

BULKY DOCUMENT

(FILED ON PAPER – ENTIRE DOCUMENT EXCEEDS 100 PAGES)

Proceeding No.	91211873
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Filing Date	11/27/2015
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Part	1 of	2
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91211873

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)
)
Opposer,)
) Opposition No. 91211873
v.)
)
GREEN IVY HOLDINGS LLC)
)
Applicant.)

OPPOSER'S NOTICE OF RELIANCE

Opposer Green Ivy Educational Consulting, LLC ("Opposer" or "Green Ivy"), pursuant to 37 C.F.R. § 2.122, hereby introduces into evidence the following:

A. Federal Registrations and Trademark Applications.

Pursuant to 37 C.F.R. § 2.122(b), (d) and (e), Opposer hereby introduces into evidence copies of the following official records of the United States Patent and Trademark Office ("PTO"), copies of which are attached hereto:

1. Copy of Trademark Application bearing Serial No. 85775379, filed November 09, 2012, for the trademark "GREEN IVY", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This application is being submitted to show the filing date of Applicant's application and the services covered therein.
2. Copy of Trademark Application bearing Serial No. 85775380, filed November 09, 2012, for the trademark "GREEN IVY SCHOOLS", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This application is being submitted to show the filing date of Applicant's application and the



U.S. Patent & TMO/TM Mail Rcpt Dt #22

services covered therein.

3. Copy of Trademark Application bearing Serial No. 85775382, filed November 09, 2012, for the trademark "GREEN IVY LEARNING", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This application is being submitted to show the filing date of Applicant's application and the services covered therein.
4. Copy of Registration No. 3,070,289, registered March 21, 2006, for the trademark "EDISON SCHOOLS", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.
5. Copy of Registration No. 3,222,038, registered March 27, 2007, for the trademark "BEESTAR", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.
6. Copy of Registration No. 3,689,031, registered September 29, 2009, for the trademark "AIM ACADEMICS", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document

Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.

7. Copy of Registration No. 3,866,160, registered October 19, 2010, for the trademark "SLAVIC CHRISTIAN ACADEMY", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.
8. Copy of Registration No. 3,880,293, registered November 23, 2010, for the trademark "THINKPLEX", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.
9. Copy of Registration No. 3,907,458, registered January 18, 2011, for the trademark "CORTONA ACADEMY", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior

use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.

10. Copy of Registration No. 3,989,019, registered July 05, 2011, for the trademark "BRIDGEWAY ACADEMY", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.
11. Copy of Registration No. 4,093,113, registered January 31, 2012, for the trademark "THE MONARCH SCHOOL", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.
12. Copy of Registration No. 4,106,939, registered February 28, 2012, for the trademark "CONNECTIONS EDUCATION", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by

Opposer.

13. Copy of Registration No. 4,160,236, registered June 19, 2012, for the trademark "URBAN MANDALA", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.
14. Copy of Registration No. 4,185,993, registered August 7, 2012, for the trademark "ACADEMIC CLARITY TUTORING", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.
15. Copy of Registration No. 4,220,342, registered October 09, 2012, for the trademark "SUPERIOR SCHOOLS", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.
16. Copy of Registration No. 4,292,060, registered February 19, 2013, for

the trademark "OAKSTONE ACADEMY", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.

17. Copy of Registration No. 4,291,481, registered February 19, 2013, for the trademark "BRIGHTMONT ACADEMY", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.
18. Copy of Registration No. 4,394,097, registered August 27, 2013, for the trademark "PRINCETON PREPARATORY SCHOOL", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.
19. Copy of Registration No. 4,474,779, registered January 28, 2014, for the trademark "KEY POINT ACADEMY", from the PTO's Trademark

Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.

20. Copy of Registration No. 4,518,628, registered April 22, 2014, for the trademark "BEARFACE", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.
21. Copy of Registration No. 4,528,401, registered May 13, 2014, for the trademark "THE CATALYST SCHOOLS", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.
22. Copy of Registration No. 4,580,726, registered August 05, 2014, for the trademark "LUMIN EDUCATION", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior

use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.

23. Copy of Registration No. 4,618,231, registered October 07, 2014, for the trademark "BRIDGEPREP", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.
24. Copy of Registration No. 4,638,101, registered November 11, 2014, for the trademark "STEMULATE", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.
25. Copy of Registration No. 4,656,055, registered December 16, 2014, for the trademark "LEARN & FLOURISH", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.
26. Copy of Registration No. 4,718,963, registered April 14, 2015, for the

trademark "INSPIRED TEACHING", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.

27. Copy of Registration No. 4,719,480, registered April 14, 2015, for the trademark "MANDARIN TREE ACADEMY", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.
28. Copy of Registration No. 4,751,508, registered June 9, 2015, for the trademark "KENNEDY KRIEGER INSTITUTE", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.
29. Copy of Registration No. 4,753,210, registered June 9, 2015, for the trademark "EXCEL 360 LEARNING ACADEMY", from the PTO's

Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.

30. Copy of Registration No. 4,768,494, registered July 7, 2015, for the trademark "MASTERYPREP", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.
31. Copy of Registration No. 4,781,725, registered July 28, 2015, for the trademark "CATAPULT LEARNING", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.
32. Copy of Registration No. 4,798,788, registered August 25, 2015, for the trademark "CODOLOGIE", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of

Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.

33. Copy of Registration No. 4,798,781, registered August 25, 2015, for the trademark "BUILDOLOGIE", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.
34. Copy of Registration No. 4,808,409, registered September 08, 2015, for the trademark "LEEP FORWARD", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.
35. Copy of Registration No. 4,811,951, registered September 15, 2015, for the trademark "PANDA ACADEMY", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.

36. Copy of Registration No. 4,826,949, registered October 06, 2015, for the trademark "JUS", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.
37. Copy of Registration No. 4,831,227, registered October 13, 2015, for the trademark "EXPERILANG", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.
38. Copy of Registration No. 4,831,072, registered October 13, 2015, for the trademark "POS-EDGE", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.
39. Copy of Registration No. 4,850,400, registered November 10, 2015, for the trademark "TEACHING EXCEPTIONALISM", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status

& Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.

40. Copy of Registration No. 4,856,186, registered November 17, 2015, for the trademark "GROVES ACADEMY", from the PTO's Trademark Electronic Search System and "TSDR" Trademark Status & Document Retrieval. This registration is being submitted to show the relatedness of Applicant's services to those offered by Opposer since it is a prior use-based registration of a single mark for both Applicant's goods/services and the goods/services offered by Opposer.

B. Official Records.

Pursuant to 37 C.F.R. § 2.122(e), Opposer hereby introduces into evidence copies of the following official records of the Secretaries of State of New York and Delaware, copies of which are attached hereto:

41. State of New York, Department of State, Application of Authority of Green Ivy Holdings LLC. This record is being submitted to show the date Applicant was organized.
42. State of Delaware, Application of Authority of Green Ivy Holdings LLC. This record is being submitted to show the date Applicant was organized.
43. State of Delaware, Certificate of Amendment from Green Ivy Holdings LLC to Green Ivy Schools LLC. This record is being submitted to

show the date Applicant was organized.

44. State of Delaware, Limited Liability Company, Certificate of Formation for Green Ivy Schools LLC. This record is being submitted to show the date Applicant was organized.

C. Internet Material.

Pursuant to 37 C.F.R. § 2.122(e), Opposer hereby introduces into evidence copy of the following websites, copies of which are attached hereto. The following items are relevant to Applicant's claims regarding how it intends to use the mark and its bad faith in adopting the marks (insofar as the pages suggest that the use dates back to 2001), as well as to the overlap between Applicant's and Opposer's services.

45. Green Ivy Enrichment's webpage on Kidz Central Station, <https://www.kidzcentralstation.com/new-york/providers/326-green-ivy-enrichment>, printed on November 13, 2015.
46. Green Ivy Enrichment's Baby and Toddler Classes' webpage, <http://www.greenivyenrichment.com/kids-classes/baby-toddler-classes>, printed on November 13, 2015.
47. Green Ivy Enrichment's Elementary School Classes' webpage, <http://www.greenivyenrichment.com/kids-classes/elementary-school-classes>, printed on November 13, 2015.
48. Green Ivy Enrichment's Middle School Classes' webpage, <http://www.greenivyenrichment.com/kids-classes/middle-school-classes>, printed on November 13, 2015.
49. Green Ivy Enrichment's PreK & Kindergarten Classes' webpage, <http://www.greenivyenrichment.com/kids-classes/preschool-classes>,

printed on November 13, 2015.

50. Green Ivy Schools' webpage, <http://www.greenivy.com/>, printed on November 06, 2015.
51. Green Ivy's registration webpage, <https://secure.mainstreetsites.com/dmn3002/register.aspx?cls=37877>
1, printed on November 16, 2015.
52. Green Ivy's Battery Park Classes' webpage, <http://app.mainstreetsites.com/dmn3002/vlt61984.htm>, printed on November 6, 2015.

D. Printed Publications.

Pursuant to 37 C.F.R. § 2.122(e), Opposer hereby introduces into evidence copy of the following printed publication, the relevant portion of which is attached hereto.

The following are relevant to Opposer's showing as to the strength of its marks:

53. The New York Times, June 11, 2006, "When a Risqué Online Persona Undermines a Chance for a Job" [accessed and printed from: <http://query.nytimes.com/gst/fullpage.html?res=9C0DE3D61231F932A25755C0A9609C8B63>], printed on November 25, 2015.
54. The New York Times, January 01, 2008, "Giving Disorganized Boys the Tools for Success" [accessed and printed from: http://www.nytimes.com/2008/01/01/education/01boys.html?pagewanted=all&_r=3&], printed on November 25, 2015.
55. Education.com, December 30, 2008, "Organizing for Boys: Getting Your Guy Through Middle School" [accessed and printed from: http://www.education.com/magazine/article/Organizing_for_Boys/], printed on November 25, 2015.
56. The Daily News Online, January 27, 2010, "New Montessori School Looking To Hire A Lead Teacher" [accessed and printed from:

- http://www.thedailynewsonline.com/lifestyles/article_b0ce7c52-9166-5ac8-8e15-c6b8dc099126.html], printed on June 10, 2014.
57. The Post and Courier, February 8, 2010 "Help teens get handle on piles of paper" [accessed and printed from: <http://www.postandcourier.com/article/20100208/PC1205/302089981>], printed on November 25, 2015.
 58. Motherhood Later... than sooner, May 29, 2010 "GUEST BLOG POST: Organizing Kids - by Ana Homayoun, author, That Crumpled Paper Was Due Last Week: Helping Disorganized and Distracted Boys Succeed..." [accessed and printed from: <http://blog.motherhoodlaterthansooner.com/2010/05/guest-blog-post-organizing-kids-by-ana.html>], printed on November 25, 2015.
 59. Los Altos Town Crier, August 10, 2010, "Pre-emptive organization can make a smooth school year" [accessed and printed from: <http://www.loaltosonline.com/news/sections/news/172-special-sections/back-to-school/23522-J21911>], printed on November 25, 2015.
 60. Duke Magazine, October 01, 2010, "Ensuring Student Success" [accessed and printed from: <https://dukemagazine.duke.edu/article/ana-homayoun-01>], printed on November 25, 2015.
 61. Los Altos Town Crier, March 01, 2011, "Encourage children to read" [accessed and printed from: <http://www.loaltosonline.com/news/sections/news/170-special-sections/your-kids/25034-J23483>], printed on November 25, 2015.
 62. Duke Global Entrepreneurship Network, March 08, 2011, "Interview with Ana Homayoun '01, Founder and Director Green Ivy Educational Consulting" [accessed and printed from: <http://www.dukegen.com/profiles/interview-with-ana-homayoun>], printed on November 25, 2015.
 63. Los Altos Town Crier, March 21, 2012, "Follow the "Five C's" for success in school and life" [accessed and printed from:

- <http://www.losaltosonline.com/news/sections/news/170-special-sections/your-kids/41124-J42661>], printed on November 25, 2015.
64. Education.com, January 03, 2013, "Organizing for Boys: What Parents Need to Know" [accessed and printed from: <http://www.education.com/magazine/article/Organizing-goals-middle-school-boys/>], printed on November 25, 2015.
65. Los Altos Town Crier, January 16, 2013, "Los Altos native writes 'Myth of the Perfect Girl'" [accessed and printed from: <http://www.losaltosonline.com/news/sections/schools/43723-J45270>], printed on November 25, 2015.
66. Los Altos Patch, May 19, 2013, "Debunking Perfection with Ana Homayoun Young women are pelted with images of ideal bodies, mountains of schoolwork and the stresses of upholding a "perfect" life." [accessed and printed from: <http://patch.com/california/losaltos/debunking-perfection-with-ana-homayoun>], printed on November 25, 2015.
67. San Jose Mercury News, May 28, 2013, "Technology and the classroom: Girls face greater challenges balancing digital learning with social lives" [accessed and printed from: http://www.mercurynews.com/cj_23309984/technology-and-classroom-girls-face-greater-challenges-balancing?source=infinite-up], printed on November 09, 2015.
68. Gentry, January 2013, Page 56-57 Vol. 20 Issue No. 10, "What is Perfect? Debunking The Myth of the Perfect Girl with San Francisco author and educator Ana Homayoun", printed on November 25, 2015.

The following are relevant to the intended use of the Applicant's mark and the relatedness of the services:

69. A Child Grows in Brooklyn, the home for Brooklyn parents, February 14, 2013, "New Montessori School Looking To Hire A Lead Teacher" [accessed and printed from: <http://achildgrows.com/blog/2013/02/new-montessori-school-looking-for-lead-teacher/>.], printed on March 28, 2014.

70. The Real Deal, New York City Real Estate News, March 27, 2013, "Green Ivy School coming to Trump's 40 Wall Street" [accessed and printed from: <http://therealdeal.com/blog/2013/03/27/green-ivy-school-puts-down-wall-street-roots/>], printed on March 28, 2014.
71. New York Post, March 27, 2013, "ABCs and Ivy on Wall Street" [accessed and printed from: <http://nypost.com/2013/03/27/abcs-and-ivy-on-wall-street/>], printed on March 28, 2014.

E. Discovery Depositions.

Pursuant to 37 C.F.R. § 2.120(j), Opposer hereby introduces into evidence copies of the following deposition transcripts:

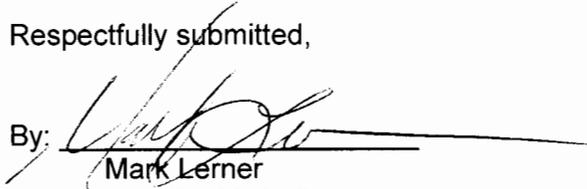
72. Deposition transcript and exhibits for Jennifer Jones.

F. Requests and Responses to Admissions and Interrogatories.

Pursuant to Trademark Rule 2.120(j), 37 C.F.R. § 2.120(j), Opposer designates the Applicant's Answers to Opposer's Interrogatories and Requests for Admission:

73. Opposer Green Ivy Educational Consulting, LLC's Request for Admissions and First Set of Interrogatories.
74. Applicant Green Ivy Holdings LLC's Answers to Admissions and Interrogatories.

Respectfully submitted,

By: 

Mark Lerner
Jennifer McArdle

Satterlee Stephens Burke & Burke LLP
230 Park Avenue
New York, New York 10169
(212) 818-9200

Attorneys for Opposer

CERTIFICATE OF SERVICE

I hereby certify, under penalty of perjury, that a copy of the foregoing **OPPOSER'S NOTICE OF RELIANCE with EXHIBITS** was served on this 25th day of November 2015, by First Class Mail, addressed to Joseph R Englander and Daniel J. Barsky, Shutts & Bowen LLP, 1100 Cityplace Tower, 525 Okeechobee Boulevard, Suite 1100, West Palm Beach, Florida 33401-1972, Attorney for the Applicant.

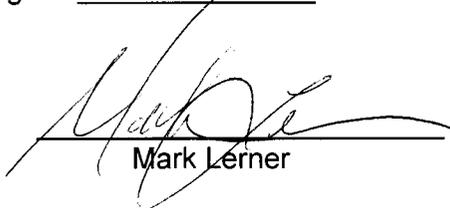

Mark Lerner

CERTIFICATE OF "EXPRESS MAIL" SERVICE

I hereby certify, under penalty of perjury, that this NOTICE OF RELIANCE, WITH EXHIBITS is being deposited directly with the United States Postal Service, on November 25, 2015, for Express Mail Overnight Service to Addressee, with sufficient postage paid at the time of deposit, as set forth in 37 C.F.R. § 2.198, in a small package addressed to the address set forth in 37 C.F.R. § 2.190:

Trademark Trial and Appeal Board
U.S. Patent and Trademark Office
Madison East, Concourse Level Room C 55
600 Dulany Street
Alexandria, VA 22314

The USPS Express Mail No. for the package is: EL 089465277 US.


Mark Lerner

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)	
)	
Opposer,)	
)	Opposition No. 91211873
v.)	
)	
GREEN IVY HOLDINGS LLC)	
)	
Applicant.)	

PETITIONER'S EXHIBIT 1 TO NOTICE OF RELIANCE

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

OVERVIEW

SERIAL NUMBER	85775379	FILING DATE	11/09/2012
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	KING, LINDA M	L.O. ASSIGNED	116

PUB INFORMATION

RUN DATE	06/21/2013		
PUB DATE	N/A		
STATUS	661-RESPONSE AFTER NON-FINAL-ACTION-ENTERED		
STATUS DATE	06/20/2013		
LITERAL MARK ELEMENT	GREEN IVY		
DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

FILING BASIS

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

MARK DATA

STANDARD CHARACTER MARK	YES
LITERAL MARK ELEMENT	GREEN IVY

MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT
NAME	Green Ivy Holdings LLC
ADDRESS	108 West 13th Street Wilmington, DE 19801
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

GOODS AND SERVICES

INTERNATIONAL CLASS	035
DESCRIPTION TEXT	Office administration services for schools
INTERNATIONAL CLASS	041
DESCRIPTION TEXT	Educational services, namely, providing pre-kindergarten through 12th grade classroom instruction; educational services, namely, developing curriculum for others; providing after school educational programs for children in pre-kindergarten through 12th grade; providing live and online educational services, namely, providing classes, workshops and seminars in the field of primary education for grades pre-kindergarten through 12th grade
INTERNATIONAL CLASS	042
DESCRIPTION TEXT	Testing, analysis and evaluation of the goods and services of others for the purpose of certification, namely, software, toys, books, classroom materials and lesson plans in the fields of education and parenting

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	035	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	041	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	042	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE

MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
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PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
06/20/2013	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	010
06/20/2013	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	009
06/17/2013	ALIE	A	ASSIGNED TO LIE	008
06/10/2013	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	007
03/12/2013	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	006
03/12/2013	GNRT	F	NON-FINAL ACTION E-MAILED	005
03/12/2013	CNRT	R	NON-FINAL ACTION WRITTEN	004
03/07/2013	DOCK	D	ASSIGNED TO EXAMINER	003
11/15/2012	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
11/13/2012	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	Joseph R. Englander
CORRESPONDENCE ADDRESS	JOSEPH R. ENGLANDER SHUTTS & BOWEN LLP 200 E BROWARD BLVD STE 2100 FORT LAUDERDALE, FL 33301-1972
DOMESTIC REPRESENTATIVE	NONE

GREEN IVY

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)	
)	
Opposer,)	
)	Opposition No. 91211873
v.)	
)	
GREEN IVY HOLDINGS LLC)	
)	
Applicant.)	

PETITIONER'S EXHIBIT 2 TO NOTICE OF RELIANCE

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

OVERVIEW

SERIAL NUMBER	85775380	FILING DATE	11/09/2012
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	KING, LINDA M	L.O. ASSIGNED	116

PUB INFORMATION

RUN DATE	06/21/2013		
PUB DATE	N/A		
STATUS	661-RESPONSE AFTER NON-FINAL-ACTION-ENTERED		
STATUS DATE	06/20/2013		
LITERAL MARK ELEMENT	GREEN IVY SCHOOLS		
DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

FILING BASIS

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

MARK DATA

STANDARD CHARACTER MARK	YES
LITERAL MARK ELEMENT	GREEN IVY SCHOOLS

Green Ivy Educational Consulting, LLC v. Green Ivy Holdings, LLC
 Opposition No. 91211873

MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT
NAME	Green Ivy Holdings LLC
ADDRESS	108 West 13th Street Wilmington, DE 19801
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

GOODS AND SERVICES

INTERNATIONAL CLASS	041
DESCRIPTION TEXT	Education services, namely, providing pre-kindergarten through 12th grade school instruction, curriculum development, education administration and operation, before and after school educational and enrichment programs, school break programs; live and online education, as well as providing, reviewing and certifying educational and parenting material including software, toys, books, classroom materials and lesson plans

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	041	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
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MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
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PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
06/20/2013	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	010
06/20/2013	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	009
06/17/2013	ALIE	A	ASSIGNED TO LIE	008
06/10/2013	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	007
03/12/2013	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	006
03/12/2013	GNRT	F	NON-FINAL ACTION E-MAILED	005
03/12/2013	CNRT	R	NON-FINAL ACTION WRITTEN	004

Green Ivy Educational Consulting, LLC v. Green Ivy Holdings, LLC

Opposition No. 91211873

03/07/2013	DOCK	D	ASSIGNED TO EXAMINER	003
11/15/2012	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
11/13/2012	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	Joseph R. Englander
CORRESPONDENCE ADDRESS	JOSEPH R. ENGLANDER SHUTTS & BOWEN LLP 200 E BROWARD BLVD STE 2100 FORT LAUDERDALE, FL 33301-1972
DOMESTIC REPRESENTATIVE	NONE

GREEN IVY SCHOOLS

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)
)
 Opposer,)
))
 v.)
))
 GREEN IVY HOLDINGS LLC)
))
 Applicant.)

Opposition No. 91211873

PETITIONER'S EXHIBIT 3 TO NOTICE OF RELIANCE

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

OVERVIEW

SERIAL NUMBER	85775382	FILING DATE	11/09/2012
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	KING, LINDA M	L.O. ASSIGNED	116

PUB INFORMATION

RUN DATE	06/21/2013		
PUB DATE	N/A		
STATUS	661-RESPONSE AFTER NON-FINAL-ACTION-ENTERED		
STATUS DATE	06/20/2013		
LITERAL MARK ELEMENT	GREEN IVY LEARNING		
DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPub 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

FILING BASIS

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

MARK DATA

STANDARD CHARACTER MARK	YES
LITERAL MARK ELEMENT	GREEN IVY LEARNING

MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT
NAME	Green Ivy Holdings LLC
ADDRESS	108 West 13th Street Wilmington, DE 19801
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

GOODS AND SERVICES

INTERNATIONAL CLASS	035
DESCRIPTION TEXT	Office administration services for schools
INTERNATIONAL CLASS	041
DESCRIPTION TEXT	Educational services, namely, providing pre-kindergarten through 12th grade classroom instruction; educational services, namely, developing curriculum for others; providing after school educational programs for children in pre-kindergarten through 12th grade; providing live and online educational services, namely, providing classes, workshops and seminars in the field of primary education for grades pre-kindergarten through 12th grade
INTERNATIONAL CLASS	042
DESCRIPTION TEXT	Testing, analysis and evaluation of the goods and services of others for the purpose of certification, namely, software, toys, books, classroom materials and lesson plans in the fields of education and parenting

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	035	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	041	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	042	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE

MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
DISCLAIMER W/PREDETER TXT	"LEARNING"

PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
06/20/2013	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	010
06/20/2013	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	009
06/17/2013	ALIE	A	ASSIGNED TO LIE	008
06/10/2013	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	007
03/12/2013	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	006
03/12/2013	GNRT	F	NON-FINAL ACTION E-MAILED	005
03/12/2013	CNRT	R	NON-FINAL ACTION WRITTEN	004
03/07/2013	DOCK	D	ASSIGNED TO EXAMINER	003
11/15/2012	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
11/13/2012	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	Joseph R. Englander
CORRESPONDENCE ADDRESS	JOSEPH R. ENGLANDER SHUTTS & BOWEN LLP 200 E BROWARD BLVD STE 2100 FORT LAUDERDALE, FL 33301-1972
DOMESTIC REPRESENTATIVE	NONE

GREEN IVY LEARNING

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)	
)	
Opposer,)	
)	Opposition No. 91211873
v.)	
)	
GREEN IVY HOLDINGS LLC)	
)	
Applicant.)	

PETITIONER'S EXHIBIT 4 TO NOTICE OF RELIANCE

Int. Cls.: 35 and 41

Prior U.S. Cls.: 100, 101, 102 and 107

Reg. No. 3,070,289

United States Patent and Trademark Office

Registered Mar. 21, 2006

**SERVICE MARK
PRINCIPAL REGISTER**



EDISON SCHOOLS INC. (DELAWARE CORPORATION)
521 FIFTH AVENUE
NEW YORK, NY 10175

FOR: MANAGEMENT AND OPERATION OF PUBLIC SCHOOLS, CHARTER SCHOOLS AND SCHOOL DISTRICTS FOR OTHERS; CONSULTING FOR OTHERS IN THE OPERATION AND MANAGEMENT OF PUBLIC SCHOOLS, CHARTER SCHOOLS AND SCHOOL DISTRICTS IN THE FIELD OF ELEMENTARY, MIDDLE AND HIGH SCHOOL EDUCATION, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 12-31-1999; IN COMMERCE 12-31-1999.

FOR: DEVELOPMENT AND DISSEMINATION OF EDUCATIONAL MATERIALS FOR OTHERS IN THE FIELD OF ELEMENTARY, MIDDLE AND HIGH SCHOOL EDUCATION; CURRICULUM DEVELOPMENT FOR OTHERS IN THE FIELD OF ELEMENTARY, MIDDLE AND HIGH SCHOOL EDUCATION; DEVELOPMENT AND DISSEMINATION OF TEACHING ASSESSMENT MATERIALS FOR OTHERS IN THE FIELD OF ELEMENTARY, MIDDLE AND HIGH SCHOOL EDUCATION; EDUCATIONAL CONSULTING SERVICES PROVIDED TO OTHERS IN THE FIELDS OF ELEMENTARY, MIDDLE AND HIGH SCHOOL EDUCATION AND IMPROVING STUDENT LEARNING PERFOR-

MANCE; OPERATION AND MANAGEMENT OF AFTER-SCHOOL, WEEKEND AND SUMMER RECREATION AND TUTORING PROGRAMS FOR ELEMENTARY, MIDDLE AND HIGH SCHOOL STUDENTS; DEVELOPMENT FOR OTHERS AND DISSEMINATION OF RESEARCH-BASED STUDENT ACHIEVEMENT DIAGNOSTIC TOOLS IN THE FIELD OF ELEMENTARY, MIDDLE AND HIGH SCHOOL EDUCATION; PROVIDING SUPPLEMENTAL EDUCATIONAL SERVICES IN ACCORDANCE WITH THE NO CHILD LEFT BEHIND LAW, NAMELY, PROVIDING AFTER-SCHOOL, WEEKEND AND SUMMER TUTORING PROGRAMS FOR PUBLIC SCHOOL STUDENTS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 12-31-1999; IN COMMERCE 12-31-1999.

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

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

SER. NO. 78-473,522, FILED 8-25-2004.

MARGERY A. TIERNEY, EXAMINING ATTORNEY

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)	
)	
Opposer,)	
)	Opposition No. 91211873
v.)	
)	
GREEN IVY HOLDINGS LLC)	
)	
Applicant.)	

PETITIONER'S EXHIBIT 5 TO NOTICE OF RELIANCE

Int. Cl.: 41

Prior U.S. Cls.: 100, 101 and 107

Reg. No. 3,222,038

United States Patent and Trademark Office

Registered Mar. 27, 2007

**SERVICE MARK
PRINCIPAL REGISTER**

Beestar

BEESTAR EDUCATIONS, INC. (TEXAS CORPORATION)
3918 MISTY MORN LANE
SUGAR LAND, TX 77479

FOR: ANALYZING EDUCATIONAL TESTS SCORES AND DATA FOR OTHERS; ARRANGING AND CONDUCTING EDUCATIONAL CONFERENCES; COMPUTER EDUCATION TRAINING; COMPUTER EDUCATION TRAINING SERVICES; CONSULTANCY IN THE FIELD OF LEARNING DIFFICULTIES; DEVELOPING EDUCATIONAL MANUALS FOR OTHERS IN THE FIELD OF MATH, READING, WRITING, SCIENCE, SOCIAL STUDY, BUSINESS, PERSONAL DEVELOPMENT; DEVELOPMENT AND DISSEMINATION OF EDUCATIONAL MATERIALS OF OTHERS IN THE FIELD OF MATH, READING, WRITING, SCIENCE, SOCIAL STUDY, BUSINESS, PERSONAL DEVELOPMENT; EDUCATION IN THE FIELD OF MATH, READING, WRITING, SCIENCE, SOCIAL STUDY, BUSINESS, PERSONAL DEVELOPMENT RENDERED THROUGH CORRESPONDENCE COURSES; EDUCATION SERVICES NAMELY, MENTORING IN THE FIELD OF MATH, READING, WRITING, SCIENCE, SOCIAL STUDY, BUSINESS, PERSONAL DEVELOPMENT; EDUCATION SERVICES NAMELY, ONE-ON-ONE MENTORING IN THE FIELD OF MATH, READING, WRITING, SCIENCE, SOCIAL STUDY, BUSINESS, PERSONAL DEVELOPMENT; EDUCATION SERVICES, NAMELY, PROVIDING TUTORIAL SESSIONS IN THE FIELD OF MATH, READING, WRITING, SCIENCE, SOCIAL STUDY, BUSINESS, PERSONAL DEVELOPMENT; EDUCATION SERVICES, NAMELY, PROVIDING TUTORING IN THE FIELD OF MATH, READING, WRITING, SCIENCE, SOCIAL STUDY, BUSINESS, PERSONAL DEVELOPMENT; EDUCATION SERVICES, NAMELY, PROVIDING ONLINE PROGRAMS IN THE FIELD OF MATH, READING, WRITING, SCIENCE, SOCIAL STUDY, BUSINESS, PERSONAL DEVELOPMENT; EDUCATIONAL EXAMINATION SERVICES; EDUCATIONAL RESEARCH; EDUCATIONAL SERVICES IN THE NATURE OF CORRE-

SPONDENCE SCHOOLS; EDUCATIONAL SERVICES NAMELY CONDUCTING PROGRAMS IN THE FIELD OF MATH, READING, WRITING, SCIENCE, SOCIAL STUDY, BUSINESS, PERSONAL DEVELOPMENT; EDUCATIONAL SERVICES, NAMELY, CONDUCTING ON-LINE EXHIBITIONS AND DISPLAYS AND INTERACTIVE EXHIBITS IN THE FIELD OF MATH, READING, WRITING, SCIENCE, SOCIAL STUDY, BUSINESS, PERSONAL DEVELOPMENT; EDUCATIONAL SERVICES, NAMELY, PROVIDING COURSES OF INSTRUCTION AT THE PRIMARY AND SECONDARY LEVEL; EDUCATIONAL SERVICES, NAMELY, PROVIDING INCENTIVES TO STUDENTS TO DEMONSTRATE EXCELLENCE IN THE FIELD OF MATH, READING, WRITING, SCIENCE, SOCIAL STUDY, BUSINESS, PERSONAL DEVELOPMENT; EDUCATIONAL SERVICES, NAMELY, PROVIDING INCENTIVES TO STUDENTS TO DEMONSTRATE EXCELLENCE IN THE FIELD OF MATH, READING, WRITING, SCIENCE, SOCIAL STUDY, BUSINESS, PERSONAL DEVELOPMENT THROUGH THE ISSUANCE OF AWARDS; EDUCATIONAL SERVICES, NAMELY, CONDUCTING CONTESTS IN THE FIELD OF MATH, READING, WRITING, SCIENCE, SOCIAL STUDY, BUSINESS, PERSONAL DEVELOPMENT; EDUCATIONAL TESTING; INFORMATION ABOUT EDUCATION; INFORMATION ON EDUCATION; PROVIDING COURSES OF INSTRUCTION AT THE ELEMENTARY AND MIDDLE SCHOOL LEVEL; TEACHING AT ELEMENTARY SCHOOLS; TEACHING AT JUNIOR HIGH SCHOOLS; TEACHING IN THE FIELD OF MATH, READING, WRITING, SCIENCE, SOCIAL STUDY, BUSINESS, PERSONAL DEVELOPMENT; VOCATIONAL EDUCATION IN THE FIELD OF MATH, READING, WRITING, SCIENCE, SOCIAL STUDY, BUSINESS, PERSONAL DEVELOPMENT, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 10-1-2003; IN COMMERCE 10-1-2003.

Green Ivy Educational Consulting, LLC v. Green Ivy Holdings, LLC
Opposition No. 91211873

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

SER. NO. 78-803,986, FILED 2-1-2006.
LAURA KOVALSKY, EXAMINING ATTORNEY

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)	
)	
Opposer,)	
)	Opposition No. 91211873
v.)	
)	
GREEN IVY HOLDINGS LLC)	
)	
Applicant.)	

PETITIONER'S EXHIBIT 6 TO NOTICE OF RELIANCE

United States of America

United States Patent and Trademark Office



Reg. No. 3,689,031 AIMACADEMICS, INC. (MICHIGAN CORPORATION)
Registered Sep. 29, 2009 23333 ORCHARD LAKE RD
FARMINGTON, MI 48336

Int. Cl.: 41
SERVICE MARK
PRINCIPAL REGISTER

FOR: BOOK AND REVIEW PUBLISHING; CHILDREN'S EDUCATIONAL SERVICES, NAMELY, PROVIDING ACADEMIC PERFORMANCE EVALUATION, GUIDANCE AND MONITORING FOR CHILDREN PRE-KINDERGARTEN THROUGH GRADE 12 VIA THE INTERNET; COMPUTER EDUCATION TRAINING; CONSULTATION IN THE FIELD OF K-12 EDUCATIONAL SYSTEMS; EDUCATING AT SENIOR HIGH SCHOOLS; EDUCATION IN THE FIELD OF MATH, SCIENCE, SOCIAL STUDIES, AND LANGUAGE ARTS RENDERED THROUGH CORRESPONDENCE COURSES; EDUCATION SERVICES, NAMELY, MENTORING IN THE FIELD OF MATH, SCIENCE, SOCIAL STUDIES, AND LANGUAGE ARTS; EDUCATION SERVICES, NAMELY, PROVIDING CLASSES, SEMINARS, WORKSHOPS, TUTORING, AND MENTORING IN THE FIELD OF MIDDLE AND HIGH SCHOOL REFORM; EDUCATION SERVICES, NAMELY, PROVIDING LIVE AND ON-LINE CLASSES, SEMINARS, AND WORKSHOPS IN THE FIELD OF MATH, SCIENCE, SOCIAL STUDIES, AND LANGUAGE ARTS; EDUCATION SERVICES, NAMELY, PROVIDING MENTORING, TUTORING, CLASSES, SEMINARS AND WORKSHOPS IN THE FIELD OF MATH, SCIENCE, SOCIAL STUDIES, AND LANGUAGE ARTS; EDUCATION SERVICES, NAMELY, PROVIDING TUTORIAL SESSIONS IN THE FIELD(S) OF K-12 ACADEMIC SUBJECTS.; EDUCATION SERVICES, NAMELY, PROVIDING TUTORING IN THE FIELDS OF MATH, SCIENCE, SOCIAL STUDIES, AND LANGUAGE ARTS; EDUCATION SERVICES, NAMELY, PROVIDING CLASSES, SEMINARS, AND WORKSHOPS IN THE FIELDS OF K-12 ACADEMIC SUBJECTS; EDUCATIONAL ASSESSMENT; EDUCATIONAL COURSE MONITORING, NAMELY, TRACKING STUDENT PERFORMANCE; EDUCATIONAL DEMONSTRATIONS; EDUCATIONAL PROGRAMS, NAMELY, PRE-SCHOOLS; EDUCATIONAL RESEARCH; EDUCATIONAL SERVICES, NAMELY, CONDUCTING DISTANCE LEARNING INSTRUCTION AT THE SECONDARY, COLLEGE AND GRADUATE LEVELS; EDUCATIONAL SERVICES, NAMELY, CONDUCTING INFORMAL PROGRAMS IN THE FIELDS OF K-12 ACADEMIC SUBJECTS, USING ON-LINE ACTIVITIES AND INTERACTIVE EXHIBITS, AND PRINTABLE MATERIALS DISTRIBUTED THEREWITH; EDUCATIONAL SERVICES, NAMELY, CONDUCTING PROGRAMS IN THE FIELD OF MATH, SCIENCE, SOCIAL STUDIES, AND LANGUAGE ARTS; EDUCATIONAL SERVICES, NAMELY, DEVELOPING AND CONDUCTING TRAINING COURSES AND DISTRIBUTION OF TRAINING MATERIALS IN CONNECTION THEREWITH FOR SUBJECT MATTERS AS REQUESTED BY CUSTOMERS; EDUCATIONAL SERVICES, NAMELY, DEVELOPING CURRICULUM FOR EDUCATORS; EDUCATIONAL SERVICES, NAMELY, DEVELOPING, ARRANGING, AND CONDUCTING EDUCATIONAL CONFERENCES AND PROGRAMS AND PROVIDING COURSES OF INSTRUCTION IN THE FIELD OF MATH, SCIENCE, SOCIAL STUDIES, AND LANGUAGE ARTS; EDUCATIONAL SERVICES, NAMELY, PROVIDING COURSES OF INSTRUCTION AT THE SCHOOL AND JUNIOR COLLEGE LEVEL AND DISTRIBUTION OF COURSE MATERIAL IN CONNECTION THEREWITH; EDUCATIONAL TESTING; ELECTRONIC PUBLISHING SERVICES, NAMELY, PUBLICATION OF TEXT AND GRAPHIC WORKS OF OTHERS ON



David J. Kappas

Director of the United States Patent and Trademark Office

Reg. No. 3,689,031 PAPERS, CDS, AND ONLINE FEATURING K-12 AND COLLEGE SUBJECTS; INFORMATION ABOUT EDUCATION; MULTIMEDIA PUBLISHING OF BOOKS, MAGAZINES, JOURNALS, SOFTWARE, GAMES, MUSIC, AND ELECTRONIC PUBLICATIONS; ONLINE ELECTRONIC PUBLISHING OF BOOKS AND PERIODICALS; PROVIDING A WEBSITE FEATURING EDUCATION AND ENTERTAINMENT FOR CHILDREN; PROVIDING ADVICE AND INFORMATION IN THE FIELD OF EDUCATIONAL AND ENTERTAINMENT ACTIVITIES AND EVENTS FOR CHILDREN; PROVIDING AFTER SCHOOL EDUCATIONAL PROGRAMS FOR CHILDREN IN GRADES K-12; PROVIDING AN INTERACTIVE WEB SITE FEATURING EDUCATIONAL INFORMATION AND TEST QUESTIONS IN THE FIELD OF MATHEMATICS; PROVIDING COURSES OF INSTRUCTION AT THE SCHOOL AND JUNIOR COLLEGE LEVEL; PROVIDING SCIENCE EDUCATIONAL MENTORING SERVICES AND PROGRAMS; PUBLICATION OF BOOKS, OF MAGAZINES, OF JOURNALS, OF NEWSPAPERS, OF PERIODICALS, OF CATALOGS, OF BROCHURES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 9-25-2008; IN COMMERCE 9-25-2008.

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

THE MARK CONSISTS OF THE WORDS "AIM" AND "ACADEMICS". THE MARK ALSO INCLUDES A CHECK MARK.

SER. NO. 77-689,456, FILED 3-12-2009.

JOHN HWANG, EXAMINING ATTORNEY

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)	
)	
Opposer,)	
)	Opposition No. 91211873
v.)	
)	
GREEN IVY HOLDINGS LLC)	
)	
Applicant.)	

