20, 2011

**Legal Entity Type:** CORPORATION

**State or Country Where:** DELAWARE

Organized:

**Assignee**

Name: [HALLMARK LICENSING LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

Address: 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

**Correspondent**

Correspondent Name: DAVID N. JOHNSON

Correspondent Address: 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

**Domestic Representative - Not Found**



MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES

Phone: 816-274-5583

Fax: 816-274-7171

Correspondent e-mail: [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)

Correspondent e-mail Yes  
Authorized:

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Nov. 10, 2011	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	76293
Nov. 10, 2011	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	76293
Nov. 02, 2011	TEAS SECTION 8 & 9 RECEIVED	
Feb. 29, 2008	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	76293
Feb. 29, 2008	ASSIGNED TO PARALEGAL	76293
Feb. 05, 2008	ASSIGNED TO PARALEGAL	71378
Feb. 01, 2008	TEAS SECTION 8 & 15 RECEIVED	
May 17, 2007	CASE FILE IN TICRS	
Apr. 02, 2002	REGISTERED-PRINCIPAL REGISTER	
Jan. 08, 2002	PUBLISHED FOR OPPOSITION	
Dec. 19, 2001	NOTICE OF PUBLICATION	
Oct. 09, 2001	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 25, 2001	EXAMINERS AMENDMENT MAILED	
Sep. 13, 2001	EXAMINER'S AMENDMENT MAILED	
Sep. 12, 2001	ASSIGNED TO EXAMINER	78443

## Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Apr. 02, 2012

## TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Nov. 10, 2011

## Assignment Abstract Of Title Information

### Summary

Total Assignments: 1

Registrant: Hallmark Licensing, Inc.

### Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: [4700/0675](#)

Pages: 13

Date Recorded: Jan. 19, 2012

Supporting Documents: [assignment-tm-4700-0675.pdf](#)

### Assignor

Name: [HALLMARK LICENSING, INC.](#)

Execution Date: Dec. 20, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

### Assignee

Name: [HALLMARK LICENSING LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

Organized:

**Address:** 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

**Correspondent**

**Correspondent Name:** DAVID N. JOHNSON

**Correspondent Address:** 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

**Domestic Representative - Not Found**

# **EXHIBIT 3**

Generated on: This page was generated by TSDR on 2015-02-11 15:50:17 EST

Mark: HALLMARK GARAGE

HALLMARK GARAGE

US Serial Number: 86429936  
Application Filing Date: Oct. 21, 2014  
Filed as TEAS Plus: Yes  
Currently TEAS Plus: Yes  
Register: Principal  
Mark Type: Trademark  
Status: Application has been published for opposition. The opposition period begins on the date of publication.  
Status Date: Feb. 10, 2015  
Publication Date: Feb. 10, 2015

---

## Mark Information

---

Mark Literal Elements: HALLMARK GARAGE  
Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.  
Mark Drawing Type: 4 - STANDARD CHARACTER MARK

---

## Related Properties Information

---

Claimed Ownership of US Registrations: 0380596, 0864077 and others

---

## Goods and Services

---

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*...\* identify additional (new) wording in the goods/services.

For: Cuff links; Jewelry; Tie pins  
International Class(es): 014 - Primary Class  
U.S Class(es): 002, 027, 028, 050  
Class Status: ACTIVE  
Basis: 1(b)

---

## Basis Information (Case Level)

---

Filed Use: No	Currently Use: No	Amended Use: No
Filed ITU: Yes	Currently ITU: Yes	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

---

## Current Owner(s) Information

---

Owner Name: Hallmark Licensing, LLC  
Owner Address: MD 339  
2440 Pershing Road  
Kansas City, MISSOURI 64108  
UNITED STATES  
Legal Entity Type: LIMITED LIABILITY COMPANY  
State or Country Where Organized: KANSAS

---

## Attorney/Correspondence Information

---

### Attorney of Record

Attorney Name: David N. Johnson  
Docket Number: 38655  
Attorney Primary Email Address: [sara\\_grabill@hallmark.com](mailto:sara_grabill@hallmark.com)  
Attorney Email Authorized: Yes

**Correspondent**

**Correspondent Name/Address:** DAVID N. JOHNSON  
HALLMARK CARDS, INCORPORATED  
2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES

**Phone:** 816-274-5583

**Fax:** 816-274-7171

**Correspondent e-mail:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found****Prosecution History**

Date	Description	Proceeding Number
Feb. 10, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Feb. 10, 2015	PUBLISHED FOR OPPOSITION	
Jan. 21, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jan. 08, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	68123
Jan. 08, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 24, 2014	EXAMINER'S AMENDMENT ENTERED	68123
Dec. 19, 2014	ASSIGNED TO LIE	68123
Dec. 19, 2014	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Dec. 19, 2014	EXAMINERS AMENDMENT E-MAILED	6328
Dec. 19, 2014	EXAMINERS AMENDMENT -WRITTEN	76725
Dec. 18, 2014	ASSIGNED TO EXAMINER	76725
Oct. 29, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Oct. 24, 2014	NEW APPLICATION ENTERED IN TRAM	

**TM Staff and Location Information****TM Staff Information**

**TM Attorney:** RIRIE, VERNA BETH

**Law Office Assigned:** LAW OFFICE 104

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Jan. 08, 2015

Generated on: This page was generated by TSDR on 2015-02-11 15:47:45 EST

Mark: HALLMARK GARAGE

HALLMARK GARAGE

US Serial Number: 86429943  
Application Filing Date: Oct. 21, 2014  
Filed as TEAS Plus: Yes  
Currently TEAS Plus: Yes  
Register: Principal  
Mark Type: Trademark  
Status: Application has been published for opposition. The opposition period begins on the date of publication.  
Status Date: Feb. 10, 2015  
Publication Date: Feb. 10, 2015

---

## Mark Information

---

Mark Literal Elements: HALLMARK GARAGE  
Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.  
Mark Drawing Type: 4 - STANDARD CHARACTER MARK

---

## Related Properties Information

---

Claimed Ownership of US Registrations: 0380596, 0864077 and others

---

## Goods and Services

---

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*...\* identify additional (new) wording in the goods/services.

For: Greeting cards  
International Class(es): 016 - Primary Class  
U.S Class(es): 002, 005, 022, 023, 029, 037, 038, 050  
Class Status: ACTIVE  
Basis: 1(b)

---

## Basis Information (Case Level)

---

Filed Use:	No	Currently Use:	No	Amended Use:	No
Filed ITU:	Yes	Currently ITU:	Yes	Amended ITU:	No
Filed 44D:	No	Currently 44D:	No	Amended 44D:	No
Filed 44E:	No	Currently 44E:	No	Amended 44E:	No
Filed 66A:	No	Currently 66A:	No		
Filed No Basis:	No	Currently No Basis:	No		

---

## Current Owner(s) Information

---

Owner Name: Hallmark Licensing, LLC  
Owner Address: MD 339  
2440 Pershing Road  
Kansas City, MISSOURI 64108  
UNITED STATES  
Legal Entity Type: LIMITED LIABILITY COMPANY  
State or Country Where Organized: KANSAS

---

## Attorney/Correspondence Information

---

### Attorney of Record

Attorney Name: David N. Johnson  
Docket Number: 38656  
Attorney Primary Email Address: [sara\\_grabill@hallmark.com](mailto:sara_grabill@hallmark.com)  
Attorney Email Authorized: Yes

**Correspondent**

**Correspondent Name/Address:** DAVID N. JOHNSON  
HALLMARK CARDS, INCORPORATED  
2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES

**Phone:** 816-274-5583

**Fax:** 816-274-7171

**Correspondent e-mail:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found****Prosecution History**

Date	Description	Proceeding Number
Feb. 10, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Feb. 10, 2015	PUBLISHED FOR OPPOSITION	
Jan. 21, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jan. 08, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	68123
Jan. 08, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 24, 2014	EXAMINER'S AMENDMENT ENTERED	68123
Dec. 19, 2014	ASSIGNED TO LIE	68123
Dec. 19, 2014	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Dec. 19, 2014	EXAMINERS AMENDMENT E-MAILED	6328
Dec. 19, 2014	EXAMINERS AMENDMENT -WRITTEN	76725
Dec. 17, 2014	ASSIGNED TO EXAMINER	76725
Oct. 29, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Oct. 24, 2014	NEW APPLICATION ENTERED IN TRAM	

**TM Staff and Location Information****TM Staff Information**

**TM Attorney:** RIRIE, VERNA BETH

**Law Office Assigned:** LAW OFFICE 104

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Jan. 08, 2015

Generated on: This page was generated by TSDR on 2015-02-11 15:49:08 EST

Mark: HALLMARK GARAGE

HALLMARK GARAGE

US Serial Number: 86429955

Application Filing Date: Oct. 21, 2014

Register: Principal

Mark Type: Trademark

Status: Review prior to publication completed.

Status Date: Jan. 22, 2015

Publication Date: Feb. 24, 2015

---

## Mark Information

---

Mark Literal Elements: HALLMARK GARAGE

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

---

## Related Properties Information

---

Claimed Ownership of US Registrations: 0380596, 0864077 and others

---

## Goods and Services

---

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*...\* identify additional (new) wording in the goods/services.

For: Pilsner glasses; bottle openers; tumblers for use as drinking glasses; mugs; coasters, not of paper and other than table linen; piggy banks; household containers for candy or mints

International Class(es): 021 - Primary Class

U.S Class(es): 002, 013, 023, 029, 030, 033, 040, 050

Class Status: ACTIVE

Basis: 1(b)

---

## Basis Information (Case Level)

---

Filed Use: No

Currently Use: No

Amended Use: No

Filed ITU: Yes

Currently ITU: Yes

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

---

## Current Owner(s) Information

---

Owner Name: Hallmark Licensing, LLC

Owner Address: MD 339  
2440 Pershing Road  
Kansas City, MISSOURI 64108  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

---

## Attorney/Correspondence Information

---

### Attorney of Record

Attorney Name: David N. Johnson

Docket Number: 38657

Attorney Primary Email Address: [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com)

Attorney Email Authorized: Yes

**Correspondent**

**Correspondent Name/Address:** DAVID N. JOHNSON  
HALLMARK CARDS, INCORPORATED  
MD 339  
2501 MCGEE TRAFFICWAY  
KANSAS CITY, MISSOURI 64108  
UNITED STATES

**Phone:** 816-274-5583

**Fax:** 816-274-7171

**Correspondent e-mail:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found****Prosecution History**

Date	Description	Proceeding Number
Feb. 04, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jan. 22, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	77976
Jan. 08, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 19, 2014	EXAMINER'S AMENDMENT ENTERED	77976
Dec. 19, 2014	ASSIGNED TO LIE	77976
Dec. 19, 2014	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Dec. 19, 2014	EXAMINERS AMENDMENT E-MAILED	6328
Dec. 19, 2014	EXAMINERS AMENDMENT -WRITTEN	76725
Dec. 18, 2014	ASSIGNED TO EXAMINER	76725
Oct. 29, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Oct. 24, 2014	NEW APPLICATION ENTERED IN TRAM	

**TM Staff and Location Information****TM Staff Information**

**TM Attorney:** RIRIE, VERNA BETH

**Law Office Assigned:** LAW OFFICE 104

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Jan. 22, 2015

Generated on: This page was generated by TSDR on 2015-02-11 15:46:19 EST

Mark: HALLMARK GARAGE

HALLMARK GARAGE

US Serial Number: 86429920  
Application Filing Date: Oct. 21, 2014  
Filed as TEAS Plus: Yes  
Currently TEAS Plus: Yes  
Register: Principal  
Mark Type: Trademark  
Status: Review prior to publication completed.  
Status Date: Jan. 09, 2015  
Publication Date: Feb. 17, 2015

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## Mark Information

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Mark Literal Elements: HALLMARK GARAGE  
Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.  
Mark Drawing Type: 4 - STANDARD CHARACTER MARK

---

## Related Properties Information

---

Claimed Ownership of US Registrations: 0380596, 0864077 and others

---

## Goods and Services

---

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*...\* identify additional (new) wording in the goods/services.

For: Decorative magnets  
International Class(es): 009 - Primary Class  
U.S Class(es): 021, 023, 026, 036, 038  
Class Status: ACTIVE  
Basis: 1(b)

---

## Basis Information (Case Level)

---

Filed Use: No	Currently Use: No	Amended Use: No
Filed ITU: Yes	Currently ITU: Yes	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

---

## Current Owner(s) Information

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Owner Name: Hallmark Licensing, LLC  
Owner Address: MD 339  
2440 Pershing Road  
Kansas City, MISSOURI 64108  
UNITED STATES  
Legal Entity Type: LIMITED LIABILITY COMPANY  
State or Country Where Organized: KANSAS

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## Attorney/Correspondence Information

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### Attorney of Record

Attorney Name: David N. Johnson  
Docket Number: 38654  
Attorney Primary Email Address: [sara\\_grabill@hallmark.com](mailto:sara_grabill@hallmark.com)  
Attorney Email Authorized: Yes

**Correspondent**

**Correspondent Name/Address:** DAVID N. JOHNSON  
HALLMARK CARDS, INCORPORATED  
2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES

**Phone:** 816-274-5583

**Fax:** 816-274-7171

**Correspondent e-mail:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

**Prosecution History**

Date	Description	Proceeding Number
Jan. 28, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jan. 09, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	66213
Jan. 08, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 19, 2014	EXAMINER'S AMENDMENT ENTERED	66213
Dec. 19, 2014	ASSIGNED TO LIE	66213
Dec. 19, 2014	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Dec. 19, 2014	EXAMINERS AMENDMENT E-MAILED	6328
Dec. 19, 2014	EXAMINERS AMENDMENT -WRITTEN	76725
Dec. 18, 2014	ASSIGNED TO EXAMINER	76725
Oct. 29, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Oct. 24, 2014	NEW APPLICATION ENTERED IN TRAM	

**TM Staff and Location Information**

**TM Staff Information**

**TM Attorney:** RIRIE, VERNA BETH

**Law Office Assigned:** LAW OFFICE 104

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Jan. 09, 2015

Generated on: This page was generated by TSDR on 2015-02-11 15:45:07 EST

Mark: HALLMARK GARAGE

HALLMARK GARAGE

US Serial Number: 86429910

Application Filing Date: Oct. 21, 2014

Register: Principal

Mark Type: Trademark

Status: Review prior to publication completed.

