

ESTTA Tracking number: **ESTTA632707**

Filing date: **10/14/2014**

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

| | |
|------------------------|---|
| Proceeding | 91213097 |
| Party | Plaintiff Luxco, Inc. |
| Correspondence Address | MICHAEL R ANNIS HUSCH BLACKWELL LLP 190 CARONDELET PLAZA, SUITE 600 ST. LOUIS, MO 63105 UNITED STATES andy.gilfoil@huschblackwell.com, mike.annis@huschblackwell.com, alan.nemes@huschblackwell.com |
| Submission | Other Motions/Papers |
| Filer's Name | Andrew R. Gilfoil |
| Filer's e-mail | andy.gilfoil@huschblackwell.com, mike.annis@huschblackwell.com, alan.nemes@huschblackwell.com |
| Signature | /s/ Andrew R. Gilfoil |
| Date | 10/14/2014 |
| Attachments | Ex. I.PDF(3750121 bytes) |

TEAS ROUTING SHEET

To: INTENT TO USE UNIT

Work Loc: INTENT TO USE SECTION

Doc Type: Extension Request for SOU



Serial Number: 77752453



Mark: GENERACION REBELDE

Mail Date: 2011/05/31



Examiner Number: 86333



Examiner Name:
ULRICH, NANCY G

LIE Number: 66213

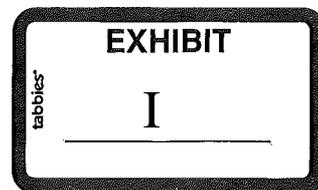


LIE Name:
PUGH, ALANE C

L.O. Assigned: LAW OFFICE 113

Special Instruction(s):

| <u>Transaction</u> | <u>Fee Code</u> | <u>Transaction Date</u> | <u>Fee per Class</u> | <u>Number of Classes</u> | <u>Total Fee</u> |
|---------------------------|-----------------|-------------------------|----------------------|--------------------------|------------------|
| Extension Request for SOU | 7004 | 20110531 | \$150 | 1 | \$150 |



GRUPO.004T

TRADEMARK

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

| | | |
|---|---|----------------------------|
| Applicant | : | Jose Adrian Corona Radillo |
| Serial No. | : | 77/752453 |
| Filed | : | June 4, 2009 |
| Mark | : | GENERACION REBELDE |
| Mailing Date of Notice of Allowance | : | June 22, 2011 |

SECOND REQUEST FOR EXTENSION OF TIME UNDER 37 C.F.R. § 2.89(a)
TO FILE STATEMENT OF USE

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

Dear Sir or Madam:

Applicant hereby requests a six-month extension of time in which to file the Statement of Use. This is the second such request for extension of time.

The Applicant has a continued bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with all of the goods listed in the Notice of Allowance or as subsequently modified. The Applicant has made the following ongoing efforts to use the mark in commerce on or in connection with each of those goods covered by the extension request: product research.

RADIL000102

DECLARATION

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. §1001, and that such willful false statements may jeopardize the validity of the form or any resulting registration, declares that he is properly authorized to execute this form on behalf of the applicant; and that all statements made of his own knowledge are true; and that all statements made on information and belief are believed to be true.

Dated: May 31, 2011

Signature: 
Jose Adrian Corona Radillo

11185263
050511

From: TMOfficialNotices@USPTO.GOV
Sent: Thursday, January 6, 2011 00:10 AM
To: efilling@kmob.com
Subject: Trademark Serial Number 77752453 : Official USPTO Notice of Approval of Extension Request

NOTICE OF APPROVAL OF EXTENSION REQUEST

Serial Number: 77-752,453
Mark: GENERACION REBELDE(STANDARD CHARACTER MARK)
Owner: RADILLO, JOSE ADRIAN CORONA
Extension Request Number: 1
Reference Number: GRUPO.004T
Notice of Allowance Date: Jun 22, 2010

The USPTO issued a Notice of Allowance on **Jun 22, 2010** for the trademark application identified above. Applicant's **FIRST** request for Extension of Time to File a Statement of Use has been **GRANTED**.

PLEASE NOTE:

1. Applicant must continue to file extension requests every six (6) months calculated from the date the Notice of Allowance was issued until a Statement of Use is filed, or the USPTO will hold the application abandoned.
2. Applicant may only request a total of five (5) extensions of time.
3. Applicant may **NOT** file a Statement of Use more than thirty-six (36) months from the date the Notice of Allowance was issued.

For further information, including information on filing and maintenance requirements for U.S. trademark applications and registrations and required fees, please consult the USPTO website at www.uspto.gov or call the Trademark Assistance Center at 1-800-786-9199.

To check the status of an application, go to <http://tarr.uspto.gov/>.

RADIL000104

Trademark Snap Shot (TU) Unit Action
 (Table presents the data on TU Unit Action)

OVERVIEW

| | | | |
|---------------|-----------------|---------------|------------|
| SERIAL NUMBER | 77752453 | FILING DATE | 06/04/2009 |
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | TRADEMARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | ULRICH, NANCY G | L.O. ASSIGNED | 113 |

PUB INFORMATION

| | | | |
|----------------------|-------------------------------|--------------------|-----|
| RUN DATE | 01/06/2011 | | |
| PUB DATE | 04/27/2010 | | |
| STATUS | 730-FIRST EXTENSION - GRANTED | | |
| STATUS DATE | 01/05/2011 | | |
| LITERAL MARK ELEMENT | GENERACION REBELDE | | |
| 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 | GENERACION REBELDE |

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

CURRENT OWNER INFORMATION

| | |
|-------------|---|
| PARTY TYPE | 20-OWNER AT PUBLICATION |
| NAME | RADILLO, JOSE ADRIAN CORONA |
| ADDRESS | AV. LA PAZ 1690 COL. AMERICANA OFICINA 507 GUADALAJARA, |
| ENTITY | 01-INDIVIDUAL |
| CITIZENSHIP | Mexico |

GOODS AND SERVICES

| | |
|---------------------|---------|
| INTERNATIONAL CLASS | 033 |
| DESCRIPTION TEXT | Tequila |

GOODS AND SERVICES CLASSIFICATION

| INTERNATIONAL CLASS | 033 | FIRST USE DATE | NONE | FIRST USE IN COMMERCE DATE | NONE | CLASS STATUS | 6-ACTIVE |
|---------------------|-----|----------------|------|----------------------------|------|--------------|----------|
| | | | | | | | |

MISCELLANEOUS INFORMATION/STATEMENTS

| | |
|------------------------|--|
| CHANGE IN REGISTRATION | NO |
| TRANSLATION | The English translation of "GENERACION REBELDE" in the mark is "REBEL GENERATION". |

PROSECUTION HISTORY

| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM |
|------------|--------|----------|--|---------|
| 01/06/2011 | EXRA | E | NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED | 022 |
| 01/05/2011 | EX1G | S | EXTENSION 1 GRANTED | 021 |
| 12/07/2010 | EXT1 | S | EXTENSION 1 FILED | 020 |
| 01/05/2011 | AITU | A | CASE ASSIGNED TO INTENT TO USE PARALEGAL | 019 |
| 12/07/2010 | EEXT | I | TEAS EXTENSION RECEIVED | 018 |
| 06/22/2010 | NOAM | E | NOA E-MAILED - SOU REQUIRED FROM APPLICANT | 017 |
| 04/27/2010 | NPUB | E | NOTICE OF PUBLICATION E-MAILED | 016 |
| 04/27/2010 | PUBO | A | PUBLISHED FOR OPPOSITION | 015 |

| | | | | |
|------------|------|---|--|-----|
| 03/24/2010 | PREV | O | LAW OFFICE PUBLICATION REVIEW COMPLETED | 014 |
| 03/24/2010 | CNSA | P | APPROVED FOR PUB - PRINCIPAL REGISTER | 013 |
| 03/04/2010 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 012 |
| 03/04/2010 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 011 |
| 03/04/2010 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 010 |
| 09/08/2009 | GNRN | O | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 009 |
| 09/08/2009 | GNRT | F | NON-FINAL ACTION E-MAILED | 008 |
| 09/08/2009 | CNRT | R | NON-FINAL ACTION WRITTEN | 007 |
| 09/03/2009 | DOCK | D | ASSIGNED TO EXAMINER | 006 |
| 06/16/2009 | AMPX | O | APPLICANT AMENDMENT PRIOR TO EXAMINATION - ENTERED | 005 |
| 06/15/2009 | ALIE | A | ASSIGNED TO LIE | 004 |
| 06/12/2009 | PARI | I | TEAS VOLUNTARY AMENDMENT RECEIVED | 003 |
| 06/08/2009 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 06/08/2009 | NWAP | I | NEW APPLICATION ENTERED IN TRAM | 001 |

CURRENT CORRESPONDENCE INFORMATION

| | |
|-------------------------|--|
| ATTORNEY | Stacey R. Halpern |
| CORRESPONDENCE ADDRESS | Stacey R. Halpern Knobbe, Martens, Olson & Bear, LLP 2040 Main Street, 14th Floor Irvine CA 92614 |
| DOMESTIC REPRESENTATIVE | NONE |

PRIOR OWNER INFORMATION

| | |
|-------------|---|
| PARTY TYPE | 10-ORIGINAL APPLICANT |
| NAME | RADILLO, JOSE ADRIAN CORONA |
| ADDRESS | AV. LA PAZ 1690 COL. AMERICANA OFICINA 507 GUADALAJARA, |
| ENTITY | 01-INDIVIDUAL |
| CITIZENSHIP | Mexico |

GENERACION REBELDE

SOU Extension Request (15 U.S.C. Section 1051(d))

The table below presents the data as entered.