PETITIONER'S EXHIBIT 7 TO NOTICE OF RELIANCE

United States of America

United States Patent and Trademark Office

Slavic Christian Academy

Reg. No. 3,866,160

Registered Oct. 19, 2010

Int. Cl.: 41

SERVICE MARK

SUPPLEMENTAL REGISTER

SLAVIC CHRISTIAN ACADEMY (WASHINGTON CORPORATION), AKA SCA,
15407 NE 84TH STREET
VANCOUVER, WA 98682

FOR: ANALYZING EDUCATIONAL TESTS SCORES AND DATA FOR OTHERS; BOARDING SCHOOLS; CHILDREN'S EDUCATIONAL SERVICES, NAMELY, PROVIDING ACADEMIC PERFORMANCE EVALUATION, GUIDANCE AND MONITORING FOR CHILDREN PRE-KINDERGARTEN THROUGH GRADE 12 VIA THE INTERNET; COMPUTER EDUCATION TRAINING; COMPUTER EDUCATION TRAINING SERVICES; CONDUCTING AFTER-SCHOOL TUTORING PROGRAMS; CONSULTATION IN THE FIELD OF K-12 EDUCATIONAL SYSTEMS; CORRESPONDENCE SCHOOLS; EDUCATION AND ENTERTAINMENT SERVICES, NAMELY, PRODUCTION AND DISTRIBUTION OF ONGOING TELEVISION PROGRAMS IN THE FIELD OF FAMILY MANAGEMENT AND RELATIONSHIPS; EDUCATION INFORMATION; EDUCATION SERVICES IN THE NATURE OF EARLY CHILDHOOD INSTRUCTION; EDUCATION SERVICES, NAMELY, A PROGRAM TO PROMOTE THE USE OF PROPER PUNCTUATION TO SCHOOL AGE CHILDREN; EDUCATION SERVICES, NAMELY, PRE-KINDERGARTEN THROUGH 12TH GRADE CLASSROOM INSTRUCTION, VOCATIONAL INSTRUCTION, MENTORING, TUTORING, CLASSES, SEMINARS AND WORKSHOPS FOR INDIVIDUALS WITH AUTISM AND OTHER DEVELOPMENTAL DISORDERS; EDUCATION SERVICES, NAMELY, PROVIDING KINDERGARTEN THROUGH 12TH GRADE (K-12) CLASSROOM INSTRUCTION; EDUCATION SERVICES, NAMELY, PROVIDING PRE-KINDERGARTEN THROUGH 12TH GRADE CLASSROOM INSTRUCTION AT INTERNATIONAL SCHOOLS; EDUCATIONAL SERVICES, NAMELY, DEVELOPING CURRICULUM FOR TEACHERS; EDUCATIONAL SERVICES, NAMELY, OBTAINING SCHOOL TRANSCRIPTS ON BEHALF OF CUSTOMERS AND PROVIDING THE CUSTOMER'S TRANSCRIPT TO SCHOOLS; EDUCATIONAL SERVICES, NAMELY, OFFERING OF ASSESSMENTS AND SURVEYS IN THE FIELD OF EDUCATOR TRAINING AND PERFORMANCE FOR THE PURPOSE OF IMPROVING TEACHING PROCEDURES; EDUCATIONAL SERVICES, NAMELY, THE OFFERING OF WEB BASED AND CLASSROOM TRAINING FOR CERTIFICATION OF TEACHERS AND CONTINUING EDUCATION FOR TEACHERS AND PRINCIPALS; EDUCATIONAL TESTING; INFORMATION IN THE FIELD OF PARENTING CONCERNING EDUCATION OF CHILDREN; INFORMATION ON EDUCATION; PHYSICAL EDUCATION SERVICES; PROVIDING A WEBSITE FEATURING EDUCATION AND ENTERTAINMENT FOR CHILDREN; PROVIDING ADVICE AND INFORMATION IN THE FIELD OF EDUCATIONAL AND ENTERTAINMENT ACTIVITIES AND EVENTS FOR CHILDREN; PROVISION OF INFORMATION IN THE FIELD OF CHILDREN'S EDUCATION; PROVISION OF INFORMATION RELATING TO EDUCATION SERVICES FOR CHILDREN; PROVISION OF INFORMATION RELATING TO EDUCATIONAL AND ENTERTAINMENT ACTIVITIES AND EVENTS FOR CHILDREN; PROVISION OF INFORMATION RELATING TO EDUCATIONAL SERVICES; TEACHING AT ELEMENTARY SCHOOLS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).



David J. Kappas

Director of the United States Patent and Trademark Office

FIRST USE 9-1-2005, IN COMMERCE 9-1-2005.

Reg. No. 3,866,160 THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

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

SER. NO. 85-028,116, FILED P.R. 5-1-2010; AM. S.R. 8-17-2010.

KATHERINE CHANG, EXAMINING ATTORNEY

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)	
)	
Opposer,)	
)	Opposition No. 91211873
v.)	
)	
GREEN IVY HOLDINGS LLC)	
)	
Applicant.)	

PETITIONER'S EXHIBIT 8 TO NOTICE OF RELIANCE

United States of America

United States Patent and Trademark Office

THINKPLEX

Reg. No. 3,880,293

Registered Nov. 23, 2010

Int. Cls.: 9, 35, and 41

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

HAMPTON ROADS EDUCATIONAL TELECOMMUNICATIONS ASSOCIATION, INC.
(VIRGINIA CORPORATION), DBA WHRO,
ATTN: JOHN HEIMERL, CEO
5200 HAMPTON BOULEVARD
NORFOLK, VA 23508

FOR: DOWNLOADABLE AUDIO FILES, MULTIMEDIA FILES, TEXT FILES, E-MAILS, WRITTEN DOCUMENTS, AUDIO MATERIAL, VIDEO MATERIAL, AND GAMES FEATURING INFORMATION IN THE FORM OF DOWNLOADABLE SHORT EDUCATIONAL/TRAINING COMMUNICATIONS IN THE FIELD OF HUMAN RESOURCE DEVELOPMENT FOR THE PROMOTION OF EMPLOYEE RETENTION, CAREER GROWTH AND INCREASED PRODUCTIVITY FOR EMPLOYEES AND EMPLOYERS; EDUCATIONAL SOFTWARE FEATURING INSTRUCTION IN CURRENT ELEMENTARY, SECONDARY, COLLEGE, AND GRADUATE LEVEL SUBJECTS, NAMELY, FOREIGN LANGUAGES, INSTRUCTIONAL STRATEGIES, MATHEMATICS, READING/LANGUAGE ARTS, SCIENCE, SOCIAL STUDIES, TECHNOLOGY INTEGRATION, AND WORKFORCE DEVELOPMENT, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 8-0-2010; IN COMMERCE 8-0-2010.

FOR: ENROLLING STUDENTS IN THE EDUCATIONAL PROGRAMS OF OTHERS; EDUCATION LEADERSHIP DEVELOPMENT, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 11-0-2007; IN COMMERCE 11-0-2007.

FOR: EDUCATIONAL PROGRAMS, NAMELY, PRE-SCHOOLS; EDUCATIONAL SERVICES, NAMELY, COMPUTER EDUCATION TRAINING; CONDUCTING DISTANCE LEARNING INSTRUCTION AT THE SECONDARY, COLLEGE AND GRADUATE LEVELS; CONDUCTING ON-LINE EXHIBITIONS AND DISPLAYS AND INTERACTIVE EXHIBITS IN THE FIELD OF ELEMENTARY, SECONDARY, COLLEGE, AND GRADUATE LEVEL EDUCATION; CONDUCTING PROGRAMS IN THE FIELD OF ELEMENTARY, SECONDARY, COLLEGE, AND GRADUATE LEVEL EDUCATION; EDUCATION IN THE FIELD OF CURRENT ELEMENTARY, SECONDARY, COLLEGE, AND GRADUATE LEVEL SUBJECTS RENDERED THROUGH VIDEO CONFERENCE; ARRANGING AND CONDUCTING EDUCATIONAL CONFERENCES; OFFERING WEB-BASED AND CLASSROOM TRAINING FOR CERTIFICATION OF TEACHERS AND CONTINUING EDUCATION FOR TEACHERS AND PRINCIPALS; PROVIDING AN INTERACTIVE WEBSITE FEATURING EDUCATIONAL INFORMATION AND TEST QUESTIONS IN THE FIELD OF MATHEMATICS; PROVIDING COURSES OF INSTRUCTION AT THE ELEMENTARY, SECONDARY, COLLEGE, AND GRADUATE LEVELS AND DISTRIBUTION OF COURSE MATERIAL IN CONNECTION THEREWITH; PROVIDING EDUCATIONAL MENTORING SERVICES AND PROGRAMS IN THE FIELD OF ELEMENTARY, SECONDARY, COLLEGE, AND GRADUATE LEVEL EDUCATION; PROVIDING INCENTIVES TO EDUCATORS TO DEMONSTRATE EXCELLENCE IN THE



David J. Kappas

Director of the United States Patent and Trademark Office

Reg. No. 3,880,293 FIELDS OF ELEMENTARY, SECONDARY, COLLEGE, AND GRADUATE LEVEL EDUCATION THROUGH THE ISSUANCE OF AWARDS; PROVIDING INFORMATION ABOUT EDUCATION; EDUCATIONAL SERVICES, NAMELY, PROVIDING A PROGRAM TO PROMOTE THE USE OF PROPER PUNCTUATION TO SCHOOL-AGE CHILDREN; PROVIDING INFORMATION AND NEWS IN THE FIELD OF TEACHING METHODOLOGY AND EDUCATION; PROVIDING INFORMATION IN THE FIELD OF PARENTING CONCERNING EDUCATION OF CHILDREN; PROVIDING LIVE AND ON-LINE CLASSES, SEMINARS, CONFERENCES, AND WORKSHOPS IN THE FIELD OF ELEMENTARY, SECONDARY, COLLEGE, AND GRADUATE LEVEL EDUCATION; PROVIDING TUTORING IN THE FIELD OF CURRENT ELEMENTARY, SECONDARY, COLLEGE, AND GRADUATE LEVEL SUBJECTS; PROVIDING A WEB SITE WHERE USERS CAN POST RATINGS, REVIEWS AND RECOMMENDATIONS ON EVENTS AND ACTIVITIES IN THE FIELD OF ENTERTAINMENT AND EDUCATION; VOCATIONAL EDUCATION IN THE FIELD OF CURRENT ELEMENTARY AND SECONDARY VOCATIONAL EDUCATION SUBJECTS; EDUCATIONAL AND ENTERTAINMENT SERVICES, NAMELY, A CONTINUING PROGRAM ABOUT CURRENT ELEMENTARY, SECONDARY, COLLEGE, AND GRADUATE LEVEL SUBJECTS ACCESSIBLE BY RADIO, TELEVISION, SATELLITE, AUDIO, VIDEO AND COMPUTER NETWORKS; CONDUCTING CLASSES, SEMINARS, CONFERENCES, AND WORKSHOPS, ON-LINE AND IN-PERSON, IN THE FIELD OF CURRENT ELEMENTARY, SECONDARY, COLLEGE, AND GRADUATE LEVEL SUBJECTS INCLUDING MATERIALS DISTRIBUTION THEREIN, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 11-0-2007; IN COMMERCE 11-0-2007.

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

SN 77-378,104, FILED 1-23-2008.

PAM WILLIS, EXAMINING ATTORNEY

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)	
)	
Opposer,)	
)	Opposition No. 91211873
v.)	
)	
GREEN IVY HOLDINGS LLC)	
)	
Applicant.)	

PETITIONER'S EXHIBIT 9 TO NOTICE OF RELIANCE

United States of America

United States Patent and Trademark Office

Cortona Academy

Reg. No. 3,907,458

Registered Jan. 18, 2011

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

TITLE LEARNING COMMUNITY, INC. (DELAWARE CORPORATION)
11654 PLAZA AMERICA DRIVE, SUITE 556
RESTON, VA 20190

FOR: CONDUCTING AFTER-SCHOOL TUTORING PROGRAMS; PROVIDING COURSES OF INSTRUCTION AT THE GRADE SCHOOL, MIDDLE SCHOOL, HIGH SCHOOL AND COLLEGE LEVEL, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 6-1-2002; IN COMMERCE 6-1-2002.

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

OWNER OF U.S. REG. NO. 2,755,621.

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

SEC. 2(F).

SER. NO. 85-051,468, FILED 6-1-2010.

DAWN FELDMAN, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)	
)	
Opposer,)	
)	Opposition No. 91211873
v.)	
)	
GREEN IVY HOLDINGS LLC)	
)	
Applicant.)	

PETITIONER'S EXHIBIT 10 TO NOTICE OF RELIANCE

United States of America

United States Patent and Trademark Office

Bridgeway Academy

Reg. No. 3,989,019

Registered July 5, 2011

Int. Cls.: 16 and 41

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

NORTHEAST EDUCATIONAL ASSOCIATES (PENNSYLVANIA CORPORATION)
334 SECOND STREET
CATASAUQUA, PA 18032

FOR: PACKAGED KITS COMPRISING PRINTED INSTRUCTIONAL, EDUCATIONAL, AND TEACHING MATERIALS FOR EDUCATIONAL ACTIVITIES IN THE FIELD OF ELEMENTARY, MIDDLE SCHOOL AND HIGH SCHOOL; PRINTED INSTRUCTIONAL, EDUCATIONAL, AND TEACHING MATERIALS IN THE FIELD OF MATH AND ENGLISH, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 2-24-2004; IN COMMERCE 2-24-2004.

FOR: EDUCATION SERVICES, NAMELY, PRE-KINDERGARTEN THROUGH 12TH GRADE CLASSROOM INSTRUCTION, VOCATIONAL INSTRUCTION, MENTORING, TUTORING, CLASSES, SEMINARS AND WORKSHOPS FOR INDIVIDUALS WITH AUTISM AND OTHER DEVELOPMENTAL DISORDERS; EDUCATION SERVICES, NAMELY, PROVIDING LIVE AND ON-LINE CLASSES IN THE FIELD OF ELEMENTARY, MIDDLE, HIGH SCHOOL AND COLLEGE; ON-LINE ACADEMIC LIBRARY SERVICES; ON-LINE EDUCATION CREDIT AND DEGREE EVALUATION AND COMPARISON SERVICES; ON-LINE EDUCATIONAL PARENTAL TRAINING CLASSES; ORGANIZING ON-LINE EXHIBITIONS AND CONFERENCES IN THE FIELDS OF EDUCATION, CULTURE, SPORTS AND ENTERTAINMENT FOR NON-BUSINESS AND NON-COMMERCIAL PURPOSES; PROVIDING ON-LINE RELIGIOUS INSTRUCTION PROMOTING CHRISTIAN AND FAMILY VALUES; TEACHING AT ELEMENTARY SCHOOLS; TEACHING AT JUNIOR HIGH SCHOOLS; TEACHING IN THE FIELD OF HIGH SCHOOL DIPLOMA; TEACHING, TRAINING, TUTORING AND COURSES OF INSTRUCTION AT THE UNDERGRADUATE, GRADUATE AND POST-GRADUATE LEVEL, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 2-24-2004; IN COMMERCE 2-24-2004.

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

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

SER. NO. 85-160,215, FILED 10-25-2010.

KEVON CHISOLM, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)
)
 Opposer,)
)) Opposition No. 91211873
 v.)
)
 GREEN IVY HOLDINGS LLC)
)
 Applicant.)

PETITIONER'S EXHIBIT 11 TO NOTICE OF RELIANCE

United States of America

United States Patent and Trademark Office

THE MONARCH SCHOOL

Reg. No. 4,093,113

Registered Jan. 31, 2012

Int. Cls.: 41 and 44

SERVICE MARK

PRINCIPAL REGISTER

THE MONARCH SCHOOL (TEXAS NON-PROFIT UNINCORPORATED ASSOCIATION)
2815 ROSEFIELD
HOUSTON, TX 77080

FOR: EDUCATION SERVICES, NAMELY, PROVIDING CLASSROOM INSTRUCTION, MENTORING, TUTORING, SEMINARS AND WORKSHOPS IN THE FIELD OF EARLY CHILDHOOD, ELEMENTARY, MIDDLE SCHOOL, HIGH SCHOOL AND POSTGRADUATE EDUCATION, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 1-0-1997; IN COMMERCE 1-0-1997.

FOR: PSYCHOLOGICAL SERVICES, NAMELY, PROVIDING THERAPEUTIC SERVICES, IN CLASS 44 (U.S. CLS. 100 AND 101).

FIRST USE 1-0-1997; IN COMMERCE 1-0-1997.

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

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

SER. NO. 85-196,646, FILED 12-13-2010.

BILL DAWE, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)
)
 Opposer,)
)) Opposition No. 91211873
 v.)
)
 GREEN IVY HOLDINGS LLC)
)
 Applicant.)

PETITIONER'S EXHIBIT 12 TO NOTICE OF RELIANCE

United States of America

United States Patent and Trademark Office



Reg. No. 4,106,939

Registered Feb. 28, 2012

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

CONNECTIONS EDUCATION, LLC (DELAWARE LIMITED LIABILITY COMPANY)
1001 FLEET STREET, 5TH FLOOR
BALTIMORE, MD 21202

FOR: EDUCATIONAL SERVICES, NAMELY, OPERATING A VIRTUAL SCHOOL FOR GRADES K-12; EDUCATIONAL SERVICES, NAMELY, PROVIDING TEACHING AT THE GRADE K-12 LEVEL; EDUCATIONAL SERVICES, NAMELY, PROVIDING ACADEMIC PERFORMANCE EVALUATION, GUIDANCE AND MONITORING FOR CHILDREN AT GRADE K-12 VIA THE INTERNET; EDUCATIONAL SERVICES, NAMELY, PROVIDING ONLINE COURSES OF INSTRUCTION AT THE K-12 LEVEL AND PRINTED MATERIALS DISTRIBUTED THEREWITH; EDUCATIONAL PRODUCTS, NAMELY, PROVIDING ONLINE CURRICULUM COURSE MATERIALS FOR STUDENTS AT THE GRADE K-12 LEVEL; EDUCATIONAL SERVICES, NAMELY, PROVIDING ONLINE EDUCATIONAL PROGRAMS AND DISTANCE LEARNING INSTRUCTION AT THE K-12 LEVEL AND PRINTED COURSE MATERIALS DISTRIBUTED THEREWITH; EDUCATIONAL PRODUCTS, NAMELY, PROVIDING ONLINE FORMS OF ASSESSMENT, AND RELATED PROTOCOLS THAT ASSIST IN EVALUATING LEARNING AT THE K-12 LEVEL; EDUCATIONAL SERVICES TO HOMEBOUND STUDENTS, NAMELY, PROVIDING TEACHING, ONLINE COURSES OF INSTRUCTION AND PRINTED MATERIALS DISTRIBUTED THEREWITH, ONLINE EDUCATIONAL PROGRAMS AND DISTANCE LEARNING INSTRUCTION TO FACILITATE LEARNING AND ASSESSMENT PRIMARILY THROUGH THE USE OF THE INTERNET; EDUCATIONAL SERVICES TO STUDENTS WITH EMOTIONAL OR PHYSICAL DISABILITIES, NAMELY, PROVIDING TEACHING, ONLINE COURSES OF INSTRUCTION AND PRINTED MATERIALS DISTRIBUTED THEREWITH, ONLINE EDUCATIONAL PROGRAMS AND DISTANCE LEARNING INSTRUCTION, ASSESSMENT, LESSON MODIFICATION AND OTHER ASPECTS OF DELIVERING THESE SERVICES PRIMARILY THROUGH THE USE OF THE INTERNET; EDUCATIONAL SERVICES, NAMELY, PROVIDING REMEDIAL PROGRAMS AND TUTORING IN THE FIELDS OF READING, WRITING, SCIENCE, MATH, SOCIAL STUDIES, GEOGRAPHY, HISTORY, ART, LANGUAGE ARTS, AND OTHER SUBJECTS AT THE GRADE K-12 LEVEL; EDUCATIONAL SERVICES, NAMELY, TEACHER AND ADMINISTRATOR TRAINING; EDUCATIONAL SERVICES, NAMELY, DEVELOPING CURRICULUM FOR TEACHERS; EDUCATIONAL SERVICES, NAMELY, PROVIDING CONSULTING SERVICES IN THE FIELD OF ESTABLISHING AND OPERATING VIRTUAL SCHOOLS; SERVICES FOR VIRTUAL SCHOOLS, NAMELY, STUDENT ASSESSMENT AND PERFORMANCE ANALYSIS CONSULTATION AND CONSULTATION AS IT RELATES TO THE TRAINING OF BOARD MEMBERS ON BOARD GOVERNANCE IN AREAS RELATED TO THE OPERATION OF VIRTUAL SCHOOLS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).



David S. Kappes

Director of the United States Patent and Trademark Office

Reg. No. 4,106,939 FIRST USE 3-29-2011; IN COMMERCE 3-29-2011.

OWNER OF U.S. REG. NOS. 2,776,687, 3,891,782, AND OTHERS.

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

THE MARK CONSISTS OF A PERSON WITHIN A CIRCLE AND THE WORDS "CONNECTIONS EDUCATION".

SN 85-976,193, FILED 1-28-2011.

JORDAN BAKER, EXAMINING ATTORNEY

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)
)
 Opposer,)
)) Opposition No. 91211873
 v.)
)
 GREEN IVY HOLDINGS LLC)
)
 Applicant.)

PETITIONER'S EXHIBIT 13 TO NOTICE OF RELIANCE

United States of America

United States Patent and Trademark Office

URBAN MANDALA

Reg. No. 4,160,236

Registered June 19, 2012

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

CARMODY, KIMBERLY (UNITED STATES INDIVIDUAL)
840-50 ST. MARKS AVE #3H
BROOKLYN, NY 11213

FOR: EDUCATING AT SENIOR HIGH SCHOOLS; EDUCATING AT UNIVERSITY OR COLLEGES; EDUCATION SERVICES IN THE NATURE OF COURSES AT THE UNIVERSITY LEVEL; EDUCATION SERVICES IN THE NATURE OF EARLY CHILDHOOD INSTRUCTION; EDUCATION SERVICES, NAMELY, MENTORING IN THE FIELD OF VISUAL ARTS AND ENVIRONMENTAL STUDIES; EDUCATION SERVICES, NAMELY, PRE-KINDERGARTEN THROUGH 12TH GRADE CLASSROOM INSTRUCTION, VOCATIONAL INSTRUCTION, MENTORING, TUTORING, CLASSES, SEMINARS AND WORKSHOPS FOR INDIVIDUALS WITH AUTISM AND OTHER DEVELOPMENTAL DISORDERS; EDUCATION SERVICES, NAMELY, PROVIDING KINDERGARTEN THROUGH 12TH GRADE (K-12) CLASSROOM INSTRUCTION; EDUCATION SERVICES, NAMELY, PROVIDING LIVE AND ON-LINE CLASSES AND WORKSHOPS IN THE FIELD OF VISUAL ARTS AND ENVIRONMENTAL STUDIES; EDUCATION SERVICES, NAMELY, PROVIDING MENTORING, TUTORING, CLASSES, SEMINARS AND WORKSHOPS IN THE FIELD OF VISUAL ARTS AND ENVIRONMENTAL STUDIES; EDUCATION SERVICES, NAMELY, PROVIDING PRE-KINDERGARTEN THROUGH 12TH GRADE CLASSROOM INSTRUCTION AT INTERNATIONAL SCHOOLS; EDUCATION SERVICES, NAMELY, PROVIDING CLASSES AND WORKSHOPS IN THE FIELD OF VISUAL ARTS AND ENVIRONMENTAL STUDIES; EDUCATION SERVICES, NAMELY, PROVIDING CLASSES AND WORKSHOPS IN THE FIELDS OF VISUAL ARTS AND ENVIRONMENTAL STUDIES; EDUCATION SERVICES, NAMELY, TRAINING EDUCATORS TO TEACH THROUGH SERVICE LEARNING AND CIVIC ENGAGEMENT AND PROVIDING CURRICULA IN CONNECTION THEREWITH; EDUCATIONAL AND ENTERTAINMENT SERVICES FOR CHILDREN, NAMELY, PROVIDING INTERACTIVE PLAY AREAS, INSTRUCTIONAL CLASSES IN THE FIELD OF VISUAL ARTS AND ENVIRONMENTAL STUDIES AND SOCIAL GATHERINGS FOR CHILDREN; EDUCATIONAL AND ENTERTAINMENT SERVICES, NAMELY, CONDUCTING CLASSES AND WORKSHOPS IN THE FIELD OF VISUAL ARTS AND ENVIRONMENTAL STUDIES AND DISTRIBUTION OF COURSE MATERIALS IN CONNECTION THEREWITH, AND EDUCATION CONSULTING RELATED THERETO; EDUCATIONAL AND ENTERTAINMENT SERVICES, NAMELY, PROVIDING A VOLUNTEER PROGRAM FEATURING RECREATIONAL ACTIVITIES, LITERACY TRAINING, ART EVENTS, AND SPORTING EVENTS FOR CHILDREN IN FOSTER CARE; EDUCATIONAL DEMONSTRATIONS; EDUCATIONAL PROGRAMS, NAMELY, PRE-SCHOOLS; EDUCATIONAL SERVICES IN THE NATURE OF CHARTER SCHOOLS; EDUCATIONAL SERVICES IN THE NATURE OF PRIMARY, SECONDARY



David J. Kappas

Director of the United States Patent and Trademark Office

Reg. No. 4,160,236 AND HIGH SCHOOLS; EDUCATIONAL SERVICES, NAMELY, CONDUCTING CLASSES, SEMINARS, CONFERENCES, WORKSHOPS, RETREATS, CAMPS AND FIELD TRIPS IN THE FIELD OF VISUAL ARTS AND ENVIRONMENTAL STUDIES AND DISTRIBUTION OF TRAINING MATERIAL IN CONNECTION THEREWITH; EDUCATIONAL SERVICES, NAMELY, CONDUCTING INFORMAL PROGRAMS IN THE FIELDS OF VISUAL ARTS AND ENVIRONMENTAL STUDIES, USING ON-LINE ACTIVITIES AND INTERACTIVE EXHIBITS, AND PRINTABLE MATERIALS DISTRIBUTED THEREWITH; EDUCATIONAL SERVICES, NAMELY, CONDUCTING ON-LINE EXHIBITIONS AND DISPLAYS AND INTERACTIVE EXHIBITS IN THE FIELD OF VISUAL ARTS AND ENVIRONMENTAL STUDIES; EDUCATIONAL SERVICES, NAMELY, CONDUCTING PROGRAMS IN THE FIELD OF VISUAL ARTS AND ENVIRONMENTAL STUDIES; EDUCATIONAL SERVICES, NAMELY, CONDUCTING CLASSES AND WORKSHOPS IN THE FIELDS OF VISUAL ARTS AND ENVIRONMENTAL STUDIES AND DISTRIBUTION OF TRAINING MATERIALS IN CONNECTION THEREWITH; EDUCATIONAL SERVICES, NAMELY, CONDUCTING CLASSES AND WORKSHOPS IN THE FIELD OF VISUAL ARTS AND ENVIRONMENTAL STUDIES; EDUCATIONAL SERVICES, NAMELY, CONDUCTING CLASSES AND WORKSHOPS IN THE FIELD OF VISUAL ARTS AND ENVIRONMENTAL STUDIES AND DISTRIBUTION OF COURSE MATERIAL IN CONNECTION THEREWITH; EDUCATIONAL SERVICES, NAMELY, CONDUCTING CLASSES AND WORKSHOPS IN THE FIELD OF VISUAL ARTS AND ENVIRONMENTAL STUDIES AND DISTRIBUTION OF TRAINING MATERIAL IN CONNECTION THEREWITH; EDUCATIONAL SERVICES, NAMELY, CONDUCTING CLASSES AND WORKSHOPS IN THE FIELD OF VISUAL ARTS AND ENVIRONMENTAL STUDIES; EDUCATIONAL SERVICES, NAMELY, CONDUCTING CLASSES AND WORKSHOPS IN THE FIELD OF VISUAL ARTS AND ENVIRONMENTAL STUDIES AND DISTRIBUTION OF COURSE AND EDUCATIONAL MATERIALS IN CONNECTION THEREWITH ; EDUCATIONAL SERVICES, NAMELY, CONDUCTING CLASSES AND WORKSHOPS IN THE FIELD OF VISUAL ARTS AND ENVIRONMENTAL STUDIES AND DISTRIBUTION OF EDUCATIONAL MATERIALS IN CONNECTION THEREWITH; EDUCATIONAL SERVICES, NAMELY, DEVELOPING CURRICULUM FOR EDUCATORS; EDUCATIONAL SERVICES, NAMELY, DEVELOPING CURRICULUM FOR OTHERS IN THE FIELD OF VISUAL ARTS AND ENVIRONMENTAL STUDIES; EDUCATIONAL SERVICES, NAMELY, DEVELOPING CURRICULUM FOR TEACHERS; EDUCATIONAL SERVICES, NAMELY, DEVELOPING, ARRANGING, AND CONDUCTING EDUCATIONAL CONFERENCES AND PROGRAMS AND PROVIDING COURSES OF INSTRUCTION IN THE FIELD OF VISUAL ARTS AND ENVIRONMENTAL STUDIES; EDUCATIONAL SERVICES, NAMELY, PROVIDING CONTINUING PROFESSIONAL EDUCATION COURSES IN THE FIELD OF VISUAL ARTS AND ENVIRONMENTAL STUDIES; EDUCATIONAL SERVICES, NAMELY, PROVIDING COURSES OF INSTRUCTION AT THE PRIMARY, SECONDARY AND COLLEGE LEVEL; EDUCATIONAL SERVICES, NAMELY, PROVIDING COURSES OF INSTRUCTION AT THE PRIMARY, SECONDARY AND COLLEGE LEVEL AND DISTRIBUTION OF COURSE MATERIAL IN CONNECTION THEREWITH; EDUCATIONAL SERVICES, NAMELY, PROVIDING DISPLAYS AND EXHIBITS IN THE FIELD OF VISUAL ARTS AND ENVIRONMENTAL STUDIES; EDUCATIONAL SERVICES, NAMELY, PROVIDING INTERNSHIPS AND APPRENTICESHIPS IN THE FIELD OF VISUAL ARTS AND ENVIRONMENTAL STUDIES; EDUCATIONAL SERVICES, NAMELY, PROVIDING CLASSES AND WORKSHOPS IN THE FIELDS OF VISUAL ARTS AND ENVIRONMENTAL STUDIES; EDUCATIONAL SERVICES, NAMELY, TEACHER TRAINING IN THE FIELD OF VISUAL ARTS AND ENVIRONMENTAL STUDIES PROVIDED ON A REAL-TIME BASIS DURING CLASSROOM INSTRUCTION, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 10-10-2009; IN COMMERCE 10-10-2009.

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

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

Reg. No. 4,160,236 SER. NO. 85-366,671, FILED 7-8-2011.

TRICIA SONNEBORN, EXAMINING ATTORNEY

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)	
)	
Opposer,)	
)	Opposition No. 91211873
v.)	
)	
GREEN IVY HOLDINGS LLC)	
)	
Applicant.)	

PETITIONER'S EXHIBIT 14 TO NOTICE OF RELIANCE

United States of America

United States Patent and Trademark Office



Reg. No. 4,185,993

Registered Aug. 7, 2012

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

ACADEMIC CLARITY TUTORING (CALIFORNIA LIMITED LIABILITY COMPANY)
1679 VANDENBERG CIRCLE
SUISUN CITY, CA 94585

FOR: EDUCATIONAL SERVICES, NAMELY, PROVIDING PRIVATE, IN-HOME TUTORING IN THE FIELD OF PRE-K THROUGH 12 EDUCATION; PROVIDING PRIVATE TUTORING FOR STANDARDIZED TEST PREPARATION, COLLEGE ENTRY PREPARATION, AND EARLY READING, STUDY AND ORGANIZATIONAL SKILLS PROGRAMS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 9-30-2011; IN COMMERCE 9-30-2011.

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

THE MARK CONSISTS OF THE STYLIZED TEXT "ACADEMIC CLARITY TUTORING" ON THREE LINES WITH AN APPLE DESIGN FORMING THE DOT IN THE "I" IN "ACADEMIC". THERE ARE TWO CURVED LINES ABOVE "ACADEMIC" STARTING AT THE "C" AND JUMPING OVER THE "E" AND ENDING AT THE APPLE.

SER. NO. 85-494,631, FILED 12-13-2011.

MATTHEW MCDOWELL, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)
)
 Opposer,)
) Opposition No. 91211873
 v.)
)
 GREEN IVY HOLDINGS LLC)
)
 Applicant.)

PETITIONER'S EXHIBIT 15 TO NOTICE OF RELIANCE

United States of America

United States Patent and Trademark Office

SUPERIOR SCHOOLS

Reg. No. 4,220,342

Registered Oct. 9, 2012

Int. Cls.: 35 and 41

SERVICE MARK

PRINCIPAL REGISTER

SUPERIOR SCHOOLS CORPORATION (FLORIDA CORPORATION)
2560 GULF TO BAY BLVD.
CLEARWATER, FL 33765

FOR: BUSINESS AND ADMINISTRATIVE SERVICES PROVIDED TO CHARTER SCHOOLS, PRIVATE SCHOOLS, VIRTUAL SCHOOLS, PRE-SCHOOLS, AND OTHER EDUCATIONAL ENTITIES, SYSTEMS, DISTRICTS AND INSTITUTIONS, NAMELY, BUSINESS MANAGEMENT, BUSINESS OPERATION, BUSINESS CONSULTATION, BUSINESS ASSISTANCE, BUSINESS ADMINISTRATION, BUSINESS QUALITY POLICY DEVELOPMENT, BUSINESS PLANNING, BUSINESS RECORDS MANAGEMENT, HUMAN RESOURCES MANAGEMENT, BUSINESS SUPERVISION, BUSINESS RISK MANAGEMENT, AND BUSINESS MANAGEMENT SERVICES RELATING TO THE FIELDS OF GOVERNMENTAL REPORTING AND REGULATORY COMPLIANCE, BUDGET OVERSIGHT AND ADMINISTRATIVE ACCOUNTING, AUDIT SUPPORT AND COMPLIANCE, ECONOMIC FORECASTING, MARKETING, STUDENT ENROLLMENT, COMMUNICATIONS, FACILITIES MANAGEMENT AND MAINTENANCE, AND TECHNOLOGY SYSTEMS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 7-6-2011; IN COMMERCE 7-6-2011.

FOR: EDUCATIONAL SERVICES, NAMELY, CURRICULUM DEVELOPMENT FOR CHARTER SCHOOLS, PRIVATE SCHOOLS, VIRTUAL SCHOOLS, PRE-SCHOOLS, AND OTHER EDUCATIONAL ENTITIES, SYSTEMS, DISTRICTS, AND INSTITUTIONS; EDUCATIONAL SERVICES, NAMELY, PROVIDING COURSES OF INSTRUCTION AT THE PRE-SCHOOL AND K-12 GRADE AND ADULT AND COMMUNITY EDUCATION LEVELS AND DISTRIBUTING COURSE MATERIAL IN CONNECTION THEREWITH; EDUCATION INFORMATION; EDUCATIONAL SERVICES, NAMELY, PROVIDING BEFORE AND AFTER SCHOOL PROGRAMS FOR PRE-SCHOOL AND K-12 GRADE LEVEL STUDENTS; PROVIDING SCHOOL READINESS PROGRAMS; PROVIDING AND CONDUCTING REMEDIAL PROGRAMS AND TUTORING FOR K-12 GRADE LEVEL STUDENTS; EDUCATIONAL SERVICES, NAMELY, PROVIDING CONSULTING SERVICES IN THE FIELD OF ESTABLISHING AND OPERATING CHARTER SCHOOLS, PRIVATE SCHOOLS, VIRTUAL SCHOOLS, PRE-SCHOOLS, AND OTHER EDUCATIONAL ENTITIES, SYSTEMS, DISTRICTS, AND INSTITUTIONS; EDUCATIONAL CONSULTING SERVICES PROVIDED TO OTHERS IN THE FIELDS OF PRE-SCHOOL, KINDERGARTEN, ELEMENTARY, MIDDLE AND HIGH SCHOOL EDUCATION FOR IMPROVING STUDENT LEARNING PERFORMANCE AND FOR SCHOOL PARTNERING WITH FAMILY, EDUCATORS, AND OTHERS IN THE COM-



David J. Kyffers

Director of the United States Patent and Trademark Office

Reg. No. 4,220,342 COMMUNITY FOR ENRICHING EDUCATIONAL SERVICES; CONSULTATION AS IT RELATES TO THE TRAINING OF BOARD MEMBERS ON BOARD GOVERNANCE IN AREAS RELATED TO THE OPERATION OF CHARTER SCHOOLS, PRIVATE SCHOOLS, VIRTUAL SCHOOLS, PRE-SCHOOLS, AND OTHER EDUCATIONAL ENTITIES, SYSTEMS, DISTRICTS, AND INSTITUTIONS; EDUCATIONAL TESTING; EDUCATIONAL COURSE MONITORING, NAMELY, TRACKING STUDENT PERFORMANCE; PROVIDING ACADEMIC PERFORMANCE EVALUATION AND GUIDANCE FOR PRE-SCHOOL AND K-12 GRADE LEVEL STUDENTS; DEVELOPMENT AND DISSEMINATION OF EDUCATIONAL TEACHING ASSESSMENT MATERIALS FOR OTHERS IN THE FIELD OF PRE-SCHOOL, KINDERGARTEN, ELEMENTARY, MIDDLE AND HIGH SCHOOL EDUCATION; PROVIDING ONLINE PUBLICATIONS IN THE NATURE OF CURRICULUM COURSE MATERIALS FOR PRE-SCHOOL AND K-12 GRADE LEVEL STUDENTS; PROVIDING ONLINE PUBLICATIONS IN THE NATURE OF FORMS OF ASSESSMENT AND RELATED PROTOCOLS THAT ASSIST IN EVALUATING LEARNING AT THE PRE-SCHOOL AND K-12 LEVELS; EDUCATIONAL SERVICES, NAMELY, TEACHER AND ADMINISTRATOR TRAINING; EDUCATIONAL PROGRAMS, NAMELY, PRE-SCHOOLS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 7-6-2011; IN COMMERCE 7-6-2011.

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

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

SEC. 2(F) AS TO "SUPERIOR".

SER. NO. 85-369,343, FILED 7-12-2011.

ELIZABETH HUGHITT, EXAMINING ATTORNEY

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)
)
) Opposer,)
)
) v.)
)
) GREEN IVY HOLDINGS LLC)
)
) Applicant.)

Opposition No. 91211873

PETITIONER'S EXHIBIT 16 TO NOTICE OF RELIANCE

United States of America

United States Patent and Trademark Office



Reg. No. 4,292,060

Registered Feb. 19, 2013

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

THE CHILDREN'S CENTER FOR DEVELOPMENTAL ENRICHMENT (OHIO CORPORATION)
900 CLUB DRIVE
WESTERVILLE, OH 43081

FOR: PROVIDING COURSES OF INSTRUCTION AT THE PRESCHOOL THROUGH 12TH GRADE LEVELS; EDUCATION SERVICES, NAMELY, PRESCHOOL THROUGH 12TH GRADE CLASSROOM INSTRUCTION, VOCATIONAL INSTRUCTION, MENTORING, TUTORING, CLASSES, SEMINARS AND WORKSHOPS FOR INDIVIDUALS WITH AUTISM SPECTRUM DISORDERS; ENTERTAINMENT SERVICES IN THE NATURE OF COMPETITIONS IN THE FIELD OF MIDDLE SCHOOL AND HIGH SCHOOL ATHLETICS; ENTERTAINMENT IN THE NATURE OF LIVE HIGH SCHOOL BAND PERFORMANCES, LIVE HIGH SCHOOL CHORAL PERFORMANCES, LIVE DRAMATIC PERFORMANCES AND ART EXHIBITIONS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

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

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

THE MARK CONSISTS OF THE WORDS "OAKSTONE ACADEMY" WITH A STYLIZED OAK TREE WITHIN THE INITIAL "O".

SER. NO. 85-668,297, FILED 7-3-2012.

KARANENDRA S. CHHINA, EXAMINING ATTORNEY



Lisa Stuart Lee
Acting Director of the United States Patent and Trademark Office

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)	
)	
Opposer,)	
)	Opposition No. 91211873
v.)	
)	
GREEN IVY HOLDINGS LLC)	
)	
Applicant.)	