Status Date: Jan. 23, 2015

Publication Date: Mar. 03, 2015

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## Mark Information

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Mark Literal Elements: HALLMARK GARAGE

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

---

## Related Properties Information

---

Claimed Ownership of US Registrations: 0380596, 0864077 and others

---

## Goods and Services

---

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*...\* identify additional (new) wording in the goods/services.

For: tin containers for the storage and transportation of candy or mints; non-luminous and non-mechanical metal signs; metal or tin coin banks

International Class(es): 006 - Primary Class

U.S Class(es): 002, 012, 013, 014, 023, 025, 050

Class Status: ACTIVE

Basis: 1(b)

For: die-cast metal model vehicles for collection or display

International Class(es): 028 - Primary Class

U.S Class(es): 022, 023, 038, 050

Class Status: ACTIVE

Basis: 1(b)

---

## Basis Information (Case Level)

---

Filed Use: No

Currently Use: No

Amended Use: No

Filed ITU: Yes

Currently ITU: Yes

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

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## Current Owner(s) Information

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Owner Name: Hallmark Licensing, LLC

Owner Address: MD 339  
2440 Pershing Road  
Kansas City, MISSOURI 64108  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

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## Attorney/Correspondence Information

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**Attorney of Record**

**Attorney Name:** David N. Johnson **Docket Number:** 38650  
**Attorney Primary Email Address:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) **Attorney Email Authorized:** Yes

**Correspondent**

**Correspondent Name/Address:** DAVID N. JOHNSON  
HALLMARK CARDS, INCORPORATED  
2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES  
**Phone:** 816-274-5583 **Fax:** 816-274-7171  
**Correspondent e-mail:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com) **Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found****Prosecution History**

Date	Description	Proceeding Number
Feb. 11, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jan. 23, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	66213
Jan. 21, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 21, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jan. 21, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jan. 21, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 19, 2014	COMBINED EXAMINER'S AMENDMENT/PRIORITY ACTION ENTERED	66213
Dec. 19, 2014	ASSIGNED TO LIE	66213
Dec. 19, 2014	NOTIFICATION OF EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	6326
Dec. 19, 2014	EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	6326
Dec. 19, 2014	EXAMINERS AMENDMENT AND/OR PRIORITY ACTION - COMPLETED	76725
Dec. 18, 2014	ASSIGNED TO EXAMINER	76725
Oct. 29, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Oct. 24, 2014	NEW APPLICATION ENTERED IN TRAM	

**TM Staff and Location Information****TM Staff Information**

**TM Attorney:** RIRIE, VERNA BETH **Law Office Assigned:** LAW OFFICE 104

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION **Date in Location:** Jan. 23, 2015

Generated on: This page was generated by TSDR on 2015-02-11 14:42:39 EST

Mark: HALLMARK

HALLMARK

US Serial Number: 86081626

Application Filing Date: Oct. 03, 2013

Register: Principal

Mark Type: Trademark

Status: Notice of Allowance (NOA) sent (issued) to the applicant. Applicant must file a Statement of Use or Extension Request within six months of the NOA issuance date.

Status Date: Jul. 08, 2014

Publication Date: May 13, 2014

Notice of Allowance Date: Jul. 08, 2014

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## Mark Information

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Mark Literal Elements: HALLMARK

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

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## Related Properties Information

---

Claimed Ownership of US Registrations: 0864077, 4267408 and others

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## Goods and Services

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Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*.\* identify additional (new) wording in the goods/services.

For: key chains made of metal; decorative ornaments made of common metal; vase decorations made of common metal

International Class(es): 006 - Primary Class

U.S Class(es): 002, 012, 013, 014, 023, 025, 050

Class Status: ACTIVE

Basis: 1(b)

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For: gift enclosure cards; plastic wrap and plastic film for packaging, bags made of cellophane paper; pre-printed paper gift tags

International Class(es): 016 - Primary Class

U.S Class(es): 002, 005, 022, 023, 029, 037, 038, 050

Class Status: ACTIVE

Basis: 1(b)

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For: key chains made of plastic; photo or picture frames; figurines made of plastic or resin; vase decorations made of plastic or resin; decorative ornaments made of resin; plaques made of plastic or resin; plush ornaments, namely, ornaments made of textiles

International Class(es): 020 - Primary Class

U.S Class(es): 002, 013, 022, 025, 032, 050

Class Status: ACTIVE

Basis: 1(b)

---

For: household containers for holding flowers; vase decorations made of ceramic, porcelain, or glass; decorative ornaments made of ceramic; figurines made of ceramic, porcelain or glass; mugs; vases; floral card holder picks made of plastic

International Class(es): 021 - Primary Class

U.S Class(es): 002, 013, 023, 029, 030, 033, 040, 050

Class Status: ACTIVE

Basis: 1(b)

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For: vase decorations made of fabric or felt

International Class(es): 024 - Primary Class

U.S Class(es): 042, 050

Class Status: ACTIVE

Basis: 1(b)

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For: plush toys

International Class(es): 028 - Primary Class

U.S Class(es): 022, 023, 038, 050

Class Status: ACTIVE

Basis: 1(b)

## Basis Information (Case Level)

Filed Use: No	Currently Use: No	Amended Use: No
Filed ITU: Yes	Currently ITU: Yes	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

## Current Owner(s) Information

**Owner Name:** Hallmark Licensing, LLC  
**Owner Address:** MD 339  
2440 Pershing Road  
Kansas City, MISSOURI 64108  
UNITED STATES  
**Legal Entity Type:** LIMITED LIABILITY COMPANY  
**State or Country Where Organized:** KANSAS

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** David N. Johnson  
**Attorney Primary Email Address:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com)  
**Docket Number:** 36434  
**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** DAVID N. JOHNSON  
HALLMARK CARDS, INCORPORATED  
2501 MCGEE ST  
KANSAS CITY, MISSOURI 64108-2600  
UNITED STATES  
**Phone:** 816-274-5583  
**Fax:** 816-274-7171  
**Correspondent e-mail:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com)  
**Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Dec. 22, 2014	TEAS EXTENSION RECEIVED	
Jul. 08, 2014	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
May 13, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
May 13, 2014	PUBLISHED FOR OPPOSITION	
Apr. 23, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Apr. 04, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	66213
Apr. 01, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 11, 2014	EXAMINER'S AMENDMENT ENTERED	88888
Mar. 11, 2014	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Mar. 11, 2014	EXAMINERS AMENDMENT E-MAILED	6328
Mar. 11, 2014	EXAMINERS AMENDMENT -WRITTEN	72152
Feb. 18, 2014	TEAS/EMAIL CORRESPONDENCE ENTERED	66213
Feb. 18, 2014	CORRESPONDENCE RECEIVED IN LAW OFFICE	66213
Feb. 10, 2014	ASSIGNED TO LIE	66213
Feb. 10, 2014	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jan. 10, 2014	NOTIFICATION OF EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	6326
Jan. 10, 2014	EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	6326
Jan. 10, 2014	COMBINED EXAMINER'S AMENDMENT/PRIORITY ACTION AUTOMATIC ENTRY	72152

Jan. 10, 2014	EXAMINERS AMENDMENT AND/OR PRIORITY ACTION - COMPLETED	72152
Jan. 09, 2014	ASSIGNED TO EXAMINER	72152
Oct. 10, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Oct. 07, 2013	NEW APPLICATION ENTERED IN TRAM	

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## **TM Staff and Location Information**

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### **TM Staff Information**

**TM Attorney:** OH, WON TEAK

**Law Office Assigned:** LAW OFFICE 114

### **File Location**

**Current Location:** INTENT TO USE SECTION

**Date in Location:** Jul. 08, 2014

Generated on: This page was generated by TSDR on 2015-02-11 14:44:35 EST

Mark: HALLMARK

HALLMARK

US Serial Number: 86075324  
Application Filing Date: Sep. 26, 2013  
US Registration Number: 4664608  
Registration Date: Dec. 30, 2014  
Filed as TEAS Plus: Yes  
Currently TEAS Plus: Yes  
Register: Principal  
Mark Type: Trademark  
Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.  
Status Date: Dec. 30, 2014  
Publication Date: Mar. 25, 2014  
Notice of Allowance Date: May 20, 2014

## Mark Information

Mark Literal Elements: HALLMARK  
Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.  
Mark Drawing Type: 4 - STANDARD CHARACTER MARK

## Related Properties Information

Claimed Ownership of US Registrations: 0864077, 4267408 and others

## Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

For: Decorative magnets  
International Class(es): 009 - Primary Class  
U.S Class(es): 021, 023, 026, 036, 038  
Class Status: ACTIVE  
Basis: 1(a)  
First Use: Sep. 30, 2014  
Use in Commerce: Sep. 30, 2014

## Basis Information (Case Level)

Filed Use: No	Currently Use: Yes	Amended Use: No
Filed ITU: Yes	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

## Current Owner(s) Information

Owner Name: Hallmark Licensing, LLC  
Owner Address: 2440 Pershing Road  
MD 339  
Kansas City, MISSOURI 64108  
UNITED STATES  
Legal Entity Type: LIMITED LIABILITY COMPANY  
State or Country Where Organized: KANSAS

## Attorney/Correspondence Information

Attorney of Record

Attorney Name: David N. Johnson

Docket Number: 36396

Attorney Primary Email Address: [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com)

Attorney Email Authorized: Yes

#### Correspondent

Correspondent Name/Address: DAVID N. JOHNSON  
HALLMARK CARDS, INCORPORATED  
2501 MCGEE ST  
KANSAS CITY, MISSOURI 64108-2600  
UNITED STATES

Phone: 816-274-5583

Fax: 816-274-7171

Correspondent e-mail: [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com)

Correspondent e-mail Authorized: Yes

#### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Dec. 30, 2014	REGISTERED-PRINCIPAL REGISTER	
Nov. 25, 2014	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Nov. 24, 2014	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Nov. 11, 2014	STATEMENT OF USE PROCESSING COMPLETE	70565
Oct. 20, 2014	USE AMENDMENT FILED	70565
Nov. 10, 2014	CASE ASSIGNED TO INTENT TO USE PARALEGAL	70565
Oct. 20, 2014	TEAS STATEMENT OF USE RECEIVED	
May 20, 2014	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Mar. 25, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Mar. 25, 2014	PUBLISHED FOR OPPOSITION	
Mar. 05, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Feb. 18, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	66121
Feb. 17, 2014	ASSIGNED TO LIE	66121
Jan. 29, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 10, 2014	EXAMINER'S AMENDMENT ENTERED	88888
Jan. 10, 2014	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jan. 10, 2014	EXAMINERS AMENDMENT E-MAILED	6328
Jan. 10, 2014	EXAMINERS AMENDMENT -WRITTEN	72152
Jan. 09, 2014	ASSIGNED TO EXAMINER	72152
Oct. 03, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 30, 2013	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

#### TM Staff Information - None

#### File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Nov. 24, 2014

Generated on: This page was generated by TSDR on 2015-02-11 15:28:54 EST

Mark: HALLMARK BABIES

HALLMARK BABIES

US Serial Number: 86069046

Application Filing Date: Sep. 19, 2013

Register: Principal

Mark Type: Trademark

Status: A first request for extension of time to file a Statement of Use has been granted.

Status Date: Aug. 27, 2014

Publication Date: Dec. 24, 2013

Notice of Allowance Date: Feb. 18, 2014

---

## Mark Information

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Mark Literal Elements: HALLMARK BABIES

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "BABIES"

---

## Related Properties Information

---

Claimed Ownership of US Registrations: 86975452

Registrations:

Parent Of: 86975452

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## Goods and Services

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Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

For: Purses; backpacks; all-purpose carrying bags

International Class(es): 018 - Primary Class

U.S Class(es): 001, 002, 003, 022, 041

Class Status: ACTIVE

Basis: 1(b)

---

## Basis Information (Case Level)

---

Filed Use: No

Currently Use: No

Amended Use: No

Filed ITU: Yes

Currently ITU: Yes

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

---

## Current Owner(s) Information

---

Owner Name: Hallmark Licensing, LLC

Owner Address: MD 339  
2440 Pershing Road  
Kansas City, MISSOURI 64108  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

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## Attorney/Correspondence Information

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### Attorney of Record

Attorney Name: David N. Johnson

Docket Number: 36358

Attorney Primary Email [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com)  
Address:

Attorney Email Yes  
Authorized:

#### Correspondent

**Correspondent Name/Address:** DAVID N. JOHNSON  
HALLMARK CARDS, INCORPORATED  
2501 MCGEE ST  
KANSAS CITY, MISSOURI 64108-2600  
UNITED STATES

**Phone:** 816-274-5583

**Fax:** 816-274-7171

**Correspondent e-mail:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com)

**Correspondent e-mail** Yes  
**Authorized:**

#### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Aug. 28, 2014	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Aug. 28, 2014	CORRECTED NOA E-MAILED	
Aug. 27, 2014	EXTENSION 1 GRANTED	69302
Aug. 04, 2014	EXTENSION 1 FILED	69302
Aug. 27, 2014	DIVISIONAL PROCESSING COMPLETE	
Aug. 04, 2014	DIVISIONAL REQUEST RECEIVED	
Aug. 27, 2014	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69302
Aug. 04, 2014	TEAS REQUEST TO DIVIDE RECEIVED	
Aug. 04, 2014	TEAS EXTENSION RECEIVED	
Feb. 18, 2014	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Dec. 24, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Dec. 24, 2013	PUBLISHED FOR OPPOSITION	
Dec. 04, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Nov. 21, 2013	LAW OFFICE PUBLICATION REVIEW COMPLETED	73296
Nov. 20, 2013	ASSIGNED TO LIE	73296
Oct. 30, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 30, 2013	EXAMINER'S AMENDMENT ENTERED	88888
Oct. 30, 2013	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Oct. 30, 2013	EXAMINERS AMENDMENT E-MAILED	6328
Oct. 30, 2013	EXAMINERS AMENDMENT -WRITTEN	63030
Oct. 29, 2013	ASSIGNED TO EXAMINER	63030
Sep. 26, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 23, 2013	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

#### TM Staff Information

**TM Attorney:** GOODSaid, IRA J

**Law Office Assigned:** LAW OFFICE 101

#### File Location

**Current Location:** DIVISIONAL UNIT

**Date in Location:** Aug. 27, 2014

Generated on: This page was generated by TSDR on 2015-02-11 15:30:32 EST

Mark: HALLMARK BABIES

HALLMARK BABIES

US Serial Number: 86975452

Application Filing Date: Sep. 19, 2013

Register: Principal

Mark Type: Trademark

Status: A non-final Office Action has been sent (issued) to the applicant after review of the Statement of Use. This is a letter from the examining attorney requiring additional information and/or making an initial refusal. The applicant must respond. To view all documents in this file, click on the Trademark Document Retrieval link at the top of this page.

