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

Proceeding	91212477
Party	Plaintiff Balance Bar Company
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Signature	/r. glenn schroeder/
Date	01/29/2015
Attachments	Applicants_Exhibit_1.pdf(399476 bytes) Applicants_Exhibit_2.pdf(637703 bytes) Applicants_Exhibit_3.pdf(1430071 bytes)

United States of America
United States Patent and Trademark Office

BALANCE

Reg. No. 3,937,988

Registered Mar. 29, 2011

Int. Cls.: 5 and 30

TRADEMARK

PRINCIPAL REGISTER

BALANCE BAR COMPANY (DELAWARE CORPORATION)
SUITE 202
115 E. STEVENS AVENUE
VALHALLA, NY 10595

FOR: NUTRITIONAL SUPPLEMENTS; DIETARY FOOD SUPPLEMENTS, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 0-0-1992; IN COMMERCE 0-0-1992.

FOR: CEREAL-BASED, RICE-BASED, OR GRANOLA-BASED SNACK BARS AND SNACK FOODS, IN CLASS 30 (U.S. CL. 46).

FIRST USE 0-0-1992; IN COMMERCE 0-0-1992.

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

OWNER OF U.S. REG. NOS. 2,636,101, 2,745,850, AND 2,868,192.

SER. NO. 85-099,089, FILED 8-3-2010.

SUSAN RICHARDS, EXAMINING ATTORNEY

David J. Kappos

Director of the United States Patent and Trademark Office

all search

clearance

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narrow by

category

- chips, puffs and pretzels (10)
- fish (17)
- fruit (20)
- fruit juice (9)
- milk and buttermilk (10)
- pasta (19)
- processed fruit snacks (26)
- side dish (8)

See All

brand

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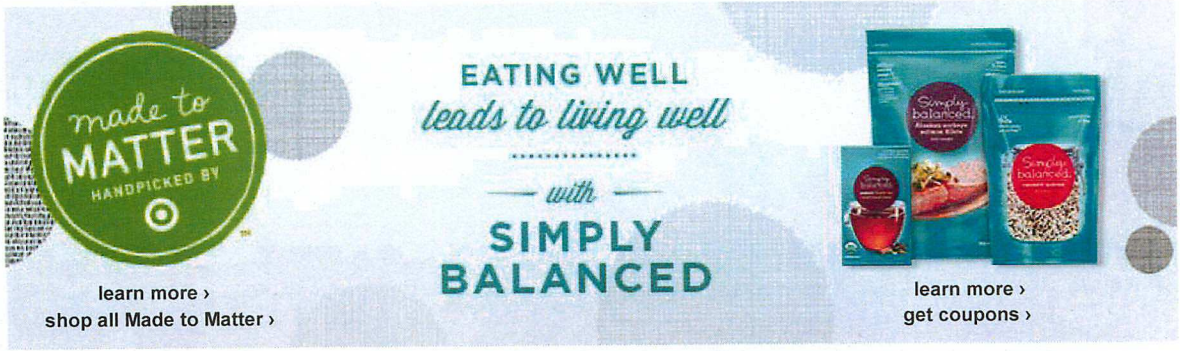

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sort by: best seller

results 1 - 60 of 235 page 1 of 4

quick info

see store for price

Simply Balanced All Natural Italian Chicken Sausage ...

Simply Balanced
Not sold online
Sold in stores

★★☆☆☆ (5)

compare

quick info

see store for price

Simply Balanced Organic Frozen Strawberries 10 oz

Simply Balanced
Not sold online
Sold in stores

compare

quick info

see store for price

Simply Balanced All Natural Spinach & Garlic...

Simply Balanced
Not sold online
Sold in stores

★★★★★ (7)

compare

quick info

see store for price

Simply Balanced Organic Frozen Blueberries 10 oz

Simply Balanced
Not sold online
Sold in stores

compare

quick info

$3.44 online price

Simply Balanced Freeze Dried Strawberry Slices 1 oz

Simply Balanced
Not sold online
Sold in stores
eligible for Store Pickup

★☆☆☆☆ (1)

compare

quick info

$7.99 online price

Simply Balanced Organic Pure Maple Syrup 12 oz

Simply Balanced
Not sold online
Sold in stores
eligible for Store Pickup

compare

quick info

see store for price

Simply Balanced All Natural Sun-dried Tomato &...