PETITIONER'S EXHIBIT 17 TO NOTICE OF RELIANCE

United States of America

United States Patent and Trademark Office



Brightmont

ACADEMY

Reg. No. 4,291,481

Registered Feb. 19, 2013

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

APEX LEARNING INC. (WASHINGTON CORPORATION)
1215 FOURTH AVENUE, SUITE 1500
SEATTLE, WA 98161

FOR: EDUCATIONAL SERVICES IN THE NATURE OF SCHOOLS FOR CHILDREN KINDERGARTEN THROUGH HIGH SCHOOL AND DISTRIBUTION OF CURRICULUM MATERIALS ASSOCIATED THEREWITH; EDUCATIONAL SERVICES IN THE NATURE OF INDIVIDUALIZED TUTORING AND INSTRUCTION FOR CHILDREN FROM KINDERGARTEN THROUGH HIGH SCHOOL LEVELS AND DISTRIBUTING CURRICULUM MATERIALS ASSOCIATED THEREWITH; EDUCATIONAL SERVICES IN THE NATURE OF SCHOOLS, CONDUCTING INDIVIDUALIZED TUTORING, INSTRUCTION AND ASSISTANCE IN THE NATURE OF ACADEMIC MENTORING TO SCHOOL AGE CHILDREN WITH LEARNING DISABILITIES AND DISTRIBUTING CURRICULUM MATERIAL ASSOCIATED THEREWITH, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 9-19-2011; IN COMMERCE 9-19-2011.

OWNER OF U.S. REG. NO. 4,114,251.

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

THE MARK CONSISTS OF A RECTANGULAR CREST CONTAINING THE LETTER "B" AND THE WORDS "BRIGHTMONT ACADEMY".

SER. NO. 85-625,139, FILED 5-14-2012.

JULIE WATSON, EXAMINING ATTORNEY



Steven S. Klee

Acting Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

Princeton Preparatory School

Reg. No. 4,394,097

Registered Aug. 27, 2013

Int. Cl.: 41

SERVICE MARK

SUPPLEMENTAL REGISTER

LEWIS, MARSHA (UNITED STATES INDIVIDUAL)
53 BAYARD LANE
PRINCETON, NJ 08540

FOR: EDUCATING AT SENIOR HIGH SCHOOLS; EDUCATION SERVICES, NAMELY, PRE-KINDERGARTEN THROUGH 12TH GRADE CLASSROOM INSTRUCTION, VOCATIONAL INSTRUCTION, MENTORING, TUTORING, CLASSES, SEMINARS AND WORKSHOPS FOR INDIVIDUALS WITH VARYING LEARNING STYLES USING MULTI-SENSORY METHODS TO REACH ALL MODALITIES; EDUCATION SERVICES, NAMELY, PROVIDING KINDERGARTEN THROUGH 12TH GRADE (K-12) CLASSROOM INSTRUCTION; EDUCATION SERVICES, NAMELY, PROVIDING A MULTI-SENSORY APPROACH TO CLASSROOM TEACHING AND INSTRUCTION TO GRADES PRE-KINDERGARTEN TO SENIOR HIGH SCHOOL IN THE FIELD OF GENERAL COLLEGE PREPARATORY EDUCATION; EDUCATIONAL SERVICES IN THE NATURE OF COLLEGE PREPARATORY SCHOOLS; EDUCATIONAL SERVICES, NAMELY, CONDUCTING CLASSES IN THE FIELDS OF COLLEGE PREPARATORY EDUCATION AND DISTRIBUTION OF TRAINING MATERIALS IN CONNECTION THEREWITH; EDUCATIONAL SERVICES, NAMELY, PROVIDING COURSES OF INSTRUCTION AT THE PRE-KINDERGARTEN THROUGH 12TH GRADE LEVEL AND DISTRIBUTION OF COURSE MATERIAL IN CONNECTION THEREWITH; PROVIDING AFTER SCHOOL EDUCATIONAL PROGRAMS FOR CHILDREN IN GRADES PRE-KINDERGARTEN THROUGH 12TH GRADE; PROVIDING COURSES OF INSTRUCTION AT THE PRESCHOOL, LOWER SCHOOL, UPPER SCHOOL, COLLEGE PREPARATORY PROGRAM, COLLEGE STUDY, GRADUATE SCHOOL PREPARATORY STUDY, ADULT LEARNING PROGRAM LEVEL; PROVIDING INFORMATION RELATING TO EDUCATION SERVICES FOR CHILDREN; PROVIDING INFORMATION RELATING TO EDUCATIONAL SERVICES; TEACHING AT ELEMENTARY SCHOOLS; TEACHING AT JUNIOR HIGH SCHOOLS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).



FIRST USE 1-15-2012; IN COMMERCE 1-15-2012.

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

Lynn Starnett Liu
Acting Director of the United States Patent and Trademark Office

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

SER. NO. 85-522,952, FILED P.R. 1-23-2012; AM. S.R. 6-27-2013.

Reg. No. 4,394,097 SUZANNE BLANE, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or reminder of these filing requirements.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office

Key Point Academy

Reg. No. 4,474,779

Registered Jan. 28, 2014

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

INTERNATIONAL SCHOOL OF BRICKELL, LLC (FLORIDA LIMITED LIABILITY COMPANY), DBA KEY POINT ACADEMY
3001 SW 3RD AVENUE
MIAMI, FL 33129

FOR: CONDUCTING AFTER SCHOOL TUTORING PROGRAMS; EDUCATIONAL SERVICES, NAMELY, CONDUCTING DISTANCE LEARNING INSTRUCTION AT THE PRIMARY SCHOOL, LOWER SCHOOL, MIDDLE SCHOOL AND HIGH SCHOOL LEVEL; EDUCATIONAL SERVICES, NAMELY, DEVELOPING CURRICULUM FOR EDUCATORS; PROVIDING AFTER SCHOOL EDUCATIONAL PROGRAMS FOR CHILDREN IN GRADES PRESCHOOL AND ELEMENTARY, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 4-1-2013; IN COMMERCE 4-1-2013.

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

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

SER. NO. 85-959,864, FILED 6-14-2013.

CHRISIE B. KING, EXAMINING ATTORNEY



Michelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or reminder of these filing requirements.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America
United States Patent and Trademark Office

Bearface

Reg. No. 4,518,628

Registered Apr. 22, 2014

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER



Michelle K. Lee
Deputy Director of the United States
Patent and Trademark Office

BEARFACE INSTRUCTIONAL TECHNOLOGIES LLC (INDIANA LIMITED LIABILITY COMPANY), DBA BEARFACE INSTRUCTIONAL TECHNOLOGIES LLC,
23315 MARIN DRIVE
WWW.BEARFACEONLINE.COM
CICERO, IN 46034

FOR: EDUCATION SERVICES, NAMELY, PROVIDING CLASSES AND INSTRUCTION IN THE FIELD OF DANCE; EDUCATION SERVICES, NAMELY, PROVIDING KINDERGARTEN THROUGH 12TH GRADE (K-12) CLASSROOM INSTRUCTION; EDUCATION SERVICES, NAMELY, PROVIDING PRE-KINDERGARTEN THROUGH 12TH GRADE CLASSROOM INSTRUCTION AT INTERNATIONAL SCHOOLS; EDUCATIONAL SERVICES, NAMELY, CONDUCTING DISTANCE LEARNING INSTRUCTION AT THE HIGHER EDUCATION LEVEL; EDUCATIONAL SERVICES, NAMELY, CONDUCTING ONLINE COURSES IN THE FIELDS OF WELLNESS, PERSONAL HEALTH, FITNESS, AND SPORT-ACTIVITIES INSTRUCTION AND DISTRIBUTION OF TRAINING MATERIALS IN CONNECTION THEREWITH; EDUCATIONAL SERVICES, NAMELY, CONDUCTING ONLINE COURSES IN THE FIELD OF WELLNESS, PERSONAL HEALTH, FITNESS, AND SPORT-ACTIVITIES INSTRUCTION; EDUCATIONAL SERVICES, NAMELY, CONDUCTING ONLINE COURSES IN THE FIELD OF WELLNESS, PERSONAL HEALTH, FITNESS, AND SPORT-ACTIVITIES INSTRUCTION AND DISTRIBUTION OF TRAINING MATERIAL IN CONNECTION THEREWITH; EDUCATIONAL SERVICES, NAMELY, CONDUCTING ONLINE COURSES IN THE FIELD OF WELLNESS, PERSONAL HEALTH, FITNESS, AND SPORT-ACTIVITIES INSTRUCTION AND DISTRIBUTION OF COURSE MATERIAL IN CONNECTION THEREWITH; EDUCATIONAL SERVICES, NAMELY, CONDUCTING ONLINE COURSES IN THE FIELD OF WELLNESS, PERSONAL HEALTH, FITNESS, AND SPORT-ACTIVITIES INSTRUCTION AND DISTRIBUTION OF EDUCATIONAL MATERIALS IN CONNECTION THEREWITH; EDUCATIONAL SERVICES, NAMELY, DEVELOPING, ARRANGING, AND CONDUCTING EDUCATIONAL CONFERENCES AND PROGRAMS AND PROVIDING COURSES OF INSTRUCTION IN THE FIELD OF WELLNESS, PERSONAL HEALTH, FITNESS, AND SPORT-ACTIVITIES INSTRUCTION; EDUCATIONAL SERVICES, NAMELY, PROFESSIONAL COACHING OF TEACHERS IN THE FIELD OF WELLNESS, PERSONAL HEALTH, FITNESS, AND SPORT-ACTIVITIES INSTRUCTION PROVIDED ON A REAL-TIME BASIS DURING CLASSROOM INSTRUCTION; EDUCATIONAL SERVICES, NAMELY, PROVIDING COURSES OF INSTRUCTION AT THE HIGHER EDUCATION LEVEL; EDUCATIONAL SERVICES, NAMELY, PROVIDING COURSES OF INSTRUCTION AT THE HIGHER EDUCATION LEVEL

Reg. No. 4,518,628 AND DISTRIBUTION OF COURSE MATERIAL IN CONNECTION THEREWITH; EDUCATIONAL SERVICES, NAMELY, PROVIDING ON-LINE COURSES OF INSTRUCTION AT THE HIGHER EDUCATION LEVEL; EDUCATIONAL SERVICES, NAMELY, PROVIDING ONLINE COURSES OF INSTRUCTION AT THE HIGHER EDUCATION LEVEL AND DISTRIBUTION OF COURSE MATERIAL IN CONNECTION THEREWITH; EDUCATIONAL SERVICES, NAMELY, PROVIDING ONLINE INSTRUCTION IN THE FIELD OF WELLNESS, PERSONAL HEALTH, FITNESS, AND SPORT-ACTIVITIES INSTRUCTION; EDUCATIONAL SERVICES, NAMELY, PROVIDING ONLINE INSTRUCTION IN THE FIELD OF WELLNESS, PERSONAL HEALTH, FITNESS, AND SPORT-ACTIVITIES INSTRUCTION VIA AN ONLINE WEBSITE; GOLF FITNESS INSTRUCTION; GOLF INSTRUCTION; GYMNAS TIC INSTRUCTION; HEALTH CLUB SERVICES, NAMELY, PROVIDING INSTRUCTION AND EQUIPMENT IN THE FIELD OF PHYSICAL EXERCISE; ICE SKATING INSTRUCTION; INSTRUCTION IN THE FIELD OF WELLNESS, PERSONAL HEALTH, FITNESS, AND SPORT-ACTIVITIES INSTRUCTION; JUDO INSTRUCTION; KARATE INSTRUCTION; KENDO INSTRUCTION (JAPANESE FENCING INSTRUCTION); MARTIAL ARTS INSTRUCTION; PERSONAL FITNESS TRAINING SERVICES, NAMELY, PROVIDING CROSS-TRAINING INSTRUCTION TO TENNIS PLAYERS, BASED ON PILATES METHODS AND TENNIS TECHNIQUES, IN A STUDIO OR ON A TENNIS COURT; PHYSICAL FITNESS INSTRUCTION; PROVIDING A WEB SITE THAT FEATURES INFORMAL INSTRUCTION ON WELLNESS, PERSONAL HEALTH, FITNESS, AND SPORT-ACTIVITIES INSTRUCTION; PROVIDING A WEBSITE FEATURING INFORMATION ON GOLF AND GOLF INSTRUCTION; PROVIDING COURSES OF INSTRUCTION AT THE HIGHER EDUCATION LEVEL; PROVIDING FITNESS AND EXERCISE STUDIO SERVICES, NAMELY, PILATES INSTRUCTION AND TRAINING; PROVIDING INFORMATION AND INSTRUCTION IN THE FIELD OF TRIATHLON EVENTS; PROVIDING PHYSICAL FITNESS AND EXERCISE SERVICE, NAMELY, INDOOR CYCLING AND YOGA INSTRUCTION; ROLLER SKATING INSTRUCTION; SKI INSTRUCTION; SNOWBOARD INSTRUCTION; SOCCER INSTRUCTION; SPORTS INSTRUCTION SERVICES; SWIMMING INSTRUCTION; TAEKWONDO INSTRUCTION; TEACHING, TRAINING, TUTORING AND COURSES OF INSTRUCTION AT THE UNDERGRADUATE, GRADUATE AND POST-GRADUATE LEVEL; TENNIS INSTRUCTION; YOGA INSTRUCTION, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 1-15-2013; IN COMMERCE 1-15-2013.

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

SN 85-760,875, FILED 10-23-2012.

NAKIA HENRY, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or reminder of these filing requirements.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office

THE CATALYST SCHOOLS

Reg. No. 4,528,401

Registered May 13, 2014

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

CATALYST SCHOOLS (ILLINOIS CORPORATION)
6727 S. CALIFORNIA AVE.
CHICAGO, IL 60629

FOR: EDUCATIONAL SERVICES IN THE NATURE OF CHARTER SCHOOLS; EDUCATION SERVICES, NAMELY, PROVIDING KINDERGARTEN THROUGH 12TH GRADE (K-12) CLASSROOM INSTRUCTION; EDUCATIONAL COUNSELING SERVICES TO ASSIST STUDENTS IN PLANNING AND PREPARING FOR FURTHER EDUCATION; ADMINISTERING DIAGNOSTIC ASSESSMENTS TO DETERMINE ACADEMIC PROFICIENCY AND MASTERY OF COURSE OBJECTIVES BY STUDENTS; CURRICULUM DEVELOPMENT IN THE FIELD OF EDUCATION FOR TEACHERS AND EDUCATORS; CONDUCTING AFTER SCHOOL ACADEMIC TUTORING PROGRAMS; ENCOURAGING AMATEUR SPORTS AND PHYSICAL EDUCATION BY ORGANIZING, SANCTIONING, CONDUCTING, REGULATING AND GOVERNING AMATEUR ATHLETIC PROGRAMS AND ACTIVITIES; EDUCATION SERVICES, NAMELY, ENRICHMENT PROGRAMS, AND EXTRACURRICULAR ACTIVITIES IN THE FIELDS OF READING, MATH, SOCIAL STUDIES, SCIENCE, TECHNOLOGY, LITERATURE, LANGUAGES, SOCIAL EDUCATION, CHARACTER DEVELOPMENT, CITIZENSHIP, LEADERSHIP, MUSIC, ART, DANCE, THEATER, LIFE SKILLS, COMPUTER SKILLS, GOAL SETTING, AND ENTREPRENEURSHIP; PROVIDING CONTESTS AND INCENTIVE AWARD PROGRAMS TO ENCOURAGE PUBLIC SCHOOL STUDENTS TO SET AND ACHIEVE GOALS IN ACADEMICS, ATTENDANCE, CITIZENSHIP AND CONDUCT; PROFESSIONAL DEVELOPMENT SERVICES FOR TEACHERS AND SCHOOL LEADERS IN THE FIELD OF EDUCATION, NAMELY, WORKSHOPS AND TRAINING COURSES; DEVELOPMENT AND DISSEMINATION OF PRINTED TEACHING AND CURRICULAR MATERIALS IN THE FIELD OF EDUCATION; PROVIDING SPORTING AND ATHLETIC FACILITIES; PROVIDING FACILITIES FOR MOVIES, SHOWS, PLAYS, MUSIC, AND EDUCATION; PROVIDING RECREATIONAL FACILITIES FOR CHILDREN IN THE NATURE OF CHILDREN'S PLAY AREAS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).



FIRST USE 0-0-2005; IN COMMERCE 0-0-2006.

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

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

Michelle K. Lee
Deputy Director of the United States
Patent and Trademark Office

Reg. No. 4,528,401 SER. NO. 86-013,993, FILED 7-18-2013.

HELENE LIWINSKI, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or reminder of these filing requirements.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)	
)	
Opposer,)	
)	Opposition No. 91211873
v.)	
)	
GREEN IVY HOLDINGS LLC)	
)	
Applicant.)	

PETITIONER'S EXHIBIT 22 TO NOTICE OF RELIANCE

United States of America

United States Patent and Trademark Office

LUMIN EDUCATION

Reg. No. 4,580,726

Registered Aug. 5, 2014

Int. Cls.: 41 and 44

SERVICE MARK

PRINCIPAL REGISTER

LUMIN EDUCATION (TEXAS CHARITABLE, NON-PROFIT CORPORATION)
924 WAYNE STREET
DALLAS, TX 75223

FOR: NON-PROFIT EDUCATIONAL SERVICES, NAMELY, OPERATING A CHARTER SCHOOL FOR GRADES PRE-KINDERGARTEN THROUGH THE THIRD GRADE; PROVIDING BEFORE-SCHOOL AND AFTER-SCHOOL EDUCATIONAL PROGRAMS FOR CHILDREN IN GRADES PRE-KINDERGARTEN THROUGH THE THIRD GRADE; SUMMER SCHOOL TUTORING PROGRAMS FOR CHILDREN IN THE FIELD OF LANGUAGE, READING, AND MATH; EDUCATION SERVICES, NAMELY, CONDUCTING MONTESSORI CLASSROOM INSTRUCTION AND ONE-ON-ONE TUTORING IN THE FIELD OF READING PROGRAMS FOR CHILDREN; EDUCATION SERVICES, NAMELY, TODDLER HALF-DAY CLASSROOM INSTRUCTION; EDUCATIONAL SERVICES, NAMELY, CONDUCTING WORKSHOPS FOR PARENTS IN THE FIELD OF EARLY CHILDHOOD CARE AND DEVELOPMENT, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 2-14-2014; IN COMMERCE 2-14-2014.

FOR: PLAY THERAPY FOR PHYSICAL, PSYCHOLOGICAL AND COGNITIVE PURPOSES FOR CHILDREN, IN CLASS 44 (U.S. CLS. 100 AND 101).

FIRST USE 2-14-2014; IN COMMERCE 2-14-2014.

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

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

SN 85-709,141, FILED 8-21-2012.

MICHAEL SOUDERS, EXAMINING ATTORNEY



Michelle K. Lee
Deputy Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or reminder of these filing requirements.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)	
)	
Opposer,)	
)	Opposition No. 91211873
v.)	
)	
GREEN IVY HOLDINGS LLC)	
)	
Applicant.)	

PETITIONER'S EXHIBIT 23 TO NOTICE OF RELIANCE

United States of America
United States Patent and Trademark Office

BridgePrep

Reg. No. 4,618,231

Registered Oct. 7, 2014

Int. Cls.: 25, 41, and 43

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

S.M.A.R.T. MANAGEMENT L.L.C. (FLORIDA LIMITED LIABILITY COMPANY)
7990 SW 117TH AVENUE SUITE 210
MIAMI, FL 33183

FOR: SCHOOL UNIFORMS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 6-1-2013; IN COMMERCE 6-1-2013.

FOR: CONDUCTING AFTER SCHOOL TUTORING PROGRAMS; EDUCATIONAL SERVICES IN THE NATURE OF CHARTER SCHOOLS; PROVIDING AFTER SCHOOL EDUCATIONAL PROGRAMS FOR CHILDREN IN GRADES PRE-SCHOOL THROUGH EIGHTH; TEACHING AT ELEMENTARY SCHOOLS; TEACHING AT JUNIOR HIGH SCHOOLS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 6-1-2013; IN COMMERCE 6-1-2013.

FOR: PRESCHOOLER AND INFANT CARE AT DAYCARE CENTERS, IN CLASS 43 (U.S. CLS. 100 AND 101).

FIRST USE 6-1-2013; IN COMMERCE 6-1-2013.

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

SN 85-896,044, FILED 4-5-2013.

KAELIE KUNG, EXAMINING ATTORNEY



Michelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or reminder of these filing requirements.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)	
)	
Opposer,)	
)	Opposition No. 91211873
v.)	
)	
GREEN IVY HOLDINGS LLC)	
)	
Applicant.)	

PETITIONER'S EXHIBIT 24 TO NOTICE OF RELIANCE

United States of America

United States Patent and Trademark Office

STEMulate

Reg. No. 4,638,101

Registered Nov. 11, 2014

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

FORUM TO ADVANCE MINORITIES IN ENGINEERING, INC. (DELAWARE NON-PROFIT CORPORATION), DBA FAME, INC.,
100 W. 10TH STREET, SUITE 409
WILMINGTON, DE 19801

FOR: CHARITABLE SERVICES, NAMELY, PROVIDING EDUCATIONAL MATERIALS IN THE NATURE OF SYLLABI, WORKSHEETS, ASSIGNMENTS AND NOTEBOOKS IN THE FIELDS OF SCIENCE, TECHNOLOGY, ENGINEERING AND MATH TO STUDENTS SPECIFICALLY WITH A FOCUS ON UNDERREPRESENTED MINORITIES AND WOMEN; CHARITABLE SERVICES, NAMELY, PROVIDING FACILITIES FOR EDUCATIONAL CLASSES, TUTORING, AND MENTORING TO STUDENTS SPECIFICALLY WITH A FOCUS ON UNDERREPRESENTED MINORITIES AND WOMEN; CHARITABLE DONATION SERVICES, NAMELY, PROVIDING EDUCATIONAL CLASSES, TUTORING, AND MENTORING IN THE FIELD OF SCIENCE, TECHNOLOGY, ENGINEERING AND MATH; CONSULTATION IN THE FIELD OF K-12 EDUCATIONAL SYSTEMS; DEVELOPING EDUCATIONAL MANUALS FOR OTHERS IN THE FIELD OF STEM EDUCATION, NAMELY, SCIENCE, TECHNOLOGY, ENGINEERING, AND MATH; DEVELOPMENT AND DISSEMINATION OF EDUCATIONAL MATERIALS OF OTHERS IN THE FIELD OF STEM EDUCATION, NAMELY, SCIENCE, TECHNOLOGY, ENGINEERING AND MATH; EDUCATING AT SENIOR HIGH SCHOOLS; EDUCATION SERVICES, NAMELY, MENTORING IN THE FIELD OF SCIENCE, TECHNOLOGY, ENGINEERING AND MATH; EDUCATION SERVICES, NAMELY, PROVIDING HANDS-ON OPPORTUNITIES FOR CHILDREN IN THE FIELD OF INTUITIVE ENGINEERING THROUGH LIVE, BROADCAST, AND ON-LINE CLASSES, SEMINARS, WORKSHOPS, TRAINING AND CURRICULUM DEVELOPMENT FOR CHILDREN, PARENTS AND EDUCATORS; EDUCATION SERVICES, NAMELY, PROVIDING KINDERGARTEN THROUGH 12TH GRADE (K-12) CLASSROOM INSTRUCTION; EDUCATION SERVICES, NAMELY, PROVIDING MENTORING, TUTORING, CLASSES, SEMINARS AND WORKSHOPS IN THE FIELD OF SCIENCE, TECHNOLOGY, ENGINEERING AND MATH; EDUCATION SERVICES, NAMELY, PROVIDING CLASSES, TUTORING, AND MENTORING IN THE FIELD OF STEM EDUCATION, NAMELY, SCIENCE, TECHNOLOGY, ENGINEERING AND MATH; EDUCATIONAL COUNSELING SERVICES TO ASSIST STUDENTS IN PLANNING AND PREPARING FOR FURTHER EDUCATION; EDUCATIONAL SERVICES, NAMELY, CONDUCTING PROGRAMS IN THE FIELD OF SCIENCE, TECHNOLOGY, ENGINEERING, AND MATH; EDUCATIONAL SERVICES, NAMELY, CONDUCTING CLASSES IN THE FIELDS OF SCIENCE, TECHNOLOGY, ENGINEERING, AND MATH, AND DISTRIBUTION OF TRAINING MATERIALS IN CONNECTION THEREWITH; EDUCATIONAL SERVICES, NAMELY, CONDUCTING CLASSES IN THE FIELD OF SCIENCE, TECHNO-



Michelle K. Lee
Deputy Director of the United States
Patent and Trademark Office

Reg. No. 4,638,101 LOGY, ENGINEERING AND MATH AND DISTRIBUTION OF PRINTED MATERIALS IN CONNECTION THEREWITH IN HARD COPY OR ELECTRONIC FORMAT ON THE SAME TOPICS; EDUCATIONAL SERVICES, NAMELY, CONDUCTING CLASSES IN THE FIELD OF STEM EDUCATION, NAMELY, SCIENCE, TECHNOLOGY, ENGINEERING AND MATH, AND DISTRIBUTION OF COURSE MATERIAL IN CONNECTION THEREWITH; EDUCATIONAL SERVICES, NAMELY, DEVELOPING CURRICULUM FOR EDUCATORS; EDUCATIONAL SERVICES, NAMELY, DEVELOPING CURRICULUM FOR OTHERS IN THE FIELD OF STEM EDUCATION, NAMELY, SCIENCE, TECHNOLOGY, ENGINEERING AND MATH; EDUCATIONAL SERVICES, NAMELY, DEVELOPING CURRICULUM FOR TEACHERS; EDUCATIONAL SERVICES, NAMELY, PROVIDING INCENTIVES TO STUDENTS TO DEMONSTRATE EXCELLENCE IN THE FIELD OF STEM EDUCATION, NAMELY, SCIENCE, TECHNOLOGY, ENGINEERING, AND MATH; EDUCATIONAL SERVICES, NAMELY, PROVIDING INCENTIVES TO STUDENTS TO DEMONSTRATE EXCELLENCE IN THE FIELD OF STEM EDUCATION, NAMELY, SCIENCE, TECHNOLOGY, ENGINEERING, AND MATH THROUGH THE ISSUANCE OF AWARDS; PROVIDING AFTER SCHOOL EDUCATIONAL PROGRAMS FOR CHILDREN IN GRADES K-12, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 7-5-2013; IN COMMERCE 6-2-2014.

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

SN 86-023,574, FILED 7-30-2013.

MEREDITH MARESCA, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or reminder of these filing requirements.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)	
)	
Opposer,)	
)	Opposition No. 91211873
v.)	
)	
GREEN IVY HOLDINGS LLC)	
)	
Applicant.)	

PETITIONER'S EXHIBIT 25 TO NOTICE OF RELIANCE

United States of America

United States Patent and Trademark Office

LEARN & FLOURISH

Reg. No. 4,656,055

Registered Dec. 16, 2014

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

LEARN & FLOURISH, LLC (MASSACHUSETTS LIMITED LIABILITY COMPANY)
SUITE 203
54 HARTFORD STREET
WESTWOOD, MA 02090

FOR: ANALYZING EDUCATIONAL TESTS SCORES AND DATA FOR OTHERS; ANALYZING OF EDUCATIONAL TEST SCORES AND DATA FOR OTHERS; ARRANGEMENT OF TRAINING COURSES IN TEACHING INSTITUTES; ARRANGING AND CONDUCTING EDUCATIONAL CONFERENCES; ARRANGING OF SEMINARS; CHILDREN'S EDUCATIONAL SERVICES, NAMELY, PROVIDING ACADEMIC PERFORMANCE EVALUATION, GUIDANCE AND MONITORING FOR CHILDREN PRE-KINDERGARTEN THROUGH GRADE 12 VIA THE INTERNET; CONSULTANCY IN THE FIELD OF LEARNING DIFFICULTIES; CONSULTATION IN THE FIELD OF K-12 EDUCATIONAL SYSTEMS; DEVELOPING TRAINING SYSTEMS AND LEARNING METHODOLOGIES FOR OTHERS; EDUCATING AT SENIOR HIGH SCHOOLS; EDUCATING AT UNIVERSITY OR COLLEGES; EDUCATION SERVICES IN THE NATURE OF EARLY CHILDHOOD INSTRUCTION; EDUCATION SERVICES, NAMELY, PROVIDING CLASSES, SEMINARS, WORKSHOPS, TUTORING, AND MENTORING IN THE FIELD OF MIDDLE AND HIGH SCHOOL REFORM; EDUCATION SERVICES, NAMELY, PROVIDING KINDERGARTEN THROUGH 12TH GRADE (K-12) CLASSROOM INSTRUCTION; EDUCATION SERVICES, NAMELY, PROVIDING LIVE AND ON-LINE CLASSES, SEMINARS AND WORKSHOPS IN THE FIELD OF EDUCATION; EDUCATION SERVICES, NAMELY, PROVIDING MENTORING, TUTORING, CLASSES, SEMINARS AND WORKSHOPS IN THE FIELD OF EDUCATION; EDUCATION SERVICES, NAMELY, PROVIDING NON-DOWNLOADABLE WEBINARS IN THE FIELD OF EDUCATION; EDUCATION SERVICES, NAMELY, PROVIDING ONLINE COGNITIVE ASSESSMENTS AND TRAINING PROGRAMS THAT HELP IDENTIFY COGNITIVE STRENGTHS AND WEAKNESSES OF AN INDIVIDUAL; EDUCATION SERVICES, NAMELY, TRAINING EDUCATORS IN THE FIELD OF EDUCATION AND PROVIDING CURRICULA IN CONNECTION THEREWITH; EDUCATIONAL AND ENTERTAINMENT SERVICES, NAMELY, CONDUCTING PROGRAMS FEATURING RECREATIONAL ACTIVITIES, LITERACY TRAINING, ART EVENTS, AND SPORTING EVENTS FOR CHILDREN IN FOSTER CARE; EDUCATIONAL COUNSELING SERVICES TO ASSIST STUDENTS IN PLANNING AND PREPARING FOR FURTHER EDUCATION; EDUCATIONAL PROGRAMS, NAMELY, PRE-SCHOOLS; EDUCATIONAL SERVICES, NAMELY, CONDUCTING INFORMAL ON-LINE PROGRAMS IN THE FIELDS OF EDUCATION, AND PRINTABLE MATERIALS DISTRIBUTED THEREWITH; EDUCATIONAL SERVICES, NAMELY, CONDUCTING PROGRAMS IN THE FIELD OF EDUCATION; EDUCATIONAL SERVICES, NAMELY, CONDUCTING



Michelle K. Lee
Deputy Director of the United States
Patent and Trademark Office

Reg. No. 4,656,055 CLASSES, SEMINARS, WORKSHOPS, CONFERENCES IN THE FIELD OF EDUCATION; EDUCATIONAL SERVICES, NAMELY, CONDUCTING CLASSES, SEMINARS, WORKSHOPS, CONFERENCES IN THE FIELD OF EDUCATION AND DISTRIBUTION OF EDUCATIONAL MATERIALS IN CONNECTION THEREWITH; EDUCATIONAL SERVICES, NAMELY, DEVELOPING CURRICULUM FOR EDUCATORS; EDUCATIONAL SERVICES, NAMELY, DEVELOPING CURRICULUM FOR TEACHERS; EDUCATIONAL SERVICES, NAMELY, DEVELOPING, ARRANGING, AND CONDUCTING EDUCATIONAL CONFERENCES AND PROGRAMS AND PROVIDING COURSES OF INSTRUCTION IN THE FIELD OF EDUCATION; EDUCATIONAL SERVICES, NAMELY, OFFERING OF ASSESSMENTS AND SURVEYS IN THE FIELD OF EDUCATOR TRAINING AND PERFORMANCE FOR THE PURPOSE OF IMPROVING TEACHING PROCEDURES; EDUCATIONAL SERVICES, NAMELY, PROVIDING A LEARNING AND INNOVATION CENTER FEATURING FULLY CUSTOMIZED LEADERSHIP, MOTIVATIONAL, EDUCATIONAL, AND BRAINSTORMING TRAINING; EDUCATIONAL SERVICES, NAMELY, PROVIDING WEB-BASED AND CLASSROOM TRAINING FOR CERTIFICATION OF TEACHERS AND CONTINUING EDUCATION FOR TEACHERS AND PRINCIPALS; INFORMATION IN THE FIELD OF PARENTING CONCERNING EDUCATION OF CHILDREN; INFORMATION ON EDUCATION; INTERACTIVE ON-LINE TRAINING SERVICES IN THE FIELD OF EDUCATION; ON-LINE EDUCATIONAL PARENTAL TRAINING CLASSES; ON-LINE JOURNALS, NAMELY, BLOGS FEATURING INFORMATION AND TIPS IN THE FIELD OF EDUCATION; PERSONAL COACHING SERVICES IN THE FIELD OF EDUCATION; PROFESSIONAL COACHING SERVICES IN THE FIELD OF EDUCATION; PROVIDING A WEB SITE FEATURING NON-DOWNLOADABLE INSTRUCTIONAL VIDEOS IN THE FIELD OF EDUCATION; PROVIDING A WEBSITE FEATURING INFORMATION IN THE FIELDS OF EDUCATION AND ENTERTAINMENT FOR CHILDREN; PROVIDING ADVICE AND INFORMATION IN THE FIELD OF EDUCATIONAL AND ENTERTAINMENT ACTIVITIES AND EVENTS FOR CHILDREN; PROVIDING AN ONLINE WEEKLY COLUMN IN THE FIELD OF EDUCATION; PROVIDING CLASSES, SEMINARS, WORKSHOPS, AND TRAINING FOR PARENTS, INSTRUCTORS, AND OTHER INDIVIDUALS IN THE FIELD OF EDUCATION FOR INDIVIDUALS WITH AUTISM AND OTHER DEVELOPMENTAL DISORDERS; PROVIDING EDUCATIONAL ASSESSMENT SERVICES; PROVIDING EDUCATIONAL INFORMATION AND TEST QUESTIONS IN THE ACADEMIC FIELD OF MATHEMATICS; PROVIDING GROUP COACHING IN THE FIELD OF EDUCATION; PROVIDING INFORMATION ABOUT EDUCATION; PROVIDING INFORMATION ABOUT ONLINE EDUCATION; PROVIDING INFORMATION AND NEWS IN THE FIELD OF TEACHING METHODOLOGY AND EDUCATION; PROVIDING INFORMATION ON-LINE RELATING TO EDUCATIONAL OPPORTUNITIES; PROVIDING INFORMATION RELATING TO EDUCATION SERVICES; PROVIDING INFORMATION RELATING TO EDUCATION SERVICES FOR CHILDREN; PROVIDING INFORMATION RELATING TO EDUCATIONAL AND ENTERTAINMENT ACTIVITIES AND EVENTS FOR CHILDREN; PROVIDING ON-LINE RESOURCE GUIDES FOR RELATIVES CONCERNING CHILDREN IN THE FIELDS OF EDUCATION, RECREATION, AND ENTERTAINMENT; RESEARCH IN THE FIELD OF EDUCATION; RESEARCH IN THE FIELD OF EDUCATION VIA THE INTERNET; TEACHING AT ELEMENTARY SCHOOLS; TEACHING AT JUNIOR HIGH SCHOOLS; TEACHING, TRAINING, TUTORING AND COURSES OF INSTRUCTION AT THE UNDERGRADUATE, GRADUATE AND POST-GRADUATE LEVEL; TRAINING SERVICES IN THE FIELD OF EDUCATION, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 9-25-2012; IN COMMERCE 9-25-2012.

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

SER. NO. 86-270,670, FILED 5-2-2014.

RUDY R. SINGLETON, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or reminder of these filing requirements.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office

INSPIRED TEACHING

Reg. No. 4,718,963

Registered Apr. 14, 2015

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

CENTER FOR INSPIRED TEACHING (D.C. CORPORATION)
1436 U ST NW # 400
WASHINGTON, DC 20009

FOR: EDUCATIONAL SERVICES, NAMELY, CLASSES, SEMINARS, WORKSHOPS, TUTORING, TEACHER PREPARATION PROGRAMS AND MENTORING IN THE FIELD OF EARLY CHILDHOOD, ELEMENTARY, MIDDLE, HIGH SCHOOL EDUCATION AND POST-SECONDARY EDUCATION; DEVELOPMENT AND DISSEMINATION OF PRINTED EDUCATIONAL MATERIALS IN THE FIELD OF EARLY CHILDHOOD, ELEMENTARY, MIDDLE, HIGH SCHOOL EDUCATION, AND POST-SECONDARY EDUCATION; EDUCATIONAL SERVICES, NAMELY, DEVELOPING CURRICULUM FOR OTHERS IN THE FIELD OF EARLY CHILDHOOD, ELEMENTARY, MIDDLE, HIGH SCHOOL EDUCATION, AND POST-SECONDARY EDUCATION; TRAINING OF EDUCATIONAL LEADERS AND TEACHERS TO OPERATE AND TEACH IN SCHOOLS; EDUCATIONAL SERVICES, NAMELY, SEMINARS, WORKSHOPS, COURSES FOR PARENTS, GUARDIANS, AND MEMBERS OF THE GENERAL PUBLIC INTERESTED IN THE FIELD OF EARLY CHILDHOOD, ELEMENTARY, MIDDLE, HIGH SCHOOL EDUCATION, AND POST-SECONDARY EDUCATION; PROVIDING RECOGNITION BY WAY OF AWARDS TO OTHERS WHO DEMONSTRATE EXCELLENCE IN THE FIELD OF EDUCATION, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 10-0-2004; IN COMMERCE 10-0-2004.

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

OWNER OF U.S. REG. NO. 3,417,472.

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

SER. NO. 86-175,699, FILED 1-27-2014.

JOHN DALIER, EXAMINING ATTORNEY



Michelle K. Lee
Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*
What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*
What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)
)
 Opposer,)
)) Opposition No. 91211873
 v.)
)
 GREEN IVY HOLDINGS LLC)
)
 Applicant.)

PETITIONER'S EXHIBIT 27 TO NOTICE OF RELIANCE

United States of America

United States Patent and Trademark Office

Mandarin Tree Academy

Reg. No. 4,719,480

Registered Apr. 14, 2015

Int. Cls.: 41 and 43

SERVICE MARK

PRINCIPAL REGISTER

KWOK, KEVIN (UNITED STATES INDIVIDUAL), DBA MANDARIN TREE ACADEMY
2040 UPLAND ST
RANCHO PALOS VERDES, CA 90275

FOR: CONDUCTING AFTER SCHOOL LANGUAGE TUTORING PROGRAMS; LANGUAGE SCHOOLS FEATURING MANDARIN IMMERSION PROGRAMS; PROVIDING AFTER SCHOOL EDUCATIONAL PROGRAMS FOR CHILDREN IN GRADES PRESCHOOL - 12TH GRADE; PROVIDING CLASSROOM INSTRUCTION AT THE PRESCHOOL - 12TH GRADE LEVEL USING LANGUAGE IMMERSION PRINCIPLES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 7-1-2014; IN COMMERCE 7-1-2014.

FOR: PRESCHOOLER AND INFANT CARE AT DAYCARE CENTERS, IN CLASS 43 (U.S. CLS. 100 AND 101).

FIRST USE 7-1-2014; IN COMMERCE 7-1-2014.

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

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

SER. NO. 86-354,105, FILED 7-31-2014.

FRED CARL, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*
What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*
What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office

KENNEDY KRIEGER INSTITUTE

Reg. No. 4,751,508

Registered June 9, 2015

**Int. Cls.: 36, 41, 42, 44
and 45**

SERVICE MARK

PRINCIPAL REGISTER



Michelle K. Lee

Director of the United States
Patent and Trademark Office

KENNEDY KRIEGER INSTITUTE (MARYLAND NON-PROFIT CORPORATION)
707 NORTH BROADWAY
BALTIMORE, MD 21205

FOR: CHARITABLE FUNDRAISING SERVICES, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).
FIRST USE 1-31-1992; IN COMMERCE 1-31-1992.