| Input Field | Entered |
|---------------------------------|------------------------------------|
| SERIAL NUMBER | 77752453 |
| LAW OFFICE ASSIGNED | LAW OFFICE 113 |
| MARK SECTION | |
| OWNER SECTION (current) | |
| NAME | RADILLO, JOSE ADRIAN CORONA |
| STREET | AV. LA PAZ 1690 COL. AMERICANA |
| CITY | GUADALAJARA |
| COUNTRY | MX |
| PHONE | +52(33)12040285 |
| FAX | +52(33)12040286 |
| EMAIL | cramirez@uribeyasociados.com |
| OWNER SECTION (proposed) | |
| NAME | RADILLO, JOSE ADRIAN CORONA |
| STREET | AV. LA PAZ 1690 COL. AMERICANA |
| CITY | GUADALAJARA |
| COUNTRY | Mexico |
| PHONE | +52(33)12040285 |
| FAX | +52(33)12040286 |
| EMAIL | efiling@kmob.com |
| ATTORNEY SECTION (new) | |
| NAME | Stacey R. Halpern |
| FIRM NAME | Knobbe, Martens, Olson & Bear, LLP |

| | |
|---|------------------------------------|
| STREET | 2040 Main Street, 14th Floor |
| CITY | Irvine |
| STATE | California |
| POSTAL CODE | 92614 |
| COUNTRY | United States |
| PHONE | 949-760-0404 |
| FAX | 949-760-9502 |
| EMAIL | efiling@kmob.com |
| AUTHORIZED TO COMMUNICATE VIA E-MAIL | Yes |
| ATTORNEY DOCKET NUMBER | GRUPO.004T |
| CORRESPONDENCE SECTION (current) | |
| NAME | CESAR ARMANDO RAMIREZ ESTEVES |
| FIRM NAME | PRADO DE LOS LAURELES 325 |
| STREET | ZAPOPAN |
| COUNTRY | Mexico |
| PHONE | +52(33)12040285 |
| FAX | +52(33)12040286 |
| EMAIL | cramirez@uribeyasociados.com |
| CORRESPONDENCE SECTION (proposed) | |
| NAME | Stacey R. Halpern |
| FIRM NAME | Knobbe, Martens, Olson & Bear, LLP |
| STREET | 2040 Main Street, 14th Floor |
| CITY | Irvine |
| STATE | California |
| POSTAL CODE | 92614 |
| COUNTRY | United States |
| PHONE | 949-760-0404 |
| FAX | 949-760-9502 |
| EMAIL | |

| | |
|--------------------------------------|---|
| EMAIL | efiling@kmob.com |
| AUTHORIZED TO COMMUNICATE VIA E-MAIL | Yes |
| ATTORNEY DOCKET NUMBER | GRUPO.004T |
| GOODS AND/OR SERVICES SECTION | |
| INTERNATIONAL CLASS | 033 |
| CURRENT IDENTIFICATION | Tequila |
| GOODS OR SERVICES | KEEP ALL LISTED |
| EXTENSION SECTION | |
| EXTENSION NUMBER | 1 |
| ALLOWANCE MAIL DATE | 06/22/2010 |
| STATEMENT OF USE | NO |
| PAYMENT SECTION | |
| NUMBER OF CLASSES | 1 |
| SUBTOTAL AMOUNT | 150 |
| TOTAL AMOUNT | 150 |
| SIGNATURE SECTION | |
| ORIGINAL PDF FILE | <u>hw 63139240150-150032008 . 2010-12-7 Signed First Extension Request - GRUPO-004T.pdf</u> |
| CONVERTED PDF FILE(S) (2 pages) | <u>\\TICRS\EXPORT11\IMAGEOUT11\777\524\77752453\xml1\ESU0002.JPG</u> |
| | <u>\\TICRS\EXPORT11\IMAGEOUT11\777\524\77752453\xml1\ESU0003.JPG</u> |
| SIGNATORY'S NAME | Jose Adrian Corona Radillo |
| SIGNATORY'S POSITION | Applicant |
| FILING INFORMATION | |
| SUBMIT DATE | Tue Dec 07 15:05:53 EST 2010 |

TEAS STAMP

USPTO/ESU-63.139.240.150-
20101207150553748857-7775
2453-4707564ff8bdf22be49b
3122c6a6ef6c9-CC-1410-201
01207150032008461

**SOU Extension Request
(15 U.S.C. Section 1051(d))**

To the Commissioner for Trademarks:

MARK: GENERACION REBELDE

SERIAL NUMBER: 77752453

The applicant, RADILLO, JOSE ADRIAN CORONA, having an address of
AV. LA PAZ 1690 COL. AMERICANA
GUADALAJARA,
Mexico

requests a six-month extension of time to file the Statement of Use under 37 C.F.R. Section 2.89 in this application. The Notice of Allowance mailing date was 06/22/2010.

For International Class 033:

Current identification: Tequila

The applicant has a continued bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with all of the goods and/or services listed in the Notice of Allowance or as subsequently modified for this specific class.

This is the first extension request.

The applicant's current Correspondence Information: CESAR ARMANDO RAMIREZ ESTEVES of
PRADO DE LOS LAURELES 325
ZAPOPAN

Mexico (MXX)

The applicant's proposed Correspondence Information: Stacey R. Halpern of Knobbe, Martens, Olson & Bear, LLP

2040 Main Street, 14th Floor
Irvine, California (CA) 92614
United States (USX)

The docket/reference number is GRUPO.004T.

The phone number is 949-760-0404.

The fax number is 949-760-9502.

The email address is efiling@kmob.com.

The applicant hereby appoints Stacey R. Halpern of Knobbe, Martens, Olson & Bear, LLP

2040 Main Street, 14th Floor

Irvine, California 92614

United States

to submit this Trademark/Service Extension of Time on behalf of the applicant. The docket/reference number is GRUPO.004T.

The phone number is 949-760-0404.

The fax number is 949-760-9502.

The email address is efiling@kmob.com.

A fee payment in the amount of \$150 will be submitted with the form, representing payment for 1 class.

Declaration

Original PDF file:

[hw_63139240150-150032008_2010-12-7_Signed_First_Extension_Request_-_GRUPO-004T.pdf](#)

Converted PDF file(s) (2 pages)

[Signature File1](#)

[Signature File2](#)

Signatory's Name: Jose Adrian Corona Radillo

Signatory's Position: Applicant

Mailing Address:

Knobbe, Martens, Olson & Bear, LLP

2040 Main Street, 14th Floor

Irvine, California 92614

RAM Sale Number: 1410

RAM Accounting Date: 12/08/2010

Serial Number: 77752453

Internet Transmission Date: Tue Dec 07 15:05:53 EST 2010

TEAS Stamp: USPTO/ESU-63.139.240.150-201012071505537

48857-77752453-4707564ff8bdf22be49b3122c

6a6ef6c9-CC-1410-20101207150032008461

GRUPO.004T

TRADEMARK

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

| | | |
|---|---|----------------------------|
| Applicant | : | Jose Adrian Corona Radillo |
| Serial No. | : | 77752453 |
| Filed | : | June 4, 2009 |
| Mark | : | GENERACION REBELDE |
| Mailing Date of Notice of Allowance | : | June 22, 2010 |

FIRST REQUEST FOR EXTENSION OF TIME UNDER 37 C.F.R. § 2.89(a)

TO FILE STATEMENT OF USE

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

Dear Sir or Madam:

Applicant hereby requests a six-month extension of time in which to file the Statement of Use. This is the first such request for extension of time.

Applicant has a continued bona fide intention to use the mark in commerce on or in connection with all of the goods identified in the Notice of Allowance.

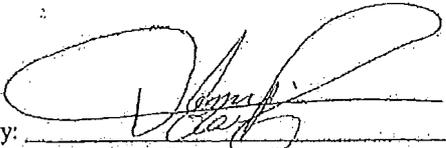
RADIL000115

Mark : GENERACION REBELDE
Serial No. : 77752453

DECLARATION

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. §1001, and that such willful false statements may jeopardize the validity of the form or any resulting registration, declares that he is properly authorized to execute this form on behalf of the applicant; and that all statements made of his own knowledge are true; and that all statements made on information and belief are believed to be true.

Dated: 12-07-2010

By: 
Jose Adrian Corona Radillo
Applicant

J0054594:sg
112310

TEAS ROUTING SHEET

To: INTENT TO USE UNIT

Work Loc: INTENT TO USE SECTION

Doc Type: Extension Request for SOU



Serial Number: 77752453



Mark: GENERACION REBELDE

Mail Date: 2010/12/07



Examiner Number: 86333



**Examiner Name:
ULRICH, NANCY G**

LIE Number: 66213



**LIE Name:
PUGH, ALANE C**

L.O. Assigned: LAW OFFICE 113

Special Instruction(s):

| <u>Transaction</u> | <u>Fee Code</u> | <u>Transaction Date</u> | <u>Fee per Class</u> | <u>Number of Classes</u> | <u>Total Fee</u> |
|---------------------------|-----------------|-------------------------|----------------------|--------------------------|------------------|
| Extension Request for SOU | 7004 | 20101207 | \$150 | 1 | \$150 |

GRUPO.004T

TRADEMARK

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

| | | |
|---|---|----------------------------|
| Applicant | : | Jose Adrian Corona Radillo |
| Serial No. | : | 77/752453 |
| Filed | : | June 4, 2009 |
| Mark | : | GENERACION REBELDE |
| Mailing Date of Notice of Allowance | : | June 22, 2010 |

FIRST REQUEST FOR EXTENSION OF TIME UNDER 37 C.F.R. § 2.89(a)
TO FILE STATEMENT OF USE

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

Dear Sir or Madam:

Applicant hereby requests a six-month extension of time in which to file the Statement of Use. This is the first such request for extension of time.

Applicant has a continued bona fide intention to use the mark in commerce on or in connection with all of the goods identified in the Notice of Allowance.