Status Date: Aug. 27, 2014

Publication Date: Dec. 24, 2013

Notice of Allowance Date: Feb. 18, 2014

---

## Mark Information

---

Mark Literal Elements: HALLMARK BABIES

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "BABIES"

---

## Related Properties Information

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Claimed Ownership of US Registrations: 86069046

Child Of: 86069046

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## Goods and Services

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Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*...\* identify additional (new) wording in the goods/services.

For: Clothing for babies, toddlers and children, namely, shirts, pants, sweatshirts, sweaters, vests, tights, socks, dresses, overalls, one-piece garment that can be used as a sleeping bag, jackets, mittens, jumpers, infant and toddler one piece clothing, booties, children's footwear, children's headwear

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(b)

First Use: Sep. 23, 2013

Use in Commerce: Sep. 23, 2013

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## Basis Information (Case Level)

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Filed Use: No

Currently Use: No

Amended Use: No

Filed ITU: Yes

Currently ITU: Yes

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

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## Current Owner(s) Information

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Owner Name: Hallmark Licensing, LLC

Owner Address: MD 339  
2440 Pershing Road  
Kansas City, MISSOURI 64108  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

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## Attorney/Correspondence Information

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**Attorney of Record**

**Attorney Name:** David N. Johnson **Docket Number:** 36358  
**Attorney Primary Email Address:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) **Attorney Email Authorized:** Yes

**Correspondent**

**Correspondent Name/Address:** DAVID N. JOHNSON  
HALLMARK CARDS, INCORPORATED  
2501 MCGEE ST  
KANSAS CITY, MISSOURI 64108-2600  
UNITED STATES  
**Phone:** 816-274-5583 **Fax:** 816-274-7171  
**Correspondent e-mail:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com) **Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

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**Prosecution History**

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Date	Description	Proceeding Number
Aug. 27, 2014	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
Aug. 27, 2014	NON-FINAL ACTION E-MAILED	
Aug. 27, 2014	SU - NON-FINAL ACTION - WRITTEN	63030
Aug. 27, 2014	STATEMENT OF USE PROCESSING COMPLETE	69302
Aug. 04, 2014	USE AMENDMENT FILED	69302
Aug. 27, 2014	DIVISIONAL PROCESSING COMPLETE	
Aug. 04, 2014	DIVISIONAL REQUEST RECEIVED	
Aug. 27, 2014	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69302
Aug. 04, 2014	TEAS REQUEST TO DIVIDE RECEIVED	
Aug. 04, 2014	TEAS STATEMENT OF USE RECEIVED	
Feb. 18, 2014	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Dec. 24, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Dec. 24, 2013	PUBLISHED FOR OPPOSITION	
Dec. 04, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Nov. 21, 2013	LAW OFFICE PUBLICATION REVIEW COMPLETED	73296
Nov. 20, 2013	ASSIGNED TO LIE	73296
Oct. 30, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 30, 2013	EXAMINER'S AMENDMENT ENTERED	88888
Oct. 30, 2013	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Oct. 30, 2013	EXAMINERS AMENDMENT E-MAILED	6328
Oct. 30, 2013	EXAMINERS AMENDMENT -WRITTEN	63030
Oct. 29, 2013	ASSIGNED TO EXAMINER	63030
Sep. 26, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 23, 2013	NEW APPLICATION ENTERED IN TRAM	

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**TM Staff and Location Information**

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**TM Staff Information**

**TM Attorney:** GOODSaid, IRA J **Law Office Assigned:** LAW OFFICE 101

**File Location**

**Current Location:** TMEG LAW OFFICE 101 - EXAMINING ATTORNEY ASSIGNED **Date in Location:** Aug. 27, 2014

Generated on: This page was generated by TSDR on 2015-02-11 15:35:24 EST

Mark: HALLMARK BUSINESS CONNECTIONS



**US Serial Number:** 85050444  
**US Registration Number:** 3907423  
**Filed as TEAS Plus:** Yes  
**Register:** Principal  
**Mark Type:** Service Mark  
**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.  
**Status Date:** Jan. 18, 2011  
**Publication Date:** Nov. 02, 2010

**Application Filing Date:** May 28, 2010  
**Registration Date:** Jan. 18, 2011  
**Currently TEAS Plus:** Yes

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## Mark Information

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**Mark Literal Elements:** HALLMARK BUSINESS CONNECTIONS  
**Standard Character Claim:** No  
**Mark Drawing Type:** 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)  
**Description of Mark:** The mark consists of a five-pointed, open crown design over the word "Hallmark" in script, over the words "Business Connections" in block letters.  
**Color(s) Claimed:** Color is not claimed as a feature of the mark.  
**Disclaimer:** "BUSINESS"  
**Design Search Code(s):** 24.11.02 - Crowns open at the top

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## Related Properties Information

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**Claimed Ownership of US Registrations:** 0525798, 0654790, 3683188 and others

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## Goods and Services

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**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Stationery printing services

**International Class(es):** 040 - Primary Class  
**U.S Class(es):** 100, 103, 106

**Class Status:** ACTIVE  
**Basis:** 1(a)  
**First Use:** May 14, 2010  
**Use in Commerce:** May 14, 2010

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## Basis Information (Case Level)

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<b>Filed Use:</b> Yes	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> No	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> No	<b>Amended 44E:</b> No
<b>Filed 66A:</b> No	<b>Currently 66A:</b> No	
<b>Filed No Basis:</b> No	<b>Currently No Basis:</b> No	

---

## Current Owner(s) Information

---

**Owner Name:** HALLMARK LICENSING LLC  
**Owner Address:** 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: David N. Johnson,

Attorney Primary Email Address: [lschuv1@hallmark.com](mailto:lschuv1@hallmark.com)

Attorney Email Authorized: No

### Correspondent

Correspondent Name/Address: DAVID N. JOHNSON,  
HALLMARK CARDS, INCORPORATED  
2501 MCGEE  
LEGAL DIVISION, MAIL DROP #339  
KANSAS CITY, MISSOURI 64108-2600  
UNITED STATES

Phone: 816-274-5583

Fax: 816-274-7171

Correspondent e-mail: [lschuv1@hallmark.com](mailto:lschuv1@hallmark.com)

Correspondent e-mail Authorized: No

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Feb. 01, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jan. 18, 2011	REGISTERED-PRINCIPAL REGISTER	
Nov. 02, 2010	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Nov. 02, 2010	PUBLISHED FOR OPPOSITION	
Sep. 24, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	70633
Sep. 21, 2010	ASSIGNED TO LIE	70633
Sep. 14, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 14, 2010	EXAMINER'S AMENDMENT ENTERED	88888
Sep. 14, 2010	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Sep. 14, 2010	EXAMINERS AMENDMENT E-MAILED	6328
Sep. 14, 2010	EXAMINERS AMENDMENT -WRITTEN	81097
Sep. 10, 2010	ASSIGNED TO EXAMINER	81097
Jun. 03, 2010	NOTICE OF DESIGN SEARCH CODE MAILED	
Jun. 02, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jun. 01, 2010	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jan. 18, 2011

## Assignment Abstract Of Title Information

### Summary

Total Assignments: 1

Registrant: Hallmark Licensing, Inc.

### Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: [4706/0089](#)

Pages: 8

Date Recorded: Jan. 27, 2012

Supporting Documents: [assignment-tm-4706-0089.pdf](#)

### Assignor

Name: [HALLMARK LICENSING, INC.](#)

Execution Date: Dec. 20, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

### Assignee

Name: [HALLMARK LICENSING LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

Address: 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

#### Correspondent

Correspondent Name: DAVID N. JOHNSON, ESQ.

Correspondent Address: 2501 MCGEE TRAFFICWAY  
HALLMARK LEGAL DIVISION, MD 339  
KANSAS CITY, MO 64108

#### Domestic Representative - Not Found

## Proceedings

### Summary

Number of Proceedings: 1

#### Type of Proceeding: Opposition

Proceeding Number: [91215884](#)

Filing Date: Apr 14, 2014

Status: Pending

Status Date: Apr 14, 2014

Interlocutory Attorney: GEORGE POLOGEORGIS

#### Defendant

Name: Hallmark Industries, Inc.

Correspondent Address: ANTHONY M VERNA III  
KRAVITZ & VERNA LLC  
PO BOX 3620293, PACC  
NEW YORK NY , 10129  
UNITED STATES

Correspondent e-mail: [averna@kravitzverna.com](mailto:averna@kravitzverna.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
HALLMARK925	Opposition Pending	<a href="#">77666333</a>	

#### Plaintiff(s)

Name: Hallmark Licensing, LLC

Correspondent Address: MARK A PASKAR  
BRYAN CAVE LLP  
211 NORTH BROADWAY , SUITE 3600  
ST LOUIS MO , 63102  
UNITED STATES

Correspondent e-mail: [mapaskar@bryancave.com](mailto:mapaskar@bryancave.com) , [sluspto@bryancave.com](mailto:sluspto@bryancave.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
HALLMARK	Renewed	<a href="#">71428550</a>	<a href="#">380596</a>
HALLMARK	Renewed	<a href="#">72335723</a>	<a href="#">916900</a>
HALLMARK	Renewed	<a href="#">72022537</a>	<a href="#">654790</a>
HALLMARK	Renewed	<a href="#">72022538</a>	<a href="#">657441</a>
HALLMARK	Renewed	<a href="#">71575762</a>	<a href="#">525798</a>
HALLMARK KEEPSAKE	Registered	<a href="#">85589924</a>	<a href="#">4267408</a>
HALLMARK BUSINESS CONNECTIONS	Registered	<a href="#">85050444</a>	<a href="#">3907423</a>
HALLMARK HALL OF FAME	Renewed	<a href="#">72038459</a>	<a href="#">674750</a>

#### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 14, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 14, 2014	May 24, 2014
3	PENDING, INSTITUTED	Apr 14, 2014	
4	ANSWER	May 16, 2014	

5	P APPEARANCE / POWER OF ATTORNEY	Jun 03, 2014
6	P MOT TO SUSP PEND DISP CIV ACTION	Jun 23, 2014
7	SUSP PEND DISP OF CIVIL ACTION	Jul 15, 2014
8	P NOTICE OF DISMISSAL OF CIVIL ACTION	Sep 24, 2014
9	P MOT TO CONSOLIDATE	Sep 24, 2014
10	P NOTICE OF DISMISSAL OF CIVIL ACTION	Sep 24, 2014
11	D APPEARANCE / POWER OF ATTORNEY	Oct 21, 2014
12	D APPEARANCE / POWER OF ATTORNEY	Oct 21, 2014
13	P MOTION TO CONSOLIDATE GRANTED	Jan 29, 2015

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Mark: HALLMARK BABY

HALLMARK BABY

US Serial Number: 86069009

Application Filing Date: Sep. 19, 2013

Register: Principal

Mark Type: Trademark

Status: A first request for extension of time to file a Statement of Use has been granted.

Status Date: Aug. 27, 2014

Publication Date: Dec. 24, 2013

Notice of Allowance Date: Feb. 18, 2014

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## Mark Information

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Mark Literal Elements: HALLMARK BABY

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "BABY"

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## Goods and Services

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Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

For: Purses; backpacks; all-purpose carrying bags

International Class(es): 018 - Primary Class

U.S Class(es): 001, 002, 003, 022, 041

Class Status: ACTIVE

Basis: 1(b)

For: Clothing for babies, toddlers and children, namely, shirts, pants, sweatshirts, sweaters, vests, tights, socks, dresses, overalls, one-piece garment that can be used as a sleeping bag, jackets, mittens, jumpers, infant and toddler one piece clothing, booties, children's footwear, children's headwear

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(b)

---

## Basis Information (Case Level)

---

Filed Use: No

Currently Use: No

Amended Use: No

Filed ITU: Yes

Currently ITU: Yes

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

---

## Current Owner(s) Information

---

Owner Name: Hallmark Licensing, LLC

Owner Address: MD 339  
2440 Pershing Road  
Kansas City, MISSOURI 64108  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

---

## Attorney/Correspondence Information

---

### Attorney of Record

Attorney Name: David N. Johnson

Docket Number: 36357

Attorney Primary Email [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com)  
Address:

Attorney Email Yes  
Authorized:

#### Correspondent

**Correspondent Name/Address:** DAVID N. JOHNSON  
HALLMARK CARDS, INCORPORATED  
2501 MCGEE ST  
KANSAS CITY, MISSOURI 64108-2600  
UNITED STATES