FOR: EDUCATION SERVICES, NAMELY, PRE-KINDERGARTEN THROUGH 12TH GRADE CLASSROOM INSTRUCTION, VOCATIONAL INSTRUCTION, MENTORING, TUTORING, CLASSES, SEMINARS AND WORKSHOPS FOR INDIVIDUALS WITH DEVELOPMENTAL DISABILITIES AND SPECIAL NEEDS; EDUCATIONAL SERVICES, NAMELY, CONDUCTING CLASSES, HOME-BASED INSTRUCTION, DAY SCHOOL INSTRUCTION, RESIDENTIAL INSTRUCTION, SEMINARS, LECTURES, MEETINGS, AND SYMPOSIA IN THE FIELD OF DEVELOPMENTAL DISABILITIES AND SPECIAL NEEDS; PROVIDING CLASSES, SEMINARS, WORKSHOPS, AND TRAINING FOR PARENTS, INSTRUCTORS, AND OTHER INDIVIDUALS IN THE FIELD OF EDUCATION FOR INDIVIDUALS WITH AUTISM AND OTHER DEVELOPMENTAL DISORDERS; PROVIDING EDUCATIONAL ASSESSMENT SERVICES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 1-31-1992; IN COMMERCE 1-31-1992.

FOR: PROVIDING A WEBSITE FEATURING EDUCATIONAL INFORMATION IN THE FIELD OF CLINICAL RESEARCH; PROVIDING MEDICAL AND SCIENTIFIC RESEARCH INFORMATION IN THE FIELD OF CLINICAL TRIALS; SCIENTIFIC STUDY AND RESEARCH IN THE FIELDS OF MENTAL HEALTH, DEVELOPMENTAL DISABILITIES, AND SPECIAL NEEDS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 1-31-1992; IN COMMERCE 1-31-1992.

FOR: CLINICAL MENTAL HEALTH COUNSELING SERVICES; MEDICAL CLINICS; MEDICAL SERVICES, NAMELY, ASSESSMENT, DIAGNOSIS AND TREATMENT OF PERSONS WITH DEVELOPMENTAL DISABILITIES AND SPECIAL NEEDS; MENTAL HEALTH SERVICES; MENTAL HEALTH THERAPY SERVICES; OCCUPATIONAL THERAPY SERVICES; PHYSICAL THERAPY; PROVIDING A WEBSITE FEATURING INFORMATION IN THE FIELD OF THE DIAGNOSIS AND TREATMENT OF INDIVIDUALS WITH DEVELOPMENTAL DISABILITIES AND SPECIAL NEEDS; PROVIDING AN INTERNET WEBSITE

Reg. No. 4,751,508 FEATURING NEWS AND INFORMATION RELATING TO DIAGNOSIS AND TREATMENT OF AUTISM; PSYCHOLOGICAL ASSESSMENT SERVICES; PSYCHOLOGICAL SERVICES, NAMELY, PROVIDING THERAPEUTIC SERVICES TO CHILDREN WITH SPECIAL NEEDS AND THEIR FAMILIES; SPEECH AND LANGUAGE THERAPY SERVICES; THERAPEUTIC SUMMER CAMPS FOR YOUTH DIAGNOSED WITH DEVELOPMENTAL DISABILITIES AND SPECIAL NEEDS , IN CLASS 44 (U.S. CLS. 100 AND 101).

FIRST USE 1-31-1992; IN COMMERCE 1-31-1992.

FOR: FOSTER CARE; PROVIDING CASE MANAGEMENT SERVICES, NAMELY, COORDINATING LEGAL, MEDICAL, PHYSICAL, SOCIAL, PERSONAL CARE AND PSYCHOLOGICAL SERVICES FOR CHILDREN AND FAMILIES OF ABUSE, NEGLECT, OR VIOLENCE, IN CLASS 45 (U.S. CLS. 100 AND 101).

FIRST USE 1-31-1992; IN COMMERCE 1-31-1992.

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

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

THE NAME(S), PORTRAIT(S), AND/OR SIGNATURE(S) SHOWN IN THE MARK DOES NOT IDENTIFY A PARTICULAR LIVING INDIVIDUAL.

SER. NO. 86-416,047, FILED 10-6-2014.

KATINA MISTER, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)	
)	
Opposer,)	
)	Opposition No. 91211873
v.)	
)	
GREEN IVY HOLDINGS LLC)	
)	
Applicant.)	

PETITIONER'S EXHIBIT 29 TO NOTICE OF RELIANCE

United States of America

United States Patent and Trademark Office



Reg. No. 4,753,210

Registered June 9, 2015

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

EXCEL 360 LEARNING ACADEMY, LLC (CALIFORNIA LIMITED LIABILITY COMPANY)
264 GIOTTO
IRVINE, CA 92614

FOR: ANALYZING OF EDUCATIONAL TEST SCORES AND DATA FOR OTHERS; CAREER COUNSELING, NAMELY, PROVIDING ADVICE CONCERNING EDUCATION OPTIONS TO PURSUE CAREER OPPORTUNITIES; CHILDREN'S EDUCATIONAL SERVICES, NAMELY, PROVIDING ACADEMIC PERFORMANCE EVALUATION, GUIDANCE AND MONITORING FOR CHILDREN PRE-KINDERGARTEN THROUGH GRADE 12 VIA THE INTERNET; EDUCATING AT SENIOR HIGH SCHOOLS; EDUCATION SERVICES, NAMELY, PROVIDING MENTORING, TUTORING, CLASSES, SEMINARS AND WORKSHOPS IN THE FIELD OF ELEMENTARY AND SECONDARY EDUCATION; EDUCATION SERVICES, NAMELY, PROVIDING TUTORING IN THE FIELD OF ELEMENTARY AND SECONDARY EDUCATION; EDUCATIONAL COUNSELING SERVICES TO ASSIST STUDENTS IN PLANNING AND PREPARING FOR FURTHER EDUCATION; EDUCATIONAL SERVICES, NAMELY, ARRANGING AND CONDUCTING EDUCATIONAL AND NETWORKING SEMINARS IN THE LEGAL FIELD; EDUCATIONAL SERVICES, NAMELY, PROVIDING A LEARNING AND INNOVATION CENTER FEATURING FULLY CUSTOMIZED LEADERSHIP, MOTIVATIONAL, EDUCATIONAL, AND BRAINSTORMING TRAINING, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 5-14-2014; IN COMMERCE 5-29-2014.

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

THE COLOR(S) BLACK, BLUE, GREEN, ORANGE, AND YELLOW IS/ARE CLAIMED AS A FEATURE OF THE MARK.

THE MARK CONSISTS OF A BLUE CIRCLE WITH THE WORD "EXCEL" IN BLACK. A SMALLER GREEN CIRCLE WITH THE NUMBER "360" IN BLACK IS OVERLAID ON THE RIGHT EDGE OF THE BLUE CIRCLE. AN ORANGE RECTANGLE WITH THE WORD "LEARNING" IN BLACK IS OVERLAID ON THE BOTTOM EDGE OF THE BLUE CIRCLE. A YELLOW RECTANGLE WITH THE WORD "ACADEMY" IN BLACK IS BELOW THE ORANGE RECTANGLE. EACH CIRCLE AND RECTANGLE IS OUTLINED IN BLACK.



Michelle K. Lee
Director of the United States
Patent and Trademark Office

SN 86-296,005, FILED 5-30-2014.

Reg. No. 4,753,210 IRA J. GOODSaid, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)	
)	
Opposer,)	
)	Opposition No. 91211873
v.)	
)	
GREEN IVY HOLDINGS LLC)	
)	
Applicant.)	

PETITIONER'S EXHIBIT 30 TO NOTICE OF RELIANCE

United States of America
United States Patent and Trademark Office

MasteryPrep

Reg. No. 4,768,494

Registered July 7, 2015

Int. Cls.: 9, 16 and 41

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

RING PUBLICATIONS, LLC (LOUISIANA LIMITED LIABILITY COMPANY)
7117 FLORIDA BOULEVARD
BATON ROUGE, LA 70806

FOR: AUDIO RECORDINGS, VIDEO RECORDINGS AND CD-ROMS FEATURING INFORMATION AND INSTRUCTION FOR PREPARING FOR STANDARDIZED EXAMINATIONS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 10-1-2014; IN COMMERCE 10-1-2014.

FOR: PRINTED MATERIALS, NAMELY, A SERIES OF BOOKS IN THE FIELD OF STANDARDIZED TEST PREPARATION; BOOKS ON DEVELOPING STUDY SKILLS; GUIDE BOOKS FOR PREPARING FOR STANDARDIZED TESTS; SERIES OF GUIDE BOOKS FOR IMPROVING LANGUAGE AND MATH SKILLS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 10-1-2014; IN COMMERCE 10-1-2014.

FOR: EDUCATION SERVICES, PROVIDING ON-LINE COURSES OF INSTRUCTION IN THE FIELD OF STANDARDIZED TEST PREPARATION; CONSULTING SERVICES IN THE FIELD OF STANDARDIZED TEST PREPARATION TO TEACHERS, SCHOOLS AND SCHOOL DISTRICTS; PROVIDING PROFESSIONAL DEVELOPMENT AND TRAINING TO INSTRUCTORS WHO WILL BE TEACHING STANDARDIZED TEST PREPARATION; TEST PREPARATION CLASSES AND TUTORING SERVICES FOR PERSONS TAKING STANDARDIZED EXAMINATIONS; PROVIDING TUTORING AND CLASSES TO IMPROVE ACADEMIC PERFORMANCE OF STUDENTS AND FOR PROFESSIONAL DEVELOPMENT OF TEACHERS; PROVIDING ON-LINE INSTRUCTION FOR STUDENTS AND TEACHERS VIA THE INTERNET IN THE FIELDS OF PREPARATION FOR ACADEMIC ACHIEVEMENT, TEST PREPARATION, ACADEMIC ASSESSMENT, ADMISSIONS AND APTITUDE TESTS FOR PROFESSIONAL LICENSING, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 10-1-2014; IN COMMERCE 10-1-2014.

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

SER. NO. 86-454,993, FILED 11-14-2014.



Michelle K. Lee
Director of the United States
Patent and Trademark Office

Reg. No. 4,768,494 ERNEST SHOSHO, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

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Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

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The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

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United States of America

United States Patent and Trademark Office

Catapult Learning

Reg. No. 4,781,725

Registered July 28, 2015

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

CATAPULT LEARNING, LLC (DELAWARE LIMITED LIABILITY COMPANY)
SUITE 100
TWO AQUARIUM DRIVE
CAMDEN, NJ 08103

FOR: EDUCATIONAL SERVICES, NAMELY, PROGRAMS ON THE K-12 LEVEL OFFERED TO SCHOOLS, SCHOOL DISTRICTS, COMMUNITY BASED ORGANIZATIONS, ASSESSMENT, EXAMINATION AND EVALUATION OF STUDENTS, REGARDING THEIR PROFICIENCY AND SKILL LEVEL IN SUBJECTS ON THE K-12 LEVEL; EDUCATIONAL SERVICES, NAMELY, PROVIDING PRE-KINDERGARTEN THROUGH GRADE 12 ONLINE EDUCATIONAL INSTRUCTION USING E-LEARNING AND BLENDED LEARNING TECHNIQUES WITH SUBJECT MATTER INCLUDING READING, MATH AND SCIENCE; EDUCATIONAL SERVICES, NAMELY, PROVIDING IN-SCHOOL AND AFTERSCHOOL INSTRUCTION AND TUTORING FOR MATH, READING, WRITING AND SCIENCE; EDUCATIONAL SERVICES, NAMELY, PROVIDING IN SCHOOL AND AFTER SCHOOL TUTORING SESSIONS FOR BUILDING STUDY SKILLS, ORGANIZATION AND TIME MANAGEMENT, NOTE-TAKING TECHNIQUES, AND TEST TAKING STRATEGIES; PREPARING, ADMINISTERING AND SCORING ACADEMIC STANDARDIZED TESTS AND TESTS RELATING TO THE ESSENTIAL COMMON CORE STATE STANDARDS; PROVIDING BENCHMARK EDUCATIONAL PROGRESS ASSESSMENTS THAT GUIDES TEACHERS AS THEY TARGET INSTRUCTION, AND ALLOWS ADMINISTRATORS TO IDENTIFY INSTRUCTIONAL AREAS IN NEED OF ADDITIONAL RESOURCES AND SUPPORT; EDUCATIONAL SERVICES, NAMELY, PROVIDING INSTRUCTIONAL COACH TRAINING TO TEACHERS AND EDUCATIONAL ADMINISTRATORS; PROVIDING ONLINE MENTORING FOR READING TEACHERS AND READING INSTRUCTORS; EDUCATIONAL SERVICES, NAMELY, PROVIDING TEACHING AND TRAINING FOR GRADE 2-5 TEACHERS WHO PROVIDE READING REMEDIATION, RE-TEACHING AND INTERVENTION; EDUCATIONAL SERVICES, NAMELY, PROVIDING NON-DOWNLOADABLE WEBINARS IN THE FIELD OF READING REMEDIATION, RE-TEACHING AND INTERVENTION; EDUCATIONAL SERVICES, NAMELY, PROVIDING TRAINING OF TEACHERS IN THE FIELD OF K-12 LEVEL EDUCATION; PROFESSIONAL DEVELOPMENT ADVISORY SERVICES FOR EDUCATORS IN THE FIELD OF CURRICULUM DEVELOPMENT; EDUCATION SERVICES, NAMELY, PROVIDING NON-DOWNLOADABLE WEBINARS IN THE FIELD OF TEACHER EDUCATION, PROFESSIONAL DEVELOPMENT AND TOPICS OF INTEREST TO TEACHERS; PREPARING, ADMINISTERING, AND SCORING ACADEMIC STANDARDIZED TESTS AND TESTS RELATING TO THE ESSENTIAL COMMON CORE STATE STANDARDS; EDUCATIONAL TRAINING AND CONSULTING SERVICES TO SCHOOL DISTRICTS IN



Michelle K. Lee

Director of the United States
Patent and Trademark Office

Reg. No. 4,781,725 THE FIELD OF COMMON CORE ADOPTION AND IMPLEMENTATION; EDUCATIONAL TESTING AND MONITORING, NAMELY, TRACKING AND ASSESSMENT OF STUDENT PROGRESS; TEACHER TRAINING AND COACHING IN THE FIELD OF K-12 EDUCATION; TEACHER TRAINING SEMINARS IN THE FIELD OF K-12 EDUCATION, IN CLASS 41 (U.S. C.I.S. 100, 101 AND 107).

FIRST USE 1-0-2014; IN COMMERCE 1-0-2014.

OWNER OF U.S. REG. NOS. 3,450,027, 3,493,126, AND 3,802,307.

THE COLOR(S) BLUE AND GREEN IS/ARE CLAIMED AS A FEATURE OF THE MARK.

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

THE MARK CONSISTS OF THE WORD "CATAPULT LEARNING" IN BLUE, WITH A 3 LEAF DESIGN OVER THE LETTER "L" IN "LEARNING", WITH THE FIRST LEAF BEING DARK BLUE, THE SECOND LEAF BEING GREEN AND THE THIRD LEAF BEING LIGHT BLUE.

SER. NO. 86-472,501, FILED 12-5-2014.

BERNICE MIDDLETON, EXAMINING ATTORNEY

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)
)
 Opposer,)
)) Opposition No. 91211873
 v.)
)
 GREEN IVY HOLDINGS LLC)
)
 Applicant.)

PETITIONER'S EXHIBIT 32 TO NOTICE OF RELIANCE

United States of America
United States Patent and Trademark Office

codologie

Reg. No. 4,798,788

Registered Aug. 25, 2015

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

I-ESTEAM INC (CALIFORNIA CORPORATION), DBA MATHOBOTIX
24 TREE CLOVER
IRVINE, CA 92618

FOR: ARRANGING AND CONDUCTING EDUCATIONAL CONFERENCES; CAREER COUNSELING, NAMELY, PROVIDING ADVICE CONCERNING EDUCATION OPTIONS TO PURSUE CAREER OPPORTUNITIES; CHARITABLE DONATION SERVICES, NAMELY, PROVIDING EDUCATIONAL CLASSES AND WORKSHOPS IN THE FIELD OF COMPUTER SCIENCE, COMPUTER ENGINEERING, AND COMPUTER APPLICATIONS; CHILDREN'S EDUCATIONAL SERVICES, NAMELY, PROVIDING ACADEMIC PERFORMANCE EVALUATION, GUIDANCE AND MONITORING FOR CHILDREN PRE-KINDERGARTEN THROUGH GRADE 12 VIA THE INTERNET; COMPUTER EDUCATION TRAINING; COMPUTER EDUCATION TRAINING SERVICES; CONDUCTING EDUCATIONAL EXHIBITIONS IN THE NATURE OF STEM EDUCATION; CONSULTATION IN THE FIELD OF K-12 EDUCATIONAL SYSTEMS; CONTINUING EDUCATION SERVICES, NAMELY, PROVIDING LIVE AND ON-LINE CONTINUING PROFESSIONAL EDUCATION SEMINARS IN THE FIELD OF COMPUTER SCIENCE, COMPUTER ENGINEERING, COMPUTER APPLICATIONS, AND AUTOMATION AND INTERNET OF THINGS (IOT); DEVELOPING EDUCATIONAL LESSON PLANS FOR OTHERS IN THE FIELD OF COMPUTER SCIENCE, COMPUTER ENGINEERING, COMPUTER APPLICATIONS, AND AUTOMATION AND INTERNET OF THINGS (IOT); DEVELOPING EDUCATIONAL MANUALS FOR OTHERS IN THE FIELD OF COMPUTER SCIENCE, COMPUTER ENGINEERING, COMPUTER APPLICATIONS, AND AUTOMATION AND INTERNET OF THINGS (IOT); DEVELOPMENT AND DISSEMINATION OF PRINTED EDUCATIONAL MATERIALS OF OTHERS IN THE FIELD OF COMPUTER SCIENCE, COMPUTER ENGINEERING, COMPUTER APPLICATIONS, AND AUTOMATION AND INTERNET OF THINGS (IOT); EDUCATING AT SENIOR HIGH SCHOOLS; EDUCATING AT UNIVERSITY OR COLLEGES; EDUCATION IN THE FIELDS OF COMPUTER SCIENCE, COMPUTER ENGINEERING, COMPUTER APPLICATIONS, AND AUTOMATION AND INTERNET OF THINGS (IOT) RENDERED THROUGH CORRESPONDENCE COURSES; EDUCATION SERVICES IN THE NATURE OF COURSES AT THE UNIVERSITY LEVEL; EDUCATION SERVICES IN THE NATURE OF EARLY CHILDHOOD INSTRUCTION; EDUCATION SERVICES, NAMELY, A YEAR-LONG URBAN TEACHER PREPARATION PROGRAM FOR EMERGING TEACHERS; EDUCATION SERVICES, NAMELY, MENTORING IN THE FIELD OF COMPUTER SCIENCE, COMPUTER ENGINEERING, COMPUTER APPLICATIONS, AND AUTOMATION AND INTERNET OF THINGS (IOT); EDUCATION SERVICES, NAMELY, ONE-ON-ONE MENTORING IN THE FIELDS OF COMPUTER SCIENCE, COMPUTER ENGINEERING, COMPUTER APPLICATIONS, AND AUTOMATION



Michelle K. Lee
Director of the United States
Patent and Trademark Office

Reg. No. 4,798,788 AND INTERNET OF THINGS (IOT); EDUCATION SERVICES, NAMELY, PRE-KINDERGARTEN THROUGH 12TH GRADE CLASSROOM INSTRUCTION, VOCATIONAL INSTRUCTION, MENTORING, TUTORING, CLASSES, SEMINARS AND WORKSHOPS FOR INDIVIDUALS WITH LEARNING DISABILITY; EDUCATION SERVICES, NAMELY, PROVIDING CAREER RE-TRAINING OF PROFESSIONALS AND TEACHERS IN THE FIELDS OF COMPUTER SCIENCE, COMPUTER ENGINEERING, COMPUTER APPLICATIONS, AND AUTOMATION AND INTERNET OF THINGS (IOT); EDUCATION SERVICES, NAMELY, PROVIDING CLASSES, SEMINARS, WORKSHOPS, TUTORING, AND MENTORING IN THE FIELD OF MIDDLE AND HIGH SCHOOL REFORM; EDUCATION SERVICES, NAMELY, PROVIDING HANDS-ON OPPORTUNITIES FOR CHILDREN IN THE FIELD OF INTUITIVE ENGINEERING THROUGH LIVE, BROADCAST, AND ON-LINE CLASSES, SEMINARS, WORKSHOPS, TRAINING AND CURRICULUM DEVELOPMENT FOR CHILDREN, PARENTS AND EDUCATORS; EDUCATION SERVICES, NAMELY, PROVIDING KINDERGARTEN THROUGH 12TH GRADE (K-12) CLASSROOM INSTRUCTION; EDUCATION SERVICES, NAMELY, PROVIDING LIVE AND ON-LINE COURSES IN THE FIELD OF COMPUTER SCIENCE, COMPUTER ENGINEERING, COMPUTER APPLICATIONS, AND AUTOMATION AND INTERNET OF THINGS (IOT); EDUCATION SERVICES, NAMELY, PROVIDING NON-DOWNLOADABLE WEBINARS IN THE FIELD OF ELECTRONICS TECHNOLOGY; EDUCATION SERVICES, NAMELY, PROVIDING ON-LINE COURSES, PRESENTATIONS IN THE FIELD OF STEM EDUCATION; EDUCATION SERVICES, NAMELY, PROVIDING ONLINE COGNITIVE ASSESSMENTS AND TRAINING PROGRAMS THAT HELP IDENTIFY COGNITIVE STRENGTHS AND WEAKNESSES OF AN INDIVIDUAL; EDUCATION SERVICES, NAMELY, PROVIDING PANEL DISCUSSIONS IN THE FIELD OF STEM EDUCATION; EDUCATION SERVICES, NAMELY, PROVIDING PRE-KINDERGARTEN THROUGH 12TH GRADE CLASSROOM INSTRUCTION AT INTERNATIONAL SCHOOLS; EDUCATION SERVICES, NAMELY, PROVIDING PRE-SCHOOL THROUGH KINDERGARTEN CLASSROOM INSTRUCTION USING MONTESSORI PRINCIPLES; EDUCATION SERVICES, NAMELY, PROVIDING TUTORING IN THE FIELD OF COMPUTER SCIENCE, COMPUTER ENGINEERING, COMPUTER APPLICATIONS, AND AUTOMATION AND INTERNET OF THINGS (IOT); EDUCATION SERVICES, NAMELY, PROVIDING MINI-PROJECT BASED INSTRUCTION IN THE FIELDS OF COMPUTER SCIENCE, COMPUTER ENGINEERING, COMPUTER APPLICATIONS, AND AUTOMATION AND INTERNET OF THINGS (IOT); EDUCATION SERVICES, NAMELY, TRAINING EDUCATORS IN THE FIELD OF STEM EDUCATION AND PROVIDING CURRICULA IN CONNECTION THEREWITH; EDUCATIONAL COUNSELING SERVICES TO ASSIST STUDENTS IN PLANNING AND PREPARING FOR FURTHER EDUCATION; EDUCATIONAL EXAMINATION SERVICES; EDUCATIONAL SERVICES IN THE NATURE OF CHARTER SCHOOLS; EDUCATIONAL SERVICES IN THE NATURE OF TECHNICAL, PRIVATE, AND PUBLIC SCHOOLS; EDUCATIONAL SERVICES, NAMELY, CONDUCTING DISTANCE LEARNING INSTRUCTION AT THE PRIMARY, SECONDARY, AND POST-SECONDARY LEVEL; EDUCATIONAL SERVICES, NAMELY, CONDUCTING INFORMAL ON-LINE PROGRAMS IN THE FIELDS OF COMPUTER SCIENCE, COMPUTER ENGINEERING, COMPUTER APPLICATIONS, AND AUTOMATION AND INTERNET OF THINGS (IOT), AND PRINTABLE MATERIALS DISTRIBUTED THEREWITH; EDUCATIONAL SERVICES, NAMELY, CONDUCTING CLASSES, HANDS-ON LABS, WORKSHOPS, OPEN HOUSES, IN THE FIELDS OF COMPUTER SCIENCE, COMPUTER ENGINEERING, COMPUTER APPLICATIONS, AND AUTOMATION AND INTERNET OF THINGS (IOT) AND DISTRIBUTION OF TRAINING MATERIALS IN CONNECTION THEREWITH; EDUCATIONAL SERVICES, NAMELY, CONDUCTING PROJECT-BASED CURRICULUM FOR PRIMARY, SECONDARY, AND POST-SECONDARY IN THE FIELD OF COMPUTER SCIENCE, COMPUTER ENGINEERING, COMPUTER APPLICATIONS, AND AUTOMATION AND INTERNET OF THINGS (IOT); EDUCATIONAL SERVICES, NAMELY, CONDUCTING CLASSES IN THE FIELD OF STEM EDUCATION AND DISTRIBUTION OF TRAINING MATERIAL IN CONNECTION THEREWITH; EDUCATIONAL SERVICES, NAMELY, CONDUCTING SMART DEVICE DEVELOPMENT WORKSHOP IN THE FIELD OF COMPUTER SCIENCE, COMPUTER ENGINEERING, COMPUTER APPLICATIONS, AND AUTOMATION AND INTERNET OF THINGS (IOT) AND DISTRIBUTION OF EDUCATIONAL MATERIALS IN CONNECTION THEREWITH; EDUCATIONAL SERVICES, NAMELY, CONDUCTING CLASSES, AND WORKSHOPS IN THE FIELD OF COMPUTER SCIENCE,

Reg. No. 4,798,788 COMPUTER ENGINEERING, COMPUTER APPLICATIONS, AND AUTOMATION AND INTERNET OF THINGS (IOT) AND PUBLISHING AND DISTRIBUTING EDUCATIONAL MATERIALS IN CONNECTION THEREWITH; EDUCATIONAL SERVICES, NAMELY, DEVELOPING CURRICULUM FOR EDUCATORS; EDUCATIONAL SERVICES, NAMELY, DEVELOPING CURRICULUM FOR OTHERS IN THE FIELD OF COMPUTER SCIENCE, COMPUTER ENGINEERING, COMPUTER APPLICATIONS, AND AUTOMATION AND INTERNET OF THINGS (IOT); EDUCATIONAL SERVICES, NAMELY, DEVELOPING, ARRANGING, AND CONDUCTING EDUCATIONAL CONFERENCES AND PROGRAMS AND PROVIDING COURSES OF INSTRUCTION IN THE FIELD OF COMPUTER SCIENCE, COMPUTER ENGINEERING, COMPUTER APPLICATIONS, AND AUTOMATION AND INTERNET OF THINGS (IOT); EDUCATIONAL SERVICES, NAMELY, OFFERING OF ASSESSMENTS AND SURVEYS IN THE FIELD OF EDUCATOR TRAINING AND PERFORMANCE FOR THE PURPOSE OF IMPROVING TEACHING PROCEDURES; EDUCATIONAL SERVICES, NAMELY, PROFESSIONAL COACHING OF TEACHERS IN THE FIELD OF STEM EDUCATION PROVIDED ON A REAL-TIME BASIS DURING CLASSROOM INSTRUCTION; EDUCATIONAL SERVICES, NAMELY, PROVIDING A CONTINUING PRERECORDED AUDIO PROGRAM IN THE FIELD OF STEM EDUCATION ACCESSIBLE OVER THE INTERNET; EDUCATIONAL SERVICES, NAMELY, PROVIDING CONTINUING PROFESSIONAL EDUCATION COURSES IN THE FIELD OF STEM EDUCATION; EDUCATIONAL SERVICES, NAMELY, PROVIDING COURSES OF INSTRUCTION AT THE PRIMARY, SECONDARY, AND POST-SECONDARY LEVEL; EDUCATIONAL SERVICES, NAMELY, PROVIDING COURSES OF INSTRUCTION AT THE PRIMARY, SECONDARY, AND POST-SECONDARY LEVEL AND DISTRIBUTION OF COURSE MATERIAL IN CONNECTION THEREWITH; EDUCATIONAL SERVICES, NAMELY, PROVIDING DISPLAYS AND EXHIBITS IN THE FIELD OF COMPUTER SCIENCE, COMPUTER ENGINEERING, COMPUTER APPLICATIONS, AND AUTOMATION AND INTERNET OF THINGS (IOT); EDUCATIONAL SERVICES, NAMELY, PROVIDING EDUCATIONAL SPEAKERS IN THE FIELD OF COMPUTER SCIENCE, COMPUTER ENGINEERING, COMPUTER APPLICATIONS, AND AUTOMATION AND INTERNET OF THINGS (IOT); EDUCATIONAL SERVICES, NAMELY, PROVIDING INTERNSHIPS AND APPRENTICESHIPS IN THE FIELD OF COMPUTER SCIENCE, COMPUTER ENGINEERING, COMPUTER APPLICATIONS, AND AUTOMATION AND INTERNET OF THINGS (IOT); EDUCATIONAL SERVICES, NAMELY, PROVIDING ON-LINE COURSES OF INSTRUCTION AT THE PRIMARY, SECONDARY, AND POST-SECONDARY LEVEL; EDUCATIONAL SERVICES, NAMELY, PROVIDING ON-LINE CLASSES, WORKSHOPS, SEMINARS IN THE FIELD OF SMART APPLICATION DEVELOPMENT FOR HANDHELD DEVICES; EDUCATIONAL SERVICES, NAMELY, PROVIDING ONLINE COURSES OF INSTRUCTION AT THE PRIMARY, SECONDARY, AND POST-SECONDARY LEVEL AND DISTRIBUTION OF COURSE MATERIAL IN CONNECTION THEREWITH; EDUCATIONAL SERVICES, NAMELY, PROVIDING ONLINE INSTRUCTION IN THE FIELD OF ROBOTICS AND AUTOMATION VIA AN ONLINE WEBSITE; EDUCATIONAL SERVICES, NAMELY, PROVIDING TRAINING OF TEACHERS, AND PROFESSIONALS FOR CERTIFICATION IN THE FIELD OF STEM EDUCATION; EDUCATIONAL SERVICES, NAMELY, PROVIDING WEB-BASED AND CLASSROOM TRAINING FOR CERTIFICATION OF TEACHERS AND CONTINUING EDUCATION FOR TEACHERS AND PRINCIPALS; EDUCATIONAL SERVICES, NAMELY, TEACHER TRAINING IN THE FIELD OF STEM EDUCATION PROVIDED ON A REAL-TIME BASIS DURING CLASSROOM INSTRUCTION; ON-LINE EDUCATIONAL PARENTAL TRAINING CLASSES; ORGANIZATION OF EXHIBITIONS FOR CULTURAL OR EDUCATIONAL PURPOSES; ORGANIZING AND CONDUCTING EDUCATIONAL STUDY GROUPS IN THE FIELD OF STEM EDUCATION; ORGANIZING EVENTS IN THE FIELD OF STEM SUBJECTS FOR CULTURAL OR EDUCATIONAL PURPOSES; ORGANIZING EXHIBITIONS FOR STEM EDUCATION; ORGANIZING EXHIBITIONS IN THE FIELD OF STEM EDUCATION FOR CULTURAL OR EDUCATIONAL PURPOSES; PROVIDING A WEB SITE THAT FEATURES INFORMATION ABOUT ONLINE HIGHER EDUCATION RESOURCES; PROVIDING ADVICE AND INFORMATION IN THE FIELD OF EDUCATIONAL AND ENTERTAINMENT ACTIVITIES AND EVENTS FOR CHILDREN; PROVIDING AFTER SCHOOL EDUCATIONAL PROGRAMS FOR CHILDREN IN GRADES K-12; PROVIDING AN EDUCATIONAL IN-PERSON MEET-UP FORUM IN THE FIELD OF COMPUTER SCIENCE, COMPUTER ENGINEERING, COMPUTER APPLICATIONS, AND AUTOMATION AND IN-

Reg. No. 4,798,788 TERNET OF THINGS (IOT); PROVIDING CLASSES, SEMINARS, WORKSHOPS, AND TRAINING FOR PARENTS, INSTRUCTORS, AND OTHER INDIVIDUALS IN THE FIELD OF EDUCATION FOR INDIVIDUALS WITH AUTISM AND OTHER DEVELOPMENTAL DISORDERS; PROVIDING CONTINUING BUSINESS EDUCATION COURSES; PROVIDING EDUCATION IN THE FIELD OF COMPUTER SCIENCE, COMPUTER ENGINEERING, COMPUTER APPLICATIONS, AND AUTOMATION AND INTERNET OF THINGS (IOT) RENDERED THROUGH VIDEO CONFERENCE; PROVIDING EDUCATION IN THE FIELD OF COMPUTER SCIENCE, COMPUTER ENGINEERING, COMPUTER APPLICATIONS, AND AUTOMATION AND INTERNET OF THINGS (IOT) RENDERED THROUGH CORRESPONDENCE COURSES; PROVIDING EDUCATIONAL DEMONSTRATIONS; PROVIDING EDUCATIONAL INFORMATION AND TEST QUESTIONS IN THE ACADEMIC FIELD OF MATHEMATICS; PROVIDING EDUCATIONAL INFORMATION IN THE ACADEMIC FIELD OF SCIENCE FOR THE PURPOSE OF ACADEMIC STUDY; PROVIDING EDUCATIONAL INFORMATION IN THE ACADEMIC FIELD OF COMPUTER SCIENCE, COMPUTER ENGINEERING, COMPUTER APPLICATIONS, AND AUTOMATION AND INTERNET OF THINGS (IOT) FOR THE PURPOSE OF ACADEMIC STUDY; PROVIDING EDUCATIONAL MENTORING SERVICES AND PROGRAMS IN THE FIELD OF COMPUTER SCIENCE, COMPUTER ENGINEERING, COMPUTER APPLICATIONS, AND AUTOMATION AND INTERNET OF THINGS (IOT); PROVIDING INFORMATION ABOUT EDUCATION; PROVIDING INFORMATION ABOUT ONLINE EDUCATION; PROVIDING INFORMATION AND NEWS IN THE FIELD OF TEACHING METHODOLOGY AND EDUCATION; PROVIDING INFORMATION IN THE FIELD OF CHILDREN'S EDUCATION; PROVIDING INFORMATION ON-LINE RELATING TO EDUCATIONAL OPPORTUNITIES; PROVIDING INFORMATION RELATING TO EDUCATION SERVICES; PROVIDING INFORMATION RELATING TO EDUCATION SERVICES FOR CHILDREN; PROVIDING SCIENCE EDUCATIONAL MENTORING SERVICES AND PROGRAMS; RESEARCH IN THE FIELD OF EDUCATION; RESEARCH IN THE FIELD OF EDUCATION VIA THE INTERNET; VOCATIONAL EDUCATION IN THE FIELDS OF ROBOTICS, COMPUTER SCIENCE, COMPUTER ENGINEERING, COMPUTER APPLICATIONS, AND AUTOMATION AND INTERNET OF THINGS (IOT), IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 7-3-2014; IN COMMERCE 7-3-2014.

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

SER. NO. 86-485,756, FILED 12-19-2014.

CHARLES HISER, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

GREEN IVY EDUCATIONAL CONSULTING, LLC)
)
 Opposer,)
)) Opposition No. 91211873
 v.)
)
 GREEN IVY HOLDINGS LLC)
)
 Applicant.)