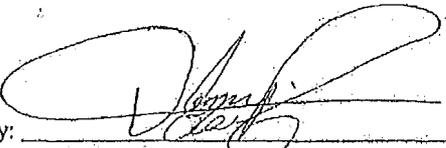
RADIL000118

Mark : GENERACION REBELDE
Serial No. : 77752453

DECLARATION

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. §1001, and that such willful false statements may jeopardize the validity of the form or any resulting registration, declares that he is properly authorized to execute this form on behalf of the applicant; and that all statements made of his own knowledge are true; and that all statements made on information and belief are believed to be true.

Dated: 12-07-2010

By: 
Jose Adrian Corona Radillo
Applicant

10054594:sg
112310

From: TMOfficialNotices@USPTO.GOV
Sent: Tuesday, June 22, 2010 00:07 AM
To: cramirez@uribeyasociados.com
Subject: Trademark Serial Number 77752453: Official USPTO Notice of Allowance

NOTICE OF ALLOWANCE (NOA)

ISSUE DATE: Jun 22, 2010

Serial Number: 77-752,453
Mark: GENERACION REBELDE(STANDARD CHARACTER MARK)
Attorney Reference Number:

No opposition was filed for this published application. The issue date of this NOA establishes the due date for the filing of a Statement of Use (SOU) or a Request for Extension of Time to file a Statement of Use (Extension Request). **WARNING:** An SOU that meets all legal requirements must be filed before a registration certificate can issue. Please read below for important information regarding the applicant's pending six (6) month deadline.

SIX (6)-MONTH DEADLINE: Applicant has six (6) MONTHS from the NOA issue date to file either:

- An SOU, if the applicant is using the mark in commerce (required even if the applicant was using the mark at the time of filing the application, if use basis was not specified originally); **OR**
- An Extension Request, if the applicant is not yet using the mark in commerce. If an Extension Request is filed, a new request must be filed every six (6) months until the SOU is filed. The applicant may file a total of five (5) extension requests. **WARNING:** An SOU may not be filed more than thirty-six (36) months from when the NOA issued. The deadline for filing is always calculated from the issue date of the NOA.

How to file SOU and/or Extension Request:

Use the Trademark Electronic Application System (TEAS). Do **NOT** reply to this e-mail, as e-mailed filings will **NOT** be processed. Both the SOU and Extension Request have many legal requirements, including fees and verified statements; therefore, please use the USPTO forms available online at <http://www.uspto.gov/teas/index.html> (under the "INTENT-TO-USE (ITU) FORMS" category) to avoid the possible omission of required information. If you have questions about this notice, please contact the Trademark Assistance Center at 1-800-786-9199.

For information on how to (1) divide an application; (2) delete goods/services (or entire class) with a Section 1(b) basis; or (3) change filing basis, see http://www.uspto.gov/trademarks/basics/MoreInfo_SOU_EXT.jsp.

FAILURE TO FILE A REQUIRED DOCUMENT OUTLINED ABOVE DURING THE APPROPRIATE TIME PERIOD WILL RESULT IN THE ABANDONMENT OF THIS APPLICATION.

REVIEW APPLICATION INFORMATION FOR ACCURACY

If you believe this NOA should not have issued or correction of the information shown below is needed, you must submit a request to the Intent-to-Use Unit. Please use the "Post-Publication Amendment" form under the "POST-PUBLICATION/POST NOTICE OF ALLOWANCE (NOA) FORMS" category, available at <http://www.uspto.gov/teas/index.html>. Do **NOT** reply to this e-mail, as e-mailed filings will **NOT** be processed.

Serial Number: 77-752,453
Mark: GENERACION REBELDE(STANDARD CHARACTER MARK)
Attorney Reference Number:
Owner: RADILLO, JOSE ADRIAN CORONA
AV. LA PAZ 1690 COL. AMERICANA

RADIL000120

Correspondence Address:

OFICINA 507
GUADALAJARA , MEXICO
CESAR ARMANDO RAMIREZ ESTEVES
PRADO DE LOS LAURELES 325
ZAPOPAN
MEXICO

Section 1(a): NO

Section 1(b): YES

Section 44(e): NO

GOODS/SERVICES BY INTERNATIONAL CLASS

033 - Tequila -- FIRST USE DATE: NONE; -- USE IN COMMERCE DATE: NONE

ALL OF THE GOODS/SERVICES IN EACH CLASS ARE LISTED.

Fraudulent statements may result in registration being cancelled: Applicants must ensure that statements made in filings to the USPTO are accurate, as inaccuracies may result in the cancellation of any issued trademark registration. The lack of a bona fide intention to use the mark with ALL goods and/or services listed in an application or the lack of actual use on all goods and/or services for which use is claimed could jeopardize the validity of the registration, possibly resulting in its cancellation.

Additional information: For information on filing and maintenance requirements for U.S. trademark applications and registrations and required fees, please consult the USPTO website at www.uspto.gov or call the Trademark Assistance Center at 1-800-786-9199.

Checking status: To check the status of an application, go to <http://tarr.uspto.gov>. Please check the status of any application at least every three (3) months after the application filing date.

RADIL000121

From: TMOfficialNotices@USPTO.GOV
Sent: Tuesday, April 27, 2010 00:27 AM
To: cramirez@uribeyasociados.com
Subject: Official USPTO Notice of Publication: Serial Number 77752453

NOTICE OF PUBLICATION

Serial Number: 77-752,453
Mark: GENERACION REBELDE(STANDARD CHARACTER MARK)
International Class(es): 033
Applicant: RADILLO, JOSE ADRIAN CORONA
Attorney Reference Number:

The mark identified above has been published in the *Trademark Official Gazette (OG)* on Apr 27, 2010. Any party who believes it will be damaged by the registration of the mark may file a notice of opposition (or extension of time therefor) with the Trademark Trial and Appeal Board. If no party files an opposition or extension request within thirty (30) days after the publication date, then within twelve (12) weeks of the publication date a notice of allowance (NOA) should issue. (Note: The applicant must file a Statement of Use or Extension Request within six (6) months after the NOA issues.)

On the publication date or shortly thereafter, the applicant should carefully review the information that appears in the OG for accuracy (see steps, *below*). If any information is incorrect, the applicant should immediately email the requested correction to TMPostPubQuery@uspto.gov. For general information about this notice, please contact the Trademark Assistance Center at 1-800-786-9199.

1. Click on the following link or paste the URL into an internet browser:
http://www.uspto.gov/web/trademarks/tmog/20100427_OG.pdf#page=1
2. Wait for the total OG to download completely (as indicated on bottom of OG page).
3. At the top/side of the displayed page, click wherever the "binoculars" icon appears.
4. Enter in the "search" box the name of the applicant (for individual: last name, first name) or the serial number in this exact format (with hyphen and comma): 77-752,453, e.g.
5. View the retrieved result(s). If multiple results appear in the "results" box, click directly on each "search term" shown in the box to access all separate appearances in the OG.

RADIL000122

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

OVERVIEW

| | | | |
|---------------|-----------------|---------------|------------|
| SERIAL NUMBER | 77752453 | FILING DATE | 06/04/2009 |
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | TRADEMARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | ULRICH, NANCY G | L.O. ASSIGNED | 113 |

PUB INFORMATION

| | | | |
|----------------------|---------------------------------------|--------------------|-----|
| RUN DATE | 03/25/2010 | | |
| PUB DATE | 04/27/2010 | | |
| STATUS | 681-PUBLICATION/ISSUE REVIEW COMPLETE | | |
| STATUS DATE | 03/24/2010 | | |
| LITERAL MARK ELEMENT | GENERACION REBELDE | | |
| 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 | GENERACION REBELDE |

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

CURRENT OWNER INFORMATION

| | |
|-------------|---|
| PARTY TYPE | 10-ORIGINAL APPLICANT |
| NAME | RADILLO, JOSE ADRIAN CORONA |
| ADDRESS | AV. LA PAZ 1690 COL. AMERICANA OFICINA 507 GUADALAJARA, |
| ENTITY | 01-INDIVIDUAL |
| CITIZENSHIP | Mexico |

GOODS AND SERVICES

| | |
|---------------------|---------|
| INTERNATIONAL CLASS | 033 |
| DESCRIPTION TEXT | Tequila |

GOODS AND SERVICES CLASSIFICATION

| INTERNATIONAL CLASS | 033 | FIRST USE DATE | NONE | FIRST USE IN COMMERCE DATE | NONE | CLASS STATUS | 6-ACTIVE |
|---------------------|-----|----------------|------|----------------------------|------|--------------|----------|
| | | | | | | | |

MISCELLANEOUS INFORMATION/STATEMENTS

| | |
|------------------------|--|
| CHANGE IN REGISTRATION | NO |
| TRANSLATION | The English translation of "GENERACION REBELDE" in the mark is "REBEL GENERATION". |

PROSECUTION HISTORY

| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM |
|------------|--------|----------|---|---------|
| 03/24/2010 | PREV | O | LAW OFFICE PUBLICATION REVIEW COMPLETED | 014 |
| 03/24/2010 | CNSA | P | APPROVED FOR PUB - PRINCIPAL REGISTER | 013 |
| 03/04/2010 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 012 |
| 03/04/2010 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 011 |
| 03/04/2010 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 010 |
| 09/08/2009 | GNRN | O | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 009 |
| 09/08/2009 | GNRT | F | NON-FINAL ACTION E-MAILED | 008 |
| 09/08/2009 | CNRT | R | NON-FINAL ACTION WRITTEN | 007 |
| 09/03/2009 | DOCK | D | ASSIGNED TO EXAMINER | 006 |

| | | | | |
|------------|------|---|--|-----|
| 06/16/2009 | AMPX | O | APPLICANT AMENDMENT PRIOR TO EXAMINATION - ENTERED | 005 |
| 06/15/2009 | ALIE | A | ASSIGNED TO LIE | 004 |
| 06/12/2009 | PARI | I | TEAS VOLUNTARY AMENDMENT RECEIVED | 003 |
| 06/08/2009 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 06/08/2009 | NWAP | I | NEW APPLICATION ENTERED IN TRAM | 001 |