**Phone:** 816-274-5583

**Fax:** 816-274-7171

**Correspondent e-mail:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com)

**Correspondent e-mail Yes Authorized:**

#### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Aug. 28, 2014	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Aug. 27, 2014	EXTENSION 1 GRANTED	66230
Aug. 04, 2014	EXTENSION 1 FILED	66230
Aug. 27, 2014	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66230
Aug. 04, 2014	TEAS EXTENSION RECEIVED	
Feb. 18, 2014	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Dec. 24, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Dec. 24, 2013	PUBLISHED FOR OPPOSITION	
Dec. 04, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Nov. 21, 2013	LAW OFFICE PUBLICATION REVIEW COMPLETED	73296
Nov. 20, 2013	ASSIGNED TO LIE	73296
Oct. 30, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 30, 2013	EXAMINER'S AMENDMENT ENTERED	88888
Oct. 30, 2013	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Oct. 30, 2013	EXAMINERS AMENDMENT E-MAILED	6328
Oct. 30, 2013	EXAMINERS AMENDMENT -WRITTEN	63030
Oct. 29, 2013	ASSIGNED TO EXAMINER	63030
Sep. 26, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 23, 2013	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

#### TM Staff Information

**TM Attorney:** GOODSaid, IRA J

**Law Office Assigned:** LAW OFFICE 101

#### File Location

**Current Location:** INTENT TO USE SECTION

**Date in Location:** Aug. 27, 2014

Generated on: This page was generated by TSDR on 2015-02-11 14:24:09 EST

Mark: ANOTHER SIDE OF HALLMARK

ANOTHER SIDE OF HALLMARK

US Serial Number: 86300539  
Application Filing Date: Jun. 04, 2014  
Filed as TEAS Plus: Yes  
Currently TEAS Plus: Yes  
Register: Principal  
Mark Type: Trademark  
Status: Notice of Allowance (NOA) sent (issued) to the applicant. Applicant must file a Statement of Use or Extension Request within six months of the NOA issuance date.  
Status Date: Dec. 16, 2014  
Publication Date: Oct. 21, 2014  
Notice of Allowance Date: Dec. 16, 2014

## Mark Information

Mark Literal Elements: ANOTHER SIDE OF HALLMARK  
Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.  
Mark Drawing Type: 4 - STANDARD CHARACTER MARK

## Related Properties Information

Claimed Ownership of US Registrations: 0380596, 0525798, 0701842 and others

## Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

For: Greeting cards  
International Class(es): 016 - Primary Class  
U.S Class(es): 002, 005, 022, 023, 029, 037, 038, 050  
Class Status: ACTIVE  
Basis: 1(b)

## Basis Information (Case Level)

Filed Use: No	Currently Use: No	Amended Use: No
Filed ITU: Yes	Currently ITU: Yes	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

## Current Owner(s) Information

Owner Name: Hallmark Licensing, LLC  
Owner Address: MD 339  
2440 Pershing Road  
Kansas City, MISSOURI 64108  
UNITED STATES  
Legal Entity Type: LIMITED LIABILITY COMPANY  
State or Country Where Organized: KANSAS

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: David N. Johnson  
Docket Number: 37967  
Attorney Primary Email: [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com)  
Attorney Email: Yes

Address:

Authorized:

**Correspondent**

**Correspondent Name/Address:** DAVID N. JOHNSON  
2501 MCGEE ST  
KANSAS CITY, MISSOURI 64108-2600  
UNITED STATES

**Phone:** 816-274-5583

**Fax:** 816-274-7171

**Correspondent e-mail:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

**Prosecution History**

Date	Description	Proceeding Number
Dec. 16, 2014	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Oct. 21, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Oct. 21, 2014	PUBLISHED FOR OPPOSITION	
Oct. 01, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Sep. 17, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	68171
Sep. 16, 2014	ASSIGNED TO LIE	68171
Sep. 03, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 02, 2014	EXAMINER'S AMENDMENT ENTERED	88888
Sep. 02, 2014	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Sep. 02, 2014	EXAMINERS AMENDMENT E-MAILED	6328
Sep. 02, 2014	EXAMINERS AMENDMENT -WRITTEN	90329
Aug. 27, 2014	ASSIGNED TO EXAMINER	90329
Jun. 17, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jun. 07, 2014	NEW APPLICATION ENTERED IN TRAM	

**TM Staff and Location Information**

**TM Staff Information**

**TM Attorney:** REAMS, CHRISTOPHER THO

**Law Office Assigned:** LAW OFFICE 102

**File Location**

**Current Location:** INTENT TO USE SECTION

**Date in Location:** Dec. 16, 2014

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Mark: DISTINCTLY HALLMARK. DISTINCTLY YOU.

DISTINCTLY HALLMARK.  
DISTINCTLY YOU.

US Serial Number: 86300125  
Application Filing Date: Jun. 04, 2014  
Filed as TEAS Plus: Yes  
Currently TEAS Plus: Yes  
Register: Principal  
Mark Type: Trademark  
Status: Notice of Allowance (NOA) sent (issued) to the applicant. Applicant must file a Statement of Use or Extension Request within six months of the NOA issuance date.  
Status Date: Dec. 16, 2014  
Publication Date: Oct. 21, 2014  
Notice of Allowance Date: Dec. 16, 2014

## Mark Information

Mark Literal Elements: DISTINCTLY HALLMARK. DISTINCTLY YOU.  
Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.  
Mark Drawing Type: 4 - STANDARD CHARACTER MARK

## Related Properties Information

Claimed Ownership of US Registrations: 0380596, 0525798, 0701842 and others

## Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

For: Greeting cards  
International Class(es): 016 - Primary Class  
U.S Class(es): 002, 005, 022, 023, 029, 037, 038, 050  
Class Status: ACTIVE  
Basis: 1(b)

## Basis Information (Case Level)

Filed Use: No	Currently Use: No	Amended Use: No
Filed ITU: Yes	Currently ITU: Yes	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

## Current Owner(s) Information

Owner Name: Hallmark Licensing, LLC  
Owner Address: MD 339  
2440 Pershing Road  
Kansas City, MISSOURI 64108  
UNITED STATES  
Legal Entity Type: LIMITED LIABILITY COMPANY  
State or Country Where Organized: KANSAS

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: David N. Johnson  
Docket Number: 37955  
Attorney Primary Email: [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com)  
Attorney Email: Yes

Address:

Authorized:

**Correspondent**

**Correspondent Name/Address:** DAVID N. JOHNSON  
2501 MCGEE ST  
KANSAS CITY, MISSOURI 64108-2600  
UNITED STATES

**Phone:** 816-274-5583

**Fax:** 816-274-7171

**Correspondent e-mail:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

**Prosecution History**

Date	Description	Proceeding Number
Dec. 16, 2014	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Oct. 21, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Oct. 21, 2014	PUBLISHED FOR OPPOSITION	
Oct. 01, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Sep. 17, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	68171
Sep. 16, 2014	ASSIGNED TO LIE	68171
Sep. 03, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 02, 2014	EXAMINER'S AMENDMENT ENTERED	88888
Sep. 02, 2014	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Sep. 02, 2014	EXAMINERS AMENDMENT E-MAILED	6328
Sep. 02, 2014	EXAMINERS AMENDMENT -WRITTEN	90329
Aug. 27, 2014	ASSIGNED TO EXAMINER	90329
Jun. 17, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jun. 07, 2014	NEW APPLICATION ENTERED IN TRAM	

**TM Staff and Location Information**

**TM Staff Information**

**TM Attorney:** REAMS, CHRISTOPHER THO

**Law Office Assigned:** LAW OFFICE 102

**File Location**

**Current Location:** INTENT TO USE SECTION

**Date in Location:** Dec. 16, 2014

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Mark: HALLMARK APPROVED. SORTA.

HALLMARK APPROVED. SORTA

US Serial Number: 86483325  
Application Filing Date: Dec. 17, 2014  
Filed as TEAS Plus: Yes  
Currently TEAS Plus: Yes  
Register: Principal  
Mark Type: Trademark  
Status: New application will be assigned to an examining attorney approximately 3 months after filing date.  
Status Date: Dec. 20, 2014

## Mark Information

Mark Literal Elements: HALLMARK APPROVED. SORTA.  
Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.  
Mark Drawing Type: 4 - STANDARD CHARACTER MARK

## Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (..) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

For: Drinking glasses, namely, tumblers

International Class(es): 021 - Primary Class

U.S Class(es): 002, 013, 023, 029, 030, 033, 040, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 30, 2014

Use in Commerce: Jun. 30, 2014

## Basis Information (Case Level)

Filed Use:	Yes	Currently Use:	Yes	Amended Use:	No
Filed ITU:	No	Currently ITU:	No	Amended ITU:	No
Filed 44D:	No	Currently 44D:	No	Amended 44D:	No
Filed 44E:	No	Currently 44E:	No	Amended 44E:	No
Filed 66A:	No	Currently 66A:	No		
Filed No Basis:	No	Currently No Basis:	No		

## Current Owner(s) Information

Owner Name: Hallmark Licensing, LLC  
Owner Address: MD 339  
2440 Pershing Road  
Kansas City, MISSOURI 64108  
UNITED STATES  
Legal Entity Type: LIMITED LIABILITY COMPANY  
State or Country Where Organized: KANSAS

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: David N. Johnson  
Docket Number: 38923  
Attorney Primary Email Address: [sara\\_grabill@hallmark.com](mailto:sara_grabill@hallmark.com)  
Attorney Email Authorized: Yes

### Correspondent

Correspondent Name/Address: DAVID N. JOHNSON  
HALLMARK CARDS, INCORPORATED  
2501 MCGEE ST  
KANSAS CITY, MISSOURI 64108-2600

UNITED STATES

Phone: 816-274-5583

Fax: 816-274-7171

Correspondent e-mail: [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com)

Correspondent e-mail Yes  
Authorized:

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Dec. 20, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Dec. 20, 2014	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: NEW APPLICATION PROCESSING

Date in Location: Dec. 20, 2014

Generated on: This page was generated by TSDR on 2015-02-11 15:27:47 EST

Mark: HALLMARK APPROVED. SORTA.

HALLMARK APPROVED. SORTA

US Serial Number: 86483292  
Application Filing Date: Dec. 17, 2014  
Filed as TEAS Plus: Yes  
Currently TEAS Plus: Yes  
Register: Principal  
Mark Type: Trademark  
Status: New application will be assigned to an examining attorney approximately 3 months after filing date.  
Status Date: Dec. 22, 2014

---

## Mark Information

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Mark Literal Elements: HALLMARK APPROVED. SORTA.  
Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.  
Mark Drawing Type: 4 - STANDARD CHARACTER MARK

---

## Goods and Services

---

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (..) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

For: Tote bags  
International Class(es): 018 - Primary Class  
U.S Class(es): 001, 002, 003, 022, 041  
Class Status: ACTIVE  
Basis: 1(a)  
First Use: Jun. 30, 2014  
Use in Commerce: Jun. 30, 2014

---

## Basis Information (Case Level)

---

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

---

## Current Owner(s) Information

---

Owner Name: Hallmark Licensing, LLC  
Owner Address: MD 339  
2440 Pershing Road  
Kansas City, MISSOURI 64108  
UNITED STATES  
Legal Entity Type: LIMITED LIABILITY COMPANY  
State or Country Where Organized: KANSAS

---

## Attorney/Correspondence Information

---

### Attorney of Record

Attorney Name: David N. Johnson  
Docket Number: 38786  
Attorney Primary Email Address: [sara\\_grabill@hallmark.com](mailto:sara_grabill@hallmark.com)  
Attorney Email Authorized: Yes

### Correspondent

Correspondent Name/Address: DAVID N. JOHNSON  
HALLMARK CARDS, INCORPORATED  
2501 MCGEE ST  
KANSAS CITY, MISSOURI 64108-2600

UNITED STATES

Phone: 816-274-5583

Fax: 816-274-7171

Correspondent e-mail: [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com)

Correspondent e-mail Yes  
Authorized:

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Dec. 20, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Dec. 20, 2014	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: NEW APPLICATION PROCESSING

Date in Location: Dec. 22, 2014

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Mark: HALLMARK APPROVED. SORTA.

HALLMARK APPROVED. SORTA

US Serial Number: 86464976

Application Filing Date: Nov. 25, 2014

Register: Principal

Mark Type: Trademark

Status: Review prior to publication completed.

Status Date: Jan. 22, 2015

Publication Date: Feb. 24, 2015

---

## Mark Information

---

Mark Literal Elements: HALLMARK APPROVED. SORTA.

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

---

## Related Properties Information

---

Claimed Ownership of US Registrations: 0380596, 0864077 and others

---

## Goods and Services

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Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*...\* identify additional (new) wording in the goods/services.