PETITIONER'S EXHIBIT 33 TO NOTICE OF RELIANCE

United States of America
United States Patent and Trademark Office

buildologie

Reg. No. 4,798,781

Registered Aug. 25, 2015

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

I-ESTEAM INC (CALIFORNIA CORPORATION)
24 TREE CLOVER
IRVINE, CA 92618

FOR: CHILDREN'S EDUCATIONAL SERVICES, NAMELY, PROVIDING ACADEMIC PERFORMANCE EVALUATION, GUIDANCE AND MONITORING FOR CHILDREN PRE-KINDERGARTEN THROUGH GRADE 12 VIA THE INTERNET; COMPUTER EDUCATION TRAINING; COMPUTER EDUCATION TRAINING SERVICES; CONDUCTING EDUCATIONAL EXHIBITIONS IN THE NATURE OF EDUCATIONAL ROBOTICS; CONSULTATION IN THE FIELD OF K-12 EDUCATIONAL SYSTEMS; CONTINUING EDUCATION SERVICES, NAMELY, PROVIDING LIVE AND ON-LINE CONTINUING PROFESSIONAL EDUCATION SEMINARS IN THE FIELD OF EDUCATIONAL ROBOTICS; DEVELOPING EDUCATIONAL LESSON PLANS FOR OTHERS IN THE FIELD OF EDUCATIONAL ROBOTICS; DEVELOPING EDUCATIONAL MANUALS FOR OTHERS IN THE FIELD OF EDUCATIONAL ROBOTICS; DEVELOPMENT AND DISSEMINATION OF PRINTED EDUCATIONAL MATERIALS OF OTHERS IN THE FIELD OF EDUCATIONAL ROBOTICS; EDUCATING AT SENIOR HIGH SCHOOLS; EDUCATING AT UNIVERSITY OR COLLEGES; EDUCATION SERVICES IN THE NATURE OF EARLY CHILDHOOD INSTRUCTION; EDUCATION SERVICES, NAMELY, MENTORING IN THE FIELD OF EDUCATIONAL ROBOTICS; EDUCATION SERVICES, NAMELY, ONE-ON-ONE MENTORING IN THE FIELD OF EDUCATIONAL ROBOTICS; EDUCATION SERVICES, NAMELY, ONE-ON-ONE MENTORING IN THE FIELDS OF EDUCATIONAL ROBOTICS; EDUCATION SERVICES, NAMELY, PRE-KINDERGARTEN THROUGH 12TH GRADE CLASSROOM INSTRUCTION, VOCATIONAL INSTRUCTION, MENTORING, TUTORING, CLASSES, SEMINARS AND WORKSHOPS FOR INDIVIDUALS WITH AN INTEREST IN ROBOTICS; EDUCATION SERVICES, NAMELY, PROVIDING CLASSES, SEMINARS, WORKSHOPS, TUTORING, AND MENTORING IN THE FIELD OF MIDDLE AND HIGH SCHOOL REFORM; EDUCATION SERVICES, NAMELY, PROVIDING HANDS-ON OPPORTUNITIES FOR CHILDREN IN THE FIELD OF INTUITIVE ENGINEERING THROUGH LIVE, BROADCAST, AND ON-LINE CLASSES, SEMINARS, WORKSHOPS, TRAINING AND CURRICULUM DEVELOPMENT FOR CHILDREN, PARENTS AND EDUCATORS; EDUCATION SERVICES, NAMELY, PROVIDING KINDERGARTEN THROUGH 12TH GRADE (K-12) CLASSROOM INSTRUCTION; EDUCATION SERVICES, NAMELY, PROVIDING LIVE AND ON-LINE INSTRUCTION AND MENTORING IN THE FIELD OF EDUCATIONAL ROBOTICS; EDUCATION SERVICES, NAMELY, PROVIDING MENTORING, TUTORING, CLASSES, SEMINARS AND WORKSHOPS IN THE FIELD OF EDUCATIONAL ROBOTICS; EDUCATION SERVICES, NAMELY, PROVIDING NON-DOWNLOADABLE WEBINARS IN THE FIELD OF EDUCATIONAL ROBOTICS; EDUCATION SERVICES,



Michelle K. Lee
Director of the United States
Patent and Trademark Office

Reg. No. 4,798,781 NAMELY, PROVIDING ON-LINE ASSISTANCE IN THE NATURE OF ONE-ON-ONE MENTORING, TUTORING, AND TRAINING TUTORIALS IN THE FIELD OF EDUCATIONAL ROBOTICS; EDUCATION SERVICES, NAMELY, PROVIDING ONLINE COGNITIVE ASSESSMENTS AND TRAINING PROGRAMS THAT HELP IDENTIFY COGNITIVE STRENGTHS AND WEAKNESSES OF AN INDIVIDUAL; EDUCATION SERVICES, NAMELY, PROVIDING PANEL DISCUSSIONS IN THE FIELD OF EDUCATIONAL ROBOTICS; EDUCATION SERVICES, NAMELY, PROVIDING PRE-KINDERGARTEN THROUGH 12TH GRADE CLASSROOM INSTRUCTION AT INTERNATIONAL SCHOOLS; EDUCATION SERVICES, NAMELY, PROVIDING PRE-SCHOOL THROUGH KINDERGARTEN CLASSROOM INSTRUCTION USING MONTESSORI PRINCIPLES; EDUCATION SERVICES, NAMELY, PROVIDING TUTORIAL SESSIONS IN THE FIELD OF EDUCATIONAL ROBOTICS; EDUCATION SERVICES, NAMELY, PROVIDING TUTORIAL SESSIONS IN THE FIELDS OF EDUCATIONAL ROBOTICS; EDUCATION SERVICES, NAMELY, PROVIDING TUTORING IN THE FIELD OF EDUCATIONAL ROBOTICS; EDUCATION SERVICES, NAMELY, PROVIDING TUTORING IN THE FIELDS OF EDUCATIONAL ROBOTICS; EDUCATION SERVICES, NAMELY, PROVIDING AFTER-SCHOOL ENRICHMENT CLASSES IN THE FIELD OF EDUCATIONAL ROBOTICS; EDUCATION SERVICES, NAMELY, PROVIDING SUMMER CAMPS IN THE FIELDS OF EDUCATIONAL ROBOTICS; EDUCATION SERVICES, NAMELY, TRAINING EDUCATORS IN THE FIELD OF EDUCATIONAL ROBOTICS, ENGINEERING, AND DESIGN ENGINEERING AND PROVIDING CURRICULA IN CONNECTION THEREWITH; EDUCATIONAL COUNSELING SERVICES TO ASSIST STUDENTS IN PLANNING AND PREPARING FOR FURTHER EDUCATION; EDUCATIONAL PROGRAMS, NAMELY, PRE-SCHOOLS; EDUCATIONAL SERVICES, NAMELY, CONDUCTING CLASSES, SEMINARS, CONFERENCES, WORKSHOPS, RETREATS, CAMPS AND FIELD TRIPS IN THE FIELD OF EDUCATIONAL ROBOTICS AND DISTRIBUTION OF TRAINING MATERIAL IN CONNECTION THEREWITH; EDUCATIONAL SERVICES, NAMELY, CONDUCTING DISTANCE LEARNING INSTRUCTION AT THE PRIMARY AND SECONDARY LEVELS; EDUCATIONAL SERVICES, NAMELY, CONDUCTING DISTANCE LEARNING INSTRUCTION AT THE SECONDARY SCHOOL LEVEL; EDUCATIONAL SERVICES, NAMELY, CONDUCTING INFORMAL ON-LINE PROGRAMS IN THE FIELDS OF EDUCATIONAL ROBOTICS, AND PRINTABLE MATERIALS DISTRIBUTED THEREWITH; EDUCATIONAL SERVICES, NAMELY, CONDUCTING INFORMAL PROGRAMS IN THE FIELDS OF EDUCATIONAL ROBOTICS, USING ON-LINE ACTIVITIES AND INTERACTIVE EXHIBITS, AND PRINTABLE MATERIALS DISTRIBUTED THEREWITH; EDUCATIONAL SERVICES, NAMELY, CONDUCTING ON LINE AND TELEPHONIC INSTRUCTION AND COURSES IN THE FIELD OF EDUCATIONAL ROBOTICS; EDUCATIONAL SERVICES, NAMELY, CONDUCTING ON-LINE EXHIBITIONS AND DISPLAYS AND INTERACTIVE EXHIBITS IN THE FIELD OF EDUCATIONAL ROBOTICS; EDUCATIONAL SERVICES, NAMELY, CONDUCTING PROGRAMS IN THE FIELD OF EDUCATIONAL ROBOTICS; EDUCATIONAL SERVICES, NAMELY, CONDUCTING CLASSES AND CAMPS IN THE FIELDS OF EDUCATIONAL ROBOTICS AND DISTRIBUTION OF TRAINING MATERIALS IN CONNECTION THEREWITH; EDUCATIONAL SERVICES, NAMELY, CONDUCTING CLASSES AND CAMPS IN THE FIELD OF SCIENCE; EDUCATIONAL SERVICES, NAMELY, CONDUCTING CLASSES AND CAMPS FOR K-12 STUDENTS IN THE FIELD OF EDUCATIONAL ROBOTICS; EDUCATIONAL SERVICES, NAMELY, CONDUCTING CLASSES AND CAMPS IN THE FIELD OF TECHNOLOGY AND DISTRIBUTION OF TRAINING MATERIAL IN CONNECTION THEREWITH; EDUCATIONAL SERVICES, NAMELY, CONDUCTING CLASSES AND CAMPS IN THE FIELD OF ENGINEERING; EDUCATIONAL SERVICES, NAMELY, CONDUCTING CLASSES AND CAMPS IN THE FIELD OF MATH AND DISTRIBUTION OF COURSE MATERIALS IN CONNECTION THEREWITH IN PRINTED OR ELECTRONIC FORMAT; EDUCATIONAL SERVICES, NAMELY, CONDUCTING CLASSES AND CAMPS IN THE FIELD OF SOFT SKILL DEVELOPMENT, NAMELY, PUBLIC SPEAKING AND USER INTERFACE DESIGN AND DISTRIBUTION OF COURSE AND EDUCATIONAL MATERIALS IN CONNECTION THEREWITH; EDUCATIONAL SERVICES, NAMELY, CONDUCTING CLASSES AND CAMPS IN THE FIELD OF ART AND DISTRIBUTION OF COURSE MATERIAL IN CONNECTION THEREWITH; EDUCATIONAL SERVICES, NAMELY, DEVELOPING AND CONDUCTING WORKOUTS, WORKSHOPS, PRESENTATIONS, RETREATS, AND PERSONAL TRAINING IN RIGHT-BRAIN FITNESS; EDUCATIONAL SERVICES, NAMELY, DEVEL-

Reg. No. 4,798,781 OPING ANIMATION BASED INSTRUCTIONS FOR OTHERS IN THE FIELD OF CONSUMER OR MANUFACTURING HOW-TO PROCEDURES; EDUCATIONAL SERVICES, NAMELY, DEVELOPING CURRICULUM FOR EDUCATORS; EDUCATIONAL SERVICES, NAMELY, DEVELOPING CURRICULUM FOR OTHERS IN THE FIELD OF EDUCATIONAL ROBOTICS, AND APPLIED SCIENCE, TECHNOLOGY, ENGINEERING, AND MATH; EDUCATIONAL SERVICES, NAMELY, DEVELOPING CURRICULUM FOR TEACHERS; EDUCATIONAL SERVICES, NAMELY, DEVELOPING, ARRANGING, AND CONDUCTING EDUCATIONAL CONFERENCES AND PROGRAMS AND PROVIDING COURSES OF INSTRUCTION IN THE FIELD OF EDUCATIONAL ROBOTICS, AND APPLIED SCIENCE, TECHNOLOGY, ENGINEERING, AND MATH; EDUCATIONAL SERVICES, NAMELY, OFFERING OF ASSESSMENTS AND SURVEYS IN THE FIELD OF EDUCATOR TRAINING AND PERFORMANCE FOR THE PURPOSE OF IMPROVING TEACHING PROCEDURES; EDUCATIONAL SERVICES, NAMELY, PROFESSIONAL COACHING OF TEACHERS IN THE FIELD OF EDUCATIONAL ROBOTICS, AND APPLIED SCIENCE, TECHNOLOGY, ENGINEERING, AND MATH PROVIDED ON A REAL-TIME BASIS DURING CLASSROOM INSTRUCTION; EDUCATIONAL SERVICES, NAMELY, PROVIDING COURSES OF INSTRUCTION AT THE PRIMARY AND SECONDARY LEVEL; EDUCATIONAL SERVICES, NAMELY, PROVIDING COURSES OF INSTRUCTION AT THE PRIMARY AND SECONDARY LEVEL AND DISTRIBUTION OF COURSE MATERIAL IN CONNECTION THEREWITH; EDUCATIONAL SERVICES, NAMELY, PROVIDING DISPLAYS AND EXHIBITS IN THE FIELD OF EDUCATIONAL ROBOTICS, AND APPLIED SCIENCE, TECHNOLOGY, ENGINEERING, AND MATH; EDUCATIONAL SERVICES, NAMELY, PROVIDING EDUCATIONAL SPEAKERS IN THE FIELD OF EDUCATIONAL ROBOTICS, AND APPLIED SCIENCE, TECHNOLOGY, ENGINEERING, AND MATH; EDUCATIONAL SERVICES, NAMELY, PROVIDING WEB-BASED AND CLASSROOM TRAINING FOR CERTIFICATION OF TEACHERS AND CONTINUING EDUCATION FOR TEACHERS AND PRINCIPALS; EDUCATIONAL SERVICES, NAMELY, PROVIDING WORKSHOPS IN THE FIELDS OF EDUCATIONAL ROBOTICS, AND APPLIED SCIENCE, TECHNOLOGY, ENGINEERING, AND MATH; EDUCATIONAL SERVICES, NAMELY, TEACHER TRAINING IN THE FIELD OF EDUCATIONAL ROBOTICS, AND APPLIED SCIENCE, TECHNOLOGY, ENGINEERING, AND MATH PROVIDED ON A REAL-TIME BASIS DURING CLASSROOM INSTRUCTION; INFORMATION ON EDUCATION; ORGANIZATION OF EXHIBITIONS FOR CULTURAL OR EDUCATIONAL PURPOSES; ORGANIZATION OF EXHIBITIONS FOR CULTURAL OR EDUCATIONAL PURPOSES; ORGANIZING AND CONDUCTING EDUCATIONAL STUDY GROUPS IN THE FIELD OF EDUCATIONAL ROBOTICS; ORGANIZING EVENTS IN THE FIELD OF EDUCATIONAL ROBOTICS FOR CULTURAL OR EDUCATIONAL PURPOSES; ORGANIZING EXHIBITIONS FOR EDUCATIONAL ROBOTICS; ORGANIZING EXHIBITIONS IN THE FIELD OF EDUCATIONAL ROBOTICS FOR CULTURAL OR EDUCATIONAL PURPOSES; PRODUCTION AND DISTRIBUTION OF VIDEOS IN THE FIELD OF EDUCATIONAL ROBOTICS; PROVIDING AFTER SCHOOL EDUCATIONAL PROGRAMS FOR CHILDREN IN GRADES K-12; PROVIDING AFTER SCHOOL EDUCATIONAL PROGRAMS FOR CHILDREN IN GRADES K-12 AND PLAY FACILITIES FOR CHILDREN; PROVIDING AFTER SCHOOL EDUCATIONAL PROGRAMS IN THE FIELD OF EDUCATIONAL ROBOTICS AND PLAY FACILITIES FOR CHILDREN; PROVIDING AN EDUCATIONAL IN-PERSON DISCUSSION FORUM IN THE FIELD OF EDUCATIONAL ROBOTICS; PROVIDING CLASSES, SEMINARS, WORKSHOPS, AND TRAINING FOR PARENTS, INSTRUCTORS, AND OTHER INDIVIDUALS IN THE FIELD OF EDUCATION FOR INDIVIDUALS WITH AUTISM AND OTHER DEVELOPMENTAL DISORDERS; PROVIDING COURSES OF INSTRUCTION AT THE PRIMARY AND SECONDARY LEVEL; PROVIDING EDUCATION COURSES IN THE FIELD OF EDUCATIONAL ROBOTICS OFFERED THROUGH ONLINE, NON-DOWNLOADABLE VIDEOS AND INSTRUCTOR ASSISTANCE; PROVIDING EDUCATION IN THE FIELD OF EDUCATIONAL ROBOTICS RENDERED THROUGH VIDEO CONFERENCE; PROVIDING EDUCATION IN THE FIELD OF EDUCATIONAL ROBOTICS RENDERED THROUGH CORRESPONDENCE COURSES; PROVIDING EDUCATIONAL DEMONSTRATIONS; PROVIDING EDUCATIONAL DEMONSTRATIONS IN THE FIELD OF EDUCATIONAL ROBOTICS; PROVIDING EDUCATIONAL INFORMATION AND TEST QUESTIONS IN THE ACADEMIC FIELD OF MATHEMATICS; PROVIDING EDUCATIONAL INFORMATION IN THE ACADEMIC FIELD OF SCIENCE FOR THE PURPOSE OF ACADEMIC STUDY; PROVIDING

Reg. No. 4,798,781 EDUCATIONAL INFORMATION IN THE ACADEMIC FIELD OF EDUCATIONAL ROBOTICS FOR THE PURPOSE OF ACADEMIC STUDY; PROVIDING EDUCATIONAL MENTORING SERVICES AND PROGRAMS IN THE FIELD OF EDUCATIONAL ROBOTICS; PROVIDING FACILITIES FOR EDUCATIONAL CONVENTIONS; PROVIDING INFORMATION ABOUT EDUCATION; PROVIDING INFORMATION ABOUT ONLINE EDUCATION; PROVIDING INFORMATION AND NEWS IN THE FIELD OF TEACHING METHODOLOGY AND EDUCATION; PROVIDING INFORMATION IN THE FIELD OF CHILDREN'S EDUCATION; PROVIDING INFORMATION RELATING TO EDUCATION SERVICES FOR CHILDREN; PROVIDING SCIENCE EDUCATIONAL MENTORING SERVICES AND PROGRAMS; RESEARCH IN THE FIELD OF EDUCATION; RESEARCH IN THE FIELD OF EDUCATION VIA THE INTERNET; VOCATIONAL EDUCATION IN THE FIELD OF EDUCATIONAL ROBOTICS; VOCATIONAL EDUCATION IN THE FIELDS OF SCIENCE, TECHNOLOGY, ENGINEERING AND MATH, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 8-3-2014; IN COMMERCE 8-3-2014.

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

SER. NO. 86-485,433, FILED 12-18-2014.

CHARLES HISER, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*
What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*
What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)
)
 Opposer,)
))
 v.)
))
 GREEN IVY HOLDINGS LLC)
))
 Applicant.)

Opposition No. 91211873

PETITIONER'S EXHIBIT 34 TO NOTICE OF RELIANCE

United States of America
United States Patent and Trademark Office

leapforward

Reg. No. 4,808,409

Registered Sep. 8, 2015

Corrected Nov. 3, 2015

Int. Cls.: 41 and 44

SERVICE MARK

PRINCIPAL REGISTER

L.E.E.P. FORWARD, INC. (ILLINOIS CORPORATION)
1280 W. WASHINGTON BLVD
CHICAGO, IL 60607

FOR: ARRANGING, ORGANIZING, CONDUCTING AND HOSTING BIRTHDAY PARTIES; EDUCATION SERVICES, NAMELY, PROVIDING MENTORING, TUTORING, CLASSES, SEMINARS AND WORKSHOPS IN THE FIELD OF ASSISTING CHILDREN WITH DEVELOPMENTAL DIFFERENCES; EDUCATIONAL PROGRAMS, NAMELY, PRE-SCHOOLS; ON-LINE JOURNALS, NAMELY, BLOGS FEATURING [FEATURING] ADVICE TO PARENTS OF CHILDREN WITH DEVELOPMENTAL DIFFERENCES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 9-0-2008, IN COMMERCE 9-0-2010.

FOR: PSYCHOLOGICAL SERVICES, NAMELY, PROVIDING THERAPEUTIC SERVICES TO CHILDREN WITH SPECIAL NEEDS AND THEIR FAMILIES, IN CLASS 44 (U.S. CLS. 100 AND 101).

FIRST USE 9-0-2008, IN COMMERCE 9-0-2010.

THE MARK CONSISTS OF THE WORD "LEEP" IN SMALL BOLD LETTERS WITH A SILHOUETTE OF A CHILD LEAPING OVER THE SECOND LETTER "E" IN THAT WORD IMMEDIATELY ADJACENT TO THE WORD "FORWARD", ALSO IN SMALL LETTERS BUT NOT IN BOLD TYPE WITH A SILHOUETTE OF A CHILD LEAPING FROM THE LETTER "W" IN THAT WORD TO THE LETTER "R" IN THAT WORD.

SER. NO. 86-527,895, FILED 2-7-2015.



Michelle K. Lee
Director of the United States
Patent and Trademark Office

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)	
)	
Opposer,)	
)	Opposition No. 91211873
v.)	
)	
GREEN IVY HOLDINGS LLC)	
)	
Applicant.)	

PETITIONER'S EXHIBIT 35 TO NOTICE OF RELIANCE

United States of America

United States Patent and Trademark Office

Panda Academy

Reg. No. 4,811,951

Registered Sep. 15, 2015

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

PANDA CUB ACADEMY LLC (MASSACHUSETTS LIMITED LIABILITY COMPANY)
1200 BOYLSTON STREET
BROOKLINE, MA 02467

FOR: CHILDREN'S EDUCATIONAL SERVICES, NAMELY, PROVIDING ACADEMIC PERFORMANCE EVALUATION, GUIDANCE AND MONITORING FOR CHILDREN PRE-KINDERGARTEN THROUGH GRADE 12 VIA THE INTERNET; CONSULTATION IN THE FIELD OF K-12 EDUCATIONAL SYSTEMS; DEVELOPING EDUCATIONAL LESSON PLANS FOR OTHERS IN THE FIELD OF CHINESE LANGUAGE ACQUISITION; DEVELOPING EDUCATIONAL MANUALS FOR OTHERS IN THE FIELD OF CHINESE LANGUAGE ACQUISITION; DEVELOPMENT AND DISSEMINATION OF PRINTED EDUCATIONAL MATERIALS OF OTHERS IN THE FIELD OF CHINESE LANGUAGE; EDUCATION SERVICES IN THE NATURE OF EARLY CHILDHOOD INSTRUCTION; EDUCATION SERVICES, NAMELY, PROVIDING KINDERGARTEN THROUGH 12TH GRADE (K-12) CLASSROOM INSTRUCTION; EDUCATION SERVICES, NAMELY, PROVIDING LIVE AND ON-LINE CLASSES IN THE FIELD OF CHINESE LANGUAGE; EDUCATION SERVICES, NAMELY, PROVIDING MENTORING, TUTORING, CLASSES, SEMINARS AND WORKSHOPS IN THE FIELD OF CHINESE LANGUAGE ACQUISITION; EDUCATION SERVICES, NAMELY, PROVIDING NON-DOWNLOADABLE WEBINARS IN THE FIELD OF CHINESE LANGUAGE ACQUISITION; EDUCATION SERVICES, NAMELY, PROVIDING ON-LINE COURSES IN THE FIELD OF CHINESE LANGUAGE; EDUCATION SERVICES, NAMELY, PROVIDING PRE-SCHOOL THROUGH KINDERGARTEN CLASSROOM INSTRUCTION USING MONTESSORI PRINCIPLES; EDUCATION SERVICES, NAMELY, PROVIDING TUTORIAL SESSIONS IN THE FIELD OF CHINESE LANGUAGE; EDUCATIONAL AND ENTERTAINMENT SERVICES FOR CHILDREN, NAMELY, PROVIDING INTERACTIVE PLAY AREAS, INSTRUCTIONAL CLASSES IN THE FIELD OF CHINESE LANGUAGE AND SOCIAL GATHERINGS FOR CHILDREN, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).



Michelle K. Lee
Director of the United States
Patent and Trademark Office

FIRST USE 1-25-2013; IN COMMERCE 1-25-2013.

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

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

SER. NO. 86-516,509, FILED 1-28-2015.

Reg. No. 4,811,951 CHRISTINA SOBRAL, EXAMINING ATTORNEY

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)
)
 Opposer,)
)) Opposition No. 91211873
 v.)
)
 GREEN IVY HOLDINGS LLC)
)
 Applicant.)

PETITIONER'S EXHIBIT 36 TO NOTICE OF RELIANCE

United States of America

United States Patent and Trademark Office



Reg. No. 4,826,949
Registered Oct. 6, 2015
Int. Cl.: 41

MODERN INTERNATIONAL FASHION INDUSTRY INVESTMENT MANAGEMENT CO.,
LIMITED (CHINA LIMITED COMPANY (LTD.))
FLAT/RM 01 21/F PROSPER COMMERCIAL BLDG.
9 YIN CHONG STREET
KL, HONG KONG

SERVICE MARK
PRINCIPAL REGISTER

FOR: TEACHING AT ELEMENTARY SCHOOLS; TEACHING AT JUNIOR HIGH SCHOOLS;
TEACHING, TRAINING, TUTORING AND COURSES OF INSTRUCTION AT THE UNDER-
GRADUATE, GRADUATE AND POST-GRADUATE LEVEL; ARRANGING AND CONDUCT-
ING EDUCATIONAL CONFERENCES; ORGANIZATION OF FASHION SHOWS FOR ENTER-
TAINMENT PURPOSES; LAYOUT SERVICES OTHER THAN FOR ADVERTISING PUR-
POSES; ARRANGING PROFESSIONAL WORKSHOP AND TRAINING COURSES; CONDUCT-
ING FITNESS CLASSES; PRESENTATION OF LIVE SHOW PERFORMANCES; PROVIDING
RECREATION FACILITIES; MODELING FOR ARTISTS, IN CLASS 41 (U.S. CLS. 100, 101
AND 107).

FIRST USE 1-9-2015, IN COMMERCE 1-9-2015.

THE MARK CONSISTS OF A CIRCLE WITH THE LETTERS "JUS" IN THE CENTER; THE
LETTER "U" IS ELEVATED ABOVE THE LETTER "J", AND THE LETTER "S" IS ELEVATED
ABOVE THE LETTER "U".

SER. NO. 86-546,480, FILED 2-26-2015.

APRIL L. RADEMACHER, EXAMINING ATTORNEY



Michelle K. Lee
Director of the United States
Patent and Trademark Office

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)
)
 Opposer,)
)) Opposition No. 91211873
 v.)
)
 GREEN IVY HOLDINGS LLC)
)
 Applicant.)

PETITIONER'S EXHIBIT 37 TO NOTICE OF RELIANCE

United States of America
United States Patent and Trademark Office

EXPERILANG

Reg. No. 4,831,227

Registered Oct. 13, 2015

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

T.M.L. INTERNATIONAL GROUP LLC (FLORIDA LIMITED LIABILITY COMPANY)
1485 NE 121 STREET APT.D202
NORTH MIAMI, FL 33161

FOR: CONDUCTING AFTER SCHOOL FOREIGN LANGUAGE TUTORING PROGRAMS; EDUCATION SERVICES, NAMELY, PROVIDING MENTORING, TUTORING, CLASSES, SEMINARS AND WORKSHOPS IN THE FIELD OF TRAINING IN FOREIGN LANGUAGES; EDUCATION SERVICES, NAMELY, PROVIDING TUTORING IN THE FIELD OF TRAINING IN FOREIGN LANGUAGES; LANGUAGE INSTRUCTION; LANGUAGE SCHOOLS FEATURING TRAINING IN FOREIGN LANGUAGES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 2-4-2015; IN COMMERCE 2-4-2015.

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

SER. NO. 86-552,537, FILED 3-4-2015.

DOMINIC J. FERRAIUOLO, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)	
)	
Opposer,)	
)	Opposition No. 91211873
v.)	
)	
GREEN IVY HOLDINGS LLC)	
)	
Applicant.)	

PETITIONER'S EXHIBIT 38 TO NOTICE OF RELIANCE

United States of America
United States Patent and Trademark Office

POS-EDGE

Reg. No. 4,831,072

Registered Oct. 13, 2015

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

LEARN & FLOURISH, LLC (MASSACHUSETTS LIMITED LIABILITY COMPANY)
54 HARTFORD STREET
SUITE 203
WESTWOOD, MA 02090

FOR: ANALYZING EDUCATIONAL TESTS SCORES AND DATA FOR OTHERS; ANALYZING OF EDUCATIONAL TEST SCORES AND DATA FOR OTHERS; ARRANGEMENT OF TRAINING COURSES IN TEACHING INSTITUTES; ARRANGING AND CONDUCTING EDUCATIONAL CONFERENCES; ARRANGING OF SEMINARS; CHILDREN'S EDUCATIONAL SERVICES, NAMELY, PROVIDING ACADEMIC PERFORMANCE EVALUATION, GUIDANCE AND MONITORING FOR CHILDREN PRE-KINDERGARTEN THROUGH GRADE 12 VIA THE INTERNET; CONSULTANCY IN THE FIELD OF LEARNING DIFFICULTIES; CONSULTATION IN THE FIELD OF K-12 EDUCATIONAL SYSTEMS; DEVELOPING EDUCATIONAL LESSON PLANS FOR OTHERS IN THE FIELD OF EDUCATION; DEVELOPING EDUCATIONAL MANUALS FOR OTHERS IN THE FIELD OF EDUCATION; DEVELOPING TRAINING SYSTEMS AND LEARNING METHODOLOGIES FOR OTHERS; EDUCATING AT SENIOR HIGH SCHOOLS; EDUCATING AT UNIVERSITY OR COLLEGES; EDUCATION SERVICES IN THE NATURE OF EARLY CHILDHOOD INSTRUCTION; EDUCATION SERVICES, NAMELY, PROVIDING CLASSES, SEMINARS, WORKSHOPS, TUTORING, AND MENTORING IN THE FIELD OF MIDDLE AND HIGH SCHOOL REFORM; EDUCATION SERVICES, NAMELY, PROVIDING KINDERGARTEN THROUGH 12TH GRADE (K-12) CLASSROOM INSTRUCTION; EDUCATION SERVICES, NAMELY, PROVIDING LIVE AND ON-LINE CLASSES, SEMINARS, WORKSHOPS IN THE FIELD OF EDUCATION; EDUCATION SERVICES, NAMELY, PROVIDING MENTORING, TUTORING, CLASSES, SEMINARS AND WORKSHOPS IN THE FIELD OF EDUCATION; EDUCATION SERVICES, NAMELY, PROVIDING NON-DOWNLOADABLE WEBINARS IN THE FIELD OF EDUCATION; EDUCATION SERVICES, NAMELY, PROVIDING ONLINE COGNITIVE ASSESSMENTS AND TRAINING PROGRAMS THAT HELP IDENTIFY COGNITIVE STRENGTHS AND WEAKNESSES OF AN INDIVIDUAL; EDUCATION SERVICES, NAMELY, TRAINING EDUCATORS IN THE FIELD OF EDUCATION AND PROVIDING CURRICULA IN CONNECTION THEREWITH; EDUCATION SERVICES, NAMELY, TRAINING EDUCATORS TO TEACH THROUGH SERVICE LEARNING AND CIVIC ENGAGEMENT AND PROVIDING CURRICULA IN CONNECTION THEREWITH; EDUCATIONAL COUNSELING SERVICES TO ASSIST STUDENTS IN PLANNING AND PREPARING FOR FURTHER EDUCATION; EDUCATIONAL PROGRAMS, NAMELY, PRE-SCHOOLS; EDUCATIONAL SERVICES, NAMELY, CONDUCTING INFORMAL ON-LINE PROGRAMS IN THE FIELDS OF EDUCATION, AND PRINTABLE MATERIALS DISTRIBUTED THEREWITH; EDUCA-



Michelle K. Lee
Director of the United States
Patent and Trademark Office

Reg. No. 4,831,072 TIONAL SERVICES, NAMELY, CONDUCTING INFORMAL PROGRAMS IN THE FIELDS OF EDUCATION, USING ON-LINE ACTIVITIES AND INTERACTIVE EXHIBITS, AND PRINTABLE MATERIALS DISTRIBUTED THEREWITH; EDUCATIONAL SERVICES, NAMELY, CONDUCTING PROGRAMS IN THE FIELD OF EDUCATION; EDUCATIONAL SERVICES, NAMELY, CONDUCTING CLASSES, SEMINARS, WORKSHOPS, CONFERENCES IN THE FIELDS OF EDUCATION AND DISTRIBUTION OF TRAINING MATERIALS IN CONNECTION THEREWITH; EDUCATIONAL SERVICES, NAMELY, CONDUCTING CLASSES, SEMINARS, WORKSHOPS, CONFERENCES IN THE FIELD OF EDUCATION AND PUBLISHING AND DISTRIBUTING EDUCATIONAL MATERIALS IN CONNECTION THEREWITH; EDUCATIONAL SERVICES, NAMELY, DEVELOPING AND CONDUCTING WORKOUTS, WORKSHOPS, PRESENTATIONS, RETREATS, AND PERSONAL TRAINING IN RIGHT-BRAIN FITNESS; EDUCATIONAL SERVICES, NAMELY, DEVELOPING CURRICULUM FOR EDUCATORS; EDUCATIONAL SERVICES, NAMELY, DEVELOPING CURRICULUM FOR TEACHERS; EDUCATIONAL SERVICES, NAMELY, DEVELOPING, ARRANGING, AND CONDUCTING EDUCATIONAL CONFERENCES AND PROGRAMS AND PROVIDING COURSES OF INSTRUCTION IN THE FIELD OF EDUCATION; EDUCATIONAL SERVICES, NAMELY, OFFERING OF ASSESSMENTS AND SURVEYS IN THE FIELD OF EDUCATOR TRAINING AND PERFORMANCE FOR THE PURPOSE OF IMPROVING TEACHING PROCEDURES; EDUCATIONAL SERVICES, NAMELY, PROVIDING A LEARNING AND INNOVATION CENTER FEATURING FULLY CUSTOMIZED LEADERSHIP, MOTIVATIONAL, EDUCATIONAL, AND BRAINSTORMING TRAINING; EDUCATIONAL SERVICES, NAMELY, PROVIDING WEB-BASED AND CLASSROOM TRAINING FOR CERTIFICATION OF TEACHERS AND CONTINUING EDUCATION FOR TEACHERS AND PRINCIPALS; INFORMATION IN THE FIELD OF PARENTING CONCERNING EDUCATION OF CHILDREN; INFORMATION ON EDUCATION; INTERACTIVE ON-LINE TRAINING SERVICES IN THE FIELD OF EDUCATION; ON-LINE EDUCATIONAL PARENTAL TRAINING CLASSES; ON-LINE JOURNALS, NAMELY, BLOGS FEATURING EDUCATION; PERSONAL COACHING SERVICES IN THE FIELD OF EDUCATION; PROFESSIONAL COACHING SERVICES IN THE FIELD OF EDUCATION; PROVIDING A WEB SITE FEATURING NON-DOWNLOADABLE INSTRUCTIONAL VIDEOS IN THE FIELD OF EDUCATION; PROVIDING A WEB SITE THAT FEATURES INFORMATION ABOUT ONLINE HIGHER EDUCATION RESOURCES; PROVIDING A WEBSITE FEATURING INFORMATION IN THE FIELDS OF EDUCATION AND ENTERTAINMENT FOR CHILDREN; PROVIDING ADVICE AND INFORMATION IN THE FIELD OF EDUCATIONAL AND ENTERTAINMENT ACTIVITIES AND EVENTS FOR CHILDREN; PROVIDING AN ONLINE WEEKLY COLUMN IN THE FIELD OF EDUCATION; PROVIDING CLASSES, SEMINARS, WORKSHOPS, AND TRAINING FOR PARENTS, INSTRUCTORS, AND OTHER INDIVIDUALS IN THE FIELD OF EDUCATION FOR INDIVIDUALS WITH AUTISM AND OTHER DEVELOPMENTAL DISORDERS; PROVIDING EDUCATIONAL ASSESSMENT SERVICES; PROVIDING EDUCATIONAL INFORMATION AND TEST QUESTIONS IN THE ACADEMIC FIELD OF MATHEMATICS; PROVIDING GROUP COACHING IN THE FIELD OF EDUCATION; PROVIDING INFORMATION ABOUT EDUCATION; PROVIDING INFORMATION ABOUT ONLINE EDUCATION; PROVIDING INFORMATION AND NEWS IN THE FIELD OF TEACHING METHODOLOGY AND EDUCATION; PROVIDING INFORMATION ON-LINE RELATING TO EDUCATIONAL OPPORTUNITIES; PROVIDING INFORMATION RELATING TO EDUCATION SERVICES; PROVIDING INFORMATION RELATING TO EDUCATION SERVICES FOR CHILDREN; PROVIDING INFORMATION RELATING TO EDUCATIONAL AND ENTERTAINMENT ACTIVITIES AND EVENTS FOR CHILDREN; PROVIDING ON-LINE RESOURCE GUIDES FOR RELATIVES CONCERNING CHILDREN IN THE FIELDS OF EDUCATION, RECREATION, AND ENTERTAINMENT; RESEARCH IN THE FIELD OF EDUCATION; RESEARCH IN THE FIELD OF EDUCATION VIA THE INTERNET; TEACHING AT ELEMENTARY SCHOOLS; TEACHING AT JUNIOR HIGH SCHOOLS; TEACHING, TRAINING, TUTORING AND COURSES OF INSTRUCTION AT THE UNDERGRADUATE, GRADUATE AND POST-GRADUATE LEVEL; TRAINING SERVICES IN THE FIELD OF EDUCATION, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 1-1-2013; IN COMMERCE 1-1-2013.

Reg. No. 4,831,072 THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 86-549,889, FILED 3-2-2015.

TINA MAI, EXAMINING ATTORNEY

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)
)
 Opposer,)
)) Opposition No. 91211873
 v.)
)
 GREEN IVY HOLDINGS LLC)
)
 Applicant.)

PETITIONER'S EXHIBIT 39 TO NOTICE OF RELIANCE

United States of America

United States Patent and Trademark Office

Teaching Exceptionalism

Reg. No. 4,850,400

QUANTUM PREP LLC (MASSACHUSETTS LIMITED LIABILITY COMPANY)
28 KINGSTON STREET

Registered Nov. 10, 2015

NORTH ANDOVER, MA 01845

Int. Cl.: 41

FOR: EDUCATION SERVICES, NAMELY, PROVIDING MENTORING, COUNSELING, TUTORING, CLASSES, SEMINARS AND WORKSHOPS IN THE FIELD OF SCIENCE, MATHEMATICS, ENGINEERING, AND STANDARDIZED TEST PREP SERVICES FOR HIGH SCHOOL, UNDERGRADUATE, AND GRADUATE STUDENTS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

SERVICE MARK

PRINCIPAL REGISTER

FIRST USE 7-1-2011; IN COMMERCE 7-1-2011.

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

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

SER. NO. 86-576,958, FILED 3-26-2015.

TIFFANY CHIANG, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office



Reg. No. 4,856,186

Registered Nov. 17, 2015

Int. Cls.: 41 and 44

SERVICE MARK

PRINCIPAL REGISTER

GROVES ACADEMY (MINNESOTA NON-PROFIT CORPORATION)
3200 HIGHWAY 100 SOUTH
ST. LOUIS PARK, MN 55416

FOR: PROVIDING EDUCATIONAL SERVICES, NAMELY, SEMINARS, WORKSHOPS, AND CLASSES IN THE FIELD OF READING, SPELLING, WRITTEN EXPRESSION, MATH, SOCIAL STUDIES, HISTORY, SCIENCE, ART, MUSIC, SOCIAL SKILLS, LANGUAGE DEVELOPMENT, COUNTING, PHYSICAL EDUCATION, THEATRE, HOME SCIENCE, AND WOODSHOP AND DISTRIBUTING COURSE MATERIALS IN CONNECTION THEREWITH; EDUCATIONAL SERVICES IN THE AREA OF EARLY CHILDHOOD EDUCATION, NAMELY, PROVIDING ELEMENTARY AND HIGH SCHOOL SERVICES FOR CHILDREN WITH LEARNING DISABILITIES AND ATTENTION DISORDERS AND DISTRIBUTING COURSE MATERIALS IN CONNECTION THEREWITH; PROVIDING EDUCATIONAL SERVICES, NAMELY, SEMINARS, WORKSHOPS, AND CLASSES IN THE FIELD OF A TEST PREP PROGRAM DESIGNED SPECIFICALLY FOR STUDENTS WITH LEARNING DISABILITIES AND ATTENTION DISORDERS AND DISTRIBUTING COURSE MATERIALS IN CONNECTION THEREWITH; ACADEMIC TUTORING SERVICES IN THE FIELD OF READING AND LITERATURE, SPELLING, WRITTEN EXPRESSION, MATH, SCIENCE AND STUDY SKILLS; ACADEMIC DIAGNOSTIC TESTING SERVICES TO STUDENTS; EDUCATION AND TRAINING IN THE FIELDS OF JOB SKILLS TRAINING, POST SECONDARY EDUCATION PREPARATION AND INDEPENDENT LIVING AND LIFE SKILL TRAINING FOR STUDENTS WITH DISABILITIES; EARLY CHILDHOOD AND ELEMENTARY SCHOOL LITERACY SCREENING; EDUCATIONAL SERVICES, NAMELY, DEVELOPING CURRICULUM FOR OTHERS IN THE FIELD OF EARLY CHILDHOOD AND ELEMENTARY SCHOOL LITERACY; DEVELOPING MATH CURRICULUM FOR ELEMENTARY- HIGH SCHOOL. FOR OTHERS; SOCIAL SKILLS TRAINING; EDUCATIONAL SERVICES, NAMELY, TEACHER TRAINING IN THE FIELD OF READING, SPELLING, WRITTEN EXPRESSION, MATH, SOCIAL STUDIES, HISTORY, SCIENCE, ART, MUSIC, SOCIAL SKILLS, LANGUAGE DEVELOPMENT, COUNTING, PHYSICAL EDUCATION, THEATRE, HOME SCIENCE, WOODSHOP AND TEACHER LICENSE GRANTING, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).



FIRST USE 0-0-1990; IN COMMERCE 0-0-1990.

Michelle K. Lee

Director of the United States
Patent and Trademark Office

FOR: MEDICAL TESTING FOR DIAGNOSTIC OR TREATMENT PURPOSES FOR STUDENTS, IN CLASS 44 (U.S. CLS. 100 AND 101).

FIRST USE 5-1-1978; IN COMMERCE 5-1-1978.

Reg. No. 4,856,186 NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ACADEMY", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF A STAR DESIGN FOLLOWED BY THE WORDS "GROVES" OVER THE WORD "ACADEMY".

SN 86-177,189, FILED 1-28-2014.

WILLIAM JACKSON, EXAMINING ATTORNEY

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)	
)	
Opposer,)	
)	Opposition No. 91211873
v.)	
)	
GREEN IVY HOLDINGS LLC)	
)	
Applicant.)	

PETITIONER'S EXHIBIT 41 TO NOTICE OF RELIANCE

STATE OF NEW YORK
DEPARTMENT OF STATE

I hereby certify that the annexed copy has been compared with the original document in the custody of the Secretary of State and that the same is a true copy of said original.



WITNESS my hand and official seal of the Department of State, at the City of Albany, on August 21, 2012.

A handwritten signature in black ink, appearing to read "Daniel E. Shapiro".

Daniel E. Shapiro
First Deputy Secretary of State

Rev. 05/09

12081700081

New York State
Department of State
Division of Corporations, State Records
and Uniform Commercial Code
One Commerce Plaza, 99 Washington Ave.
Albany, NY 12231
www.dos.ny.gov

**APPLICATION FOR AUTHORITY
OF
GREEN IVY HOLDINGS LLC**

(Insert name of Foreign Limited Liability Company)

Under Section 802 of the Limited Liability Company Law

FIRST: The name of the limited liability company is:

GREEN IVY HOLDINGS LLC

If the name does not contain the required words or abbreviation pursuant to Section 204 of the Limited Liability Company Law, the following words or abbreviation is added to the name for use in this state:

(Do not complete this section unless the limited liability company's true name is not available pursuant to §204 of the Limited Liability Company Law.) The fictitious name under which the limited liability company will do business in New York is:

(The fictitious name must contain the words "Limited Liability Company" or abbreviation "LLC" or "L.L.C.")