Simply Balanced
Not sold online
Sold in stores

★★★☆☆ (2)

compare

quick info

see store for price

Archer Farms® Simply Balanced Freeze Dried...

Archer Farms
Not sold online
Sold in stores

★★★★☆ (4)

compare

quick info

$3.44 online price

Simply Balanced Freeze Dried Peach Slices 1.75 oz

Simply Balanced
Not sold online
Sold in stores
eligible for Store Pickup

★★★★★ (5)

compare

quick info

$3.99 online price

Simply Balanced Organic Agave Nectar 12 oz

Simply Balanced
Not sold online
Sold in stores
eligible for Store Pickup

compare

PENGAD 800-631-6989

EXHIBIT
Applicant
2 4/30/14
91196954

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The Perfect Balance of Great Taste, Quality Nutrition & Lasting Energy…

…all in one convenient bar that's as on-the-go as you. Work meetings, running errands, dinner dates, picking up the kids, squeezing in a quick workout - no matter what fills your days and nights, **Balance Bar** has just what you need to keep up with it all. Balanced nutrition has never been so delicious!

With four unique formulas and tons of scrumptious flavors, picking your favorite might be hard to do. But hey - you never know until you try this healthy snack food!

Discover your favorite Balance Bar flavors.

Balance Bar Dark ›

- Gluten Free
- Rainforest Alliance Certified™ Cocoa
- Balanced 40-30-30 nutrition
- High energy food
- Healthy snack alternative

Shop Now

Balance Bar Original ›

- Balanced 40-30-30 nutrition
- High energy food
- Healthy snack alternative

Shop Now

Balance Bar Gold ›

- Balanced 40-30-30 nutrition
- Three indulgent layers

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- High energy food
- Healthy snack alternative

Balance Bar Bare

- Trail mix inspired
- Whole grains
- High energy food
- Healthy snack alternative

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Dark
Original
Almond Brownie
Chocolate Craze
Chocolate Raspberry
Cookie Dough
Double Chocolate Brownie
Honey Peanut
Mocha Chip
Peanut Butter
Yogurt Honey Peanut
See All
Gold
Bare

Chocolate Raspberry Balance Bar

Are you ready for a match made in snack heaven? These scrumptious 180-calorie bars combine rich, decadent chocolate with just the right hint of sweet raspberry flavor for a taste that's beyond delicious. Plus, they're gluten free and packed with long-lasting energy and balanced nutrition. Talk about a dessert worth indulging in!

Nutrition at a Glance:

- Gluten Free
- 4g Fiber
- 13g Protein
- 180 Calories
- Balanced 40-30-30 Nutrition
- Excellent Source of Antioxidants & Vitamin D
- 23 Vitamins & Minerals

Buy Now

View Full Chocolate Raspberry Balance Bar Nutrition Facts

You might also enjoy these Balance Bar flavors:

- Chocolate Craze Balance Bar »
- Lemon Meringue Crunch Balance Bar Gold »

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Dark
Original
Almond Brownie
Chocolate Craze
Chocolate Raspberry
Cookie Dough
Double Chocolate Brownie
Honey Peanut
Mocha Chip
Peanut Butter
Yogurt Honey Peanut
See All
Gold
Bare

Chocolate Craze Balance Bar

Chocolate lovers, look no further. This improved chocolate Balance Bar now has even more decadent chocolate and a smoother texture. It's a nutritious, high energy snack loaded with tons of rich, chocolatey taste. Caution: You'll go crazy for it!