CURRENT CORRESPONDENCE INFORMATION

| | |
|-------------------------|---|
| ATTORNEY | NONE |
| CORRESPONDENCE ADDRESS | CESAR ARMANDO RAMIREZ ESTEVES PRADO DE LOS LAURELES 325 ZAPOPAN MEXICO |
| DOMESTIC REPRESENTATIVE | NONE |

GENERACION REBELDE

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

OVERVIEW

| | | | |
|---------------|-----------------|---------------|------------|
| SERIAL NUMBER | 77752453 | FILING DATE | 06/04/2009 |
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | TRADEMARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | ULRICH, NANCY G | L.O. ASSIGNED | 113 |

PUB INFORMATION

| | | | |
|----------------------|---------------------------------------|--------------------|-----|
| RUN DATE | 03/25/2010 | | |
| PUB DATE | 04/27/2010 | | |
| STATUS | 681-PUBLICATION/ISSUE REVIEW COMPLETE | | |
| STATUS DATE | 03/24/2010 | | |
| LITERAL MARK ELEMENT | GENERACION REBELDE | | |
| 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 | GENERACION REBELDE |

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

CURRENT OWNER INFORMATION

| | |
|-------------|---|
| PARTY TYPE | 10-ORIGINAL APPLICANT |
| NAME | RADILLO, JOSE ADRIAN CORONA |
| ADDRESS | AV. LA PAZ 1690 COL. AMERICANA OFICINA 507 GUADALAJARA, |
| ENTITY | 01-INDIVIDUAL |
| CITIZENSHIP | Mexico |

GOODS AND SERVICES

| | |
|---------------------|---------|
| INTERNATIONAL CLASS | 033 |
| DESCRIPTION TEXT | Tequila |

GOODS AND SERVICES CLASSIFICATION

| | | | | | | | |
|---------------------|-----|----------------|------|----------------------------|------|--------------|----------|
| INTERNATIONAL CLASS | 033 | FIRST USE DATE | NONE | FIRST USE IN COMMERCE DATE | NONE | CLASS STATUS | 6-ACTIVE |
|---------------------|-----|----------------|------|----------------------------|------|--------------|----------|

MISCELLANEOUS INFORMATION/STATEMENTS

| | |
|------------------------|--|
| CHANGE IN REGISTRATION | NO |
| TRANSLATION | The English translation of "GENERACION REBELDE" in the mark is "REBEL GENERATION". |

PROSECUTION HISTORY

| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM |
|------------|--------|----------|---|---------|
| 03/24/2010 | PREV | O | LAW OFFICE PUBLICATION REVIEW COMPLETED | 014 |
| 03/24/2010 | CNSA | P | APPROVED FOR PUB - PRINCIPAL REGISTER | 013 |
| 03/04/2010 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 012 |
| 03/04/2010 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 011 |
| 03/04/2010 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 010 |
| 09/08/2009 | GNRN | O | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 009 |
| 09/08/2009 | GNRT | F | NON-FINAL ACTION E-MAILED | 008 |
| 09/08/2009 | CNRT | R | NON-FINAL ACTION WRITTEN | 007 |
| 09/03/2009 | DOCK | D | ASSIGNED TO EXAMINER | 006 |

| | | | | |
|------------|------|---|--|-----|
| 06/16/2009 | AMPX | O | APPLICANT AMENDMENT PRIOR TO EXAMINATION - ENTERED | 005 |
| 06/15/2009 | ALIE | A | ASSIGNED TO LIE | 004 |
| 06/12/2009 | PARI | I | TEAS VOLUNTARY AMENDMENT RECEIVED | 003 |
| 06/08/2009 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 06/08/2009 | NWAP | I | NEW APPLICATION ENTERED IN TRAM | 001 |

CURRENT CORRESPONDENCE INFORMATION

| | |
|-------------------------|---|
| ATTORNEY | NONE |
| CORRESPONDENCE ADDRESS | CESAR ARMANDO RAMIREZ ESTEVES PRADO DE LOS LAURELES 325 ZAPOPAN MEXICO |
| DOMESTIC REPRESENTATIVE | NONE |

GENERACION REBELDE

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

OVERVIEW

| | | | |
|---------------|-----------------|---------------|------------|
| SERIAL NUMBER | 77752453 | FILING DATE | 06/04/2009 |
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | TRADEMARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | ULRICH, NANCY G | L.O. ASSIGNED | 113 |

PUB INFORMATION

| | | | |
|----------------------|---|--------------------|-----|
| RUN DATE | 03/05/2010 | | |
| PUB DATE | N/A | | |
| STATUS | 661-RESPONSE AFTER NON-FINAL-ACTION-ENTERED | | |
| STATUS DATE | 03/04/2010 | | |
| LITERAL MARK ELEMENT | GENERACION REBELDE | | |
| 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 | GENERACION REBELDE |

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

CURRENT OWNER INFORMATION

| | |
|-------------|---|
| PARTY TYPE | 10-ORIGINAL APPLICANT |
| NAME | RADILLO, JOSE ADRIAN CORONA |
| ADDRESS | AV. LA PAZ 1690 COL. AMERICANA OFICINA 507 GUADALAJARA, |
| ENTITY | 01-INDIVIDUAL |
| CITIZENSHIP | Mexico |

GOODS AND SERVICES

| | |
|---------------------|---------|
| INTERNATIONAL CLASS | 033 |
| DESCRIPTION TEXT | Tequila |

GOODS AND SERVICES CLASSIFICATION

| | | | | | | | |
|---------------------|-----|----------------|------|----------------------------|------|--------------|----------|
| INTERNATIONAL CLASS | 033 | FIRST USE DATE | NONE | FIRST USE IN COMMERCE DATE | NONE | CLASS STATUS | 6-ACTIVE |
|---------------------|-----|----------------|------|----------------------------|------|--------------|----------|

MISCELLANEOUS INFORMATION/STATEMENTS

| | |
|------------------------|--|
| CHANGE IN REGISTRATION | NO |
| TRANSLATION | The English translation of "GENERACION REBELDE" in the mark is REBEL GENERATION. |

PROSECUTION HISTORY

| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM |
|------------|--------|----------|--|---------|
| 03/04/2010 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 012 |
| 03/04/2010 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 011 |
| 03/04/2010 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 010 |
| 09/08/2009 | GNRN | O | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 009 |
| 09/08/2009 | GNRT | F | NON-FINAL ACTION E-MAILED | 008 |
| 09/08/2009 | CNRT | R | NON-FINAL ACTION WRITTEN | 007 |
| 09/03/2009 | DOCK | D | ASSIGNED TO EXAMINER | 006 |
| 06/16/2009 | AMPX | O | APPLICANT AMENDMENT PRIOR TO EXAMINATION - ENTERED | 005 |

| | | | | |
|------------|------|---|---|-----|
| 06/15/2009 | ALIE | A | ASSIGNED TO LIE | 004 |
| 06/12/2009 | PARI | I | TEAS VOLUNTARY AMENDMENT RECEIVED | 003 |
| 06/08/2009 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 06/08/2009 | NWAP | I | NEW APPLICATION ENTERED IN TRAM | 001 |

CURRENT CORRESPONDENCE INFORMATION

| | |
|-------------------------|---|
| ATTORNEY | NONE |
| CORRESPONDENCE ADDRESS | CESAR ARMANDO RAMIREZ ESTEVES PRADO DE LOS LAURELES 325 ZAPOPAN MEXICO |
| DOMESTIC REPRESENTATIVE | NONE |

GENERACION REBELDE

Response to Office Action

The table below presents the data as entered.

| Input Data | Entered |
|--|---|
| SERIAL NUMBER | 77752453 |
| LAW OFFICE ASSIGNED | LAW OFFICE 113 |
| MARK SECTION (no change) | |
| OWNER SECTION (current) | |
| NAME | RADILLO, JOSE ADRIAN CORONA |
| STREET | OFFICE 507 AV. LA PAZ 1690 COL. AMERICANA |
| CITY | GUADALAJARA |
| COUNTRY | Mexico |
| PHONE | +52(33)12040285 |
| FAX | +52(33)12040286 |
| OWNER SECTION (proposed) | |
| NAME | RADILLO, JOSE ADRIAN CORONA |
| INTERNAL ADDRESS | OFICINA 507 |
| STREET | AV. LA PAZ 1690 COL. AMERICANA |
| CITY | GUADALAJARA |
| COUNTRY | Mexico |
| PHONE | +52(33)12040285 |
| FAX | +52(33)12040286 |
| EMAIL | cramirez@uribeyasociados.com |
| LEGAL ENTITY SECTION (current) | |
| TYPE | individual |
| COUNTRY OF CITIZENSHIP | Mexico |
| LEGAL ENTITY SECTION (proposed) | |
| TYPE | individual |

| | |
|-----------------------------------|--|
| COUNTRY OF CITIZENSHIP | Mexico |
| SIGNATURE SECTION | |
| RESPONSE SIGNATURE | /adrian corona/ |
| SIGNATORY'S NAME | ADRIAN CORONA RADILLO |
| SIGNATORY'S POSITION | OWNER |
| DATE SIGNED | 03/04/2010 |
| AUTHORIZED SIGNATORY | YES |
| FILING INFORMATION SECTION | |
| SUBMIT DATE | Thu Mar 04 14:43:47 EST 2010 |
| TEAS STAMP | USPTO/ROA-201.167.103.238 -20100304144347757664-777 52453-460cfbc0f8a35c19316 4ad7144caec8bc-N/A-N/A-20 100304143850968695 |

PTO Form 1957 (Rev 9/2005)
OMB No. 0651-0050 (Exp. 04/30/2011)

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

Application serial no. 77752453 has been amended as follows:

APPLICANT AND/OR ENTITY INFORMATION

Applicant proposes to amend the following:

Current: JOSE ADRIAN CORONA RADILLO, a citizen of Mexico, having an address of
OFFICE 507 AV. LA PAZ 1690 COL. AMERICANA
GUADALAJARA,
Mexico

+52(33)12040285
+52(33)12040286

Proposed: RADILLO, JOSE ADRIAN CORONA, a citizen of Mexico, having an address of
OFICINA 507
AV. LA PAZ 1690 COL. AMERICANA
GUADALAJARA,
Mexico
cramirez@uribeyasociados.com
+52(33)12040285
+52(33)12040286

RADIL000136

SIGNATURE(S)

Response Signature

Signature: /adrian corona/ Date: 03/04/2010

Signatory's Name: ADRIAN CORONA RADILLO

Signatory's Position: OWNER

The signatory has confirmed that he/she is not represented by either an authorized attorney or Canadian attorney/agent, and that he/she is either (1) the applicant or (2) a person(s) with legal authority to bind the applicant; and if an authorized U.S. attorney or Canadian attorney/agent previously represented him/her in this matter, either he/she has filed a signed revocation of power of attorney with the USPTO or the USPTO has granted the request of his/her prior representative to withdraw.