SECOND: The jurisdiction of organization of the limited liability company is: _____

DELAWARE . The date of its organization is: 01/18/2012

THIRD: The county within New York state in which the office, or if more than one office, the principal office of the limited liability company is to be located is: New York County

FOURTH: The Secretary of State is designated as agent of the limited liability company upon whom process against it may be served. The address within or without this state to which the Secretary of State shall mail a copy of any process served against him or her is:

70 Battery Place, Apt. 618
New York, NY 10280

FIFTH: (Check and complete the statement that applies)

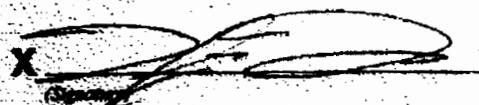
The address of the office required to be maintained in the jurisdiction of its formation is:
108 West 13th Street
Wilmington, DE 19801

If no office is required to be maintained in the jurisdiction of its formation, the address of the principal office of the limited liability company is:

SIXTH: The foreign limited liability company is in existence in its jurisdiction of formation at the time of filing of this application.

SEVENTH: The name of the authorized officer in its jurisdiction of its formation where a copy of its articles of organization is filed is (e.g. "Secretary of State");
Secretary of State

The address for such officer is:
Division of Corporations, P.O. Box 896, Dover, DE 19903

X 

Jennifer L. Jones
(Type or print name)

Capacity of signer (Check appropriate box):

- Member
- Manager
- Authorized Person

Please Note: A certificate of existence or, if no such certificate is issued by the jurisdiction of formation, a certified copy of the articles of organization of the limited liability company and all subsequent amendments thereto, or if no articles of organization have been filed, a certified copy of the certificate filed as its organizational base and all amendments thereto, must be attached to the application for authority when submitted for filing. If such certificate or certified copy is in a foreign language, a translation in English under oath of the translator shall be attached.

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)
)
 Opposer,)
)) Opposition No. 91211873
 v.)
)
 GREEN IVY HOLDINGS LLC)
)
 Applicant.)

PETITIONER'S EXHIBIT 42 TO NOTICE OF RELIANCE

Delaware

PAGE 1

The First State

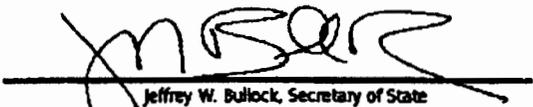
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY "GREEN IVY HOLDINGS LLC" IS DULY FORMED UNDER THE LAWS OF THE STATE OF DELAWARE AND IS IN GOOD STANDING AND HAS A LEGAL EXISTENCE SO FAR AS THE RECORDS OF THIS OFFICE SHOW, AS OF THE FIFTEENTH DAY OF JUNE, A.D. 2012.



5097193 8300

120743051

You may verify this certificate online at corp.delaware.gov/authver.shtml


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 9647888

DATE: 06-15-12

120817000081

RECEIVED
2012 AUG 16 PM 3:08

APPLICATION FOR AUTHORITY
OF

GREEN IVY HOLDINGS LLC

(Insert name of Foreign Limited Liability Company)

Under Section 802 of the Limited Liability Company Law

Filed by: Raoul Duggal, c/o Buhler Duggal & Henry LLP

(Name)

450 Seventh Avenue, 33rd Floor

(Mailing address)

New York, NY 10123

(City, State and Zip code)

NOTE: This form was prepared by the New York State Department of State for filing an application for authority for a foreign limited liability company to conduct business in New York State. It does not contain all optional provisions under the law. You are not required to use this form. You may draft your own form or use forms available at legal supply stores. The Department of State recommends that legal documents be prepared under the guidance of an attorney. The certificate must be submitted with a \$250 filing fee made payable to the Department of State.

(For office use only.)

FILED
2012 AUG 17 AM 10:23

100
STATE OF NEW YORK
DEPARTMENT OF STATE
FILED AUG 17 2012
TAXS 0
BY: LSW

LSW - 0

081

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)	
)	
Opposer,)	
)	Opposition No. 91211873
v.)	
)	
GREEN IVY HOLDINGS LLC)	
)	
Applicant.)	

PETITIONER'S EXHIBIT 43 TO NOTICE OF RELIANCE

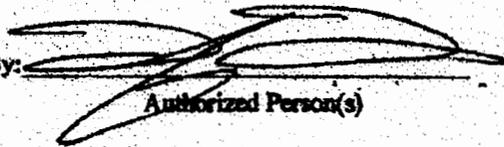
State of Delaware
Secretary of State
Division of Corporations
Delivered 01:37 PM 04/16/2012
FILED 01:37 PM 04/16/2012
SRV 120432956 - 5097193 FILE

STATE OF DELAWARE CERTIFICATE OF AMENDMENT

1. Name of Limited Liability Company: GREEN IVY SCHOOLS LLC
2. The Certificate of Formation of the limited liability company is hereby amended as follows:

FIRST: The name of the limited liability company is Green Ivy Holdings LLC.

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the 16th day of April, A.D. 2012.

By: 
Authorized Person(s)

Name: Jennifer Jones
Print or Type

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

GREEN IVY EDUCATIONAL CONSULTING, LLC)	
)	
Opposer,)	
)	Opposition No. 91211873
v.)	
)	
GREEN IVY HOLDINGS LLC)	
)	
Applicant.)	

PETITIONER'S EXHIBIT 44 TO NOTICE OF RELIANCE

**STATE of DELAWARE
LIMITED LIABILITY COMPANY
CERTIFICATE of FORMATION**

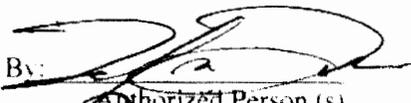
First: The name of the limited liability company is Green Ivy Schools LLC

Second: The address of its registered office in the State of Delaware is 108 West
13th Street in the City of Wilmington.
Zip code 19801. The name of its Registered agent at such address is
Business Filings Incorporated

Third: (Use this paragraph only if the company is to have a specific effective date of dissolution: "The latest date on which the limited liability company is to dissolve is _____.")

Fourth: (Insert any other matters the members determine to include herein.)

In Witness Whereof, the undersigned have executed this Certificate of Formation this
18th day of January, 2012.

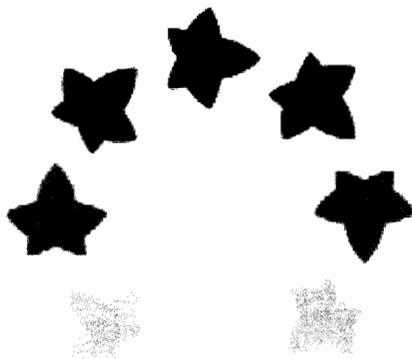
By: 
Authorized Person (s)
Name: Jennifer Jones

Kidz Central Station

 [Activities](#)  [Birthdays](#)  [Gift Cards](#)

Green Ivy Enrichment

[Overview](#) [Classes](#) [Reviews](#)



Green Ivy Enrichment

Green Ivy Enrichment offers a variety of engaging classes, camps and family activities for the Lower Manhattan community. We have two locations - Battery Park Montessori in South Battery Park City and Pine Street School in the heart of the Financial District. Everything you can imagine for children of all ages is possible with Green Ivy Enrichment!

Reviews of this Provider [back to top](#)

Have something to add? [Sign in](#) to review this provider.

Available Classes

All Classes

Coding

Gymnastics/Tumbling

Martial Arts/Self Defense

Soccer

Tennis

After School

Green Ivy Educational Consulting, LLC v. Green Ivy Holdings LLC
Opposition No. 91211873

- Arts and Crafts
- Chess
- Cooking
- Dance
- Drama and Performing Arts
- Enrichment Programs
- Family Friendly Shows
- Foreign Language
- Music
- Science
- Sibling Classes
- Sports and Fitness
- Weekend Event

Sorted By: Start Date **Day of Week** Name

Friday Flicks

\$10.00 - \$150.00

Age: at least 3.5 years

Battery Park/Financial District/Tribeca

Battery Park Montessori
 21 South End Ave
 (South Battery Park City)
 New York, NY

Date: November 20, 2015

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					● 5pm- 7:30pm	

Date: December 11, 2015

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					● 5pm- 7:30pm	

Date: January 8, 2016

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					● 5pm- 7:30pm	

Date: February 12, 2016

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					● 5pm- 7:30pm	

Date: March 18, 2016

Sun Mon Tue Wed Thu Fri Sat

• 5pm- 7:30pm

Date: April 22, 2016

Sun Mon Tue Wed Thu Fri Sat

• 5pm- 7:30pm

Date: May 20, 2016

Sun Mon Tue Wed Thu Fri Sat

• 5pm- 7:30pm

Date: June 10, 2016

Sun Mon Tue Wed Thu Fri Sat

• 5pm- 7:30pm

[Enroll](#) [Reviews](#) [More Info...](#)

Crazy Chemworks

\$178.57

Age: 3 to 5 years

Battery Park/Financial District/Tribeca

Pine Street School
 25 Pine Street
 (between Nassau & Williams)
 New York, NY

Semester: Nov 2nd 2015 - Dec 14th 2015

Sun Mon Tue Wed Thu Fri Sat

• 3:15pm- 4:10pm

[Enroll](#) [Reviews](#) [More Info...](#)

Improv University

\$178.57

Age: 3 to 5 years

Battery Park/Financial District/Tribeca

Battery Park Montessori
 21 South End Ave
 (South Battery Park City)
 New York, NY

Semester: Nov 2nd 2015 - Dec 14th 2015

Sun Mon Tue Wed Thu Fri Sat

• 3:15pm- 4pm

[Enroll](#) [Reviews](#) [More Info...](#)

Art Class with Children's Museum of the Arts

\$178.57

Age: 3 to 5 years

Battery Park/Financial District/Tribeca

Battery Park Montessori
21 South End Ave
(South Battery Park City)
New York, NY

Semester: Nov 2nd 2015 - Dec 14th 2015

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	● 4:15pm- 5pm					

Enroll	Reviews	More Info...
------------------------	-------------------------	------------------------------

Hip Hop I

\$178.57

Age: 3 to 5 years

Battery Park/Financial District/Tribeca

Pine Street School
25 Pine Street
(between Nassau & Williams)
New York, NY

Semester: Nov 2nd 2015 - Dec 14th 2015

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	● 4:15pm- 5pm					

Enroll	Reviews	More Info...
------------------------	-------------------------	------------------------------

Pee Wee Cooking Playdate

\$45.00

Age: 2 to 4 years

Battery Park/Financial District/Tribeca

Pine Street School
25 Pine Street
(between Nassau & Williams)
New York, NY

Semester: Nov 3rd 2015 - Dec 15th 2015

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		● 10:30am- 11:30am				

Enroll	Reviews	More Info...
------------------------	-------------------------	------------------------------

Ballet II

\$178.57

Age: 3.5 to 5 years

Battery Park/Financial District/Tribeca

Battery Park Montessori
21 South End Ave
(South Battery Park City)
New York, NY

Semester: Nov 3rd 2015 - Dec 15th 2015

Sun Mon Tue Wed Thu Fri Sat
• 3:15pm- 4pm

Enroll Reviews More Info...

Chess at Three

\$178.57

Age: 3 to 5 years

Battery Park/Financial District/Tribeca

Battery Park Montessori
21 South End Ave
(South Battery Park City)
New York, NY

Semester: Nov 3rd 2015 - Dec 15th 2015

Sun Mon Tue Wed Thu Fri Sat
• 3:15pm- 4pm

Enroll Reviews More Info...

Pee Wee Chefs

\$278.57

Age: 3 to 5 years

Battery Park/Financial District/Tribeca

Pine Street School
25 Pine Street
(between Nassau & Williams)
New York, NY

Semester: Nov 3rd 2015 - Dec 15th 2015

Sun Mon Tue Wed Thu Fri Sat
• 3:15pm- 4:45pm

Enroll Reviews More Info...

Tiny Tots Tennis

\$178.57

Age: 3 to 5 years

Battery Park/Financial District/Tribeca

Pine Street School
25 Pine Street
(between Nassau & Williams)
New York, NY

Semester: Nov 3rd 2015 - Dec 15th 2015

Sun Mon Tue Wed Thu Fri Sat

• 3:15pm- 4pm

Enroll

Reviews

More Info...

Ballet I

\$178.57

Age: 2 to 3 years

Battery Park/Financial District/Tribeca

Battery Park Montessori
21 South End Ave
(South Battery Park City)
New York, NY

Semester: Nov 3rd 2015 - Dec 15th 2015

Sun Mon Tue Wed Thu Fri Sat

• 4:15pm- 5pm

Enroll

Reviews

More Info...

Kids Karate

\$207.14

Age: 3 to 5 years

Battery Park/Financial District/Tribeca

Pine Street School
25 Pine Street
(between Nassau & Williams)
New York, NY

Semester: Nov 3rd 2015 - Dec 15th 2015

Sun Mon Tue Wed Thu Fri Sat

• 4:15pm- 5pm

Enroll

Reviews

More Info...

Mighty Mites Tennis

\$178.57

Age: 6 to 8 years

Battery Park/Financial District/Tribeca

Pine Street School
25 Pine Street
(between Nassau & Williams)
New York, NY

Semester: Nov 3rd 2015 - Dec 15th 2015

Sun Mon Tue Wed Thu Fri Sat
● 4:15pm- 5pm

Enroll

Reviews

More Info...

Novice Chefs

\$278.57

Age: 7 to 10 years

Battery Park/Financial District/Tribeca

Pine Street School
25 Pine Street
(between Nassau & Williams)
New York, NY

Semester: Nov 3rd 2015 - Dec 15th 2015

Sun Mon Tue Wed Thu Fri Sat
● 5:15pm- 6:45pm

Enroll

Reviews

More Info...

Arcoiris Spanish Playgroup

\$178.57

Age: 3 to 5 years

Battery Park/Financial District/Tribeca

Battery Park Montessori
21 South End Ave
(South Battery Park City)
New York, NY

Semester: Nov 4th 2015 - Dec 16th 2015

Sun Mon Tue Wed Thu Fri Sat
● 3:15pm- 4pm

Enroll

Reviews

More Info...

Contemporary Kids

\$178.57

Age: 3 to 5 years

Battery Park/Financial District/Tribeca

Pine Street School
25 Pine Street
(between Nassau & Williams)
New York, NY

Semester: Nov 4th 2015 - Dec 16th 2015

Sun

Mon

Tue

Wed

Thu

Fri

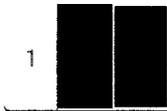
Sat

• 3:15pm- 4pm

Enroll

Reviews

More Info...



As seen on ...

THE WALL STREET JOURNAL.



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Contact Us

We're here to help

 **Email**

info@kidzcentralstation.com

 **Phone**

866-360-7424

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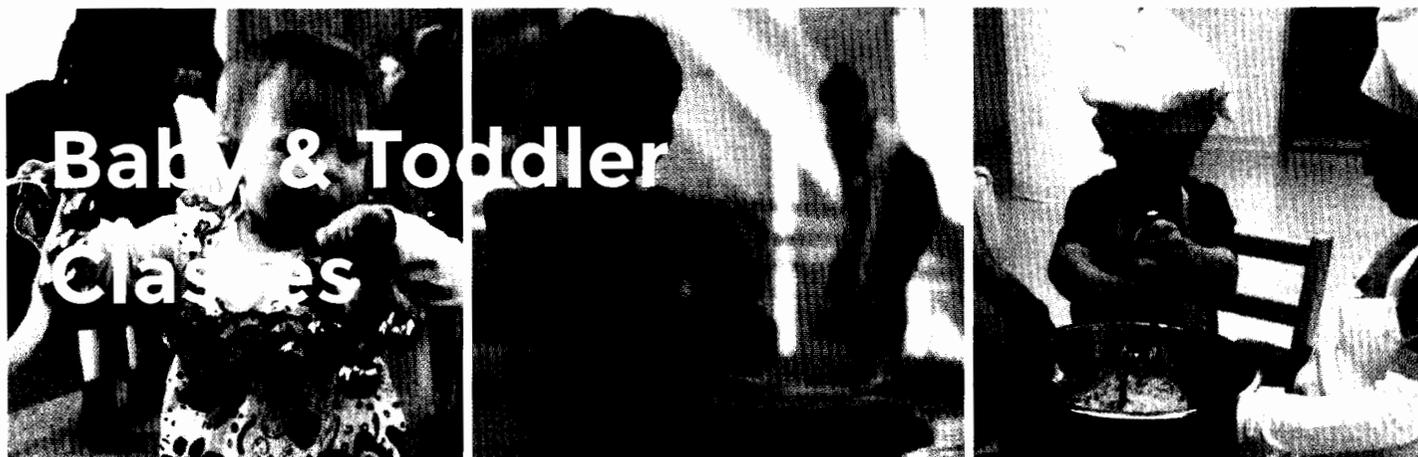
[Calendar](#)

[Kids Classes](#)

[Vacation Camps](#)

[Summer Camps](#)

[About the Programs](#)



Middle School Classes

Elementary School Classes

PreK & Kindergarten Classes

Baby & Toddler Classes

Baby & Toddler Classes

Green Ivy FiDi: Pine Street School (25 Pine St.)

Green Ivy BPC: Battery Park Montessori (21 South End Ave.)

Fall 2015

MONDAY

Music for Aardvarks

Music for Aardvarks 10-10:45am | 6m-4y (FiDi)
Fall Session (Sept. 21-Nov. 30): \$420

TUESDAY**Stepping Stone Dance**

Ballet I 4:15-5pm | 2-3y (BPC)
Session I (Sept. 15-Oct. 27)
Session II (Nov. 3-Dec. 14): \$250

WEDNESDAY**Creative Play for Kids**

Busy Babies & Movers 2-2:45pm | 8m-18m (FiDi)
Fall Session (Sept. 16-Dec. 18)

THURSDAY**Music Together**

10-10:45am | Mixed ages (FiDi)
4:30-5:15pm | Mixed ages (FiDi)
Fall Session (Sept. 24-Dec. 10)

FRIDAY**Creative Play for Kids**

Music & Art Combo 10-10:45am | 15m-3y (FiDi)
Bouncing & Busy Babies 11-11:45am | 3m-10m (FiDi)
Busy Babies & Movers 12:30-1:15pm | 8m-18m (FiDi)
Bouncing & Busy Babies 1:30-2:15pm | 3m-10m (FiDi)
Fall Session (Sept. 16-Dec. 18)

SATURDAY**KP for Kids**

Kids Karate 10:00-10:45am | 2-4y (FiDi)
Fall/Winter Session (Oct. 17-Feb. 20): \$485

SUNDAY

Super Soccer Stars

Super Soccer Stars 9:45-10:25am | 2-3y (FiDi)

Fall Session (Sept. 13-Dec. 20): \$490



Contact the Enrichment Office:

Locations Pine Street School, 25 Pine Street, FiDi

Battery Park Montessori, 21 South End Ave., BPC

Tel. 212-235-2304 Email classes@greenivy.com or camp@greenivy.com

Green Ivy Enrichment

25 Pine Street, New York, NY 10005

21 South End Ave., New York, NY 10280

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 212.235.2304



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 v.)
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PETITIONER'S EXHIBIT 47 TO NOTICE OF RELIANCE



[Calendar](#) [Kids Classes](#) [Vacation Camps](#) [Summer Camps](#) [About the Programs](#)

Middle School Classes

Elementary School Classes

PreK & Kindergarten Classes

Baby & Toddler Classes

Elementary School Classes

Green Ivy FiDi: Pine Street School (25 Pine St.)

Fall 2015

MONDAY

Physique Swimming

After School Program 3-5:30pm | 5-11y (FiDi)

Fall Session (Oct. 5-Dec. 14): \$600*

*discounted pricing for enrolling in Monday + Wednesday program

IAC Keshet

Keshet Hebrew Immersion 4-6pm | K-6th grade (FiDi)

Year-long Session (Oct. 19-June 13): \$1180

TUESDAY

The Pixel Academy

Adventures in Electronics 3:30-4:30pm | 4-6y (FiDi)

Fall Session (Oct. 6-Dec. 3): \$399

Programming for Minecraft 3:30-4:30pm | 7-12y (FiDi)

Fall Session (Oct. 6-Dec. 1): \$399

Digital Art Lab 4:45-5:45pm | 4-6y (FiDi)

Fall Session (Oct. 6-Dec. 1): \$399

Video Game Design 4:45-5:45pm | 7-12y (FiDi)

Fall Session (Oct. 6-Dec. 1): \$399

*Club Time with Pixel Academy 3pm-6pm: \$28 if added to a class; included if registered for two classes.

Super Stars Tennis

Mighty Mites Tennis 4:15-5pm | 5-7y (FiDi)

Session I (Sept. 15-Oct. 27)

Session II (Nov. 3-Dec. 15): \$250

Chef Toni's Cooking Adventures

Apprentice Chefs 5:15-6:45pm | 7-10y (FiDi)

Session I (Sept. 15-Oct. 27)

Session II (Nov. 3-Dec. 15): \$350

WEDNESDAY

The Pixel Academy

Digital Art Lab 3:30-4:30pm | 4-6y (FiDi)

Fall Session (Oct. 7-Dec. 2): \$399

Video Game Design 3:30-4:30pm | 7-12y (FiDi)

Fall Session (Oct. 7-Dec. 2): \$399

Adventures in Electronics 4:45-5:45pm | 4-6y (FiDi)

Fall Session (Oct. 7-Dec. 2): \$399

Programming for Minecraft 4:45-5:45pm | 7-12y (FiDi)

Fall Session (Oct. 7-Dec. 2): \$399

*Club Time with Pixel Academy 3pm-6pm: \$28 if added to a class; included if registered for two classes.

Physique Swimming

After School Program 3-5:30pm | 5-11y (FiDi)

Fall Session (Sept. 30-Dec. 16): \$720*

*discounted pricing for enrolling in Monday + Wednesday program

Super Soccer Stars

Super Soccer Stars 5-6pm | 5-6y (FiDi)

Fall Session (Sept. 9-Dec. 23): \$525

THURSDAY

The Pixel Academy

Adventures in Electronics 3:30-4:30pm | 4-6y (FiDi)

Fall Session (Oct. 8-Dec. 3): \$399

Programming for Minecraft 3:30-4:30pm | 7-12y (FiDi)

Fall Session (Oct. 8-Dec. 3): \$399

Digital Art Lab 4:45-5:45pm | 4-6y (FiDi)

Fall Session (Oct. 8-Dec. 3): \$399

Video Game Design 4:45-5:45pm | 7-12y (FiDi)

Fall Session (Oct. 8-Dec. 3): \$399

*Club Time with Pixel Academy 3pm-6pm: \$28 if added to a class; included if registered for two classes.

FRIDAY

Private Picassos

Art Club 3:15-4:45pm | 4-7y (FiDi)

Session I (Sept. 18-Oct. 30)

Session II (Nov. 6-Dec. 18): \$350

Prime Time Tumbling

Tumbling II 4:15-5pm | 6-8y (FiDi)

Session I (Sept. 18-Oct. 30)

Session II (Nov. 6-Dec. 18): \$265

SATURDAY

KP for Kids

Kids Karate 10-11am | 5-15y (white-advanced blue belts) (FiDi)
Fall/Winter Session (Oct. 17-Feb. 20): \$485

Kids Karate 10-11:30am | 5-15y (yellow-black belts) (FiDi)
Fall/Winter Session (Oct. 17-Feb. 20): \$485



Contact the Enrichment Office:

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Calendar Kids Classes Vacation Camps Summer Camps About the Programs

Middle School Classes

Elementary School Classes

PreK & Kindergarten Classes

Baby & Toddler Classes

Middle School Classes

Green Ivy FiDi Location: Pine Street School (25 Pine St.)

Fall 2015

TUESDAY

The Pixel Academy

Programming for Minecraft 3:30-4:30pm | 7-12y (FiDi)

Fall Session (Oct. 6-Dec. 1): \$399

Video Game Design 4:45-5:45pm | 7-12y (FiDi)

Fall Session (Oct. 6-Dec. 1): \$399

*Club Time with Pixel Academy 3pm-6pm: \$28 if added to a class; included if registered for two classes.

WEDNESDAY

The Pixel Academy

Video Game Design 3:30-4:30pm | 7-12y (FiDi)

Fall Session (Oct. 7-Dec. 2): \$399

Programming for Minecraft 4:45-5:45pm | 7-12y (FiDi)

Fall Session (Oct. 7-Dec. 2): \$399

*Club Time with Pixel Academy 3pm-6pm: \$28 if added to a class; included if registered for two classes.

THURSDAY

The Pixel Academy

Programming for Minecraft 3:30-4:30pm | 7-12y (FiDi)

Fall Session (Oct. 8-Dec. 3): \$399

Video Game Design 4:45-5:45pm | 7-12y (FiDi)

Fall Session (Oct. 8-Dec. 3): \$399

*Club Time with Pixel Academy 3pm-6pm: \$28 if added to a class; included if registered for two classes.

SATURDAY

KP for Kids

Kids Karate 10:00-11:00am | 5-15y (white-adv. blue belts) (FiDi)

Fall/Winter Session (Oct. 17-Feb. 20): \$485

Kids Karate 10:00-11:30am | 5-15y (yellow-black belts) (FiDi)

Fall/Winter Session (Oct. 17-Feb. 20): \$485



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PETITIONER'S EXHIBIT 49 TO NOTICE OF RELIANCE



[Calendar](#) [Kids Classes](#) [Vacation Camps](#) [Summer Camps](#) [About the Programs](#)

Middle School Classes

Elementary School Classes

PreK & Kindergarten Classes

Baby & Toddler Classes

PreK & Kindergarten Classes

Green Ivy FiDi: Pine Street School (25 Pine St.)

Green Ivy BPC: Battery Park Montessori (21 South End Ave.)

Fall 2015

MONDAY

Mad Science

"Crazy Chem Works" 3:15-4pm | 3-5y (FiDi)

Session I (Sept. 14-Oct. 26)

Session II (Nov. 2-Dec. 14): \$250

Red Carpet Improv

Improv University 3:15-4pm | 3-5y (BPC)

Session I (Sept. 14-Oct. 26)

Session II (Nov. 2-Dec. 14): \$250

Children's Museum of the Arts

Art Class 4:15-5pm | 3-5y (BPC)

Session I (Sept. 14-Oct. 26)

Session II (Nov. 2-Dec. 14): \$250

TUESDAY

The Pixel Academy

Adventures in Electronics 3:30-4:30pm | 4-6y (FiDi)

Fall Session (Oct. 6-Dec. 1): \$399

Digital Art Lab 4:45-5:45pm | 4-6y (FiDi)

Fall Session (Oct. 6-Dec. 1): \$399

*Club Time with Pixel Academy 3pm-6pm: \$28 if added to a class; included if registered for two classes.

Chef Toni's Cooking Adventures

Pee Wee Cooking Playdates 10:30am-11:30am | 2-4y (FiDi)

Oct. 27, Nov. 3, Nov. 10, Nov. 17, Nov. 24, Dec. 1, Dec. 8, Dec 15

\$45/playdate

Pee Wee Chefs 3:15-4:45 | 3-5y (FiDi)

Session I (Sept. 15-Oct. 27)

Session II (Nov. 3-Dec. 15): \$350

Super Stars Tennis

Tiny Tots Tennis 3:15-4pm | 3-5y (FiDi)

Session I (Sept. 15-Oct. 27)

Session II (Nov. 3-Dec. 15): \$250

KP for Kids

Kids Karate 4:15-5pm | 3-5y (FiDi)

Session I (Sept. 15-Oct. 27)

Session II (Nov. 3-Dec. 15): \$250

Stepping Stone Dance

Ballet II 3:15-4pm | 3.5-5y (BPC)

Session I (Sept. 15-Oct. 27)

Session II (Nov. 3-Dec. 15): \$250

Ballet I 4:15-5pm | 2-3y (BPC)
Session I (Sept. 15-Oct. 27)
Session II (Nov. 3-Dec. 15): \$250

Chess at Three

Chess at Three 3:15-4pm | 3-5y (BPC)
Session I (Sept. 15-Oct. 27)
Session II (Nov. 3-Dec. 15): \$250

WEDNESDAY

The Pixel Academy

Digital Art Lab 3:30-4:30pm | 4-6y (FiDi)
Fall Session (Oct. 7-Dec. 2): \$399

Adventures in Electronics 4:45-5:45pm | 4-6y (FiDi)
Fall Session (Oct. 7-Dec. 2): \$399

*Club Time with Pixel Academy 3pm-6pm: \$28 if added to a class; included if registered for two classes.

Super Soccer Stars

Super Soccer Stars 12:30-1:15pm | 3-4y (FiDi)
Fall Session (Sept. 9-Dec. 23): \$525

Super Soccer Stars 3:15-4pm | 3-4y (FiDi)
Fall Session (Sept. 9-Dec. 23): \$525

Super Soccer Stars 4:10-5pm | 4-5y (FiDi)
Fall Session (Sept. 9-Dec. 23): \$525

Private Picassos

Contemporary Kids 3:15-4pm | 3-5y (FiDi)
Session I (Sept. 16-Oct. 28)
Session II (Nov. 4-Dec. 16): \$250

Chess at Three

Chess at Three 3:15-4pm | 3-5y (FiDi)
Session II (Nov. 4-Dec. 16): Waitlist only: Request a spot
Chess at Three 4:15-5pm | 3-5y (FiDi)
Session I (Sept. 16-Oct. 28) FULL
Session II (Nov. 4-Dec. 16): \$250

Arcoiris Spanish Playgroups

Arcoiris Spanish Playgroup 3:15-4pm | 3-5y (BPC)

Session I (Sept. 16-Oct. 28)

Session II (Nov. 4-Dec. 16): \$250

KP for Kids

Kids Karate 4:15-5pm | 3-5y (BPC)

Session I (Sept. 16-Oct. 28)

Session II (Nov. 4-Dec. 16): \$250

THURSDAY

The Pixel Academy

Adventures in Electronics 3:30-4:30pm | 4-6y (FiDi)

Fall Session (Oct. 8-Dec. 3): \$399

Digital Art Lab 4:45-5:45pm | 4-6y (FiDi)

Fall Session (Oct. 8-Dec. 3): \$399

*Club Time with Pixel Academy 3pm-6pm: \$28 if added to a class; included if registered for two classes.

Raizes do Brasil Capoeira

Kids Capoeira 3:15-4pm | 3.5-5y (FiDi)

Session I (Sept. 17-Oct. 29)

Session II (Nov. 5-Dec. 17): \$250

Super Soccer Stars

Super Soccer Stars 3:15-4pm | 3-5y (BPC)

Session I (Sept. 17-Oct. 29)

Session II (Nov. 5-Dec. 17): \$250

Mad Science

"Crazy Chem Works" 4:15-5pm | 3-5y (BPC)

Session I (Sept. 17-Oct. 29)

Session II (Nov. 5-Dec. 17): \$250

FRIDAY

Prime Time Tumbling

Prime Time Tumbling 3:15-4pm | 3-5y (FiDi)

Session I (Sept. 18-Oct. 30)

Session II (Nov. 6-Dec. 18): \$265

Chef Toni's Cooking Adventures

Pee Wee Chefs 3:15-4:45pm | 3-5y (BPC)

Session I (Sept. 18-Oct. 30)

Session II (Nov. 6-Dec. 18): \$350

SATURDAY

AileyDance Kids

Saturday Ballet I 9:30-10:15am | 3-5y (FiDi)

Fall Series (Oct. 3-Nov. 21): \$300

KP for Kids

Kids Karate 10:00-10:45am | 2-4y (FiDi)

Fall/Winter Session (Nov. 17-Feb. 20): \$485

SUNDAY

Super Soccer Stars

Super Soccer Stars 9:00-9:45am | 3-4y (FiDi)

Fall Session (Sept. 13-Dec. 20): \$490

Super Soccer Stars 9:45-10:25am | 2-3y (FiDi)

Fall Session (Sept. 13-Dec. 20): \$490

Super Soccer Stars 10:30-11:20am | 4-5y (FiDi)

Fall Session (Sept. 13-Dec. 20): \$490

Contact the Enrichment Office:

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A greater purpose through experiential learning.



Sign up to receive Green Ivy news and event invitations.

Name*

Email*

How did you hear about us?*

SUBMIT

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)	
Applicant.)	

PETITIONER'S EXHIBIT 51 TO NOTICE OF RELIANCE



Green Ivy Home (<http://www.greenivyenrichment.com>) Pine Street School Battery Park Montessori (<http://app.mainstreetsites.com/>)

Register

<p>Login</p> <p>User Name* <input type="text"/></p> <p>Password* <input type="password"/></p> <p style="text-align: center;"><input type="button" value="Login"/></p> <p><small>Forgot your username (http://app.mainstreetsites.com/0256274640002/ia072m/2m/2m/3002/forgot_username.aspx?cls=378771&mobile=N) or password (http://app.mainstreetsites.com/0256274640002/ia072m/2m/2m/3002/forgot_password.aspx?cls=378771&mobile=N)</small></p>	<p>If you don't have an account...</p> <p style="text-align: center;"><input type="button" value="Create an account"/></p> <p><small>Create an account that you can use again later</small></p>
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Mobile (<https://secure.mainstreetsites.com/dmn3002/register.aspx?cls=378771&mobile=N>) | Web (<https://secure.mainstreetsites.com/dmn3002/register.aspx?cls=378771&mobile=N>)

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Battery Park Classes

Preschool & Kindergarten Classes

Fall Session II: Nov. 2-Dec. 18

MONDAYS

Improv University

Taught by: Red Carpet Improv

Voted one of the top programs by Time Out Kids! At Red Carpet Improv, we believe that the art of improvisation can build self confidence, self esteem, and creativity. Through songs, games, exercises, and scenes, we teach kids to follow their instincts and allow their personalities to shine through! More than a performance activity, improv is a powerful learning instrument that teaches children to use their imagination, to improve their listening and observation skills, and to have fun in the moment.

Time: 3:15 PM - 4:00 PM

Ages Group: Ages 3-5

Session Dates: 11/02/15 - 12/14/15

Green Ivy Location: Battery Park Montessori

GET STARTED HERE: [Register \(register.aspx?cls=370180\)](#)

Spots left: 9

Art Class with CMA

Taught by: Children's Museum of the Arts

Children's Museum of the Arts brings a creative art class to Green Ivy Schools! This class provides multi-sensory experiences that encourage observation, exploration, and creative thinking. Students develop motor and language skills through process-based art-making by layering a variety of exciting tactile materials to create new surfaces, textures, forms, shapes, and colors. Students are encouraged to self-regulate through individual projects and are supported through collaborative projects to gain important social skills.

Time: 4:15 PM - 5:00 PM

Ages Group: Ages 3-5

Session Dates: 11/02/15 - 12/14/15

Green Ivy Location: Battery Park Montessori

GET STARTED HERE: [Register \(register.aspx?cls=370181\)](#)

Spots left: 9

TUESDAYS

Chess at Three

Taught by: Chess at Three

Chess at Three's story-based curriculum is a collection of fun, adventurous stories that teach chess to children. Our stories give reasons why the rules in chess exist; Kings don't move one square at a time, they move slowly. One king moves slowly because his belly is so big, and the other because he's afraid of everything. Children follow these memorable stories and start to play chess.

Time: 3:15 PM - 4:00 PM

Ages Group: Ages 3-5

Session Dates: 11/10/15 - 12/15/15

Green Ivy Location: Battery Park Montessori

GET STARTED HERE: [Register \(register.aspx?cls=370182\)](#)

Spots left: 3

Ballet II

Taught by: Stepping Stone Dance

This is a specialized class that introduces the early learner to basic ballet technique and terminology. The children will learn how to warm up their bodies, across the floor exercises, partner work and will learn short combinations of movement. This class will give your child an introduction into the world of ballet. This class will enhance flexibility, strength and fitness.

Time: 3:15 PM - 4:00 PM

Ages Group: Ages 3,5-5

Session Dates: 11/10/15 - 12/15/15

Green Ivy Location: Battery Park Montessori

GET STARTED HERE: [Register \(register.aspx?cls=374297\)](#)

Spots left: 9

Ballet I

Taught by: Stepping Stone Dance

This is a specialized class that introduces the early learner to basic ballet positions and movements. The children will learn to warm up their bodies, across the floor exercises and partner work. Props and creative imagery will be used to inspire movement. This class will enhance balance, coordination and body awareness.

Time: 4:15 PM - 5:00 PM

Ages Group: Ages 2-3

Session Dates: 11/10/15 - 12/15/15

Green Ivy Location: Battery Park Montessori

GET STARTED HERE: [Register \(register.aspx?cls=373815\)](#)

Spots left: 11

WEDNESDAYS**Spanish Playgroup****Taught by:** Arcoiris

Arcoiris Playgroup is a program that teaches Spanish as a second language to children ages 2 and up while also exploring and celebrating Latin American culture and traditions through the arts in all its forms: Play theater, dance, music, movement, storytelling, crafts, puppetry and more! Children learn language through a variety of activities applied that stimulate their imagination, engage their minds and enrich their development. Developed and taught by Laura Betancur herself, who is a teaching artist and a native Spanish speaker from Colombia whose passion and professional experience focus on using language, art and culture as a tool for education and enrichment. For the past nine years Laura has been using the arts in a variety of forms to create spaces for children to use their imagination, tell stories, expand their creativity, learn from each other, learn and celebrate culture in New York City, India, Guatemala, Nepal, Colombia and Argentina.

Time: 3:15 PM - 4:00 PM

Ages Group: Ages 3-5

Session Dates: 11/04/15 - 12/16/15

Green Ivy Location: Battery Park Montessori

GET STARTED HERE: [Register \(register.aspx?cls=370183\)](#)

Spots left: 12

Kids Karate**Taught by:** KP for Kids

KP for Kids (Karate Pilates for Kids) is comprehensive karate program incorporating the core strengthening aspects of Pilates along with practical self-defense and meditation for children. KP for Kids karate students are required to wear a traditional Japanese karate uniform, called a "gi", during class. This uniform includes a jacket, pants and white belt. Wearing the traditional gi helps to set the tone for a comprehensive, goal oriented karate program. The uniform fee of \$40 includes the uniform and three achievement badges that are earned for meditation and fitness at each belt level.

Time: 4:15 PM - 5:00 PM

Ages Group: Ages 3-5

Session Dates: 11/04/15 - 12/16/15

Green Ivy Location: Battery Park Montessori

GET STARTED HERE: [Register \(register.aspx?cls=372345\)](#)

Spots left: 8

THURSDAYS**Super Soccer Stars****Taught by:** Super Soccer Stars

At Super Soccer Stars, it is our goal to teach soccer skills in a fun, non-competitive, educational environment. Our philosophy is to use soccer to nurture, to build self-confidence, and to develop teamwork in every class. Our specially designed curricula use positive reinforcement and a low child-to-coach ratio to ensure that each child improves at his or her own rate while having endless fun.

Time: 3:15 PM - 4:00 PM

Ages Group: Ages 3-5

Session Dates: 11/05/15 - 12/17/15

Green Ivy Location: Battery Park Montessori

GET STARTED HERE: [Register \(register.aspx?cls=371829\)](#)

Spots left: 1

Crazy Chem Works**Taught by:** Mad Science

Come and spark imaginative learning with some Mad chemistry. Watch as we combine elements and make them fizz, crackle and change color! We'll delve into molecules and chemical reactions that produce light, gas and even slime. Some of the weekly topics in this session include: Lab Works, Junior Reactors, p.H. Phactor, Slime Time, The Glow Show, Dry Ice Capades, Icky Sticky Stuff, Chemistry Corner, The Mystery of Chem and Kitchen Chemistry. In each class, children are encouraged to give science a try and build their very own model rockets, periscopes, Mad Science putty, and more. Children even get to take home their science experiment!

Time: 4:15 PM - 5:15 PM

Ages Group: Ages 3-5

Session Dates: 11/05/15 - 12/17/15

Green Ivy Location: Battery Park Montessori

GET STARTED HERE: [Register \(register.aspx?cls=370188\)](#)

Spots left: 5

FRIDAYS**PeeWee Chefs****Taught by:** Chef Toni's Cooking Adventures

Have a Junior Chef in the making? Look no further! Your child will benefit from our Cooking Adventure program that features a unique hands-on farm-to-table experience, teaches students how to make healthy food choices, read recipes and labels, and much more! Some classes may feature special food professional guests; all in service of developing children's palates with an understanding of food origins, preparation and dining.