Nutrition at a Glance:

- 14g Protein
- 200 Calories
- Balanced 40-30-30 Nutrition
- Excellent Source of Antioxidants & Vitamin D
- 23 Vitamins & Minerals

Buy Now

View Full Chocolate Craze Balance Bar Nutrition Facts

You might also enjoy these Balance Bar flavors:

- Sweet & Salty Chocolate Almond Balance Bar Bare »
- Dark Chocolate Crunch Bar »

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Dark
Original
Almond Brownie
Chocolate Craze
Chocolate Raspberry
Cookie Dough
Double Chocolate Brownie
Honey Peanut
Mocha Chip
Peanut Butter
Yogurt Honey Peanut
See All
Gold
Bare

Almond Brownie Balance Bar

Our Almond Brownie Balance Bar has been improved with bigger almond pieces and a better brownie texture, making it your go-to snack when you need chocolate, almond and energy! Crunchy, nutritious almonds combine with rich chocolate brownie flavor to create a deliciously satisfying and healthy snack perfect for any time of day (or night).

Nutrition at a Glance:

- 14g Protein
- 190 Calories
- Balanced 40-30-30 Nutrition
- Excellent Source of Antioxidants & Vitamin D
- 23 Vitamins & Minerals

Buy Now

View Full Almond Brownie Balance Bar Nutrition Facts

You might also enjoy these Balance Bar flavors:

- Cookie Dough Balance Bar Original »
- Caramel Nut Blast Balance Bar Gold »

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Dark
Dark Chocolate Coconut
Dark Chocolate Crunch
Dark Chocolate Peanut
See All
Original
Gold
Bare

Dark Chocolate Peanut Balance Bar

If you love dark chocolate and peanuts, consider this your lucky day! These gluten-free bars combine smooth dark chocolate with the nutritious crunch of fresh peanuts for a salty-sweet snack your taste buds will love. Not to mention they're a good source of balanced nutrition—making each bar the ultimate win-win snack.

Buy Now

Nutrition at a Glance:

- Gluten Free
- Rainforest Alliance Certified™ Cocoa
- 4g Fiber
- 13g Protein
- 180 Calories
- Balanced 40-30-30 Nutrition
- Excellent Source of Antioxidants & Vitamin D

View Full Dark Chocolate Peanut Balance Bar Nutrition Facts

You might also enjoy these Balance Bar flavors:

- Dark Chocolate Coconut Balance Bar »
- Dark Chocolate Crunch Balance Bar »

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Dark Chocolate Crunch Balance Bar

Talk about a dark chocolate lover's dream! This Balance Bar favorite layers smooth, dark chocolate over a crunchy cookie base and covers both with a rich, dark chocolate coating. Is your mouth watering? Then you'll also love that they're gluten free and packed with enough nutritious protein and fiber to keep you moving. Happy snacking!

Buy Now

Nutrition at a Glance:

- Gluten Free
- Rainforest Alliance Certified™ Cocoa
- 4g Fiber
- 13g Protein
- 180 Calories
- Balanced 40-30-30 Nutrition
- Excellent Source of Antioxidants & Vitamin D

View Full Dark Chocolate Crunch Balance Bar Nutrition Facts

You might also enjoy these Balance Bar flavors:

- Dark Chocolate Coconut Balance Bar »
- Dark Chocolate Peanut Balance Bar »

Dark
Dark Chocolate Coconut
Dark Chocolate Crunch
Dark Chocolate Peanut
See All
Original
Gold
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Dark
Dark Chocolate Coconut
Dark Chocolate Crunch
Dark Chocolate Peanut
See All
Original
Gold
Bare

Dark Chocolate Coconut Balance Bar

Calling all coconut lovers! This delicious, gluten-free snack combines smooth, rich dark chocolate with the lightly sweet flavor of fresh coconut. It's also packed with nutritious protein and fiber—making it a sweet, guilt-free treat you're sure to love.

Buy Now

Nutrition at a Glance:

- Gluten Free
- Rainforest Alliance Certified™ Cocoa
- 4g Fiber
- 13g Protein
- 180 Calories
- Balanced 40-30-30 Nutrition
- Excellent Source of Antioxidants & Vitamin D

View Full Dark Chocolate Coconut Balance Bar Nutrition Facts

You might also enjoy these Balance Bar flavors:

- Dark Chocolate Crunch Balance Bar »
- Dark Chocolate Peanut Balance Bar »

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