Serial Number: 77752453

Internet Transmission Date: Thu Mar 04 14:43:47 EST 2010

TEAS Stamp: USPTO/ROA-201.167.103.238-20100304144347

757664-77752453-460cfbc0f8a35c193164ad71

44caec8bc-N/A-N/A-20100304143850968695

To: RADILLO, JOSE ADRIAN CORONA (cramirez@uribeyasociados.com)
Subject: U.S. TRADEMARK APPLICATION NO. 77752453 - GENERACION REBELDE - N/A
Sent: 9/8/2009 5:23:25 PM
Sent As: ECOM113@USPTO.GOV
Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 77752453

MARK: GENERACION REBELDE

77752453

CORRESPONDENT ADDRESS:

CESAR ARMANDO RAMIREZ ESTEVES
PRADO DE LOS LAURELES 325
ZAPOPAN
MEXICO

RESPOND TO THIS ACTION:

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

GENERAL TRADEMARK INFORMATION:

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

APPLICANT: RADILLO, JOSE ADRIAN
CORONA

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

N/A

CORRESPONDENT E-MAIL ADDRESS:

cramirez@uribeyasociados.com

OFFICE ACTION

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

ISSUE/MAILING DATE: 9/8/2009

TEAS PLUS APPLICANTS MUST SUBMIT DOCUMENTS ELECTRONICALLY OR SUBMIT FEE: Applicants who filed their application online using the reduced-fee TEAS Plus application must submit certain documents electronically. In addition, such applicants must accept correspondence from the Office via e-mail throughout the examination process and maintain a valid e-mail address. 37 C.F.R. §§2.23(a), (b); TMEP §§819, 819.02(a), (b). Failure to do so will incur an additional fee of \$50 per class of goods and/or services. 37 C.F.R. §2.6(a)(1)(iv); TMEP §819.04.

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Therefore, applicant must submit the following documents using the Trademark Electronic Application System (TEAS) at <http://www.uspto.gov/teas/index.html>: (1) responses to Office actions; (2) preliminary amendments; (3) changes of correspondence address; (4) changes of owner's address; (5) appointments and revocations of power of attorney; (6) appointments and revocations of domestic representative; (7) amendments to allege use; (8) statements of use; (9) requests for extension of time to file a statement of use; and (10) requests to delete a Trademark Act Section 1(b) basis. If applicant files any of these documents on paper instead of via TEAS, then applicant must also submit the \$50 per class fee. 37 C.F.R. §§2.6(a)(1)(iv), 2.23(a)(1); TMEP §§819.02(b), 819.04. Telephone responses that result in the issuance of an examiner's amendment will not incur this additional fee.

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62, 2.65(a); TMEP §§711, 718.03. Please note that applicant's Preliminary Amendment has been received and made part of applicant's record.

SEARCH OF OFFICE'S DATABASE OF MARKS

The Office records have been searched and there are no similar registered or pending marks that would bar registration under Trademark Act Section 2(d), 15 U.S.C. §1052(d). TMEP §704.02.

CLARIFICATION OF CITIZENSHIP

In its original application, applicant stated that its country of citizenship was Mexico. However, in its preliminary amendment, applicant amended its citizenship to "other." The selection of "other" is unacceptable. Applicant must specify his or her national citizenship for the record. 15 U.S.C. §1051(a)(2), (b)(2); 37 C.F.R. §2.32(a)(3)(i); TMEP §803.04.

RESPONSE

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

/N. Gretchen Ulrich/
N. Gretchen Ulrich
Trademark Attorney-Advisor
Law Office 113
Phone: (571) 272-1951

RESPOND TO THIS ACTION: Applicant should file a response to this Office action online using the

RADIL000139

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

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

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

To: RADILLO, JOSE ADRIAN CORONA (cramirez@uribeyasociados.com)
Subject: U.S. TRADEMARK APPLICATION NO. 77752453 - GENERACION REBELDE - N/A
Sent: 9/8/2009 5:23:27 PM
Sent As: ECOM113@USPTO.GOV
Attachments:

**IMPORTANT NOTICE REGARDING YOUR TRADEMARK
APPLICATION**

Your trademark application (Serial No. 77752453) has been reviewed. The examining attorney assigned by the United States Patent and Trademark Office ("USPTO") has written a letter (an "Office action") on 9/8/2009 to which you must respond (*unless the Office letter specifically states that no response is required*). Please follow these steps:

1. Read the Office letter by clicking on this [link](http://tportal.uspto.gov/external/portal/tow?DDA=Y&serial_number=77752453&doc_type=OOA&) http://tportal.uspto.gov/external/portal/tow?DDA=Y&serial_number=77752453&doc_type=OOA& OR go to <http://tportal.uspto.gov/external/portal/tow> and enter your serial number to access the Office letter. If you have difficulty accessing the Office letter, contact TDR@uspto.gov.

PLEASE NOTE: The Office letter may not be immediately available but will be viewable within 24 hours of this e-mail notification.

2. Contact the examining attorney who reviewed your application if you have any questions about the content of the Office letter (contact information appears at the end thereof).

3. Respond within 6 months, calculated from 9/8/2009 (*or sooner if specified in the Office letter*), using the Trademark Electronic Application System (TEAS) [Response to Office Action form](#). If you have difficulty using TEAS, contact TEAS@uspto.gov.

ALERT:

Failure to file any required response by the applicable deadline will result in the **ABANDONMENT** (loss) of your application.

Do NOT hit "Reply" to this e-mail notification, or otherwise attempt to e-mail your response, as the USPTO does NOT accept e-mailed responses.

*** User: gulrich ***

| # | Total Marks | Dead Marks | Live Viewed Docs | Live Viewed Images | Status/ Search Duration | Search |
|----|----------------|---------------|------------------------|--------------------------|-------------------------------|---|
| 01 | 26 | N/A | 0 | 0 | 0:02 | *g{"iey"}n{"iey"}ra{"scz"}{"iey"}on*[bi,ti] not dead[lid] |
| 02 | 1434 | N/A | 0 | 0 | 0:02 | *g{"iey"}n{"iey"}rat{"iey"}on*[bi,ti] not dead[lid] |
| 03 | 377 | N/A | 0 | 0 | 0:06 | *r{"iey"}b{"iey"}l*[bi,ti] not dead[lid] |
| 04 | 4 | 0 | 4 | 4 | 0:01 | (1 2) and 3 |
| 05 | 11 | 0 | 11 | 10 | 0:03 | rebelde[bi,ti] not dead[lid] |
| 06 | 226 | 0 | 226 | 191 | 0:03 | rebel[bi,ti] not dead[lid] |
| 07 | 15 | 0 | 14 | 14 | 0:01 | genera{"scz"}ion[bi,ti] not dead[lid] |
| 08 | 1117 | N/A | 0 | 0 | 0:03 | generation[bi,ti] not dead[lid] |
| 09 | 381 | 0 | 381 | 293 | 0:02 | 8 and "033"[cc] |

Session started 9/4/2009 11:32:49 AM
Session finished 9/4/2009 11:46:58 AM
Total search duration 0 minutes 23 seconds
Session duration 14 minutes 9 seconds
Default NEAR limit=1ADJ limit=1

Sent to TICRS as Serial Number: 77752453

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

OVERVIEW

| | | | |
|---------------|--------------------------|---------------|------------|
| SERIAL NUMBER | 77752453 | FILING DATE | 06/04/2009 |
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | TRADEMARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | TM ATTORNEY NOT ASSIGNED | L.O. ASSIGNED | NONE |

PUB INFORMATION

| | | | |
|----------------------|---|--------------------|-----|
| RUN DATE | 06/17/2009 | | |
| PUB DATE | N/A | | |
| STATUS | 630-NEW APPLICATION - RECORD INITIALIZED NOT ASSIGNED TO EXAMINER | | |
| STATUS DATE | 06/08/2009 | | |
| LITERAL MARK ELEMENT | GENERACION REBELDE | | |
| 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 | GENERACION REBELDE |

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

CURRENT OWNER INFORMATION

| | |
|-------------|--|
| PARTY TYPE | 10-ORIGINAL APPLICANT |
| NAME | RADILLO, JOSE ADRIAN CORONA |
| ADDRESS | OFFICE 507 AV. LA PAZ 1690 COL. AMERICANA GUADALAJARA, |
| ENTITY | 01-INDIVIDUAL |
| CITIZENSHIP | Mexico |