Time: 3:15 PM - 4:45 PM

Ages Group: Ages 3-5

Session Dates: 11/06/15 - 12/18/15

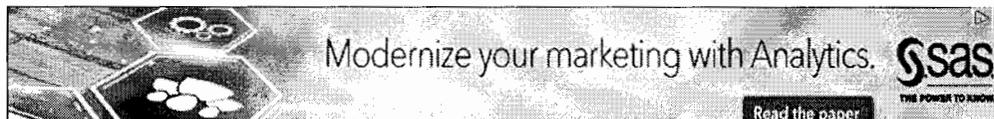
Green Ivy Location: Battery Park Montessori

GET STARTED HERE: [Register \(register.aspx?cls=370169\)](#)

Spots left: 7

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When a Risqu Online Persona Undermines a Chance for a Job

By ALAN FINDER
Published: June 11, 2006

When a small consulting company in Chicago was looking to hire a summer intern this month, the company's president went online to check on a promising candidate who had just graduated from the University of Illinois.

At Facebook, a popular social networking site, the executive found the candidate's Web page with this description of his interests: "smokin' blunts" (cigars hollowed out and stuffed with marijuana), shooting people and obsessive sex, all described in vivid slang.

It did not matter that the student was clearly posturing. He was done.

"A lot of it makes me think, what kind of judgment does this person have?" said the company's president, Brad Karsh. "Why are you allowing this to be viewed publicly, effectively, or semipublicly?"

Many companies that recruit on college campuses have been using search engines like Google and Yahoo to conduct background checks on seniors looking for their first job. But now, college career counselors and other experts say, some recruiters are looking up applicants on social networking sites like Facebook, MySpace, Xanga and Friendster, where college students often post risqu?r teasing photographs and provocative comments about drinking, recreational drug use and sexual exploits in what some mistakenly believe is relative privacy.

When viewed by corporate recruiters or admissions officials at graduate and professional schools, such pages can make students look immature and unprofessional, at best.

"It's a growing phenomenon," said Michael Sciola, director of the career resource center at Wesleyan University in Middletown, Conn. "There are lots of employers that Google. Now they've taken the next step."

At New York University, recruiters from about 30 companies told career counselors that they were looking at the sites, said Trudy G. Steinfeld, executive director of the center for career development.

"The term they've used over and over is red flags," Ms. Steinfeld said. "Is there something about their lifestyle that we might find questionable or that we might find goes against the core values of our corporation?"

Facebook and MySpace are only two years old but have attracted millions of avid young participants, who mingle online by sharing biographical and other information, often intended to show how funny, cool or outrageous they are.

On MySpace and similar sites, personal pages are generally available to anyone who registers, with few restrictions on who can register. Facebook, though, has separate requirements for different categories of users; college students must have a college e-mail

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address to register. Personal pages on Facebook are restricted to friends and others on the user's campus, leading many students to assume that they are relatively private.

But companies can gain access to the information in several ways. Employees who are recent graduates often retain their college e-mail addresses, which enables them to see pages. Sometimes, too, companies ask college students working as interns to perform online background checks, said Patricia Rose, the director of career services at the University of Pennsylvania.

Concerns have already been raised about these and other Internet sites, including their potential misuse by stalkers and students exposing their own misbehavior, for example by posting photographs of hazing by college sports teams. Add to the list of unintended consequences the new hurdles for the job search.

Ana Homayoun runs Green Ivy Educational Consulting, a small firm that tutors and teaches organizational skills to high school students in the San Francisco area. Ms. Homayoun visited Duke University this spring for an alumni weekend and while there planned to interview a promising job applicant.

Curious about the candidate, Ms. Homayoun went to her page on Facebook. She found explicit photographs and commentary about the student's sexual escapades, drinking and pot smoking, including testimonials from friends. Among the pictures were shots of the young woman passed out after drinking.

"I was just shocked by the amount of stuff that she was willing to publicly display," Ms. Homayoun said. "When I saw that, I thought, 'O.K., so much for that.'"

Ms. Rose said a recruiter had told her he rejected an applicant after searching the name of the student, a chemical engineering major, on Google. Among the things the recruiter found, she said, was this remark: "I like to blow things up."

Occasionally students find evidence online that may explain why a job search is foundering. Tien Nguyen, a senior at the University of California, Los Angeles, signed up for interviews on campus with corporate recruiters, beginning last fall, but he was seldom invited.

A friend suggested in February that Mr. Nguyen research himself on Google. He found a link to a satirical essay, titled "Lying Your Way to the Top," that he had published last summer on a Web site for college students. He asked that the essay be removed. Soon, he began to be invited to job interviews, and he has now received several offers.

"I never really considered that employers would do something like that," he said. "I thought they would just look at your freshman grades."

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PETITIONER'S EXHIBIT 54 TO NOTICE OF RELIANCE



Giving Disorganized Boys the Tools for Success

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Jim Wilson/The New York Times

Ana Homayoun tutoring Robert Gittlings, a sixth grader, above, teaching him how to organize his classwork.

By ALAN FINDER Published: January 1, 2008

LOS ALTOS, Calif. — “Can we take a look at your backpack?”

Enlarge This Image



Jim Wilson/The New York Times

Ms. Homayoun with Chris Picetti, a junior, and her dog, Mason.

Ana Homayoun repeats that question countless times a day. No, she does not screen airline passengers or work security at a basketball arena.

Ms. Homayoun is a tutor. She helps teenagers with subjects like math and science, but she particularly specializes in teaching boys how to become more organized.

One afternoon in her cozy office suite in this affluent suburb south of San Francisco, she asked John Ferrari, 14, to go through a two-inch stack of papers he pulled from his

backpack. He sorted through the papers, placing them in separate piles — writing, spelling, vocabulary, tests — to bring order to his loose-leaf binder.

“Oh, here’s my class schedule, what a relief,” said John, an eighth grader.

A moment later, he stumbled across something even more valuable. “I have to turn this in tomorrow,” John said. “It’s the name I want on my diploma.”

With girls outperforming boys these days in high school and college, educators have been sparring over whether there is a crisis in the education of boys. Some suggest the need for

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more single-sex schools, more male role models or new teaching techniques. Others are experimenting with physical changes in classrooms that encourage boys to move around, rather than trying to anchor them to their seats.

But as they debate, high-priced tutors and college counselors have jumped into the fray by charging as much as \$100 an hour and up to bring boys to heel.

The tutors say their main focus is organizational skills because boys seem generally to have more difficulty getting organized and multitasking than girls do.

And so private counselors in places as diverse as Chicago, New York City, Sarasota, Fla., and Bennington, Vt., who guide juniors and seniors in applying to college, have devised elaborate systems — from color-coded, four-month calendars that mark dozens of deadlines to file boxes that students must take to each session.

Donna Goldberg began working with students in Manhattan on how to get organized 17 years ago. Her inspiration was her own son, then in seventh grade. Mrs. Goldberg was astonished to learn that he had not been turning in any homework.

“He opened his backpack, which was really a black hole, and he said, ‘Here it is,’” she said. He had not understood that in seventh grade he was responsible for handing in his homework, instead of waiting to be asked.

Some educators think the tutors are on the right track, whether or not there is science to back them up. “The guys just don’t seem to develop the skills that involve organization as early,” said Judith Kleinfeld, a psychology professor at the University of Alaska and founder of the Boys Project, a coalition of researchers, educators and parents to address boys’ problems.

Mrs. Goldberg, Ms. Homayoun and other private tutors say boys must learn not only how to organize, but also how to manage their time and even how to study.

Robert Gittings, a sixth grader, has been coming weekly to work with Ms. Homayoun since September. He, too, is asked to empty his backpack, and on one visit, cheerfully removed a vast collection of textbooks, binders, workbooks, paperback books and hardcover library books.

Most of the binders were orderly and reasonably neat. But there was a stack of papers from science, nearly an inch thick, that needed to be sorted.

“Do you have homework for tonight?” Ms. Homayoun asked.

He replied, “We have a work sheet.” But it was not in the homework section of the science binder or in his daily planner.

Then Robert remembered where he put it. From a side pocket of his backpack, he pulled a sheet of paper that has been folded into a tiny rectangle.

Ms. Homayoun laughed and said gently, “Maybe we should put that in the homework section?”

Ms. Homayoun opened her business, Green Ivy Educational Consulting, not long after graduating from Duke University in 2001. She created her organizational system — basically an elaboration of the ways she studied in high school — after she began tutoring six years ago.

“I would ask, What’s the class that troubles you the most?” she said. “I would ask to see the binder, and it would always be the messiest.”

She requires her clients to have a three-ring, loose-leaf binder for each academic subject, to divide each binder into five sections — notes, homework, handouts, tests and quizzes, and blank paper — and to use a hole puncher relentlessly, so that every sheet of school-

10. Frank Bruni: The Gift of Reading

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related paper is put into its proper home.

Students must maintain a daily planner; they are required to number the order in which they want to do each day's homework and draw a box next to each assignment, so it can be checked off when completed.

Homework must be done in a two-hour block in a quiet room, with absolutely no distractions: no instant messaging, no Internet, no music, no cellphone, no television.

While some girls need help getting organized, at least three-quarters of her students are boys, Ms. Homayoun said. Girls usually adopt her methods more quickly.

"Girls pick up on this much faster," said Ms. Homayoun, 28, who has a relaxed but firm manner and a gift for diplomacy with teenagers and their parents. "Boys, you still have to be on them for a while. They're not going to pick up on it immediately. You have to roll with it."

Two seniors arrived for weekly appointments, expecting to complete their college applications and file them online. But the tutor discovered that one boy left out sections of basic personal information on his application, while the other missed a requirement for three short essays by the [University of Virginia](#). Each was disappointed that there was more work to do.

"Sorry," she consoled one. "It's like thinking you've finished a marathon and finding out you have three miles left."

With guidance and constant follow-up, boys can make significant progress, Ms. Homayoun said. Ernie McMillan, 17, a high school senior who has been working with her since the summer before his junior year, is one example. He created orderly binders, kept on top of his daily planner, took notes while reading and even agreed to eliminate distractions during homework.

In the spring of his sophomore year, Mr. McMillan had a 2.8 grade-point average, a B-minus. After working with Ms. Homayoun, he raised his average to 3.1 in the first semester of his junior year. Last spring, he brought it up to 3.5, a B-plus.

"I was really happy about that," he said. "I always thought I could do it, and I didn't understand why I couldn't. I just needed that backing, that structure. I was turning in my assignments on time. I was working ahead on my classes. I was organized in a way I never had been before."

Mr. McMillan stopped for a moment, before adding, "She totally reworked my backpack, too."

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PETITIONER'S EXHIBIT 55 TO NOTICE OF RELIANCE

Organizing for Boys: Getting Your Guy Through Middle School



4.0 based on 10 ratings

By Julie Williams

Updated on Dec 30, 2008



+ Collect This Article

For decades, we worried that girls weren't thriving in school. Now, after decades of work on the issue, there's been a surprising turn: *boys* are the ones having trouble.

Particularly in today's standards-driven, no-nonsense classrooms, boys seem to be struggling to stay in their seats, talk quietly and

follow lectures ... skills which don't seem to be so hard for girls. With scores looking more and more uneven, it's a serious national issue.

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But if you've got a boy, it's also a personal one. While educators wrestle over proper curriculum, you've got a guy in a growth spurt, stuff akimbo, who needs to get from home to school to at least six different classrooms and then home again ... every day!

While you may have lucked out with a Jerry Seinfeld neat-a-like, don't be surprised if you discover you've got a budding Kramer. Ana Homayoun, founder of the successful Green Ivy Educational Consulting in the San Francisco Bay Area, sees it all the time. "Boys," she says, "tend to struggle with follow-through." In other words, remember those word problems you coached him on last night for an hour and half? The ones he was so proud of? Don't be surprised if a teacher calls the next day to ask where it all went. Hint: Try the bottom of his backpack.

Of course, it's crucial for middle school boys to manage their work as independently as possible. But that doesn't mean you can't help ... a lot! In her practice, Homayoun coaches students of both genders on all areas of school and college admission success. Here are her top three strategies for boys:

- Set up a good study area. "Parents," says Homayoun, "should work with boys to create a study place in the home that is consistent, organized, and inviting." If space is tight, this might be in your son's bedroom. But if at all possible, Homayoun prefers another location. "Have them do homework at the dining room table," she counsels, "or even better, a clean desk space outside their room. Everyone's room should be a place of rest, so doing schoolwork outside of the bedroom is important if at all possible."
- Insist on a planner. This is common advice, and many schools will issue one on the first day of school. But all too often, it, too, gets chucked to the bottom of the backpack. For boys, especially, a planner makes sense of the chaos of a multi-period day. Try taking it an extra step by helping your son use it daily, and by having him make a plan to show the strategy he'll use for tackling it all.
- Try to do homework at a consistent time. Chaotic and freeform as boys may be, they also tend to thrive on calm routine. Setting aside a regular, undistracted interval not only reinforces the importance of doing the work, says Homayoun; it helps boys "get ahead rather than leave things for the last minute."

Does this mean you will never endure a Homework Blowout? Don't count on it. While you're teaching your son to schedule ahead, you'll probably want to have some plans of your own for those inevitable days when you'll be pulling him off the ceiling. In her practice, Homayoun gets these regularly, and she offers classic, time-tested advice: "Give students a fresh start by helping them re-organize their binders, go through their backpack



system with them in their room.”

In other words, your son may be in middle school, and he may say he doesn't want you around, but you're as important as ever, and he knows it.

Next Article: Homework Help Tip Sheet

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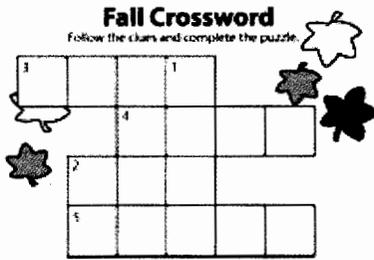
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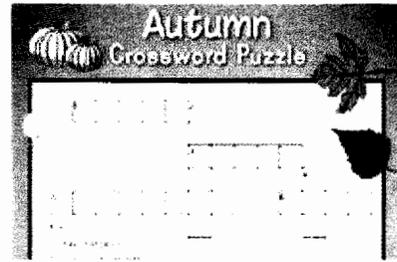
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PETITIONER'S EXHIBIT 56 TO NOTICE OF RELIANCE

PARENTING TEENS: Helping teens sort those piles of crumpled papers

Posted: Wednesday, January 27, 2010 1:00 am

BETH J. HARPAZ, Associated Press Writer

NEW YORK (AP) — There's a reason why a new book about helping disorganized teenagers was published midway through the school year, rather than in September.

"When you go back to school in September, everything is fresh and everything is new," said Ana Homayoun, author of "That Crumpled Paper Was Due Last Week" (Perigee/Penguin, \$15.95). "But now you've got first-semester grades," and that can be a reality check.

Midwinter is also a good time to establish new habits for what's left of the school year, and getting a handle on all the crumpled papers lurking in backpacks, folders, desks and elsewhere is an important first step, Homayoun said in an interview.

"We typically recycle a few brown paper bags full of paper in the course of going through their backpacks and organizing their binders for the first time," said Homayoun, founder of Green Ivy Educational Consulting, based in the San Francisco Bay area.

Homayoun says she motivates kids by explaining that once they're organized, "they're going to get their homework done faster, and they'll have more time to do the things they want to do," whether it's music, sports, video games, Facebook or just hanging out with friends. She added that getting organized not only helps kids with school work, but also reduces stress and helps them succeed in other areas as well.

To get maximum cooperation from your teen for the paper-sorting project, schedule a mutually agreeable time a few days ahead. Saturday afternoon is ideal.

Then clear a flat, empty surface for the paper dump. Dining room tables are perfect.

A three-hole punch is crucial to Homayoun's system, along with an inch-thick binder for every subject in school, with tabbed dividers in each notebook for homework, quizzes, notes, etc. Get large envelopes for storing papers from last semester (one per subject), and have a recycling bin handy for paper that can be thrown away.

Homayoun says the accordion files and pocket folders recommended by many schools don't work for all students. "It overwhelms them," she said. "Kids need to know they have a place for everything."

As you work through the pile, don't berate your child for the quiz with the low grade, the homework that wasn't handed in or the notice you never got. Just punch holes in each sheet, place it in its new home and move on.

"The key is that you go through every piece of paper," she said.

Set a timer and see how much you can do in an hour. Homayoun says she can get through any pile in 90 minutes, but she cautions against spending more than two hours at home on the project.

Some kids may welcome your help, but if your teen wants to tackle the pile alone, Homayoun recommends that you get your own paperwork to organize — taxes, anyone? — and work side by side.

Once the papers are under control and the new organizational system is in place, Homayoun says a few other changes are essential to help your teen work more effectively.

One of the most important things you can do is to create a study space for teens outside their rooms. The dining room, which in many homes is underutilized and is often located away from TVs and computers, may be ideal for studying.

Homework that doesn't require a computer should be done first, Homayoun says, because once kids sit down in front of a screen, hours can be wasted on Facebook, IMs, games and surfing.

She emphasized that parents have no idea how much time kids fritter away when they are in their rooms supposedly doing school work. "Kids are really honest with me," she said. "I'm not there to judge them, so they'll tell me, 'I regularly spend two hours a night just on text messages or I spend five hours on Facebook.'"

With that in mind, designate a "technology box" where cell phones and iPods can be put away until homework is done. Otherwise kids constantly interrupt their concentration to respond to texts and calls. Homayoun said music — unless it's classical — is also distracting.

Also, provide a planner with a weekly grid and enough room so kids can jot down assignments for each class, each day. Some schools hand out planners, but Homayoun says they are often so small that kids can't easily use them, especially kids with large handwriting. She says calendar apps on smart phones are also too small for juggling assignments; kids need to see the big picture of what's due when.

The subtitle of Homayoun's book is "Helping Disorganized and Distracted Boys Succeed in School and Life," but she says some girls need help as well. While Homayoun has observed that teenage girls are often better at multitasking than boys, about a third of the students Green Ivy sees are female.

Regardless of gender, Homayoun has noticed that after the initial paper cleanup, a lot of kids say, "My backpack is so much lighter now!"

She's not sure the crumpled papers weighed all that much, but sorting through the mess "is both a literal and a figurative load off their shoulders."

On the Net:

Green Ivy Educational Consulting: <http://www.greenivyed.com>.

Beth J. Harpaz is the author of several books including "13 Is the New 18."

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Help teens get handle on piles of paper

By **BETH J. HARPAZ, Associated Press**

Feb 8 2010 12:01 am Ⓞ Mar 18 11:34 pm

NEW YORK -- There's a reason why a new book about helping disorganized teenagers was published midway through the school year, rather than in September.

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After speaking with this mother for a few minutes, it became clear that it wasn't just her son's struggle to be organized that was the problem. Every time I would say something positive and encouraging, she would become negative. When I made a suggestion, she batted it down as though it wouldn't work, even though she had yet to try it. Though this mother clearly was well-intentioned (she was giving up part of her Thursday evening to hear me speak and buy my book!) her own attitude and approach clearly made it impossible for her and her son to move forward.

Between all the activities parents have to juggle – jobs, finances, home life, kid's school, sports and activities – parents don't always readily realize that the message they send through their actions – both verbal and non-verbal – have an enormous impact on their child's ability to become encouraged to make long-term changes towards personal and academic success.

Through my work with families, it is abundantly clear that parental attitude and approach are some of the main factors of long-term student success – here are few quick tips:

Make a Fresh Start and Let Go of Past Mistakes – In my book, I give the example of the a boss who no matter what you seem to do, reminds you of past mistakes, short-comings or your general failing to measure up. Most adults would long to find another job FAST, and don't realize that they inadvertently treat their kids the same way. In my work, I always talk about the win-win – that is, how getting better organized will make the student's life easier so he or she can spend more time doing whatever it is they enjoy – and that this process is all about THEM. For most pre-teens and teenagers, that can be a powerfully motivating message.

Let Your Child Take Ownership of his Successes and Mistakes – Over my years of work, I see that the most successful parent/child dynamics are those where the parent allows the child to develop their own skills and react to their own challenges. Some weeks and months might be smoother than others, but the overall trend is that over time, these kids develop into reliable, competent and hardworking young people.

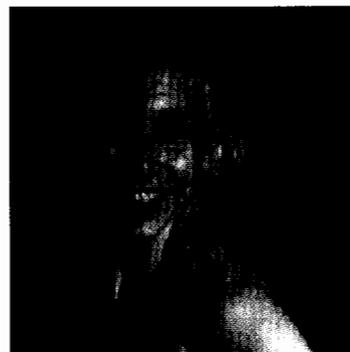
Remain Calm and Re-Group as Necessary – When I give talks to parents and educators, I often get nervous laughter when I exclaim how “No child sits up late at night strategizing how they can stress you out by forgetting their homework on the printer!” As with everything,



Laura Houston



Jamie Levine



Liimu McGill

learning is a process, and kids will struggle as they learn new techniques. Structuring a weekly re-group time in your home, where kids can go through their backpack, clean out any crumpled papers, update their planner and start the week off in a great way is probably one of the best long-term changes parents can make.

I encourage you to look at this upcoming week or weekend as a time to start fresh, re-group and help your child on his or her own path to success!

Ana Homayoun is the author of *THAT CRUMPLED PAPER WAS DUE LAST WEEK: Helping Disorganized and Distracted Boys Succeed in School and Life*. She is also the Founder and Director of *Green Ivy Educational Consulting*, an educational consulting firm that encourages junior high and high school students to create their own framework for academic and personal success. A graduate of Duke University, Homayoun also holds a Masters Degree in Counseling from the University of San Francisco. She lives in Northern California. Visit <http://www.thatcrumpledpaper.com/>.



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NEWS

Pre-emptive organization can make a smooth school year

Published on Tuesday, 10 August 2010 17:00
 Written by Ana Homayoun



The beginning of the school year is an exciting time, full of unrealized potential. For the students who come into the tutoring office, we look at the new school year as an opportunity to refocus and start anew. We talk about their goals and dreams to motivate them to manage their time better and become more organized.

Parents can also proactively create a positive foundation for the upcoming school year by making changes and improvements at home to reduce stress and increase children's potential for both academic and personal success.

Following are five easy tips to transition into a strong school year.

- Before school starts, convene a collaborative family meeting where you openly ask your children how they envision their school year and what they would like to change (or retain) from last year. Once children start to think about and verbalize their own personal goals and dreams, they become more motivated to consider changing their habits.

Scheduling this meeting at the beginning of the year makes it proactive rather than reactive and is more likely to build a positive foundation for change. The meeting is a great time to discuss which study skills did and did not work – and to partner with your child to find solutions.

Most children, no matter how well-intentioned, get off track easily. Setting weekly (or daily) regroup time where students can sort through their backpacks, clean out old papers, reorganize binders, look at their online homework calendar for upcoming assignments and update their planner gives them an opportunity to regroup without too much time lost. Half an hour every Sunday afternoon might work for your family, or Tuesday night might be a better option. Every family's schedule is different, but consistency is key.

- A kitchen timer can help students focus and complete their homework in an efficient manner. By scheduling 40 minutes for work, followed by a 10-minute timed break, most students are less likely to have that 10-minute break turn into an hourlong excursion staring out the window or playing video games. I encourage students to use a timer when they are on Facebook or other social-networking sites. They can set the timer for a 30 minutes, explore, chat and instant message all they want until the timer goes off – then log out.

- Cell phones, iGadgets and other technological innovations can be fun distractions from working and getting to bed in a timely manner. Having a technology box in an identified place where gadgets go during homework hours and after a certain time in the evening can help students work more efficiently and rest well.

- After school, children are often exhausted. Having simple, healthful afternoon snacks ready is one of the best ways to avoid the 7 p.m. sugar low caused by eating too many simple carbs – either from sweet snacks or sugary "power" drinks. Almond butter and celery, hummus and carrot sticks, and tortilla chips and salsa are all better options to maintain concentration as the night wears on so that homework is completed efficiently and children can go to bed at a reasonable hour.

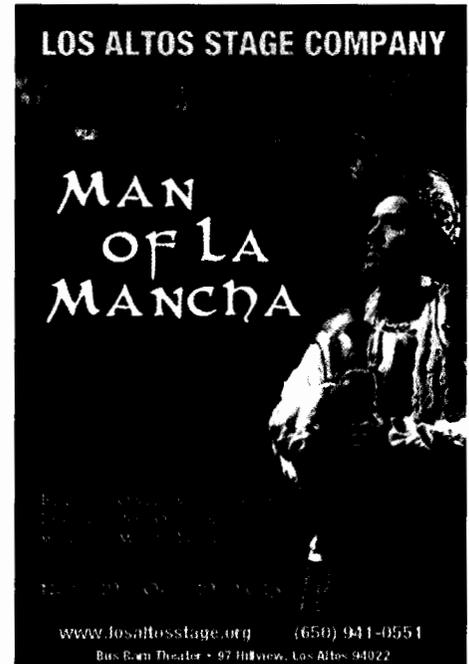
Ana Homayoun is founder and director of Los Altos-based Green Ivy Educational Consulting and the author of "That Crumpled Paper Was Due Last Week: Helping Disorganized and Distracted Boys Succeed in School and Life" (Perigee, 2010).

For more information, visit www.greenivyed.com.

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Also important (continued):
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Great article for parents and students to read. Thank you Ana.

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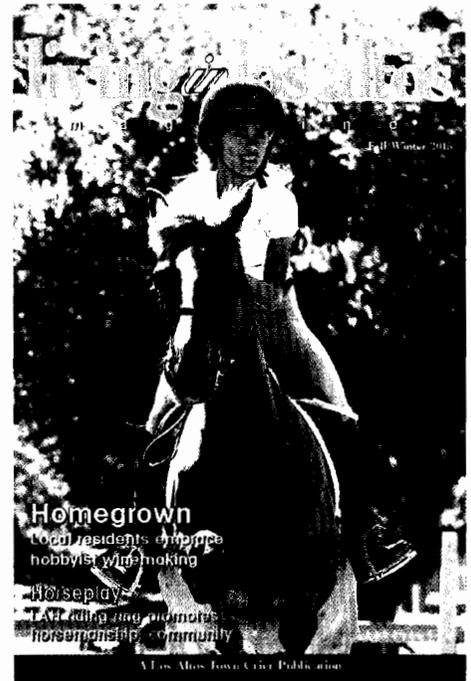
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SEP - OCT 2010

Ana Homayoun '01

Ensuring Student Success

Writer: Bridget Booher

October 1, 2010

Parents can't help themselves. They want their children to succeed. But sometimes the best

of intentions can thwart a student attempting to find his own way. In her new book, *That Crumpled Paper Was Due Last Week: Helping Disorganized and Distracted Boys Succeed in School and Life*, Ana Homayoun '01 helps parents understand the importance of making students responsible for their own mistakes. In addition to a host of study and organization techniques, the book counsels parents to resist the urge to fall into the “competitive parenting” trap.

“Parents can unintentionally become over-involved, and that disables a child from finding their own personal pathways to success,” says Homayoun. “Parents don’t always realize that unless a child is given the opportunity to fail and to learn to do things on their own, they will end up as young adults who can’t make concrete decisions for themselves with confidence. That’s why you see parents who are still involved with checking their children’s homework when the kid goes off to college.”



Orderly approach: Homayoun assesses student's organizational methods. Jim Wilson/The New York Times/Redux

Homayoun wrote *That Crumpled Paper Was Due Last Week* based on her work as the founder and director of Green Ivy Educational Consulting. When a struggling student comes for academic tutoring, Homayoun, who earned a master’s degree in counseling psychology from the University of San Francisco, asks which subject poses the biggest challenge.

“Inevitably, the binder for that class will be the messiest,” she says. “People put off the things they don’t like or that are difficult—it’s why so many people don’t start their taxes until April 14—and it’s no different for a student who hates math.”

Homayoun's book focuses on boys because they lag behind girls developmentally, sometimes by as much as two or three years. But girls can benefit from her advice as well, since all adolescents face the challenges of multitasking, hormone-related sleep deprivation, and internal and external pressure to thrive socially and academically.

In the book, as in her work, Homayoun focuses on different approaches for different kinds of learners, but there are some absolutes that work for all students, she writes. These include setting aside a two-hour block for homework in a quiet room, with no distractions—no cell phone, music, Internet, or television. Getting students to disconnect is not as hard as it might sound, she says. "I tell them, you can either spend two hours without technology, and then, when you're done, you have three hours to do what you really want to do.

"Or you can spend four to five hours with those distractions, have no extra time at the end, and not have done a very good job. When they see that the benefit is more time to do what they like, there's not as much resistance."

While the book is intended to help boys become organized, set goals, and alleviate anxiety, it has also become a guidebook of sorts for others in the education field. One mother told Homayoun that she had bought *That Crumpled Paper Was Due Last Week* for each of her son's seventh-grade teachers.

"A lot of parents think they are the only ones struggling with this," she says. "It helps to know you aren't alone."

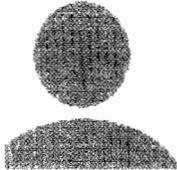
Bridget Booher

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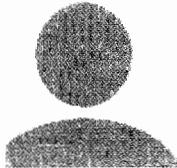
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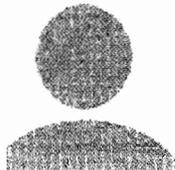
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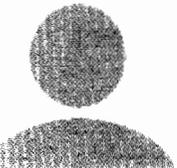
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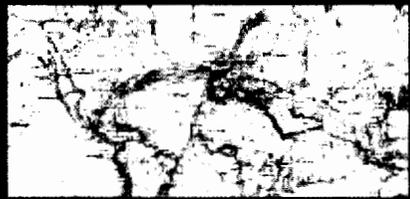
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NEWS

Encourage children to read

Published on Tuesday, 01 March 2011 16:00
Written by Ana Homayoun



One of the most frequent comments I hear from parents is that their children, for whatever reason, do not like to read. With so many technological innovations and distractions at their children's fingertips, these parents often resign themselves to believing that there is little that can be done to change their children's aversion to reading.

Not so! Over the past decade, I have seen numerous students – from sixth-graders to high school seniors – discover a new appreciation for reading. There is no doubt that increased reading including critical thinking and vocabulary. helps them develop vocabulary, critical-thinking skills, language development and processing abilities. Reading actively and critically not only helps students with writing papers, taking standardized tests and feeling academically confident, but also it enables young adults to develop the thinking and communication skills necessary to feel personally and professionally confident in college and beyond.

Suggestions for encouraging more reading in your home follow.

Be subject sensitive

A few years ago, I worked with a student who loved basketball and hated to read – in fact, his parents openly thought I was crazy to suggest that he read for 20 minutes a day. Because I knew about his passion for basketball, I got him a copy of Darcy Frey's "The Last Shot: City Streets, Basketball Dreams" (Mariner Books, 2004). Exceptionally well written, the book is engaging and engrossing – and the young man was quickly hooked.

Many students who don't enjoy reading have never had the experience of reading a book on a subject they are personally interested in. There are wonderfully written books out there on almost every subject.

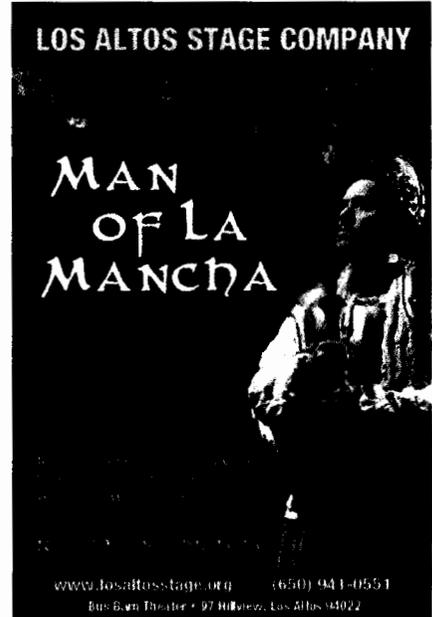
Make it a family affair

For high school students preparing to take standardized tests, I generally recommend that reading an article a day in one of several magazines like Scientific American or The New Yorker (or other newspapers or magazines, depending on the student's age and reading level) can be helpful in developing critical reading skills. I know families that read the same designated article three nights a week and discuss it over dinner – a great way to start an interesting dinner conversation and work on everyone's debating skills (though some teenagers clearly need little help in developing debating techniques).

Use technology

Many educators, myself included, worry about the increased technological distractions available today. Using technology, however, can also encourage children to read more. A recent New York Times article revealed the growing number of young-adult titles sold for the Kindle and iPad. More and more young readers, it seems, are enticed to read books via e-readers.

While e-readers linked to the Internet may prove distracting, they also may be a worthwhile way to encourage reading. Most e-readers have functions to turn off technological distractions. For students with processing challenges and learning differences, audiobooks are among the numerous technological innovations that make reading more pleasurable and less overwhelming.



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Voter 33 Hours Ago
I think you better check again. Palo Alto and Cupertino both adopted standards based

Seek outside resources

A few years ago, a high school student with ADHD came into our office with the seemingly impossible task of having to read Jane Austen's "Pride and Prejudice" as part of his school's summer reading list. He didn't like to read but was willing to give it a shot, especially after we read the first five chapters aloud together and he started to understand the witty dialogue and multiple meanings throughout the book. He quickly became engrossed. Sometimes, using an outside resource such as a tutor or a summer reading group can be an effective way to motivate students.

Carve out time

Many students and parents lament that between school assignments, sports schedules and extracurricular activities, the idea of increased reading falls by the wayside. Simply setting aside 20 minutes three times a week for everyone to read can make an enormous impact in less time than they devote to watching a television sitcom.

With summer just around the corner, using a few of these tips may help your children expand their literary horizons – both in and out of the classroom.

Ana Homayoun is founder of Green Ivy Educational Consulting (www.greenivyed.com) and the author of "That Crumpled Paper Was Due Last Week: Helping Disorganized and Distracted Boys Succeed in School and Life" (Penguin, 2010).

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Elizabeth 57 Months Ago

A great new way to take Audiobooks on the go is an iPhone app called Audiobooks for your Kids.

Audiobooks For Your Kids lets you effortlessly listen to classic children's books. No more trying to sequence chapters on the CDs from the library. You just download the stories and you are ready to go.

The books in our app are in the public domain, allowing you to rediscover classics like Little Women, Jungle Book and Andersen's Fairy Tales. For the first version of this app, we picked thirty of the best narrated titles from the Librivox project. You can search based on title, author, child's age and genre.

Instead of planting your kids in front of the TV or DVD player, have them listen to an audiobook: it develops not only their vocabulary, but also their imagination as well as their knowledge of the world.

It's the app I wish someone had made for me. It costs 99 cents and the content is FREE! http://www.audiobooksforyourkids.com

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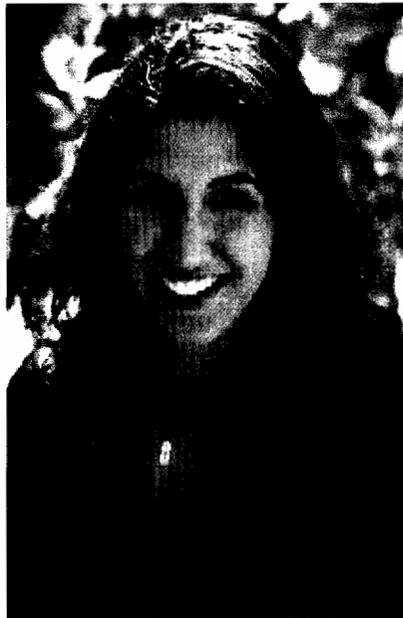
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Interview with Ana Homayoun '01, Founder and Director Green Ivy Educational Consulting

Interview by Howie Rhee '04 on March 8, 2011



Ana Homayoun '01, is the Founder and Director of Green Ivy Education Consulting, based in California. Their "innovative organizational strategies and study techniques help students dramatically improve their academic performance and reduce the stress and anxiety often associated with juggling a rigorous course load and extracurricular activities. In teaching organizational and time-management

skills, we help students provide the framework for their own academic and personal success. Most importantly, we help students start to think about pursuing their own personal passions, and empower students to realize their full academic and personal potential."

Tell us about your time at Duke. What did you study and what were you involved in? Did you do anything entrepreneurial while you were here?

When I was at Duke, I was a Program II major and was involved in a number of different activities. My Program II was entitled "Health Policy and Globalization" and I took

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quite a few cultural anthropology, public policy, psychology and sociology classes. I also took classes at UNC–School of Public Health. What I liked most about my major is that I focus on taking classes that I was genuinely interested in. Outside of class, I was in a sorority and was the treasurer of Panhel, but was also a member of the Undergraduate Judicial Board and a Resident Advisor. I came to know a wide cross-section of students and administrators who had different academic and extracurricular interests and perspectives, and I think that is what I liked most about my time at Duke.

I wish Entrepreneurship at Duke had been around when I was there. Though I really didn't do much at Duke specifically in relation to starting my own business, tutoring privately for families and designing my own Program II degree were both pursuits that encouraged me to think and act creatively.

You worked at Merrill Lynch after graduating. Obviously a lot of Duke undergrads want to join a company like Merrill Lynch. Tell us about that experience.

I have a great story about how I got the job at Merrill Lynch. In January of my junior year, I needed to get a summer internship. I went to the DukeConnect database, where alumni post their career and contact information, and looked up a woman who was a Duke Alum and worked in the Technology Investment Banking Group in Palo Alto. I didn't know her, but I sent her a nice, thoughtful email with my resume attached. A few weeks later, she called me while she was waiting for a flight in Boston and we had a thirty minute ad-hoc telephone interview. She was apparently impressed by what I had to say, and went to the effort of helping me secure a coveted full time paid internship that summer in the Technology Investment Banking Group. After that summer, I was given a full-time offer. Just shows that the Duke network does work!

I went to work for Merrill Lynch after graduation in June of 2001, and it was a weird time. The technology bubble was bursting, and many of the full-time employees from the summer before had left or been laid off. After 9/11, things became even more bleak. I worked long hours, and spent a lot of time with Excel and Powerpoint (two things that I readily admit are not strengths of mine). I started to think about the other things I wanted to do in my life, and none of them involved Excel, Powerpoint, or working in a cubicle.



When I was laid off in November of 2001, I saw that as a chance to start something new. With my severance package, I started tutoring privately, and eventually built what is now Green Ivy Educational Consulting.



You started Green Ivy Education Consulting in 2001. Tell us the story of how it got started.

After I was laid off from Merrill Lynch, I reflected on what I enjoyed most and the times when I was happiest. And those times were always tutoring and working with children and teenagers. Within three months, I had more clients than I could handle and was booked solid. Initially, I tutored as a way to "pay my bills" while I figured out my next steps. But pretty soon, I realized how lucky I was – I loved my job and was working with great families, helping kids completely transform their lives and feel good about themselves, and most mornings, I managed to make 9:15 am yoga classes. For me, it was the perfect job.

The company has done well and you have been in business for almost ten years. Tell us what your business is like these days. What do you spend your time on, and who is your typical client?

We have been so fortunate to have grown organically, through word-of-mouth and referrals from wonderful parents, educators and psychologists in the area. Our website is www.greenivyed.com.

Today, I spend most of my time giving talks to parent groups and school groups locally and nationally, writing, and working directly with students who are in the midst of the college admissions process. Our typical client is a student who is in junior high or high school, and needs support or help with organization and time management skills, writing skills, school work, standardized testing or college admissions. Much of what we do is to help empower students to hone in on their own personal passions and interests feel good about pursuing all of their opportunities and possibilities.

As you reflect back on the years since you've started, what

are some of the things you've learned that you wished you'd known when you were starting. Thinking back to when you were a student, were there things you wished you'd done differently to prepare for being an entrepreneur? And what did you do as a student that you are glad you did?

I was a pretty committed student, and for the most part, focused on taking classes I enjoyed. If I could do it over again, I would probably have taken more risks and gotten into more creative endeavors earlier on in my Duke Career – for instance, I took a documentary photography course my senior year and loved it. I wish I had discovered the Center for Documentary Studies earlier and taken even more risks with my classes and activities.

I think being a Program II major helped prepare me for being an entrepreneur, because in some ways, I had to come up with a plan (my proposal), convince the Deans that it was worthwhile (the pitch), and work hard to make it a reality. For me, Program II was a great way to think outside the box.

That Crumpled Paper Was Due Last Week

Helping Disorganized
and Distracted Boys
Succeed in School and Life



"This book has a simple
yet powerful message that
every parent needs to know."

