

PTO Form 1553 (Rev 9/2005)

OMB No. 0651-0054 (Exp. 11/30/2008)

Trademark/Service Mark Amendment to Allege Use (15 U.S.C. Section 1051(c))

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77228814
LAW OFFICE ASSIGNED	LAW OFFICE 101
NOTICE OF ALLOWANCE	NO
EXTENSION OF USE	NO
REQUEST TO DIVIDE	NO
MARK SECTION	
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	THE HEARTBURN GAZETTE
OWNER SECTION (no change)	
GOODS AND/OR SERVICES SECTION	
INTERNATIONAL CLASS	016
CURRENT IDENTIFICATION	Publications, namely, brochures and pamphlets regarding heartburn information and medication
GOODS OR SERVICES	KEEP ALL LISTED
FIRST USE ANYWHERE DATE	11/04/2007
FIRST USE IN COMMERCE DATE	11/04/2007
SPECIMEN FILE NAME(S)	
ORIGINAL PDF FILE	http://tgate/PDF/AAU/2008/08/19/20080819162944186511-77228814-001_001/SPN0-679412750-155300398_._specimen.pdf
CONVERTED	\\TICRS\EXPORT3\IMAGEOUT3\772\288\77228814\xml1

PDF FILE(S) (4 pages)	\AAU0002.JPG
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	\\TICRS\EXPORT3\IMAGEOUT3\772\288\77228814\xml1 \AAU0005.JPG
SPECIMEN DESCRIPTION	Printouts of printed brochures and pamphlets
INTERNATIONAL CLASS	035
CURRENT IDENTIFICATION	Advertising and commercial information services via the Internet regarding heartburn and medication therefore
GOODS OR SERVICES	DELETE ENTIRE CLASS OR PROCESS ACCORDING TO REQUEST TO DIVIDE
PAYMENT SECTION	
NUMBER OF CLASSES	1
SUBTOTAL AMOUNT	100
TOTAL AMOUNT	100
SIGNATURE SECTION	
SIGNATURE	/Mary-Ellen M. Devlin/
SIGNATORY'S NAME	Mary-Ellen Devlin
SIGNATORY'S POSITION	Executive Group Counsel, Intellectual Property
DATE SIGNED	08/19/2008
FILING INFORMATION	
SUBMIT DATE	Tue Aug 19 16:29:44 EDT 2008
TEAS STAMP	USPTO/AAU-67.94.127.50-20 080819162944186511-772288 14-400bf624839c78361702c2 5ad819549cadf-DA-3370-200 80819155300398025

PTO Form 1553 (Rev 9/2005)

OMB No. 0651-0054 (Exp. 11/30/2008)

**Trademark/Service Mark Amendment to Allege Use
(15 U.S.C. Section 1051(c))**

To the Commissioner for Trademarks:

MARK: THE HEARTBURN GAZETTE
SERIAL NUMBER: 77228814

The applicant, Boehringer Ingelheim Pharmaceuticals, Inc., having an address of 900 Ridgebury Road, Ridgefield, Connecticut United States 06877, is using or is using through a related company or licensee the mark in commerce on or in connection with the goods and/or services as follows:

For International Class 016:

Current identification: Publications, namely, brochures and pamphlets regarding heartburn information and medication

The mark is in use in commerce on or in connection with all goods or services listed in the application or Notice of Allowance or as subsequently modified for this specific class

The mark was first used by the applicant, or the applicant's related company, licensee, or predecessor in interest at least as early as 11/04/2007, and first used in commerce at least as early as 11/04/2007, and is now in use in such commerce. The applicant is submitting one specimen for the class showing the mark as used in commerce on or in connection with any item in the class, consisting of a(n) Printouts of printed brochures and pamphlets.

Original PDF file:

http://tgate/PDF/AAU/2008/08/19/20080819162944186511-77228814-001_001/SPN0-679412750-155300398_.specimen.pdf

Converted PDF file(s) (4 pages)[Specimen File1](#)[Specimen File2](#)[Specimen File3](#)[Specimen File4](#)

For International Class 035:

Current identification: Advertising and commercial information services via the Internet regarding heartburn and medication therefore

This filing does **not** cover this specific class. This **entire class** is either to be permanently **deleted** from the application OR **processed according to a separately filed Request to Divide**.