GOODS AND SERVICES

| | |
|---------------------|---------|
| INTERNATIONAL CLASS | 033 |
| DESCRIPTION TEXT | Tequila |

GOODS AND SERVICES CLASSIFICATION

| | | | | | | | |
|---------------------|-----|----------------|------|----------------------------|------|--------------|----------|
| INTERNATIONAL CLASS | 033 | FIRST USE DATE | NONE | FIRST USE IN COMMERCE DATE | NONE | CLASS STATUS | 6-ACTIVE |
|---------------------|-----|----------------|------|----------------------------|------|--------------|----------|

MISCELLANEOUS INFORMATION/STATEMENTS

| | |
|------------------------|--|
| CHANGE IN REGISTRATION | NO |
| TRANSLATION | The English translation of "GENERACION REBELDE" in the mark is REBEL GENERATION. |

PROSECUTION HISTORY

| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM |
|------------|--------|----------|--|---------|
| 06/16/2009 | AMPX | O | APPLICANT AMENDMENT PRIOR TO EXAMINATION - ENTERED | 005 |
| 06/15/2009 | ALIE | A | ASSIGNED TO LIE | 004 |
| 06/12/2009 | PARI | I | TEAS PRELIMINARY AMENDMENT RECEIVED | 003 |
| 06/08/2009 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 06/08/2009 | NWAP | I | NEW APPLICATION ENTERED IN TRAM | 001 |

CURRENT CORRESPONDENCE INFORMATION

| |
|--|
| |
|--|

| | |
|-------------------------|---|
| ATTORNEY | NONE |
| CORRESPONDENCE ADDRESS | CESAR ARMANDO RAMIREZ ESTEVES PRADO DE LOS LAURELES 325 ZAPOPAN MEXICO |
| DOMESTIC REPRESENTATIVE | NONE |

GENERACION REBELDE

Preliminary Amendment

The table below presents the data as entered.

| Input Field | Entered |
|--|---|
| SERIAL NUMBER | 77752453 |
| MARK SECTION (no change) | |
| OWNER SECTION (current) | |
| NAME | RADILLO, ADRIAN CORONA |
| STREET | OFFICE 507 AV. LA PAZ 1690 COL. AMERICANA |
| CITY | GUADALAJARA |
| COUNTRY | Mexico |
| PHONE | +52(33)12040285 |
| FAX | +52(33)12040286 |
| OWNER SECTION (proposed) | |
| NAME | RADILLO, JOSE ADRIAN CORONA |
| STREET | OFFICE 507 AV. LA PAZ 1690 COL. AMERICANA |
| CITY | GUADALAJARA |
| COUNTRY | Mexico |
| PHONE | +52(33)12040285 |
| FAX | +52(33)12040286 |
| EMAIL | cramirez@uribeyasociados.com |
| AUTHORIZED TO COMMUNICATE VIA E-MAIL | Yes |
| LEGAL ENTITY SECTION (current) | |
| TYPE | individual |
| COUNTRY OF CITIZENSHIP | Mexico |
| LEGAL ENTITY SECTION (proposed) | |
| TYPE | individual |
| COUNTRY OF CITIZENSHIP | Other |

| | |
|-----------------------------------|--|
| SIGNATURE SECTION | |
| RESPONSE SIGNATURE | /adrian corona/ |
| SIGNATORY'S NAME | JOSE ADRIAN CORONA RADILLO |
| SIGNATORY'S POSITION | OWNER |
| DATE SIGNED | 06/12/2009 |
| AUTHORIZED SIGNATORY | YES |
| FILING INFORMATION SECTION | |
| SUBMIT DATE | Fri Jun 12 11:50:16 EDT 2009 |
| TEAS STAMP | USPTO/PRA-201.163.85.202- 20090612115016486647-7775 2453-430b6e87928fc491f289 88d12373657e7b-N/A-N/A-20 090612114824406466 |

PTO Form 1566 (Rev 6/2006)
OMB No. 0651-0090 (Exp. 04/30/2011)

Preliminary Amendment

To the Commissioner for Trademarks:

Application serial no. **77752453** has been amended as follows:

APPLICANT AND/OR ENTITY INFORMATION

Applicant proposes to amend the following:

Current: ADRIAN CORONA RADILLO, a citizen of Mexico, having an address of
OFFICE 507 AV. LA PAZ 1690 COL. AMERICANA
GUADALAJARA,
Mexico

+52(33)12040285

+52(33)12040286

Proposed: RADILLO, JOSE ADRIAN CORONA, a citizen of Other, having an address of
OFFICE 507 AV. LA PAZ 1690 COL. AMERICANA
GUADALAJARA,
Mexico

cramirez@uribeyasociados.com

+52(33)12040285

+52(33)12040286

SIGNATURE(S)

RADIL000148

Voluntary Amendment Signature

Signature: /adrian corona/ Date: 06/12/2009

Signatory's Name: JOSE ADRIAN CORONA RADILLO

Signatory's Position: OWNER

The signatory has confirmed that he/she is not represented by either an authorized attorney or Canadian attorney/agent, and that he/she is either (1) the applicant or (2) a person(s) with legal authority to bind the applicant; and if an authorized U.S. attorney or Canadian attorney/agent previously represented him/her in this matter, either he/she has filed a signed revocation of power of attorney with the USPTO or the USPTO has granted the request of his/her prior representative to withdraw.

Serial Number: 77752453

Internet Transmission Date: Fri Jun 12 11:50:16 EDT 2009

TEAS Stamp: USPTO/PRA-201.163.85.202-200906121150164

86647-77752453-430b6e87928fc491f28988d12

373657e7b-N/A-N/A-20090612114824406466

GENERACION REBELDE

Trademark/Service Mark Application, Principal Register

TEAS Plus Application

Serial Number: 77752453

Filing Date: 06/04/2009

*NOTE: Data fields with the * are mandatory under TEAS Plus. The wording "(if applicable)" appears where the field is only mandatory under the facts of the particular application.*

The table below presents the data as entered.

| Input Field | Entered |
|------------------------------|--|
| TEAS Plus | YES |
| MARK INFORMATION | |
| *MARK | <u>GENERACION REBELDE</u> |
| *STANDARD CHARACTERS | YES |
| USPTO-GENERATED IMAGE | YES |
| LITERAL ELEMENT | GENERACION REBELDE |
| *MARK STATEMENT | The mark consists of standard characters, without claim to any particular font, style, size, or color. |
| REGISTER | Principal |
| APPLICANT INFORMATION | |
| *OWNER OF MARK | RADILLO, ADRIAN CORONA |
| INTERNAL ADDRESS | OFFICE 507 |
| *STREET | AV. LA PAZ 1690 COL. AMERICANA |
| *CITY | GUADALAJARA |
| *COUNTRY | Mexico |
| PHONE | +52(33)12040285 |
| FAX | +52(33)12040286 |
| EMAIL ADDRESS | cramirez@uribeyasociados.com |

| | |
|--|--|
| AUTHORIZED TO COMMUNICATE VIA EMAIL | Yes |
| LEGAL ENTITY INFORMATION | |
| *TYPE | INDIVIDUAL |
| * COUNTRY OF CITIZENSHIP | Mexico |
| GOODS AND/OR SERVICES AND BASIS INFORMATION | |
| * INTERNATIONAL CLASS | 033 |
| IDENTIFICATION | Tequila |
| *FILING BASIS | SECTION 1(b) |
| ADDITIONAL STATEMENTS SECTION | |
| *TRANSLATION (if applicable) | The English translation of GENERACION REBELDE in the mark is REBEL GENERATION. |
| *TRANSLITERATION (if applicable) | |
| *CLAIMED PRIOR REGISTRATION (if applicable) | |
| *CONSENT (NAME/LIKENESS) (if applicable) | |
| *CONCURRENT USE CLAIM (if applicable) | |
| CORRESPONDENCE INFORMATION | |
| *NAME | CESAR ARMANDO RAMIREZ ESTEVES |
| *STREET | PRADO DE LOS LAURELES 325 |
| *CITY | ZAPOPAN |
| *COUNTRY | Mexico |
| PHONE | +52(33)12040285 |
| FAX | +52(33)12040286 |
| *EMAIL ADDRESS | cramirez@uribeyasociados.com |
| * AUTHORIZED TO COMMUNICATE VIA EMAIL | Yes |
| FEE INFORMATION | |
| NUMBER OF CLASSES | 1 |
| FEE PER CLASS | 275 |
| *TOTAL FEE PAID | 275 |

SIGNATURE INFORMATION

| | |
|------------------------|-----------------------|
| * SIGNATURE | /adrian corona/ |
| * SIGNATORY'S NAME | ADRIAN CORONA RADILLO |
| * SIGNATORY'S POSITION | OWNER |
| * DATE SIGNED | 06/04/2009 |

Trademark/Service Mark Application, Principal Register

TEAS Plus Application

Serial Number: 77752453

Filing Date: 06/04/2009

To the Commissioner for Trademarks:

MARK: GENERACION REBELDE (Standard Characters, see mark)

The literal element of the mark consists of GENERACION REBELDE.

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

The applicant, ADRIAN CORONA RADILLO, a citizen of Mexico, having an address of
OFFICE 507,
AV. LA PAZ 1690 COL. AMERICANA
GUADALAJARA
Mexico

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

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 033: Tequila

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

The English translation of GENERACION REBELDE in the mark is REBEL GENERATION.

The applicant's current Correspondence Information:

CESAR ARMANDO RAMIREZ ESTEVES

PRADO DE LOS LAURELES 325

ZAPOPAN, Mexico

+52(33)12040285(phone)

+52(33)12040286(fax)

cramirez@uribeyasociados.com (authorized)

A fee payment in the amount of \$275 has been submitted with the application, representing payment for 1 class(es).