Ana Homayoun

You recently wrote a book. Tell us what this book is about. What was it like writing a book? How long did it take, and what was the process like? How has the book impacted your business?

My first book, *That Crumpled Paper Was Due Last Week*, is a parenting book on how to help boys who are struggling with being disorganized or distracted. Duke Magazine

did a great piece on it [here](#). Writing the book was a great experience, because I was able to put many of the ideas and experiences I had seen in my work into a book that reached a much wider audience. Now, I get emails from all across the country from parents, educators, and psychologists who have found the book to be incredibly useful in their home or classroom. The book has definitely had a positive impact on my business – more people are aware of us and our work,

and I have had many opportunities to speak at schools locally and nationally.

For students that are thinking of starting a company, but thinking about getting investment banking experience first, how would you help them analyze that decision?

Personally, I think that every experience can be valuable – however, I would encourage students to ask themselves why they really want that investment banking job first. I definitely don't think that you need to work for an investment bank or consulting firm before you become an entrepreneur – and in most cases, it might delay your efforts more than you think. Truthfully, the only real reason I pursued the job was that someone said it was a really tough job to get and so I thought that if everyone wanted it then it should obviously be good. Looking back, it wasn't the right job for me and I really didn't enjoy the experience. Regardless, I learned important lessons on what I valued in my work and life, and how I wanted to create a work environment based on those values.

A lot of students get stuck on the idea they need to do something incredibly high tech like create the next Google or Facebook. And a lot of them think they need to keep their idea a secret. They might look at a business like yours and say "it's not a technology innovation" and say "if I tell someone my idea, why don't they just steal it and do it themselves?". How do you advise students that are thinking in this way?

At Green Ivy, we spend our time focusing on the students and families who we are so fortunate to work with – for us, it is those relationships that have built our company to what it is today. With regards to keeping an idea secret, I think it really depends on what you are doing. The downside to keeping an idea a secret is that you are potentially closing yourself off from people whose insights could really benefit the long-term growth and potential of your idea and company.

Anything else you'd like to share with Duke students?

Sometimes, I think that we tend to mistakenly focus solely on those who are building technology companies and/or take venture money when we are talking about entrepreneurship.

But there are so many entrepreneurs like myself who built small businesses with very little or no start-up financing, and managed to make it all work by keeping their overhead low, working hard and being creative. In addition, I think that one of the most important questions entrepreneurs should ask themselves before launching a business is "How am I going to make money?" I don't care how big or small your business is, unless you are independently wealthy, you are going to need to figure out how to pay your bills. There are so many businesses that have been created without any real way to generate revenue, and to me that seems confusing and short-sighted.

For more interviews of Duke alumni entrepreneurs, [click here](#).

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NEWS

Follow the "Five C's" for success in school and life

Published on Wednesday, 21 March 2012 01:00
Written by Ana Hornayoun



I received three emails last week from parents whose children I had worked with several years ago on their college admissions process. My former students are now college juniors, and their parents informed me of their progress and shared how their children were thriving.

I took a moment to reflect on my work with these particular students. They all had somewhat average grades and test scores, but their exceptional interpersonal skills and well-developed sense of self set each of them apart. They were fun, engaged and active, and they had each made an effort to identify their personal interests in light of their talents, strengths and challenges.

As an educational consultant and college adviser, I hear many stories about students who struggle academically, emotionally and socially. Receiving these positive emails made me think about how wonderfully these students had stepped up to blossom in their new environments. I started to think about the importance of what I call the "Five C's."

We – and by "we" I mean educators, parents and even students themselves – tend to become so hyperfocused on tests and scores that we brush aside the crucial social and emotional skills that are truly keys to happiness, authenticity and resiliency in college and beyond. As this school year winds down into summer, I encourage everyone to reflect on finding ways to promote the "Five C's" for personal wellness among our children.

Courage

We tend to think of courage as the ability to take risks and step outside of our comfort zone, but it also takes courage to ask for help and admit when there is a problem. How well do your children react in new environments? How do they address problems that seem daunting? Do they look for solutions? Are they able to admit when they need assistance?

Collaboration

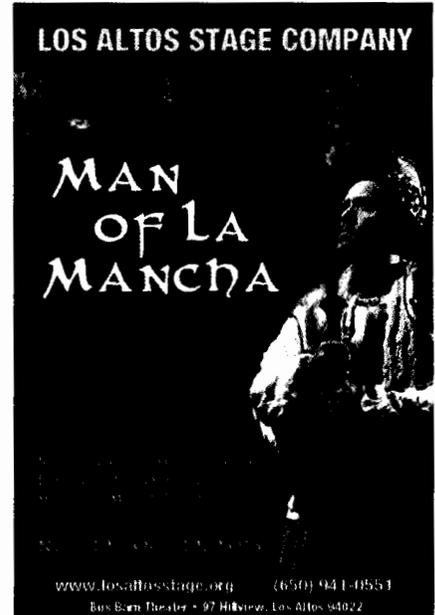
Researchers often note that knowing how to collaborate effectively can be key to achieving lifelong success in work and life. How do your children work with others – particularly those who are different from themselves? Are they able to adapt and work in situations that are less than ideal? Better yet, can they transform situations that are less than ideal into something worthwhile? There are many similarities in learning how to deal with classmates, roommates and co-workers.

Communication

What are your children's communication styles – online and in person? Are they able to clearly and effectively convey their ideas in their writing and face-to-face communications? Technology has forever changed the way we interact, and that can pose challenges for children and adults alike. Are your children able to ask for what they want in an effective manner, that is, without being excessively demanding and/or effusive?

Creativity

Do your children have a creative outlet? Is there something they enjoy doing for sheer fun – without rhyme, rhythm or particular purpose? Do they engage in that creative endeavor regularly? Devoting time to our creativity affords us the opportunity to maintain our individuality. Even more importantly, creative outlets can provide useful coping mechanisms in the face of adversity.



TOWN CRIER POLL

What should the city do next in the wake of Measure A's defeat?

Use reserves on hand to build smaller community center.

Go back to the voters in a year or two with a more modest plan.

Do nothing - they've already wasted enough money.

Get creative - lease a portion of Hillview to help pay for center.

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Voter 33 Hours Ago
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Coping

How do your children deal with setbacks and disappointments? Do they have a productive way to address uncomfortable situations, or do they go into avoidance mode and rely on negative coping mechanisms? Do they have a network of people they can turn to (not necessarily parents) or a support system in place? Each child's coping techniques should be unique to his or her personality, so helping children discover what works for them can be essential.

Ana Homayoun is founder and director of Los Altos-based Green Ivy Educational Consulting, 302 Main St., Suite 201. For more information, visit www.greenivyed.com.

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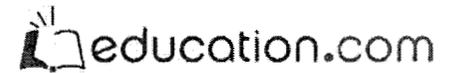


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Organizing for Boys: What Parents Need to Know



★ ★ ★ ☆ ☆ 3.3 based on 37 ratings

By Julie Williams

Updated on Jan 3, 2013

Put your typical middle school boy on a daily schedule with multiple classrooms to visit, a locker to stock and replenish, four or five academic subjects in which to hand in homework, and shoelaces that need to be tied. Add a lunchbox, water bottle, and a backpack. What do you get? The

+ Collect This Article

term paper that ended up under the egg salad sandwich. The math homework that disappeared for five months. The locker that exploded open—all by itself.

Download Article

It's all very funny—except when it's your kid, and academic standards loom. If your son is feeling the stress, he's not alone. "For reasons we do not entirely understand, many, many boys struggle with the organizational demands of middle school," says renowned child psychologist and author Michael Thompson, PhD. "They flounder when they have lockers and have to move from room to room throughout the day."

This is not to say that some girls don't feel the challenge too. To ease the load, some middle schools have turned to block schedules, or combined subject classes, to lessen daily transitions. But generally speaking, by eighth grade, all kids are expected to be able to change classrooms smoothly several times each day, and manage their homework after school as well.

So, does that mean parents are doomed to gnashing

their teeth for the next several years? Not at all, says Ana Homayoun, M.A., founder of California-based Green Ivy Educational Consulting and author of the recently published *That Crumpled Paper was Due Last Week: Helping Disorganized and Distracted Boys Succeed in School and Life*.

Homayoun says that over many years of working with middle and high school students, "I saw many boys who were capable and intelligent, but really struggling in school. They were feeling that they just couldn't do it."

While individual tutoring helped somewhat, Homayoun quickly discovered that there was something even more important: kids, especially boys, need explicit help getting organized. "Give them the right system," she says, "and you can see transformation across all aspects of their lives. They become even more motivated than I would have expected."

So, parents, where do you start? While it's tempting to race to the store for the latest color-coded binder systems, beware: None of this will work unless your kid is on board. Here are Homayoun's top tips:

- **Start with goals.** This step may sound obvious, but all too often we skip right over it. Instead, says Homayoun, we need to sit down with kids and ask what *they* want. Go ahead and be a secretary: write a list of hopes and dreams. "When boys, especially, see a goal," says Homayoun, "they'll really go after it."
- **Think win-win.** While many organizing systems look great at the outset, they can fall apart with teens who don't see a good "fit" with their needs. Instead, says Homayoun, "present being organized as a way them to meet their goals, not yours." After all, being organized means that your son will be faster at doing what he needs to do—and he'll end up with more free time to do what he likes.
- **Focus on process, and the results will take care of themselves.** One common, well-meaning mistake is to set goals like "all A's next semester." Watch out, says Homayoun: your son may have taken on a great class and made huge progress but



Instead, she says, set goals like keeping a planner up to date every day, and keeping a regular homework block four nights a week. With such an approach, says Hamayoun, "I consistently see students go above and beyond what they would have thought possible."

- **When it's work time, minimize distractions.** Watch out, says Homayoun, in today's technological world. If you keep a cellphone around, you can get ready for an endless texting stream. Instead, says Homayoun, try an old fashioned strategy: during homework time, put all cellphones and iPods in a "technology box," to be retrieved when work is done. And don't bother with the bedroom, where a computer beckons; try working at the dining room table!

As we all know, everyone has a setback now and then. Even though it's upsetting, says Homayoun, don't panic. "Just get back to basics. Where's that planner? Are binders organized? Try scheduling a weekly re-group time, maybe on Sunday nights, for everyone in the family."

Above all, don't forget to share your messages of support. "In the end, it's not about us," counsels Homayoun. It's about helping our kids recognize their true goals, and find the clearest path possible to achieving them. And parents, it sure beats gnashing your teeth!

Next Article: [School Group Projects: 9 Ways to Help Your Kid Through Them](#)

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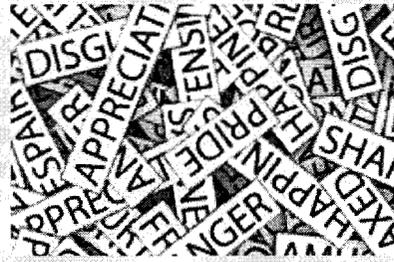
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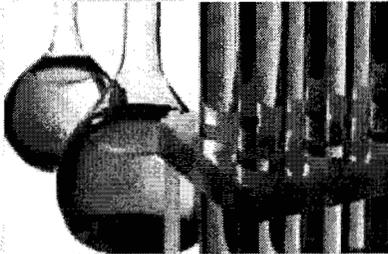




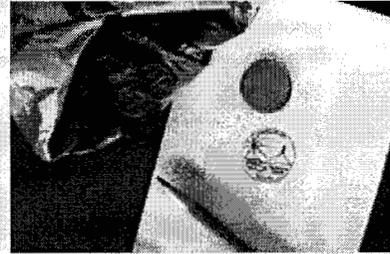
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SCHOOLS

Los Altos native writes 'Myth of the Perfect Girl'

By [Name], [Email]
Published: 11/25/2015 10:57 AM
http://www.losaltosonline.com



Photo By: Courtesy of Ana Homayoun
Photo Courtesy Of Ana Homayoun

Ana Homayoun, right, works with a student in her office at Green Ivy Educational Consulting in downtown Los Altos. Homayoun is author of the newly released "The Myth of the Perfect Girl."

When Los Altos native Ana Homayoun, founder of Green Ivy Educational Counseling, began seeing successful girls with doubts about their achievements, she realized there was a conversation that needed to start.

"So many girls were coming into our office, who were doing so many wonderful things, but they never felt they were good enough - that there were all sorts of external expectations they weren't meeting," she said.

Homayoun works with approximately 150 local families at her office at 302 Main St., helping students with schoolwork and promoting overall wellness as they plan for college.

"The Myth of the Perfect Girl: Helping Our Daughters Find Authentic Success and Happiness in School and Life" (Perigee Trade, 2012), Homayoun's second book released Dec. 31, addresses how parents and the community can help girls navigate the difficulties they face.

She has received positive feedback since the book's release.

Homayoun said two college interns in her office finished the book within three days and concurred that it addressed "what so many of us deal with but no one wants to talk about."

"My experiences with girls inspired me to write the book, because I felt there is so much out there that we are not talking about right now that needs to be addressed in a positive way," Homayoun said. "I want to shift the conversation from just achievement to overall wellness."

She said girls feel immense pressure to be picture-perfect, earn good grades and participate in all the appropriate activities - but many aren't taking the time to involve themselves in something they enjoy

"I saw so many girls come in for college counseling with similar résumés," Homayoun said. "They were great people, but they were clearly anxious they weren't good enough, and they were exhausted and overwhelmed. There is something wrong with that."

Her book addresses girls' tendency to accept others' expectations rather than to generate and pursue their own version of personal success and fulfillment. As a result, many are left feeling empty and develop mental-health problems.

The book includes exercises for parents and daughters that challenge the reader to focus on specific aspects of wellness that can increase the enjoyment of life. One exercise, the Game of Threes, encourages girls to list new things they want to try, examine what they enjoy doing and do more things they wish they had time for.

On Homayoun's "Myth of the Perfect Girl" Facebook page, girls nationwide are playing the Game of Threes and sharing their experiences baking or trying knitting for the first time.

"Let's look at how you want to be spending your time and improve your enjoyment of activities," she said.

The book touches on academics and how to balance the pressures for achievement with overall wellness.

"I always talk about the wellness piece with students - it's not just about getting better grades," Homayoun said. "We focus on the habits you want to change. If you change the habits, the results will come - and they will often be better than you imagine."

Homayoun also addresses social issues like bullying but wants to shift the conversation to ask why it is happening.

"When you don't feel good about yourself, you often try to find ways to assuage that," she said. "Sometimes being

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mean to others is a quick fix."

The book encourages parents to stay involved with their daughters, asking them to share how they use technology and discuss the television shows they watch.

Homayoun suggested that parents and their daughters read the book in tandem and start a conversation. Her Facebook page features helpful questions designed to spark discussion.

"The Myth of the Perfect Girl" is available on Amazon.com and at major book retailers. Purchase it locally at Main Street Cafe & Books or Linden Tree Books.

Homayoun is scheduled to appear 7:30 p.m. Thursday at Kepler's Books, 1010 El Camino Real, Menlo Park.

For more information, visit www.facebook.com/mythofthepfectgirl.

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Aby Ryan 34 Months Ago

Thank you so much for doing the important work of lifting the spirits of our girls. We are missing out on so much of what they have to offer the world when their inner beauty is stifled.

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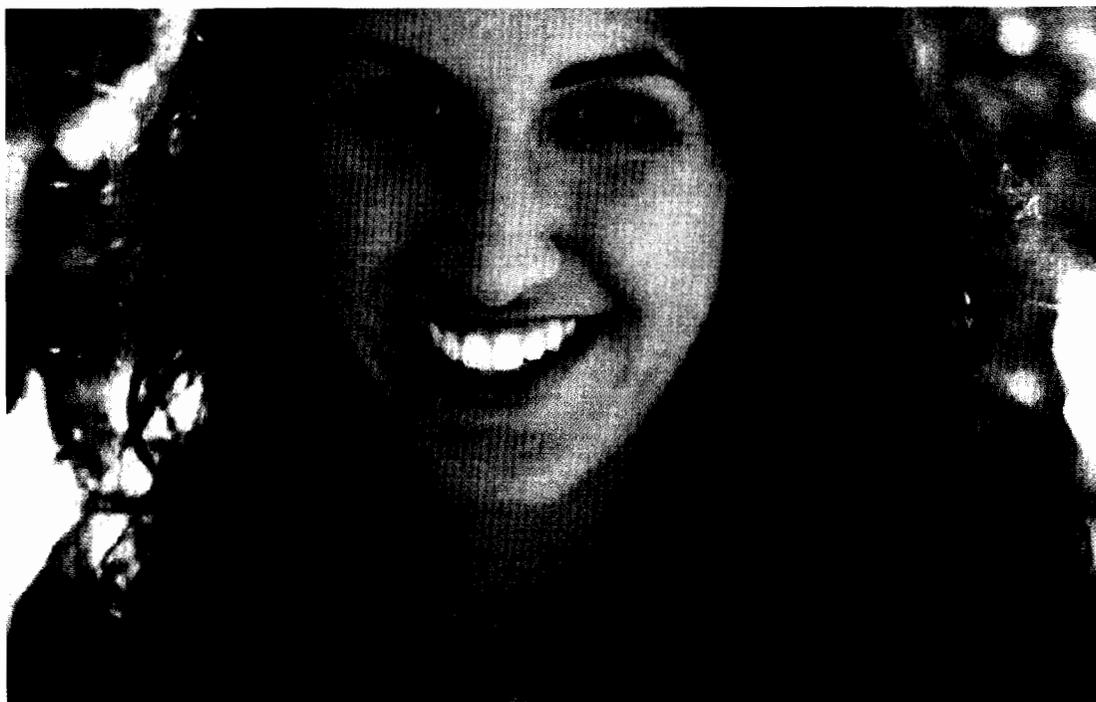
Debunking Perfection with Ana Homayoun

Young women are pelted with images of ideal bodies, mountains of schoolwork and the stresses of upholding a "perfect" life.

Los Altos (<http://patch.com/california/losaltos>), CA (<http://patch.com/california>)

By L.A. CHUNG (Open Post) (<http://patch.com/users/la-chung>)

☺ May 19, 2013 P (<http://contribute.patch.com/moderation/15412324>)





Ana Homayoun is a native of Los Altos and the author of *The Myth of the Perfect Girl*.

Her newest book is a well written supplement to raising a teen-aged daughter today, paired with the advocacy and counseling that she implements at her educational counseling firm, Green Ivy.

Green Ivy is located in Los Altos on Main Street, where Ana provides guidance to high school boys and girls on the college admission process, counseling for young adults looking for a job, or advising on the transition from college to the real world. With her staff, Ana also does subject tutoring, and standardized test prep such as SAT ACT, ISEE for high schools, ultimately leading to a less stressful college experience and a more meaningful one.

Ana sees the struggle that these girls face when they measure themselves by the next accomplishment or achievement.

"Many of them were doing so much and feeling overwhelmed," said Ana, "Like no matter what they did, it wasn't good enough."

Undoubtedly, the teenage years are often most confusing and full of confusion mainly for sake of bring liked. The choices young women make are affected by numerous outer influences, but

with the help of parents and educators Ana guides her audience to bring girls more fulfilling lives.

"I've had so many girls come in to my office overwhelmed with so much schoolwork, or stressed out because they can't get their work done," said Ana, "but they're up late on technology or they're trying to juggle doing schoolwork with texting." "A lot of the times, girls couldn't really tell me what they enjoyed doing for fun," Ana said.

As her newest book, *The Myth of the Perfect Girl*, hits the book shelves, she focuses more on the struggles that young women face. She says, "a lot of the organization and the time management, and the goal setting that we do really helps girls de-stress and really helps them focus on what is important to them and bring joy back into their lives and focus on what are the activities you really like to do."

Ana attended Duke University and obtained her masters in counseling at the University of San Francisco. She worked as a resident assistant in her campus dormitories. She learned how to listen to what people were saying while being intuitive of what they're not saying, and what was really going on, "so you have to be open and non-judgmental." Her values and sympathetic nature carried over to her counseling career as she empathizes with her students that walk through the doors of Green Ivy.

Students have all sorts of challenges; sometimes they're academics, or the social stresses of being in high school, "So really understanding the whole picture is really important," said Ana, "and having empathy for students to help understand where they're coming from helps make us even more successful in finding solutions for them." Each girl has an interpretation of their

own as to what is 'perfect,' but a lot of it ties in to the external expectations from books or the media and girls themselves.

One of Ana's favorite quotes is by Maryann Williams, which is "our biggest fear is not that we're inadequate but our biggest fear is that we are powerful beyond measure.' It's all about letting other people shine as well as ourselves.

And it's really about believing in ourselves, and that's really important to me." "Many girls are constantly focusing on what they can do more of, and no matter what they do, "they're not good enough or smart enough, or there's always some level of achievement that they're not at yet," she says, "and it's okay to be ambitious, I totally promote ambition and dreaming big and wanting a perfectly or imperfect life."

However, she more so supports the whole idea of "building your own world rather than reacting to what other people are saying you should be doing." Another thing she takes note of is that "Girls really focus on what they're good at and what they want, and that's great, but a lot of times, they don't allow themselves to take healthy risks to try new things, because they're afraid of not being good at something."

The demands required of young women today is arguably more strenuous than in the past. Even more prevalent is the anxiety they must haul on their backs rooted by technology and social culture. The passion to guide young women carries through her personality even when she isn't counseling students.

Ana strives to be an advocate for these unheard struggles, helping parents and educators help the girls balance their lives and find genuine happiness.

In the end these are Ana’s beliefs: “I had seen a lot of success teaching organization and time management and it’s a really inspirational job... we’ve had students who totally transformed their lives and they’ve become more engaged in school and in life so that’s a really rewarding thing.

"I really knew that I wanted to work with students and families in a capacity where I knew I could help promote change and help everyone reach their full potential, whatever that is."

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Technology and the classroom: Girls face greater challenges balancing digital learning with social lives

*By Ana Homayoun Special to the Mercury News
Updated: 05/28/2013 10:08:26 AM PDT*

MercuryNews.com

Each spring, high school girls search for the perfect prom dress. Instead of debuting it on prom night, girls create Facebook "prom dress page" groups to avoid the potential embarrassment of discovering someone else is wearing the same dress on prom night. The dress choices elicit a range of responses from supportive to just plain mean. Body image issues surface. It doesn't take long for the groups to morph into nuanced, drama-filled competitions filled with exclusionary tactics ("Please don't add any freshman or sophomores unless you know they are being asked!") and manipulations that would make politicians squirm.

It might be tolerable if online drama only played out after school. Now, the already complex dynamics of girls' friendships are even more complicated by increased technology in the classroom.

"I usually update my Tumblr account during my third-period math class," one high school senior recently told me with an air of adolescent defiance. Her private school had recently given each student an iPad. Although the school tried to block access to sites like Facebook and YouTube, students found ways to outmaneuver the restrictions.

Those who log into Facebook before coming to school, for instance, can maintain access throughout the day by refreshing the page. Under the guise of note-taking, students routinely use online sites as classroom diversions.

As technology becomes an even more integral part of classroom learning, online interactions will more aggressively contribute to the overall school climate.

According to 2010 data from the U.S. Department of Education, public school teachers reported that 69 percent of their students use computers during class most or some of the time. Internet connection was available for 96 percent of computers brought into classrooms.

Research suggests that males tend to focus more of their online efforts on gaming, while females tend to spend more time socializing. Many girls now find their interpersonal relationships are even more intertwined with their academic experiences. Unlike whispers in the hallway or notes passed in the middle of class, rumors online leave digital traces, and the potential to go viral can cause intense panic and rash decision-making.

School social networking puts even greater pressure on girls' mental health. The statistics are overwhelmingly not in girls' favor: Girls are twice as likely to be bullied electronically, and perceptions of school climate and culture can directly affect their overall wellness.

Researchers at the University of South Florida found that girls who had negative perceptions of school climate were far more likely also to have greater self-reported mental health issues.

Proponents of classroom online learning highlight the potential for more personalized learning experiences. Even so, social media distractions can be too much for students to self-regulate, and the fear of missing out often creates another layer of social anxiety in the classroom.

If we really want to create a healthier and safer school climate, we need to fully recognize and address the

many ways information and conversations flow through school walls, hallways and classroom communities. We need to proactively help students develop positive coping strategies if something goes digitally awry.

Students are fumbling through the ultimate paradox -- the same tools needed to complete school assignments also provide them with an outlet for socialization and potential distraction from getting work done. As it stands, increased classroom Internet access can potentially detract from our overall education and wellness hopes for our children, and neglecting the potential consequences could bring devastating implications for our youngest and most impressionable students.

Unlike prom night, the effects are 24/7.

Ana Homayoun, founder of Los Altos-based Green Ivy Educational Consulting, is an expert on the intersection of technology, learning and social media and the author most recently of "The Myth of the Perfect Girl: Helping Our Daughters Find Authentic Success and Happiness in School and Life." Follow her @anahomayoun. She wrote this for this newspaper.

What is Perfect?

Debunking *The Myth of the Perfect Girl* with San Francisco author and educator Ana Homayoun.

By Jennifer Massoni Pardini

Reading Ana Homayoun's book, *The Myth of the Perfect Girl: Helping Our Daughters Find Authentic Success and Happiness in School and Life*, I couldn't help but be reminded of the academic and social pressures that characterized my own academic years. But Homayoun's decade of experience as the founder of Green Ivy Educational Consulting in Los Altos and as an educational speaker on campuses around the country and abroad has shown that while the landscape of learning may be reminiscent of days gone by, it has changed—both on and off campus.

Today's girls and boys are learning and maturing within school systems heavily focused on achievement. Technological distractions are vying for their limited free time, they have increasingly competitive college admissions standards to surmount, and an ever-savvy social network and media-driven culture to navigate. Schools and students alike turn to Homayoun for help in understanding this ever-changing intersection of technology, learning, motivation, and socialization, as she defines it.

Also the author of *That Crumpled Paper Was Due Last Week: Helping Disorganized and Distracted Boys Succeed in School and Life*, Homayoun decided to focus on issues facing girls in order to address a number of questions she had about the school-age girls and young career women who work with her. "Why do we have so many girls who did everything right and feel they are still not good enough? Why are there higher rates of

mental issues among girls? Why is meanness more out of control than ever before?" She found answers with an investigation into the way technology, culture, and expectations are affecting modes of learning as messages from the media, parents, peers, and school compete for what a young girl should focus on, be, and do in order to fill a so-called "perfect" mold. Meanwhile, the culture's relentless expectation of achievement seems steeper than ever. "It's important to emphasize how new this culture of achievement is," Homayoun writes in the book, out this month from Perigee, a division of Penguin Books. "People have always striven for the best, of course, but the single-minded focus with which this end-results perspective attacks and upends the system of education and its breadth across the culture are new, and girls, who are more prone to buying into its temporary rewards, are especially at risk."

If you're wondering how different things really are from when you or I grew up, consider that academics are moving at the speed of technology. Take the student who comes to Homayoun's office because her homework takes five hours, but discovers through simple time-management exercises that two hours of texting and social networking are happening simultaneously? Much of it has to do with age and maturity. "Many teen-agers have a tough time self-regulating and can react a lot more to the quick fixes rather than understanding what they should focus on," Homayoun explains. "Ten or 20 years ago, if someone was calling

us, they were calling our house phone. Now, kids have cell phones and are getting text messages in between homework and in the middle of the night—and they're responding." Girls, especially, who are so relational, may recognize that such disruptions are affecting their sleep and productivity, but still engage because it's important to feel available to their friends 24/7.

This online style of communication also magnifies bullying, which can be a debilitating distraction. "Before, they rolled their eyes at someone at school," says Homayoun. "Now, they can go online and the meanness follows a student home and has a digital footprint. The issues are similar, but now they're pervasive." Technology isn't going anywhere, and Homayoun is well aware that the answer is not telling our kids to stay away from it, but for both parents and students to understand its affects. Homayoun asks each student: "What is it you really want and what do you need to focus on to get there?" Much of the time, the answer is to have more free time or develop an interest to pursue "just for fun," so she works with the student to manage her time to meet that goal.

This focus on the student's wants pervades Homayoun's approach in the book, at her Green Ivy office in Los Altos, and in her spoken message as a full-school consultant, leading faculty in-services, parent education nights, and student presentations. By helping educators, parents, and students understand the challenges facing both girls and boys today, "it gets everyone on the same

page about having an engaged learning environment and helps give students an intrinsic motivation to see what they want out of their school experience. I ask students how they can be the builder of their own world, and a lot of these students have never actively considered that question.”

Homayoun’s book’s overall goal is to provide the appropriate tools and strategies to both understand and break down these boxes so young girls can build up a sense of their own unique purpose without being motivated purely by external validation. For instance, by being motivated by their own empathy for others, our daughters can do community service because they want to help rather than to primarily appeal to college admissions directors. “Teenagers can mistakenly think something is not important because it’s not on a résumé, but those things build a life,” she says. And it’s on us to lead by example. “You are a great everyday role model,” she says to parents, which often means encouraging creativity and exploration outside of school as much as in. “Kids look at what you do all the time. If you don’t have an intrinsic sense of purpose yourself, it’s really hard for them to buy into that message.”

Without this self-awareness, the self-defeating irony is that focusing on filling the box can make one feel like the box is, in fact, empty. Homayoun suspects this is why the young women she meets on her college visits as well as the early career women she counsels are also feeling unfulfilled by their achievements or burned out altogether. “It’s as if they’ve been told by this post-feminist world that not only can you have it all, but you should have it all, and if you don’t, something’s wrong with you—and you should look awesome while doing it.”

So, how do we go about this profound shift in thinking and acting? The answer is with small, manageable shifts. Homayoun’s book offers tangible tools and interactive exercises designed to bring parents and daughters together so everyone can think outside the box. The exercises range from the whimsical (asking your daughter to design her dream business) to the practical



(working on time sheets together so you can both gain a better perspective on how much time your daughter’s schooling, sports, and extracurricular activities really take). “The exercises are conversation starters, so you can approach things in a way that’s not judgmental,” she says. And this is a conversation we should start early on with our daughters.

With this spirit of inquiry, Homayoun’s philosophy isn’t about focusing on the prob-

lem, but rather on what the individual—whether it’s the student, the parent, or the educator—can do to surmount it. I dare say all will learn from taking on and debunking today’s myth of the perfect girl. ♦

You can contact Ana Homayoun about her educational consulting, career coaching, and speaking engagements by visiting www.greenivied.com or www.anahomayoun.com.

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- Welcome to A Child Grows - What to do, Where to go, What is happening for Brooklyn Parents and Brooklyn Kids.

New Montessori School Looking to Hire a Lead Teacher

Posted by [Nicole](#) on 2/14/13 • Categorized as [Lead Stories](#), [Neighborhood News](#), [Schools](#)

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Sponsored – A new preschool is opening up in Battery Park City this September and they are looking for a Lead Teacher to start immediately. The preschool is called **Battery Park Montessori** and it looks like it is going to be a beautiful location right on the esplanade. It was started by Dr. Jennifer Jones, a local mom who has a great deal of prior success opening more than a dozen schools around the country. There will be six classrooms with 10 children per room and two teachers per class. Students will range in age from two to five years old. Below is a description of the position and if you are interested or know someone who is, please send an email to jjones@greenivyschools.com. This looks like a wonderful opportunity for someone!



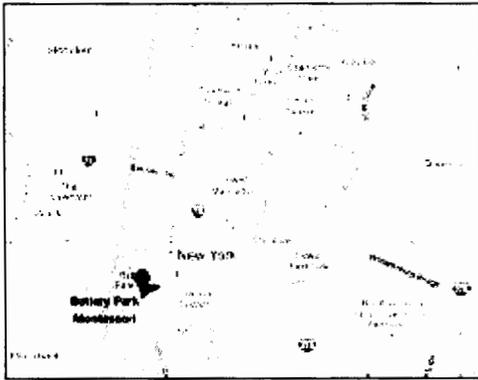
Battery Park Montessori is a beautiful new preschool, located on the Hudson River, with views of the Statue of Liberty and nestled in one of Manhattan's most breathtaking natural landscapes.

We are looking for an inspired and confident leader, with substantial Montessori teaching experience at the early childhood level, to captain our founding team of teachers and assistants and join us in launching a flagship location in

Lower Manhattan.

Our school, which will be AMS accredited, will serve approximately 100 children, ages 2-5, in a combination of half days for younger children and full days for older children. Each group of ten children will have a Montessori-certified teacher and each teacher will have an assistant.

There is also the potential to expand this preschool into a small preK-5th grade Montessori program in



2015/2016, which would provide additional employment or promotion opportunities for any member of our staff.

Battery Park Montessori is the first of a network of schools under the umbrella of Green Ivy (www.greenivyschools.com). Green Ivy offers modern, community-inspired private schools and was founded by school development expert and Lower Manhattan mom, Dr. Jennifer Jones, in response to a local baby boom and rising shortage of schools.

Your position reports directly to Dr. Jones.

As a member of the Battery Park Montessori team, you would also receive the benefit of membership in the Green Ivy network, including possible employment opportunities in any of our schools. We currently have a second school opening in Lower Manhattan's Financial District in the Fall of 2014 and serving preK-8th grade.

As a school leader or teacher in the Green Ivy family, you would have the additional benefit of being freed from the administrative responsibilities that typically hinder inspired teaching staff. Green Ivy will have responsibility for the majority of the school's administrative needs, such as reporting and compliance with Department of Health requirements, management of staff benefits and other clerical Human Resource elements, and any and all issues pertaining to the school's facility and its needs. In essence, you, as the school's leader, would be free to focus on what matters most in the school: children, parents and teachers.

As our Lead Teacher, we would look to you to:

Safeguard a Montessori Culture

- Establish and maintain Montessori classroom culture, paying particular attention to the needs of students/parents new to Montessori
- Implement and update curriculum as student needs dictate, and recommend expenditures on needed materials
- Oversee the planning, preparation and maintenance of all units of study, lessons, and "works"
- Oversee the planning and preparation of a bi-annual presentation for school families
- Schedule all guest presenters and organize all field trips
- Give lessons when needed

Build, Manage and Nurture the Teaching Team

- Lead the hiring of teachers and assistants

- Ensure that an effective team is created and maintained through proactive and constructive oversight and feedback
- Conduct weekly teaching team meetings
- Conduct regular in-service training, starting prior to school opening and continuing indefinitely and as needed
- Ensure that all staff are informed of certification requirements and are on a path toward mutually established credentialing goals

Build the Parent Community

- Communicate with parents about their children's school lives every 2 weeks
- Conduct or be responsible for implementing Parent Education workshops
- Contact and meet with specialists and/or parents regarding children with special needs
- Prepare for and schedule 2-3 individual communications with all parents during the year- including 2 parent conferences, Montessori community programs, parent visitations, and 2 open houses (Fall & Spring)
- Meet individually with prospective parents and students
- Schedule parent observations for perspective parents

We are seeking a candidate who, at a minimum possesses the following:

- Montessori certification at the Early Childhood level
- At least 5 years of Montessori classroom teaching experience
- A Bachelor of Education or related equivalent degree

We offer competitive compensation, which includes medical, dental, disability and profit-sharing (401k) benefits.

This position starts immediately.

If you are interested in this position, please respond directly to Dr. Jennifer Jones at jjones@greenivyschools.com with a narrative about yourself, your experience, your leadership capabilities, and your fit for this role in the context of this unique opportunity to launch a new school. We invite your detailed and personalized response. Please also include a résumé, your salary expectations and where you learned about this opportunity.

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THE REAL DEAL

NEW YORK CITY REAL ESTATE NEWS

Green Ivy School coming to Trump's 40 Wall Street

March 27, 2013 10:00AM

The Green Ivy School is taking space in Donald Trump's 40 Wall Street in Lower Manhattan, the New York Post reported.

The school will serve pre-schoolers through eighth graders and have its own entrance on Pine Street. It will be housed on the second, third and part of the fourth floor, and will have two dedicated elevators. "We're very excited about the space," Donald Trump, Jr., told the Post of the 25-year, 80,000-square-foot deal. "The use will be great for the area and will revitalize the Pine Street entrance," he said.

Cushman & Wakefield's Jeffrey Lichtenberg and Jared Horowitz represented the Trump Organization, while the school was represented by their colleagues Glenn Markman and Joseph Cirone. The idea for the school, Lichtenberg told the Post, came up when he and Horowitz heard about the rising demand for school space.

"Don Jr. embraced the concept right away," Lichtenberg said.

Rents for the space were in the mid-\$30s per square foot, though the upper floors of the 70-story building command over \$40 per square foot. A week ago, First Investors leased 36,490 square feet on the 10th floor.

Green Ivy's founder Jennifer Jones could not immediately be reached by the Post for comment. The school is also opening a pre-school branch in Battery Park City, which will charge \$17,000 per year for three-hour daily sessions for children up to the age of four, and \$27,000 for full-day sessions for four and five-year-olds. [NYP, 1st item] *-Hiten Samtani*

Tags: 40 wall street, Donald Trump



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ABCs and Ivy on Wall Street

By Lois Weiss

March 27, 2013 | 4:00am

Does **Blue Ivy** have some Green Ivy in her future?

The Green Ivy School is putting down roots at The Trump Building at 40 Wall St. and may open just in time to serve pre-schoolers like **Beyoncé** and **Jay-Z**'s little TriBeCa cutie when she turns two next year.

"We're very excited about the space," said **Donald J. Trump, Jr.**, of the 80,000-square-foot deal to create a "building within a building."

"The use will be great for the area and will revitalize the Pine Street entrance," the developer said.

The school, expected to serve pre-schoolers through eighth graders, will have its own entrance on Pine Street and two new dedicated elevators for its space that will encompass the 2nd, 3rd and part of the 4th floors.

Jeffrey Lichtenberg and **Jared Horowitz** of Cushman & Wakefield represented the Trump Organization in the 25-year deal while C&W colleagues **Glenn Markman** and **Joseph Cirone** worked on behalf of the school, which is also opening a pre-school in Battery Park City.

Lichtenberg said the idea germinated during a C&W market meeting when he and Horowitz learned about the many schools in the marketplace, and it quickly sprouted from there.

"Don Jr. embraced the concept right away, and with the help of the Trump construction people, we were able to create a dedicated entranceway on Pine Street and install new elevators," said Lichtenberg.

While the asking rents for the space were in the mid-\$30s per square foot, these are the lowest office floors in the 70-story building, and the space was unable to be incorporated into higher-paying retail use that now includes the Duane Reade.

Upstairs, asking rents are in the mid-\$40s per foot.

During the last four years, the leasing team and Trump have leased more than 600,000 square feet.

The 7th, 8th, 9th and 10th floors are now leased to CNA Insurance on a deal that expires in one year.

A week ago, the 10th floor of 36,490 square feet was leased to First Investors, which was represented by **Marc Shapses** of Studley and will be able to occupy the space within 120 days.

Green Ivy was founded by **Jennifer Jones**, Ph.D., whose website says she has founded as many as 15 other schools. She did not return e-mails for comment, but the school website states: "Thanks to our investors, our Battery Park City pre-school site will open Fall 2013, and our preK-8th Grade site in FiDi will open Fall 2014!"

The pre-school, Battery Park Montessori, will be located in the Regatta at 21 South End Ave., where three-hour daily sessions for two- to 4-year-old students will cost their folks \$17,000, and a full day for four- and 5-year-olds sets them back \$27,000.

The C&W brokers representing the school declined to comment.

The Times Square South office building at 1412 Broadway is heading to market and could sell for around \$250 million.

Now owned by Harbor Group, a Norfolk, Va.-based company led by **Jordan Slone**, the 420,000-square-foot building was purchased in 2010 for \$150 million.

The company then invested \$10 million in a new base façade, lobby, elevator cabs and other upgrades to bring it to 96 percent leased.

The property also includes a small retail annex at 1420 Broadway that was purchased in 2011 from Emmes for \$10,273,445 and also received the façade-lift.

Tenants range from traditional fashion companies like Jones New York and Escada to Oberon Securities and media and tech tenants.

Slone has hired investment gurus **Douglas Harmon** and **Adam Spies** of Eastdil Secured to market the building on the northeast corner of West 39th St.

No one from Eastdil or Harbor returned requests for comment.

Buffett strikes Goldman...

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