For: greeting cards; stationery; tissue paper; paper gift bags; cardboard gift boxes; note cards; gift wrapping paper

International Class(es): 016 - Primary Class

U.S Class(es): 002, 005, 022, 023, 029, 037, 038, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 30, 2014

Use in Commerce: Jun. 30, 2014

---

## Basis Information (Case Level)

---

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

---

## Current Owner(s) Information

---

Owner Name: Hallmark Licensing, LLC

Owner Address: MD 339  
2440 Pershing Road  
Kansas City, MISSOURI 64108  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

---

## Attorney/Correspondence Information

---

### Attorney of Record

Attorney Name: David N. Johnson

Docket Number: 38834

Attorney Primary Email Address: [sara\\_grabill@hallmark.com](mailto:sara_grabill@hallmark.com)

Attorney Email Authorized: Yes

**Correspondent**

**Correspondent Name/Address:** DAVID N. JOHNSON  
HALLMARK CARDS, INCORPORATED  
2501 MCGEE ST  
KANSAS CITY, MISSOURI 64108-2600  
UNITED STATES

**Phone:** 816-274-5583

**Fax:** 816-274-7171

**Correspondent e-mail:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found****Prosecution History**

Date	Description	Proceeding Number
Feb. 04, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jan. 22, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	77976
Jan. 08, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 19, 2014	EXAMINER'S AMENDMENT ENTERED	77976
Dec. 19, 2014	ASSIGNED TO LIE	77976
Dec. 19, 2014	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Dec. 19, 2014	EXAMINERS AMENDMENT E-MAILED	6328
Dec. 19, 2014	EXAMINERS AMENDMENT -WRITTEN	76725
Dec. 18, 2014	ASSIGNED TO EXAMINER	76725
Dec. 04, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Nov. 28, 2014	NEW APPLICATION ENTERED IN TRAM	

**TM Staff and Location Information****TM Staff Information**

**TM Attorney:** RIRIE, VERNA BETH

**Law Office Assigned:** LAW OFFICE 104

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Jan. 22, 2015

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Mark: HALLMARK SIGNATURE COLLECTION

HALLMARK SIGNATURE  
COLLECTION

**US Serial Number:** 85593379  
**US Registration Number:** 4393326  
**Filed as TEAS Plus:** Yes  
**Register:** Principal  
**Mark Type:** Trademark  
**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.  
**Status Date:** Aug. 27, 2013  
**Publication Date:** Mar. 05, 2013

**Application Filing Date:** Apr. 10, 2012  
**Registration Date:** Aug. 27, 2013  
**Currently TEAS Plus:** Yes  
**Notice of Allowance Date:** Apr. 30, 2013

---

## Mark Information

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**Mark Literal Elements:** HALLMARK SIGNATURE COLLECTION  
**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.  
**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK  
**Disclaimer:** "COLLECTION"

---

## Related Properties Information

---

**Claimed Ownership of US Registrations:** 0701842, 3198904, 3225123 and others

---

## Goods and Services

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**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Greeting cards  
**International Class(es):** 016 - Primary Class  
**Class Status:** ACTIVE  
**Basis:** 1(a)  
**First Use:** Apr. 30, 2012

**U.S Class(es):** 002, 005, 022, 023, 029, 037, 038, 050  
**Use in Commerce:** Apr. 30, 2012

---

## Basis Information (Case Level)

---

<b>Filed Use:</b> No	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> Yes	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> No	<b>Amended 44E:</b> No
<b>Filed 66A:</b> No	<b>Currently 66A:</b> No	
<b>Filed No Basis:</b> No	<b>Currently No Basis:</b> No	

---

## Current Owner(s) Information

---

**Owner Name:** Hallmark Licensing LLC  
**Owner Address:** MD 339  
2440 Pershing Road  
Kansas City, MISSOURI 64108  
UNITED STATES

**Legal Entity Type:** LIMITED LIABILITY COMPANY  
**State or Country Where Organized:** KANSAS

---

## Attorney/Correspondence Information

---

**Attorney of Record**

**Attorney Name:** David N. Johnson **Docket Number:** RR 34372  
**Attorney Primary Email Address:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) **Attorney Email Authorized:** No

**Correspondent**

**Correspondent Name/Address:** DAVID N. JOHNSON  
HALLMARK CARDS, INCORPORATED  
2501 MCGEE ST  
KANSAS CITY, MISSOURI 64108-2600  
UNITED STATES  
**Phone:** 816-274-5583 **Fax:** 816-274-7171  
**Correspondent e-mail:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com) **Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found****Prosecution History**

Date	Description	Proceeding Number
Aug. 27, 2013	REGISTERED-PRINCIPAL REGISTER	
Jul. 25, 2013	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Jul. 24, 2013	LAW OFFICE REGISTRATION REVIEW COMPLETED	68123
Jul. 24, 2013	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jun. 28, 2013	STATEMENT OF USE PROCESSING COMPLETE	71034
May 30, 2013	USE AMENDMENT FILED	71034
Jun. 27, 2013	CASE ASSIGNED TO INTENT TO USE PARALEGAL	71034
May 30, 2013	TEAS STATEMENT OF USE RECEIVED	
Apr. 30, 2013	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Mar. 05, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Mar. 05, 2013	PUBLISHED FOR OPPOSITION	
Feb. 13, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jan. 26, 2013	LAW OFFICE PUBLICATION REVIEW COMPLETED	68123
Jan. 25, 2013	ASSIGNED TO LIE	68123
Jan. 11, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 20, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Dec. 19, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Dec. 19, 2012	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jun. 28, 2012	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jun. 28, 2012	NON-FINAL ACTION E-MAILED	6325
Jun. 28, 2012	NON-FINAL ACTION WRITTEN	81099
Jun. 21, 2012	ASSIGNED TO EXAMINER	81099
Apr. 18, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Apr. 13, 2012	NEW APPLICATION ENTERED IN TRAM	

**TM Staff and Location Information****TM Staff Information - None****File Location****Current Location:** PUBLICATION AND ISSUE SECTION**Date in Location:** Jul. 24, 2013

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Mark: SEASONS FROM HALLMARK

SEASONS FROM HALLMARK

US Serial Number: 77909946  
Application Filing Date: Jan. 12, 2010  
US Registration Number: 4003254  
Registration Date: Jul. 26, 2011  
Filed as TEAS Plus: Yes  
Currently TEAS Plus: Yes  
Register: Principal  
Mark Type: Trademark  
Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.  
Status Date: Jul. 26, 2011  
Publication Date: May 04, 2010  
Notice of Allowance Date: Jun. 29, 2010

## Mark Information

Mark Literal Elements: SEASONS FROM HALLMARK  
Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.  
Mark Drawing Type: 4 - STANDARD CHARACTER MARK

## Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (...) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*.\* identify additional (new) wording in the goods/services.

For: Greeting cards  
International Class(es): 016 - Primary Class  
U.S Class(es): 002, 005, 022, 023, 029, 037, 038, 050  
Class Status: ACTIVE  
Basis: 1(a)  
First Use: Nov. 30, 2010  
Use in Commerce: Nov. 30, 2010

## Basis Information (Case Level)

Filed Use: No	Currently Use: Yes	Amended Use: No
Filed ITU: Yes	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

## Current Owner(s) Information

Owner Name: HALLMARK LICENSING LLC  
Owner Address: 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES  
Legal Entity Type: LIMITED LIABILITY COMPANY  
State or Country Where Organized: KANSAS

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: David N. Johnson  
Docket Number: RR 31914  
Attorney Primary Email Address: [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)  
Attorney Email Authorized: No

### Correspondent

Correspondent: DAVID N. JOHNSON

Name/Address: HALLMARK CARDS, INCORPORATED  
2501 MCGEE ST  
KANSAS CITY, MISSOURI 64108-2600  
UNITED STATES

Phone: 816-274-5583

Fax: 816-274-7171

Correspondent e-mail: [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)

Correspondent e-mail No  
Authorized:

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jul. 26, 2011	REGISTERED-PRINCIPAL REGISTER	
Jun. 18, 2011	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Jun. 17, 2011	LAW OFFICE REGISTRATION REVIEW COMPLETED	68123
Jun. 12, 2011	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jun. 09, 2011	STATEMENT OF USE PROCESSING COMPLETE	69302
Jun. 08, 2011	USE AMENDMENT FILED	69302
Jun. 08, 2011	TEAS STATEMENT OF USE RECEIVED	
Dec. 17, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Dec. 16, 2010	EXTENSION 1 GRANTED	69302
Nov. 29, 2010	EXTENSION 1 FILED	69302
Dec. 16, 2010	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69302
Nov. 29, 2010	TEAS EXTENSION RECEIVED	
Jun. 29, 2010	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
May 04, 2010	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
May 04, 2010	PUBLISHED FOR OPPOSITION	
Mar. 29, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	68123
Mar. 29, 2010	ASSIGNED TO LIE	68123
Mar. 12, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 11, 2010	ASSIGNED TO EXAMINER	83280
Jan. 19, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jan. 15, 2010	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jun. 17, 2011

## Assignment Abstract Of Title Information

### Summary

Total Assignments: 1

Registrant: Hallmark Licensing, Inc.

### Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: [4700/0675](#)

Pages: 13

Date Recorded: Jan. 19, 2012

Supporting Documents: [assignment-tm-4700-0675.pdf](#)

### Assignor

Name: [HALLMARK LICENSING, INC.](#)

Execution Date: Dec. 20, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

### Assignee

Name: [HALLMARK LICENSING LLC](#)

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** KANSAS

**Address:** 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

**Correspondent**

**Correspondent Name:** DAVID N. JOHNSON

**Correspondent Address:** 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

**Domestic Representative - Not Found**

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Mark: SEASONS FROM HALLMARK

SEASONS FROM HALLMARK

US Serial Number: 77932300  
Application Filing Date: Feb. 10, 2010  
US Registration Number: 3999072  
Registration Date: Jul. 19, 2011  
Filed as TEAS Plus: Yes  
Currently TEAS Plus: Yes  
Register: Principal  
Mark Type: Trademark  
Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.  
Status Date: Jul. 19, 2011  
Publication Date: May 04, 2010  
Notice of Allowance Date: Jun. 29, 2010

## Mark Information

Mark Literal Elements: SEASONS FROM HALLMARK  
Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.  
Mark Drawing Type: 4 - STANDARD CHARACTER MARK

## Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

For: Christmas tree ornaments  
International Class(es): 028 - Primary Class  
U.S Class(es): 022, 023, 038, 050  
Class Status: ACTIVE  
Basis: 1(a)  
First Use: Nov. 30, 2010  
Use in Commerce: Nov. 30, 2010

## Basis Information (Case Level)

Filed Use: No	Currently Use: Yes	Amended Use: No
Filed ITU: Yes	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

## Current Owner(s) Information

Owner Name: HALLMARK LICENSING LLC  
Owner Address: 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES  
Legal Entity Type: LIMITED LIABILITY COMPANY  
State or Country Where Organized: KANSAS

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: David N. Johnson  
Docket Number: RR 31999  
Attorney Primary Email Address: [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)  
Attorney Email Authorized: No

### Correspondent

Correspondent: DAVID N. JOHNSON

Name/Address: HALLMARK CARDS, INCORPORATED  
2501 MCGEE ST  
KANSAS CITY, MISSOURI 64108-2600  
UNITED STATES

Phone: 816-274-5583

Fax: 816-274-7171

Correspondent e-mail: [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)

Correspondent e-mail No  
Authorized:

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jul. 19, 2011	REGISTERED-PRINCIPAL REGISTER	
Jun. 14, 2011	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Jun. 13, 2011	LAW OFFICE REGISTRATION REVIEW COMPLETED	66213
Jun. 12, 2011	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jun. 09, 2011	STATEMENT OF USE PROCESSING COMPLETE	69302
Jun. 08, 2011	USE AMENDMENT FILED	69302
Jun. 08, 2011	TEAS STATEMENT OF USE RECEIVED	
Dec. 17, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Dec. 16, 2010	EXTENSION 1 GRANTED	69302
Nov. 29, 2010	EXTENSION 1 FILED	69302
Dec. 16, 2010	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69302
Nov. 29, 2010	TEAS EXTENSION RECEIVED	
Jun. 29, 2010	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
May 04, 2010	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
May 04, 2010	PUBLISHED FOR OPPOSITION	
Mar. 29, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	66213
Mar. 29, 2010	ASSIGNED TO LIE	66213
Mar. 12, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 12, 2010	ASSIGNED TO EXAMINER	83280
Feb. 17, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Feb. 13, 2010	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jun. 13, 2011

## Assignment Abstract Of Title Information

### Summary

Total Assignments: 1

Registrant: Hallmark Licensing, Inc.

### Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: [4700/0675](#)

Pages: 13

Date Recorded: Jan. 19, 2012

Supporting Documents: [assignment-tm-4700-0675.pdf](#)

### Assignor

Name: [HALLMARK LICENSING, INC.](#)

Execution Date: Dec. 20, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

### Assignee

Name: [HALLMARK LICENSING LLC](#)

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** KANSAS

**Address:** 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

**Correspondent**

**Correspondent Name:** DAVID N. JOHNSON

**Correspondent Address:** 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

**Domestic Representative - Not Found**

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Mark: HALLMARK TRIBUTES

HALLMARK TRIBUTES

US Serial Number: 77288384  
Application Filing Date: Sep. 25, 2007  
US Registration Number: 3620137  
Registration Date: May 12, 2009  
Filed as TEAS Plus: Yes  
Currently TEAS Plus: Yes  
Register: Principal  
Mark Type: Trademark  
Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.  
Status Date: May 12, 2009  
Publication Date: Aug. 26, 2008  
Notice of Allowance Date: Nov. 18, 2008

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## Mark Information

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Mark Literal Elements: HALLMARK TRIBUTES  
Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.  
Mark Drawing Type: 4 - STANDARD CHARACTER MARK

---

## Related Properties Information

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Claimed Ownership of US Registrations: 0525798, 0657441, 2469522 and others

---

## Goods and Services

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Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

For: Picture frames  
International Class(es): 020 - Primary Class  
U.S Class(es): 002, 013, 022, 025, 032, 050  
Class Status: ACTIVE  
Basis: 1(a)  
First Use: Sep. 22, 2008  
Use in Commerce: Sep. 22, 2008

---

## Basis Information (Case Level)

---

Filed Use: No	Currently Use: Yes	Amended Use: No
Filed ITU: Yes	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

---

## Current Owner(s) Information

---

Owner Name: HALLMARK LICENSING LLC  
Owner Address: 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES  
Legal Entity Type: LIMITED LIABILITY COMPANY  
State or Country Where Organized: KANSAS

---

## Attorney/Correspondence Information

---

Attorney of Record

Attorney Name: David N. Johnson

Attorney Primary Email Address: [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)

Attorney Email Authorized: No

#### Correspondent

Correspondent Name/Address: DAVID N. JOHNSON  
HALLMARK CARDS, INCORPORATED  
2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES

Phone: 816-274-5583

Fax: 816-274-7171

Correspondent e-mail: [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)

Correspondent e-mail Authorized: No

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Feb. 01, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
May 12, 2009	REGISTERED-PRINCIPAL REGISTER	
Apr. 08, 2009	LAW OFFICE REGISTRATION REVIEW COMPLETED	71441
Apr. 07, 2009	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Mar. 20, 2009	STATEMENT OF USE PROCESSING COMPLETE	61813
Mar. 04, 2009	USE AMENDMENT FILED	61813
Mar. 20, 2009	CASE ASSIGNED TO INTENT TO USE PARALEGAL	61813
Mar. 04, 2009	TEAS STATEMENT OF USE RECEIVED	
Nov. 18, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Aug. 26, 2008	PUBLISHED FOR OPPOSITION	
Aug. 06, 2008	NOTICE OF PUBLICATION	
Jul. 22, 2008	LAW OFFICE PUBLICATION REVIEW COMPLETED	71441
Jul. 21, 2008	ASSIGNED TO LIE	71441
Jul. 21, 2008	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 30, 2008	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jun. 30, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 30, 2008	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 31, 2007	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Dec. 31, 2007	NON-FINAL ACTION E-MAILED	6325
Dec. 31, 2007	NON-FINAL ACTION WRITTEN	82086
Dec. 28, 2007	ASSIGNED TO EXAMINER	82086
Sep. 28, 2007	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Apr. 08, 2009

## Assignment Abstract Of Title Information

### Summary

Total Assignments: 1

Registrant: Hallmark Licensing, Inc.

### Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: [4706/0089](#)

Pages: 8

Date Recorded: Jan. 27, 2012

Supporting Documents: [assignment-tm-4706-0089.pdf](#)

Assignor

**Name:** [HALLMARK LICENSING, INC.](#)  
**Legal Entity Type:** CORPORATION

**Execution Date:** Dec. 20, 2011  
**State or Country Where Organized:** DELAWARE

**Assignee**

**Name:** [HALLMARK LICENSING LLC](#)  
**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** KANSAS

**Address:** 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

**Correspondent**

**Correspondent Name:** DAVID N. JOHNSON, ESQ.

**Correspondent Address:** 2501 MCGEE TRAFFICWAY  
HALLMARK LEGAL DIVISION, MD 339  
KANSAS CITY, MO 64108

**Domestic Representative - Not Found**

Generated on: This page was generated by TSDR on 2015-02-11 16:30:23 EST

Mark: SPIRITFLIX FROM HALLMARK

SPIRITFLIX FROM HALLMARK

US Serial Number: 85961906

Application Filing Date: Jun. 17, 2013

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Service Mark

Status: Abandoned because no Statement of Use or Extension Request timely filed after Notice of Allowance was issued. To view all documents in this file, click on the Trademark Document Retrieval link at the top of this page.

Status Date: Feb. 09, 2015

Publication Date: Nov. 12, 2013

Notice of Allowance Date: Jan. 07, 2014

Date Abandoned: Feb. 09, 2015

---

## Mark Information

---

Mark Literal Elements: SPIRITFLIX FROM HALLMARK

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

---

## Related Properties Information

---

Claimed Ownership of US Registrations: 0380596, 0525798, 2057271

---

## Goods and Services

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Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

For: Providing a selection of on-line electronic greeting cards

International Class(es): 045 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(b)

---

## Basis Information (Case Level)

---

Filed Use: No

Currently Use: No

Amended Use: No

Filed ITU: Yes

Currently ITU: Yes

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

---

## Current Owner(s) Information

---

Owner Name: Hallmark Licensing LLC

Owner Address: MD 339  
2440 Pershing Road  
Kansas City, MISSOURI 64108  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

---

## Attorney/Correspondence Information

---

---

### Attorney of Record

Attorney Name: Albert P. Mauro, Jr.

Docket Number: RR 35939

Attorney Primary Email [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com)  
Address:

Attorney Email Yes  
Authorized:

#### Correspondent

**Correspondent Name/Address:** ALBERT P. MAURO, JR.  
HALLMARK CARDS, INCORPORATED  
2501 MCGEE ST  
KANSAS CITY, MISSOURI 64108-2600  
UNITED STATES

**Phone:** 816-274-5583

**Fax:** 816-274-7171

**Correspondent e-mail:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com)

**Correspondent e-mail Authorized:** Yes

#### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Feb. 09, 2015	ABANDONMENT NOTICE MAILED - NO USE STATEMENT FILED	
Feb. 09, 2015	ABANDONMENT - NO USE STATEMENT FILED	99999
Jul. 11, 2014	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jul. 10, 2014	EXTENSION 1 GRANTED	76538
Jun. 12, 2014	EXTENSION 1 FILED	76538
Jul. 08, 2014	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76538
Jun. 12, 2014	TEAS EXTENSION RECEIVED	
Jan. 07, 2014	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Nov. 12, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Nov. 12, 2013	PUBLISHED FOR OPPOSITION	
Oct. 23, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Oct. 10, 2013	LAW OFFICE PUBLICATION REVIEW COMPLETED	68123
Oct. 10, 2013	ASSIGNED TO LIE	68123
Sep. 27, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 27, 2013	EXAMINER'S AMENDMENT ENTERED	88888
Sep. 27, 2013	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Sep. 27, 2013	EXAMINERS AMENDMENT E-MAILED	6328
Sep. 27, 2013	EXAMINERS AMENDMENT -WRITTEN	90290
Sep. 25, 2013	ASSIGNED TO EXAMINER	90290
Jun. 27, 2013	NOTICE OF PSEUDO MARK E-MAILED	
Jun. 26, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jun. 20, 2013	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

#### TM Staff Information

**TM Attorney:** CANTOR, JILLIAN REDDIN

**Law Office Assigned:** LAW OFFICE 117

#### File Location

**Current Location:** INTENT TO USE SECTION

**Date in Location:** Jul. 08, 2014

Generated on: This page was generated by TSDR on 2015-02-11 16:27:44 EST

Mark: SPIRITFLIX FROM HALLMARK

SPIRITFLIX FROM HALLMARK

US Serial Number: 85961874

Application Filing Date: Jun. 17, 2013

Register: Principal

Mark Type: Service Mark

Status: A first request for extension of time to file a Statement of Use has been granted.

Status Date: Aug. 14, 2014

Publication Date: Dec. 24, 2013

Notice of Allowance Date: Feb. 18, 2014

---

## Mark Information

---

Mark Literal Elements: SPIRITFLIX FROM HALLMARK

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

---

## Related Properties Information

---

Claimed Ownership of US Registrations: 0380596, 0525798, 2057271

---

## Goods and Services

---

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*...\* identify additional (new) wording in the goods/services.

**For:** production and distribution of entertainment-based and educational motion picture films on a wide variety of themes; Multimedia entertainment services in the nature of recording, production and post-production services in the fields of music, video, and films; providing an internet web site containing related films, videos, photographs, and reference material on films, actors, directors, background on films and other information about the film industry, and entertainment news; production of audio and video recordings on a wide variety of themes; production and rental of audio and audiovisual recordings

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(b)

---

## Basis Information (Case Level)

---

Filed Use: No

Currently Use: No

Amended Use: No

Filed ITU: Yes

Currently ITU: Yes

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

---

## Current Owner(s) Information

---

Owner Name: Hallmark Licensing LLC

Owner Address: MD 339  
2440 Pershing Road  
Kansas City, MISSOURI 64108  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

---

## Attorney/Correspondence Information

---

---

### Attorney of Record

Attorney Name: Albert P. Mauro, Jr.

Docket Number: RR 35938

Attorney Primary Email [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com)  
Address:

Attorney Email Yes  
Authorized:

#### Correspondent

**Correspondent Name/Address:** ALBERT P. MAURO, JR.  
HALLMARK CARDS, INCORPORATED  
2501 MCGEE ST  
KANSAS CITY, MISSOURI 64108-2600  
UNITED STATES

**Phone:** 816-274-5583

**Fax:** 816-274-7171

**Correspondent e-mail:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com)

**Correspondent e-mail Authorized:** Yes

#### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Aug. 15, 2014	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Aug. 14, 2014	EXTENSION 1 GRANTED	76538
Jul. 17, 2014	EXTENSION 1 FILED	76538
Aug. 13, 2014	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76538
Jul. 17, 2014	TEAS EXTENSION RECEIVED	
Feb. 18, 2014	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Dec. 24, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Dec. 24, 2013	PUBLISHED FOR OPPOSITION	
Dec. 04, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Nov. 21, 2013	LAW OFFICE PUBLICATION REVIEW COMPLETED	70997
Nov. 21, 2013	ASSIGNED TO LIE	70997
Oct. 31, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 30, 2013	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Oct. 30, 2013	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Oct. 30, 2013	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Sep. 30, 2013	NOTIFICATION OF EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	6326
Sep. 30, 2013	EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	6326
Sep. 30, 2013	COMBINED EXAMINER'S AMENDMENT/PRIORITY ACTION AUTOMATIC ENTRY	90290
Sep. 30, 2013	EXAMINERS AMENDMENT AND/OR PRIORITY ACTION - COMPLETED	90290
Sep. 25, 2013	ASSIGNED TO EXAMINER	90290
Jun. 27, 2013	NOTICE OF PSEUDO MARK E-MAILED	
Jun. 26, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jun. 20, 2013	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

#### TM Staff Information

**TM Attorney:** CANTOR, JILLIAN REDDIN

**Law Office Assigned:** LAW OFFICE 117

#### File Location

**Current Location:** INTENT TO USE SECTION

**Date in Location:** Aug. 13, 2014

Generated on: This page was generated by TSDR on 2015-02-11 16:28:52 EST

Mark: SPIRITFLIX FROM HALLMARK

SPIRITFLIX FROM HALLMARK

US Serial Number: 85961851

Application Filing Date: Jun. 17, 2013

Register: Principal

Mark Type: Service Mark

Status: A first request for extension of time to file a Statement of Use has been granted.

Status Date: Jul. 10, 2014

Publication Date: Nov. 19, 2013

Notice of Allowance Date: Jan. 14, 2014

---

## Mark Information

---

Mark Literal Elements: SPIRITFLIX FROM HALLMARK

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

---

## Related Properties Information

---

Claimed Ownership of US Registrations: 0380596, 0525798, 2057271

---

## Goods and Services

---

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

For: communication services, namely, transmission of electronic greeting cards and other messages by online means; electronic transmission of data, documents, messages, and images, and electronic mail services

International Class(es): 038 - Primary Class

U.S Class(es): 100, 101, 104

Class Status: ACTIVE

Basis: 1(b)

---

## Basis Information (Case Level)

---

Filed Use: No

Currently Use: No

Amended Use: No

Filed ITU: Yes

Currently ITU: Yes

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

---

## Current Owner(s) Information

---

Owner Name: Hallmark Licensing LLC

Owner Address: 2440 Pershing Road  
MD 339  
Kansas City, MISSOURI 64108  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

---

## Attorney/Correspondence Information

---

### Attorney of Record

Attorney Name: Albert P. Mauro, Jr.

Docket Number: RR 35937

Attorney Primary Email Address: [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com)

Attorney Email Authorized: Yes

### Correspondent

Correspondent Name/Address: ALBERT P. MAURO, JR.  
HALLMARK CARDS, INCORPORATED

2501 MCGEE ST  
KANSAS CITY, MISSOURI 64108-2600  
UNITED STATES

Phone: 816-274-5583

Fax: 816-274-7171

Correspondent e-mail: [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com)

Correspondent e-mail Yes  
Authorized:

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jul. 11, 2014	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jul. 10, 2014	EXTENSION 1 GRANTED	76538
Jun. 12, 2014	EXTENSION 1 FILED	76538
Jul. 08, 2014	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76538
Jun. 12, 2014	TEAS EXTENSION RECEIVED	
Jan. 14, 2014	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Nov. 19, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Nov. 19, 2013	PUBLISHED FOR OPPOSITION	
Oct. 30, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Oct. 15, 2013	LAW OFFICE PUBLICATION REVIEW COMPLETED	74221
Oct. 10, 2013	ASSIGNED TO LIE	74221
Sep. 27, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 27, 2013	EXAMINER'S AMENDMENT ENTERED	88888
Sep. 27, 2013	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Sep. 27, 2013	EXAMINERS AMENDMENT E-MAILED	6328
Sep. 27, 2013	EXAMINERS AMENDMENT -WRITTEN	90290
Sep. 25, 2013	ASSIGNED TO EXAMINER	90290
Jun. 27, 2013	NOTICE OF PSEUDO MARK E-MAILED	
Jun. 26, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jun. 20, 2013	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information

TM Attorney: CANTOR, JILLIAN REDDIN

Law Office Assigned: LAW OFFICE 117

### File Location

Current Location: INTENT TO USE SECTION

Date in Location: Jul. 08, 2014

Generated on: This page was generated by TSDR on 2015-02-11 16:26:33 EST

Mark: SPIRITFLIX FROM HALLMARK

SPIRITFLIX FROM HALLMARK

US Serial Number: 85961817

Application Filing Date: Jun. 17, 2013

Register: Principal

Mark Type: Trademark

Status: A first request for extension of time to file a Statement of Use has been granted.

Status Date: Jul. 10, 2014

Publication Date: Nov. 19, 2013

Notice of Allowance Date: Jan. 14, 2014

---

## Mark Information

---

Mark Literal Elements: SPIRITFLIX FROM HALLMARK

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

---

## Related Properties Information

---

Claimed Ownership of US Registrations: 0380596, 0525798, 2057271

---

## Goods and Services

---

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

**For:** pre-recorded audio and video recordings of motion picture films featuring inspirational, life-affirming stories and educational motion picture films in the field of spirituality, ethics and self-improvement; pre-recorded audio and video recordings featuring television programs in the field of spirituality, ethics and self-improvement; pre-recorded videotapes, pre-recorded audiotapes and compact discs featuring music

International Class(es): 009 - Primary Class

U.S Class(es): 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(b)

---

## Basis Information (Case Level)

---

Filed Use: No	Currently Use: No	Amended Use: No
Filed ITU: Yes	Currently ITU: Yes	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

---

## Current Owner(s) Information

---

Owner Name: Hallmark Licensing LLC

Owner Address: 2440 Pershing Road  
MD 339  
Kansas City, MISSOURI 64108  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

---

## Attorney/Correspondence Information

---

### Attorney of Record

Attorney Name: Albert P. Mauro, Jr.