Declaration

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

Signature: /adrian corona/ Date Signed: 06/04/2009

Signatory's Name: ADRIAN CORONA RADILLO

Signatory's Position: OWNER

RAM Sale Number: 3844

RAM Accounting Date: 06/05/2009

Serial Number: 77752453

Internet Transmission Date: Thu Jun 04 17:36:54 EDT 2009

TEAS Stamp: USPTO/FTK-201.163.85.202-200906041736546

04390-77752453-40014c712bbccf3217fc493ed

83ced45a2-CC-3844-20090604172717038847

GENERACION REBELDE

OMB No. 1513-0020 (07/31/2015)

| | | | |
|--|---|--|--|
| FOR TTB USE ONLY | | DEPARTMENT OF THE TREASURY ALCOHOL AND TOBACCO TAX AND TRADE BUREAU APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL (See Instructions and Paperwork Reduction Act Notice on Back) | |
| TTB ID 13113001000307 | | | |
| 1. REP. ID. NO. (If any) | CT 977 | OR 81 | |
| PART I - APPLICATION | | | |
| 2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required) CA-I-16583 | | 3. SOURCE OF PRODUCT (Required) <input type="checkbox"/> Domestic <input checked="" type="checkbox"/> Imported | |
| 4. SERIAL NUMBER (Required) 130004 | | 5. TYPE OF PRODUCT (Required) <input type="checkbox"/> WINE <input checked="" type="checkbox"/> DISTILLED SPIRITS <input type="checkbox"/> MALT BEVERAGE | |
| 6. BRAND NAME (Required) GENERACION REBELDE | | 8. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC PERMIT OR BREWER'S NOTICE. INCLUDE APPROVED DBA OR TRADENAME IF USED ON LABEL (Required) GRUPO CORONA, LLC 16320 BAKE PKWY IRVINE CA 92618 | |
| 7. FANCIFUL NAME (If any) | | 8a. MAILING ADDRESS, IF DIFFERENT | |
| 9. EMAIL ADDRESS dkr@jbbllaw.com | 10. GRAPE VARIETAL(S) (If any) | 11. FORMULA | 18. TYPE OF APPLICATION (Check applicable box(es)) |
| 12. NET CONTENTS 750 MILLILITERS | 13. ALCOHOL CONTENT 40 | 14. WINE APPELLATION IF ON LABEL | a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "For sale in _____ only" (Fill in State abbreviation.) c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL. TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount) d. <input type="checkbox"/> RESUBMISSION AFTER REJECTION TTB ID, NO. _____ |
| 15. WINE VINTAGE DATE IF ON LABEL | 16. PHONE NUMBER (949) 477-2100 | 17. FAX NUMBER | |
| 19. SHOW ANY INFORMATION THAT IS BLOWN, BRANDED, OR EMBOSSED ON THE CONTAINER (e.g., net contents) ONLY IF IT DOES NOT APPEAR ON THE LABELS AFFIXED BELOW. ALSO, SHOW TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS. ON BOTTOM OF BOTTLE, THE WORDS "GRUPO" ON TOP OF THE LOGO THEN "CORONA" BELOW THE LOGO. | | | |
| PART II - APPLICANT'S CERTIFICATION | | | |
| Under the penalties of perjury, I declare; that all statements appearing on this application are true and correct to the best of my knowledge and belief; and, that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the containers to which these labels will be applied. I also certify that I have read, understood and complied with the conditions and instructions which are attached to an original TTB F 5100.31, Certificate/Exemption of Label/Bottle Approval. | | | |
| 20. DATE OF APPLICATION 04/23/2013 | 21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT (Application was e-filed) | | 22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT William Bollard |
| PART III - TTB CERTIFICATE | | | |
| This certificate is issued subject to applicable laws, regulations and conditions as set forth in the instructions portion of this form. | | | |
| 23. DATE ISSUED | 24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU | | |

| | |
|------------|---|
| 05/28/2013 |  |
|------------|---|

| FOR TTB USE ONLY | |
|---|--|
| <p>QUALIFICATIONS TTB has not reviewed this label for type size, characters per inch or contrasting background. The responsible industry member must continue to ensure that the mandatory information on the actual labels is displayed in the correct type size, number of characters per inch, and on a contrasting background in accordance with the TTB labeling regulations, 27 CFR parts 4, 5, 7, and 16, as applicable.</p> <p>STATUS THE STATUS IS APPROVED.</p> <p>CLASS/TYPE DESCRIPTION TEQUILA FB</p> | <p>EXPIRATION DATE (if any)</p> |

AFFIX COMPLETE SET OF LABELS BELOW

Image Type:

Brand (front)

Actual Dimensions: 3 inches W X 5.75 inches H

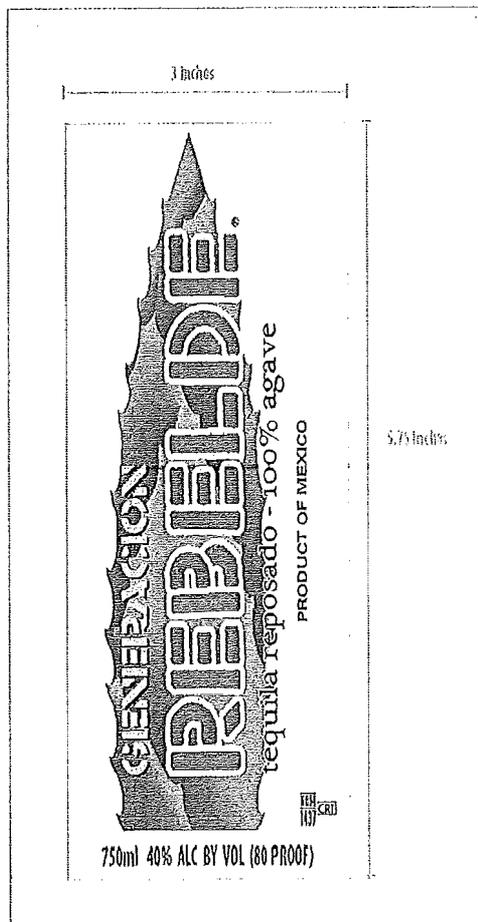
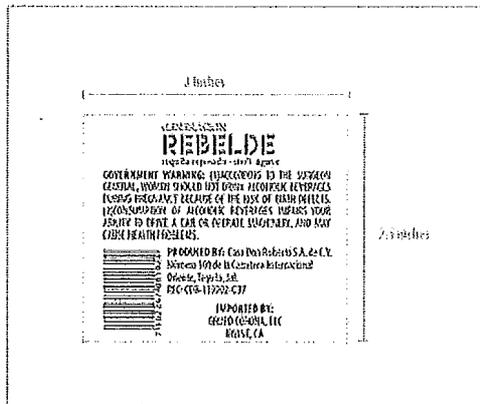


Image Type:

Back

Actual Dimensions: 3 inches W X 2.5 inches H



TTB F 5100.31 (7/2012) PREVIOUS EDITIONS ARE OBSOLETE



**California Department of Alcoholic
Beverage Control**
*License Query System Summary
as of 1/30/2014*

| |
|--|
| License Information |
| License Number: 477310 |
| Primary Owner: OQUALTIX INC |
| ABC Office of Application: 07 - RIVERSIDE |
| Business Name |
| Doing Business As: 1600 EXCHANGE MDC EXCHANGE |
| Business Address |
| Address: 1728 S GROVE AVE UNIT B234 Census Tract: 0018.03 |
| City: ONTARIO County: SAN BERNARDINO |
| State: CA Zip Code: 91761 |
| Licensee Information |
| Licensee: OQUALTIX INC |
| <i>Company Information</i> |
| Officer: DIAZ, MARIBEL (CHIEF EXECUTIVE OFFICER) |
| Officer: RASHAD, JUDITH DIAZ (CHIEF FINANCIAL OFFICER) |
| Stock Holder: DIAZ, MARIBEL |
| License Types |
| 1) License Type: 12 - DISTILLED SPIRITS IMPORTER |
| License Type Status: ACTIVE |
| Status Date: 01-JUL-2009 Term: 12 Month(s) |
| Original Issue Date: 30-JUN-2010 Expiration Date: 30-JUN-2014 |
| Master: N Duplicate: 1 Fee Code: P40 |
| 2) License Type: 18 - DISTILLED SPIRITS WHOLESALER |
| License Type Status: ACTIVE |
| Status Date: 01-JUL-2009 Term: 12 Month(s) |
| Original Issue Date: 01-JUL-2009 Expiration Date: 30-JUN-2014 |
| Master: Y Duplicate: 0 Fee Code: P40 |
| Current Disciplinary Action |
| ... No Active Disciplinary Action found ... |
| Disciplinary History |
| ... No Disciplinary History found ... |
| Hold Information |
| ... No Active Holds found ... |
| Escrow |

... No Escrow found ...

--- End of Report ---

For a definition of codes, view our [glossary](#).



ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
U.S. Department of the Treasury

COLA Registry

ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

5100.31: Application For and Certification/
Exemption of Label/Bottle Approval

TTB
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- [COLAs Online Logon](#)

COLA Detail

TTB ID: 06163001000109

[Printable Version](#)

Status: APPROVED

Vendor Code: 13169

Serial #: 060670

Class/Type Code: DESSERT /PORT/SHERRY/(COOKING) WINE

Origin Code: SPAIN

Brand Name: REBELLO VALENTE

Fanciful Name:

Type of Application: LABEL APPROVAL

For Sale In:

Total Bottle Capacity:

Grape Varietal(s):

Wine Vintage: 1983

Formula/SOP No.:

Lab No./Lab Date:

Approval Date: 07/05/2006

Qualifications:

Approved subject to compliance with 27 CFR 4.45(b)

Plant Registry/Basic Permit/Brewers No (Principal Place of Business):

CA-I-5104

BENCHMARK WINE GROUP, INC., BENCHMARK WINE GROUP, INC.
474 TECHNOLOGY WAY
NAPA, CA 94558

Plant Registry/Basic Permit/Brewers No (Other): 

Contact Information:

DAVID PARKER
Phone Number: (707) 255-3500
Fax Number: (707) 255-3503
SWRIGHT@BENCHMARKWINE.COM

Alcohol and Tobacco Tax and Trade Bureau, 2003 Contact us at webmaster@ttb.treas.gov

UNITED STATES
DEPARTMENT OF
THE TREASURY



While the Alcohol and Tobacco Tax and Trade Bureau (TTB) makes every effort to provide complete information, data such as company names, addresses, permit numbers, and other data provided in the registry may change over time. TTB makes no warranty, expressed or implied, and assumes no legal liability or responsibility as to the accuracy, reliability or completeness of furnished data. Label images contained within the Public COLA Registry may appear differently, with respect to type size, characters per inch and contrasting background, than actual labels on the container. We also remind users of the Public COLA Registry that section V of the instructions for the TTB COLA Form 5100.31, Allowable Revisions to Approved Labels, identifies various types of label information that may be changed by the COLA holder without the need for re-approval. TTB welcomes suggestions on how to improve our Public COLA Registry. Please contact us via email at altd@ttb.gov.

If you have difficulty accessing any information in the site due to a disability, please contact us via email (webmaster@ttb.treas.gov) and we will do our best to make the information available to you.

This site is best viewed at 800x600 screen resolution or higher using Internet Explorer 7.0.
If you are using Internet Explorer 8.0, [click here](#) for more information on browser compatibility.

WARNING! THIS SYSTEM IS THE PROPERTY OF THE UNITED STATES DEPARTMENT OF TREASURY. UNAUTHORIZED USE OF THIS SYSTEM IS STRICTLY PROHIBITED AND SUBJECT TO CRIMINAL AND CIVIL PENALTIES. THE DEPARTMENT MAY MONITOR, RECORD, AND AUDIT ANY ACTIVITY ON THE SYSTEM AND SEARCH AND RETRIEVE ANY INFORMATION STORED WITHIN THE SYSTEM. BY ACCESSING AND USING THIS COMPUTER YOU ARE AGREEING TO ABIDE BY THE TTB RULES OF BEHAVIOR, AND ARE CONSENTING TO SUCH MONITORING, RECORDING, AND INFORMATION RETRIEVAL FOR LAW ENFORCEMENT AND OTHER PURPOSES. USERS SHOULD HAVE NO EXPECTATION OF PRIVACY WHILE USING THIS SYSTEM.



ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
U.S. Department of the Treasury

COLA Registry

ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

5100.31: Application For and Certification/
Exemption of Label/Bottle Approval

TTB
F

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- [COLAs Online Logon](#)

COLA Detail

TTB ID: 07023001000221

[Printable Version](#)

Status: APPROVED

Vendor Code: 14381

Serial #: 070004

Class/Type Code: ALE

Origin Code: COLORADO

Brand Name: REBEL PALE ALE

Fanciful Name:

Type of Application: LABEL APPROVAL

For Sale In:

Total Bottle Capacity:

Wine Vintage:

Formula/SOP No.:

Lab No./Lab Date:

Approval Date: 01/26/2007

Qualifications:

EACH CONTAINER MUST BE CODED TO INDICATE ACTUAL PLACE OF BOTTLING.

Plant Registry/Basic Permit/Brewers No (Principal Place of Business):

BR-CO-GLB-1

THE GRAND LAKE BREWING COMPANY, LLC

915 GRAND AVE

GRAND LAKE, CO 80447

Plant Registry/Basic Permit/Brewers No (Other): ?

Contact Information:

KAREN WOOD

Phone Number: (970) 627-1711

Fax Number: (303) 279-2905

GRANDLAKEBREWINGCO@JUNO.COM

Alcohol and Tobacco Tax and Trade Bureau, 2003 Contact us at webmaster@ttb.treas.gov

UNITED STATES
DEPARTMENT OF
THE TREASURY



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ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
U.S. Department of the Treasury

COLA Registry

ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

5100.31: Application For and Certification/
Exemption of Label/Bottle Approval

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COLA Detail

| | |
|---|-----------------------------------|
| TTB ID: 08123003000092 | Printable Version |
| Status: APPROVED | |
| Vendor Code: | |
| Serial #: 08005B | |
| Class/Type Code: BEER | |
| Origin Code: CZECH REPUBLIC | |
| Brand Name: REBEL | |
| Fanciful Name: | |
| Type of Application: LABEL APPROVAL | |
| For Sale In: | |
| Total Bottle Capacity: | |
| Wine Vintage: | |
| Formula/SOP No.: | |
| Lab No./Lab Date: | |
| Approval Date: 05/06/2008 | |
| Qualifications: | |
| 02. WHEN NEW LABELS ARE PRINTED, ALL MANDATORY INFORMATION EXCEPT THE ALCOHOL CONTENT MUST APPEAR IN PRINTING NOT SMALLER THAN TWO (2) MILLIMETERS. THIS INCLUDES LOWER-CASE LETTERING. 27 CFR 4.38(B)(1) | |

| |
|---|
| Plant Registry/Basic Permit/Brewers No (Principal Place of Business): |
|---|

SC-I-558
TOTAL BEVERAGE SOLUTION, VINO.COM, L.L.C.
1671 BELLE ISLE AVE , SUITE 125
MT PLEASANT, SC 29464

Plant Registry/Basic Permit/Brewers No (Other): 

Contact Information:

Phone Number:
Fax Number:

If you want to obtain a copy of the entire Certificate of Label Approval, you will need to make a request under the Freedom of Information Action (FOIA). For more information click [here](#). Please include CFM ID/TTB ID number in your request.



Alcohol and Tobacco Tax and Trade Bureau, 2003. Contact us at webmaster@ttb.treas.gov

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COLA Detail

TTB ID: 10088001000175

[Printable Version](#)

Status: APPROVED

Vendor Code: 14109

Serial #: 100001

Class/Type Code: VODKA 80-90 PROOF

Origin Code: NEW JERSEY

Brand Name: JERSEY REBEL

Fanciful Name: POTATO

Type of Application: LABEL APPROVAL

For Sale In:

Total Bottle Capacity:

Wine Vintage:

Formula/SOP No.: 10-001

Lab No./Lab Date:

Approval Date: 04/14/2010

Qualifications:

Plant Registry/Basic Permit/Brewers No (Principal Place of Business):

DSP-NJ-15004
ATLANTIC BOTTLING LLC
23 CINDY LN
OCEAN, NJ 07712

Plant Registry/Basic Permit/Brewers No (Other): 0

Contact Information:

MARTIN KAIREY

Phone Number: (732) 236-9103

Fax Number: (732) 609-0417

ZACHLAWI@GMAIL.COM

Alcohol and Tobacco Tax and Trade Bureau, 2003. Contact us at webmaster@ttb.treas.gov

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TITULO DE REGISTRO DE MARCA



Titular JOSE ADRIAN CORONA RADILLO

Nacionalidad MEXICANA
Domicilio RAMON CORONA 55, COL. CENTRO
TONAYA, JAL. 48760 MEXICO
Establecimiento RAMON CORONA 55, COL. CENTRO
TONAYA, JAL. 48760 MEXICO

Marca 904153 **Tipo de Marca** NOMINATIVA

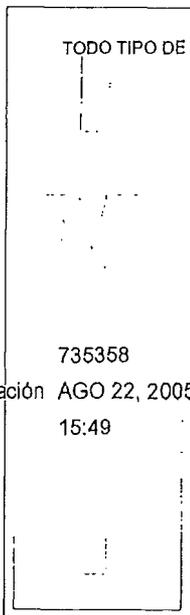
Signo distintivo GENERACION REBELDE

Clase 33

Se aplica a

TODO TIPO DE BEBIDAS ALCOHOLICAS CON EXCEPCION DE CERVEZA.

Expediente 735358
Fecha de presentación AGO 22, 2005
Hora 15:49



lu
Recibido 21/12/05
ANTONIO TRUJILLO
IFE: 101 24157

El registro de referencia se otorga con fundamento en los artículos 1º, 2º fracción V, 6º fracción III, 125 y 126 de la Ley de la Propiedad Industrial.

De conformidad con el artículo 95 de la Ley de la Propiedad Industrial, el presente registro tiene una vigencia de diez años contados a partir de la fecha de presentación de la solicitud y el mismo podrá renovarse por periodos de la misma duración, en los términos establecidos en los artículos 133 y 134 del mismo Ordenamiento Legal.

Quien suscribe el presente título lo hace con fundamento en los artículos 6º fracción III y 7 bis 2 de la Ley de la Propiedad Industrial; 1º, 3º fracción V, inciso b), subinciso i) primero, segundo, tercero y cuarto guión, 4º, 5º, 11 fracción II, y último párrafo y 13 fracción III del Reglamento del Instituto Mexicano de la Propiedad Industrial; 3º, 4º, 5º párrafos vigésimo cuarto a vigésimo séptimo, 17 fracción III, 28 y 31 del Estatuto Orgánico de este Instituto; 1º, 3º y 6º inciso a) y penúltimo párrafo del Acuerdo que delega facultades en los Directores Generales Adjuntos, Coordinador, Directores Divisionales, Titulares de las Oficinas Regionales, Subdirectores Divisionales, Coordinadores Departamentales y Otros Subalternos del Instituto Mexicano de la Propiedad Industrial.

MEXICO, D.F. A 19 DE OCTUBRE DE 2005.

COORDINADOR DEPARTAMENTAL DE EXAMEN DE MARCAS 'A'

LIC. LAURA MACEDO



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NFZ/53547
1 de 1

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