A fee payment in the amount of \$100 will be submitted with the form, representing payment for 1 class.

Declaration

Applicant requests registration of the above-identified trademark/service mark 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). Applicant is the owner of the mark sought to be registered, and is using the mark in commerce on or in connection with the goods/services identified above, as evidenced by the attached specimen(s) showing the mark as used in commerce.










The undersigned being hereby warned that willful false statements and the like 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 this document, declares that he/she is properly authorized to execute this document on behalf of the Owner; and 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: /Mary-Ellen M. Devlin/ Date Signed: 08/19/2008
Signatory's Name: Mary-Ellen Devlin
Signatory's Position: Executive Group Counsel, Intellectual Property

RAM Sale Number: 3370
RAM Accounting Date: 08/20/2008

Serial Number: 77228814
Internet Transmission Date: Tue Aug 19 16:29:44 EDT 2008
TEAS Stamp: USPTO/AAU-67.94.127.50-20080819162944186
511-77228814-400bf624839c78361702c25ad81
9549cadf-DA-3370-20080819155300398025

TIPS FOR MANAGING HEARTBURN

-  Do not lie flat or bend over soon after eating.
-  Do not eat late at night, or just before bedtime.
-  Certain foods or drinks are more likely to cause heartburn symptoms, such as rich, spicy, fatty, and fried foods, chocolate, caffeine, alcohol, even some fruits and vegetables.
-  Eat slowly and do not eat big meals.
-  Do not exercise right after eating.
-  If you are overweight, lose weight.
-  If you smoke, quit smoking.
-  Raise the head of your bed 4 to 8 inches.
-  Wear loose fitting clothing around your stomach.



HEARTBURN MYTHS THE FACTS BEHIND POPULAR HEARTBURN MYTHS

Myth: The burning sensation of heartburn is heat.

Fact: Heartburn is actually not temperature related. It is a result of your stomach acids irritating your esophagus—the tube-like structure that connects the mouth to the stomach and acts as a passage-way for food.

Myth: Heartburn is a fact of life that is can't control.

Fact: People with heartburn don't need to suffer in silence. Changes in diet and lifestyle as well as a fast-growing range of non-prescription and prescription medications can provide relief for most individuals.

Myth: Heartburn is just a minor, trivial complaint.

Fact: Heartburn is common, but it is not trivial. In fact, frequent heartburn can severely impact the productivity, daily activities and quality of life of those who experience it. In addition, persistent heartburn could be a symptom of a more serious condition called GERD which, if left untreated, can cause or contribute to a wide range of problems such as ulcers of the esophagus, asthma, chronic cough, and in rare cases, cancer of the esophagus. These complications may be avoided with proper monitoring from a physician.

ZANTAC WORD FIND

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M E Z E N O C A E
U Y S A S H C M S
C V K E N I H K O
I F D K D T C S P
N R U B T R A E H
Z I P R N Y M C A
L N I U V A O N G
R E L I E F T Y U
C A L B X Z S O S
    
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ACID ESOPHAGUS HEARTBURN ONE
PILL RELIEF STOMACH ZANTAC

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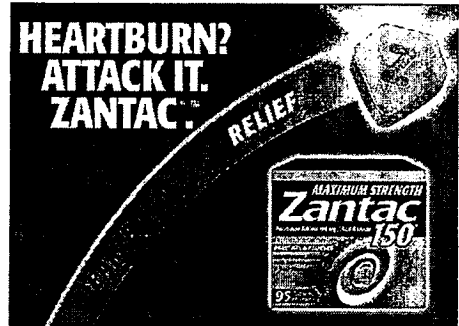
HEARTBURN

Brought to you by the makers of Zantac

WHAT IS HEARTBURN?

It is normal for your stomach to produce acid to help digestion. But, if your stomach produces too much acid because of things such as your diet and lifestyle, you can experience heartburn symptoms. Heartburn symptoms occur when stomach acid moves from your stomach up into your esophagus, the tube that carries food from your mouth to your stomach. This usually happens after a high fat or large volume meal.