Docket Number: RR 35936

Attorney Primary Email Address: [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com)

Attorney Email Authorized: Yes

---

### Correspondent

**Correspondent Name/Address:** ALBERT P. MAURO, JR.  
HALLMARK CARDS, INCORPORATED  
2501 MCGEE ST  
KANSAS CITY, MISSOURI 64108-2600  
UNITED STATES

**Phone:** 816-274-5583

**Fax:** 816-274-7171

**Correspondent e-mail:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Jul. 11, 2014	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jul. 10, 2014	EXTENSION 1 GRANTED	76538
Jun. 12, 2014	EXTENSION 1 FILED	76538
Jul. 08, 2014	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76538
Jun. 12, 2014	TEAS EXTENSION RECEIVED	
Jan. 14, 2014	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Nov. 19, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Nov. 19, 2013	PUBLISHED FOR OPPOSITION	
Oct. 30, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Oct. 15, 2013	LAW OFFICE PUBLICATION REVIEW COMPLETED	74221
Oct. 10, 2013	ASSIGNED TO LIE	74221
Sep. 27, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 27, 2013	EXAMINER'S AMENDMENT ENTERED	88888
Sep. 27, 2013	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Sep. 27, 2013	EXAMINERS AMENDMENT E-MAILED	6328
Sep. 27, 2013	EXAMINERS AMENDMENT -WRITTEN	90290
Sep. 25, 2013	ASSIGNED TO EXAMINER	90290
Jun. 27, 2013	NOTICE OF PSEUDO MARK E-MAILED	
Jun. 26, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jun. 20, 2013	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information

**TM Attorney:** CANTOR, JILLIAN REDDIN

**Law Office Assigned:** LAW OFFICE 117

### File Location

**Current Location:** INTENT TO USE SECTION

**Date in Location:** Jul. 08, 2014



Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Albert P. Mauro, Jr. **Docket Number:** RR 35775  
**Attorney Primary Email Address:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) **Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** ALBERT P. MAURO, JR.  
HALLMARK CARDS, INCORPORATED  
2501 MCGEE ST  
KANSAS CITY, MISSOURI 64108-2600  
UNITED STATES  
**Phone:** 816-274-5583 **Fax:** 816-274-7171  
**Correspondent e-mail:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com) **Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Sep. 23, 2014	REGISTERED-PRINCIPAL REGISTER	
Jul. 08, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jul. 08, 2014	PUBLISHED FOR OPPOSITION	
Jun. 18, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jun. 05, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	77976
May 29, 2014	ASSIGNED TO LIE	77976
May 16, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
May 16, 2014	EXAMINER'S AMENDMENT ENTERED	88888
May 16, 2014	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
May 16, 2014	EXAMINERS AMENDMENT E-MAILED	6328
May 16, 2014	EXAMINERS AMENDMENT -WRITTEN	62126
May 16, 2014	NOTICE OF REINSTATEMENT MAILED	
May 14, 2014	REINSTATEMENT GRANTED - RESPONSE RECEIVED	66303
May 13, 2014	ASSIGNED TO PETITION STAFF	66303
May 06, 2014	TEAS REQUEST FOR REINSTATMENT	1111
Apr. 28, 2014	ABANDONMENT NOTICE MAILED - FAILURE TO RESPOND	
Apr. 28, 2014	ABANDONMENT - FAILURE TO RESPOND OR LATE RESPONSE	
Sep. 30, 2013	NOTIFICATION OF FINAL REFUSAL EMAILED	
Sep. 30, 2013	FINAL REFUSAL E-MAILED	
Sep. 30, 2013	FINAL REFUSAL WRITTEN	62126
Sep. 04, 2013	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Sep. 03, 2013	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Sep. 03, 2013	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Aug. 13, 2013	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Aug. 13, 2013	NON-FINAL ACTION E-MAILED	6325
Aug. 13, 2013	NON-FINAL ACTION WRITTEN	62126
Jul. 29, 2013	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jul. 29, 2013	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jul. 29, 2013	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jul. 12, 2013	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jul. 12, 2013	NON-FINAL ACTION E-MAILED	6325
Jul. 12, 2013	NON-FINAL ACTION WRITTEN	62126

Jul. 10, 2013	ASSIGNED TO EXAMINER	62126
May 10, 2013	NOTICE OF PSEUDO MARK E-MAILED	
May 09, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
May 06, 2013	NEW APPLICATION ENTERED IN TRAM	

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### **TM Staff and Location Information**

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**TM Staff Information - None**

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Sep. 23, 2014



Attorney Name: Albert P. Mauro, Jr.  
Attorney Primary Email [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)  
Address:

Docket Number: RR 32039

Attorney Email No  
Authorized:

**Correspondent**

**Correspondent Name/Address:** ALBERT P. MAURO, JR.  
HALLMARK CARDS, INCORPORATED  
2501 MCGEE ST  
KANSAS CITY, MISSOURI 64108-2600  
UNITED STATES

**Phone:** 816-274-5583

**Fax:** 816-274-7171

**Correspondent e-mail:** [sgrabi2@hallmark.com](mailto:sgrabi2@hallmark.com)

**Correspondent e-mail No  
Authorized:**

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Jan. 25, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Feb. 22, 2011	REGISTERED-PRINCIPAL REGISTER	
Jan. 21, 2011	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Jan. 20, 2011	LAW OFFICE REGISTRATION REVIEW COMPLETED	70138
Jan. 20, 2011	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jan. 19, 2011	STATEMENT OF USE PROCESSING COMPLETE	76985
Dec. 21, 2010	USE AMENDMENT FILED	76985
Jan. 19, 2011	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76985
Dec. 21, 2010	TEAS STATEMENT OF USE RECEIVED	
Sep. 21, 2010	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Jul. 27, 2010	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jul. 27, 2010	PUBLISHED FOR OPPOSITION	
Jun. 23, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	70138
Jun. 23, 2010	ASSIGNED TO LIE	70138
Jun. 09, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 01, 2010	EXAMINER'S AMENDMENT ENTERED	88888
Jun. 01, 2010	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jun. 01, 2010	EXAMINERS AMENDMENT E-MAILED	6328
Jun. 01, 2010	EXAMINERS AMENDMENT -WRITTEN	86332
Jun. 01, 2010	ASSIGNED TO EXAMINER	86332
Mar. 03, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Mar. 01, 2010	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

**TM Staff Information - None**

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Jan. 20, 2011

## Assignment Abstract Of Title Information

**Summary**

**Total Assignments:** 1

**Registrant:** Hallmark Licensing, Inc.

**Assignment 1 of 1**

**Conveyance:** CHANGE OF NAME

**Reel/Frame:** [4700/0675](#)

**Pages:** 13

**Date Recorded:** Jan. 19, 2012

**Supporting Documents:** [assignment-tm-4700-0675.pdf](#)

**Assignor**

**Name:** [HALLMARK LICENSING, INC.](#)  
**Legal Entity Type:** CORPORATION

**Execution Date:** Dec. 20, 2011

**State or Country Where Organized:** DELAWARE

**Assignee**

**Name:** [HALLMARK LICENSING LLC](#)  
**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** KANSAS

**Address:** 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

**Correspondent**

**Correspondent Name:** DAVID N. JOHNSON  
**Correspondent Address:** 2501 MCGEE TRAFFICWAY  
MD 339  
KANSAS CITY, MO 64108

**Domestic Representative - Not Found**

Generated on: This page was generated by TSDR on 2015-02-11 16:04:46 EST

Mark: HALLMARK LIFE

HALLMARK LIFE

US Serial Number: 86510069

Application Filing Date: Jan. 21, 2015

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Service Mark

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

Status Date: Feb. 02, 2015

---

## Mark Information

---

Mark Literal Elements: HALLMARK LIFE

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

---

## Goods and Services

---

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (..) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

For: providing a selection of on-line electronic greeting cards

International Class(es): 045 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(b)

---

## Basis Information (Case Level)

---

Filed Use: No

Currently Use: No

Amended Use: No

Filed ITU: Yes

Currently ITU: Yes

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

---

## Current Owner(s) Information

---

Owner Name: Hallmark Licensing, LLC

Owner Address: MD 339  
2440 Pershing Road  
Kansas City, MISSOURI 64108  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

---

## Attorney/Correspondence Information

---

### Attorney of Record

Attorney Name: Albert P. Mauro, Jr.

Docket Number: 39057

Attorney Primary Email Address: [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com)

Attorney Email Authorized: Yes

### Correspondent

Correspondent Name/Address: ALBERT P. MAURO, JR.  
Hallmark Cards  
2501 McGee St  
Kansas City, MISSOURI 64108-2600  
UNITED STATES

Phone: 816-274-5583

Fax: 816-274-7171

Correspondent e-mail: [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com)

Correspondent e-mail Yes  
Authorized:

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Feb. 02, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jan. 24, 2015	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

TM Staff Information - None  
File Location

Current Location: NEW APPLICATION PROCESSING

Date in Location: Feb. 02, 2015

Generated on: This page was generated by TSDR on 2015-02-11 16:03:45 EST

Mark: HALLMARK LIFE

HALLMARK LIFE

US Serial Number: 86510023

Application Filing Date: Jan. 21, 2015

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Service Mark

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

Status Date: Feb. 02, 2015

---

## Mark Information

---

Mark Literal Elements: HALLMARK LIFE

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

---

## Goods and Services

---

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (..) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

For: communication services, namely, transmission of electronic greeting cards and other messages by online means, electronic transmission of data, documents, messages, and images, and electronic mail services

International Class(es): 038 - Primary Class

U.S Class(es): 100, 101, 104

Class Status: ACTIVE

Basis: 1(b)

---

## Basis Information (Case Level)

---

Filed Use: No

Currently Use: No

Amended Use: No

Filed ITU: Yes

Currently ITU: Yes

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

---

## Current Owner(s) Information

---

Owner Name: Hallmark Licensing, LLC

Owner Address: MD 339  
2440 Pershing Road  
Kansas City, MISSOURI 64108  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

---

## Attorney/Correspondence Information

---

### Attorney of Record

Attorney Name: Albert P. Mauro, Jr.

Docket Number: 39054

Attorney Primary Email Address: [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com)

Attorney Email Authorized: Yes

### Correspondent

Correspondent Name/Address: ALBERT P. MAURO, JR.  
Hallmark Cards  
2501 McGee St  
Kansas City, MISSOURI 64108-2600  
UNITED STATES

Phone: 816-274-5583

Fax: 816-274-7171

Correspondent e-mail: [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com)

Correspondent e-mail Yes  
Authorized:

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Feb. 02, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jan. 24, 2015	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: NEW APPLICATION PROCESSING

Date in Location: Feb. 02, 2015

Generated on: This page was generated by TSDR on 2015-02-11 16:02:44 EST

Mark: HALLMARK LIFE

HALLMARK LIFE

US Serial Number: 86510056

Application Filing Date: Jan. 21, 2015

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Service Mark

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

Status Date: Feb. 02, 2015

---

## Mark Information

---

Mark Literal Elements: HALLMARK LIFE

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

---

## Goods and Services

---

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (...) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** providing a network of non-downloadable computer application software and cloud computing software for use in the electronic organization, storage and sharing of text, audio clips and photos, along with the capability to combine them into a finished product for fulfillment; non-downloadable computer software for creating and printing greeting cards; non-downloadable computer software for creating and printing calendars; non-downloadable computer software for creating and printing stickers and seals; non-downloadable computer software for creating and printing labels; non-downloadable computer software for creating and printing stationery; non-downloadable computer software for creating and printing invitations; and non-downloadable computer software for creating and printing envelopes

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(b)

---

## Basis Information (Case Level)

---

Filed Use: No

Currently Use: No

Amended Use: No

Filed ITU: Yes

Currently ITU: Yes

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

---

## Current Owner(s) Information

---

Owner Name: Hallmark Licensing, LLC

Owner Address: MD 339  
2440 Pershing Road  
Kansas City, MISSOURI 64108  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

---

## Attorney/Correspondence Information

---

### Attorney of Record

Attorney Name: Albert P. Mauro, Jr.

Docket Number: 39056

Attorney Primary Email Address: [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com)

Attorney Email Authorized: Yes

### Correspondent

**Correspondent** ALBERT P. MAURO, JR.  
**Name/Address:** Hallmark Cards  
2501 McGee St  
Kansas City, MISSOURI 64108-2600  
UNITED STATES

**Phone:** 816-274-5583

**Fax:** 816-274-7171

**Correspondent e-mail:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com)

**Correspondent e-mail** Yes  
**Authorized:**

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Feb. 02, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jan. 24, 2015	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

**TM Staff Information - None**

**File Location**

**Current Location:** NEW APPLICATION PROCESSING

**Date in Location:** Feb. 02, 2015

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Mark: HALLMARK LIFE

HALLMARK LIFE

US Serial Number: 86510015

Application Filing Date: Jan. 21, 2015

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Trademark

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

Status Date: Feb. 02, 2015

---

## Mark Information

---

Mark Literal Elements: HALLMARK LIFE

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

---

## Goods and Services

---

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (..) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** providing a network of computer application software and cloud computing software for use in the electronic organization, storage and sharing of text, audio clips and photos, along with the capability to combine them into a finished product for fulfillment; computer software for creating and printing greeting cards; computer software for creating and printing calendars; computer software for creating and printing stickers and seals; computer software for creating and printing labels; computer software for creating and printing stationery; computer software for creating and printing invitations; and computer software for creating and printing envelopes

International Class(es): 009 - Primary Class

U.S Class(es): 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(b)

---

## Basis Information (Case Level)

---

Filed Use: No

Currently Use: No

Amended Use: No

Filed ITU: Yes

Currently ITU: Yes

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

---

## Current Owner(s) Information

---

Owner Name: Hallmark Licensing, LLC

Owner Address: MD 339  
2440 Pershing Road  
Kansas City, MISSOURI 64108  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

---

## Attorney/Correspondence Information

---

### Attorney of Record

Attorney Name: Albert P. Mauro, Jr.

Docket Number: 38892

Attorney Primary Email Address: [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com)

Attorney Email Authorized: Yes

### Correspondent

Correspondent Name/Address: ALBERT P. MAURO, JR.  
Hallmark Cards

2501 McGee St  
Kansas City, MISSOURI 64108-2600  
UNITED STATES

Phone: 816-274-5583

Fax: 816-274-7171

Correspondent e-mail: [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com)

Correspondent e-mail Yes  
Authorized:

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Feb. 02, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jan. 24, 2015	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: NEW APPLICATION PROCESSING

Date in Location: Feb. 02, 2015

Generated on: This page was generated by TSDR on 2015-02-11 16:00:18 EST

Mark: HALLMARK LIFE

HALLMARK LIFE

US Serial Number: 86510037

Application Filing Date: Jan. 21, 2015

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Service Mark

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

Status Date: Feb. 02, 2015

---

## Mark Information

---

Mark Literal Elements: HALLMARK LIFE

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

---

## Goods and Services

---

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (..) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** production and distribution of entertainment-based and educational motion picture films on a wide variety of themes; multimedia entertainment services in the nature of recording, production and post-production services in the fields of music, video, and films; providing an internet web site containing related films, videos, photographs, and reference material on films, actors, directors, background on films and other information about the film industry, and entertainment news; production of audio and video recordings on a wide variety of themes; production and rental of audio and audiovisual recordings

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(b)

---

## Basis Information (Case Level)

---

Filed Use: No

Currently Use: No

Amended Use: No

Filed ITU: Yes

Currently ITU: Yes

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

---

## Current Owner(s) Information

---

Owner Name: Hallmark Licensing, LLC

Owner Address: MD 339  
2440 Pershing Road  
Kansas City, MISSOURI 64108  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

---

## Attorney/Correspondence Information

---

### Attorney of Record

Attorney Name: Albert P. Mauro, Jr.

Docket Number: 39055

Attorney Primary Email Address: [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com)

Attorney Email Authorized: Yes

### Correspondent

Correspondent Name/Address: ALBERT P. MAURO, JR.  
Hallmark Cards

2501 McGee St  
Kansas City, MISSOURI 64108-2600  
UNITED STATES

Phone: 816-274-5583

Fax: 816-274-7171

Correspondent e-mail: [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com)

Correspondent e-mail Yes  
Authorized:

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Feb. 02, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jan. 24, 2015	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: NEW APPLICATION PROCESSING

Date in Location: Feb. 02, 2015

Generated on: This page was generated by TSDR on 2015-02-11 15:34:09 EST

Mark: HALLMARK BUSINESS CONNECTIONS



**US Serial Number:** 77910212      **Application Filing Date:** Jan. 12, 2010  
**US Registration Number:** 4206347      **Registration Date:** Sep. 11, 2012  
**Filed as TEAS Plus:** Yes      **Currently TEAS Plus:** Yes  
**Register:** Principal  
**Mark Type:** Service Mark  
**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.  
**Status Date:** Sep. 11, 2012  
**Publication Date:** May 25, 2010      **Notice of Allowance Date:** Jul. 20, 2010

---

## Mark Information

---

**Mark Literal Elements:** HALLMARK BUSINESS CONNECTIONS  
**Standard Character Claim:** No  
**Mark Drawing Type:** 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)  
**Description of Mark:** The mark consists of a five-pointed, open Crown Design over the work "Hallmark" in script, over the words "Business Connections" in block letters.  
**Color(s) Claimed:** Color is not claimed as a feature of the mark.  
**Design Search Code(s):** 24.11.02 - Crowns open at the top

---

## Related Properties Information

---

**Claimed Ownership of US Registrations:** 0525798, 0654790, 2825717 and others

---

## Goods and Services

---

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Providing a selection of on-line electronic greeting cards  
**International Class(es):** 045 - Primary Class      **U.S Class(es):** 100, 101  
**Class Status:** ACTIVE  
**Basis:** 1(a)  
**First Use:** Jan. 31, 2010      **Use in Commerce:** Jan. 31, 2010

---

## Basis Information (Case Level)

---

<b>Filed Use:</b> No	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> Yes	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> No	<b>Amended 44E:</b> No
<b>Filed 66A:</b> No	<b>Currently 66A:</b> No	
<b>Filed No Basis:</b> No	<b>Currently No Basis:</b> No	

---

## Current Owner(s) Information

---

**Owner Name:** HALLMARK LICENSING LLC  
**Owner Address:** 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108  
UNITED STATES  
**Legal Entity Type:** LIMITED LIABILITY COMPANY      **State or Country Where Organized:** KANSAS

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** David N. Johnson **Docket Number:** RR 31909  
**Attorney Primary Email Address:** [lschuv1@hallmark.com](mailto:lschuv1@hallmark.com) **Attorney Email Authorized:** No

### Correspondent

**Correspondent Name/Address:** David N. Johnson  
 Hallmark Cards, Incorporated  
 2501 McGee  
 Legal Division, Mail Drop #339  
 Kansas City, MISSOURI 64108-2600  
 UNITED STATES  
**Phone:** 816-274-5583 **Fax:** 816-274-7171  
**Correspondent e-mail:** [lschuv1@hallmark.com](mailto:lschuv1@hallmark.com) **Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Sep. 11, 2012	REGISTERED-PRINCIPAL REGISTER	
Aug. 10, 2012	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Aug. 09, 2012	LAW OFFICE REGISTRATION REVIEW COMPLETED	70633
Aug. 09, 2012	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Aug. 08, 2012	STATEMENT OF USE PROCESSING COMPLETE	76874
Jul. 19, 2012	USE AMENDMENT FILED	76874
Jul. 19, 2012	TEAS STATEMENT OF USE RECEIVED	
Jul. 10, 2012	ASSIGNED TO EXAMINER	82438
Feb. 01, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jan. 20, 2012	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jan. 19, 2012	EXTENSION 3 GRANTED	76874
Jan. 17, 2012	EXTENSION 3 FILED	76874
Jan. 17, 2012	TEAS EXTENSION RECEIVED	
Jul. 26, 2011	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jul. 25, 2011	EXTENSION 2 GRANTED	76874
Jul. 19, 2011	EXTENSION 2 FILED	76874
Jul. 19, 2011	TEAS EXTENSION RECEIVED	
Feb. 10, 2011	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Feb. 09, 2011	EXTENSION 1 GRANTED	76874
Jan. 18, 2011	EXTENSION 1 FILED	76874
Feb. 09, 2011	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76874
Jan. 18, 2011	TEAS EXTENSION RECEIVED	
Jul. 20, 2010	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Jul. 08, 2010	ASSIGNED TO EXAMINER	81094
May 25, 2010	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
May 25, 2010	PUBLISHED FOR OPPOSITION	
Apr. 22, 2010	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Apr. 21, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	70633
Apr. 21, 2010	ASSIGNED TO LIE	70633
Apr. 07, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 07, 2010	ASSIGNED TO EXAMINER	83176
Jan. 20, 2010	NOTICE OF DESIGN SEARCH CODE MAILED	
Jan. 19, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	

Jan. 15, 2010

NEW APPLICATION ENTERED IN TRAM

## TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Aug. 09, 2012

## Assignment Abstract Of Title Information

### Summary

Total Assignments: 1

Registrant: HALLMARK LICENSING LLC

### Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: [4706/0089](#)

Pages: 8

Date Recorded: Jan. 27, 2012

Supporting Documents: [assignment-tm-4706-0089.pdf](#)

### Assignor

Name: [HALLMARK LICENSING, INC.](#)

Execution Date: Dec. 20, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

### Assignee

Name: [HALLMARK LICENSING LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

Address: 2440 PERSHING ROAD  
MD 339  
KANSAS CITY, MISSOURI 64108

### Correspondent

Correspondent Name: DAVID N. JOHNSON, ESQ.

Correspondent Address: 2501 MCGEE TRAFFICWAY  
HALLMARK LEGAL DIVISION, MD 339  
KANSAS CITY, MO 64108

Domestic Representative - Not Found

Generated on: This page was generated by TSDR on 2015-02-11 15:22:50 EST

Mark: HALLMARK + YOU

HALLMARK + YOU

US Serial Number: 86385107

Application Filing Date: Sep. 04, 2014

Register: Principal

Mark Type: Trademark

Status: Review prior to publication completed.

Status Date: Jan. 15, 2015

Publication Date: Feb. 17, 2015

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## Mark Information

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Mark Literal Elements: HALLMARK + YOU

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

---

## Related Properties Information

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Claimed Ownership of US Registrations: 0674750, 2086082, 4206347 and others

---

## Goods and Services

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Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*...\* identify additional (new) wording in the goods/services.

For: Downloadable computer application software for use in the electronic organization, storage and sharing of audio clips and photos, along with the capability to combine them into a finished product for fulfillment

International Class(es): 009 - Primary Class

U.S Class(es): 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 12, 2013

Use in Commerce: Nov. 12, 2013

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## Basis Information (Case Level)

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Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

---

## Current Owner(s) Information

---

Owner Name: Hallmark Licensing, LLC

Owner Address: MD 339  
2440 Pershing Road  
Kansas City, MISSOURI 64108  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: KANSAS

---

## Attorney/Correspondence Information

---

### Attorney of Record

Attorney Name: David N. Johnson

Docket Number: 38428

Attorney Primary Email [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com)

Attorney Email Yes

Address:

Authorized:

**Correspondent**

**Correspondent Name/Address:** DAVID N. JOHNSON  
HALLMARK CARDS, INCORPORATED  
MD 339  
2501 MCGEE TRAFFICWAY  
KANSAS CITY, MISSOURI 64108  
UNITED STATES

**Phone:** 816-274-5583

**Fax:** 816-274-7171

**Correspondent e-mail:** [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Jan. 28, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jan. 15, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	76568
Jan. 06, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 18, 2014	EXAMINER'S AMENDMENT ENTERED	76568
Dec. 18, 2014	ASSIGNED TO LIE	76568
Dec. 18, 2014	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Dec. 18, 2014	EXAMINERS AMENDMENT E-MAILED	6328
Dec. 18, 2014	EXAMINERS AMENDMENT -WRITTEN	76725
Dec. 10, 2014	ASSIGNED TO EXAMINER	76725
Sep. 15, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 08, 2014	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

**TM Staff Information**

**TM Attorney:** RIRIE, VERNA BETH

**Law Office Assigned:** LAW OFFICE 104

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Jan. 15, 2015



Attorney Name: David N. Johnson

Docket Number: 37683

Attorney Primary Email Address: [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com)

Attorney Email Authorized: Yes

#### Correspondent

Correspondent Name/Address: DAVID N. JOHNSON  
HALLMARK CARDS, INCORPORATED  
2501 MCGEE ST  
KANSAS CITY, MISSOURI 64108-2600  
UNITED STATES

Phone: 816-274-5583

Fax: 816-274-7171

Correspondent e-mail: [sara.grabill@hallmark.com](mailto:sara.grabill@hallmark.com) [trademark@hallmark.com](mailto:trademark@hallmark.com)

Correspondent e-mail Authorized: Yes

#### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jan. 13, 2015	REGISTERED-PRINCIPAL REGISTER	
Oct. 28, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Oct. 28, 2014	PUBLISHED FOR OPPOSITION	
Oct. 08, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Sep. 19, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	68123
Sep. 18, 2014	ASSIGNED TO LIE	68123
Sep. 05, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 04, 2014	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Sep. 04, 2014	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Sep. 04, 2014	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Aug. 05, 2014	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Aug. 05, 2014	NON-FINAL ACTION E-MAILED	6325
Aug. 05, 2014	NON-FINAL ACTION WRITTEN	88567
Jul. 29, 2014	ASSIGNED TO EXAMINER	88567
May 12, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
May 01, 2014	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jan. 13, 2015

# **EXHIBIT 4**

*With Love*  
TO MY WIFE



  
Hallmark

250MD 589-2Y  
© HALLMARK CARDS, INC.  
MADE IN U.S.A.



HALLMARK  
1/20-12K G.F.

CHARMING COMED



SWEETHEARTS

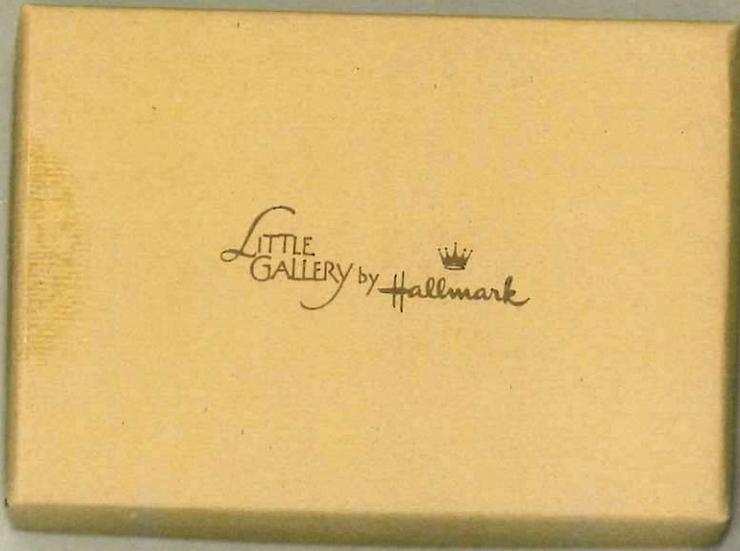
  
Hallmark  
MINIATURE  
GALLERY

CHARMER CAMEO  
Pin on a little happiness

Designed by Betsey Clark

© Hallmark Cards, Inc.  
Made in U.S.A.

250AVM 40-5



*LITTLE GALLERY* by  *Hallmark*

*This beautiful pendant  
has been created for  
the Little Gallery collection  
to preserve the beauty of nature  
in sparkling lead crystal.  
Featuring a special adjustable  
18" - 20" rhodium-plated chain,  
it is designed as a keepsake  
for years to come.*

© 1977 Hallmark Cards, Inc.

Nature  
Pendant  
NLJ 251-6

Frosted  
Strawberry

\$15



Hallmark

CLASSIC PIN



  
hallmark

VLP370-2  
© 1983 Hallmark Cards, Inc. Made in Taiwan

\$3.25



Hallmark

STERLING SILVER PENDANTS - SET OF 2



0 15012 90864 0

© Hallmark Licensing, Inc.

Mfd. for Hallmark Cards, Inc., Kansas City, MO 64141

LE05305

Pendants made in U.S.A. Components and box made in China

MDN2510

\$30.00

*You wear one,  
I'll wear the other,  
and we'll always be  
close at heart.*



Sterling Silver  
Pendants



Cloisonné Pin



© HALLMARK CARDS, INC.  
PIN MADE IN TAIWAN  
PACKAGE MADE IN HONG KONG