Heartburn symptoms usually feel like a painful burning in your chest (just behind your breastbone) or in your throat. Other symptoms may include a sour or bitter taste in your mouth or a hoarse, sore throat.



HOW DOES ZANTAC® WORK?

Zantac® doesn't just treat heartburn; it also prevents it by stopping heartburn at its source. Unlike antacids which simply neutralize the acid, Zantac® reduces the production of stomach acid, providing up to 12 hours of relief.

Also, Zantac®:

- Provides heartburn relief—usually within 30 to 60 minutes
- Can actually prevent heartburn from occurring when taken 30 to 60 minutes before a meal



Heartburn? Attack it. Zantac.™



Use as directed.

Boehringer
Ingelheim

THE HEARTBURN

Brought to you by the makers of Zantac®

COMMON SYMPTOMS ASSOCIATED WITH HEARTBURN

Pinpointing the source of chest pain is difficult, and heartburn can mimic a heart attack. If you have any doubt, get emergency treatment immediately.

Common symptoms of heartburn

- Burning sensation in the chest.
- Sour or bitter taste in the mouth.
- Excessive burping.
- Pain 1 to 4 hours after eating.
- Coughing or choking while lying down.
- Sleep problems after eating.

PUTTING OUT THE FIRE

There are several types of readily available over-the-counter (OTC) products to help prevent or relieve heartburn. Be sure to read and follow product labeling. Other medications are available by prescription. You should take these medications exactly as directed by your health care professional.

Antacids

Antacids neutralize the acid that is already in your stomach. Antacids quickly relieve most heartburn symptoms, but they do not prevent heartburn.

H₂ Blockers

H₂ Blockers help prevent and/or relieve the symptoms of heartburn. If taken before a meal, these drugs can prevent the symptoms of heartburn by preventing activation of the pump that releases acid into the stomach. They can provide relief in 30-60 minutes and can control acid production for up to 12 hours.

Proton Pump Inhibitors (PPI)

PPIs reduce the production of acid by inhibiting the enzyme in the wall of the stomach that produces acid. These medications generally do not work as quickly as antacids or H₂ blockers, but the extended relief may make them effective for some sufferers.

5 WORKOUT TIPS FOR HEARTBURN SUFFERERS

Tired of feeling the burn – heartburn – when you exercise? Try these 5 tips for heartburn relief:

- 1 Don't exercise within two hours of eating.
- 2 Eat sensibly before you exercise.
- 3 Drink water.
- 4 Take chest pain seriously.
- 5 Consider less intense activities.

THE HEARTBURN

GAZETTE

Brought to you by the makers of Zantac

VOLUME 1 • ISSUE 1

INTRODUCING

Maximum Strength ZANTAC 150[®] Cool Mint Tablets

Maximum Strength Zantac 150[®], the non-prescription strength of Zantac, is an advanced medicine for the prevention and relief of heartburn symptoms associated with acid indigestion and sour stomach. **Now available in Cool Mint Tablets.**

New Maximum Strength Zantac 150[®] Cool Mint Tablets release a cooling flavor sensation in your mouth and throat.

Maximum Strength Zantac 150[®] Cool Mint Tablets contain 150 mg of ranitidine, a medicine that doctors have prescribed more than 200 million times worldwide. It is also sodium and sugar free.



PUTTING OUT THE FIRE

There are several types of readily available over-the-counter (OTC) products to help prevent or relieve heartburn. Be sure to read and follow product labeling. Stronger medications may also be available by prescription. You should take these medications exactly as directed by your health care professional.

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H2 Blockers

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STRONG.
SOOTHING.
ZANTAC.

TRY NEW
RELIEF



NOW WITH A COOL MINT SENSATION.
ZANTAC[®] IT.



THE HEARTBURN

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- 4 Eat slowly and do not eat big meals.
- 5 Do not exercise right after eating.
- 6 If you are overweight, lose weight.
- 7 If you smoke, quit smoking.
- 8 Raise the head of your bed 4 to 8 inches.
- 9 Wear loose fitting clothing around your stomach.



Zantac It!

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- Sour or bitter taste in the mouth.
- Burping.
- Pain 1 to 4 hours after eating.
- Coughing or choking while lying down.
- Sleep problems after eating.
- Difficulty swallowing.