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

Proceeding	87302892
Applicant	International Watchman, Inc.
Applied for Mark	NATO
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Submission	Appeal Brief
Attachments	87302892 Apeal Argument 11062018.pdf(528867 bytes) Exhibit 1.pdf(844814 bytes) Exhibit 2.pdf(374027 bytes) Exhibit 3.pdf(196469 bytes) Exhibit 4.pdf(312845 bytes) Exhibit 5.pdf(588244 bytes) Exhibit 6.pdf(348400 bytes) Exhibit 7.pdf(643207 bytes) Exhibit 8.pdf(623937 bytes) Exhibit 9.pdf(80947 bytes) Exhibit 10.pdf(1887829 bytes) Exhibit 11.pdf(38371 bytes) Exhibit 12.pdf(99803 bytes) Exhibit 13.pdf(1880388 bytes) Exhibit 14.pdf(798617 bytes) Exhibit 15.pdf(1105198 bytes) Exhibit 16.pdf(9525 bytes) Exhibit 17.pdf(21065 bytes) Exhibit 18.pdf(349902 bytes) Exhibit 19.pdf(129151 bytes) Exhibit 20.pdf(105934 bytes) Exhibit 21.pdf(168800 bytes) Exhibit 22.pdf(165012 bytes) Exhibit 23.pdf(73785 bytes) Exhibit 24.pdf(160516 bytes) Exhibit 25.pdf(98033 bytes) Exhibit 26.pdf(171197 bytes) Exhibit 27.pdf(181703 bytes) Exhibit 28.pdf(938255 bytes) Exhibit 29.pdf(508434 bytes) Exhibit 30.pdf(78636 bytes) Exhibit 31.pdf(1457216 bytes) Exhibit 32.pdf(3320144 bytes) Exhibit 33.pdf(12823 bytes) Exhibit 34.pdf(424534 bytes) Exhibit 35.pdf(91085 bytes) Exhibit 36.pdf(210564 bytes) Exhibit 37.pdf(147726 bytes) Exhibit 38.pdf(418569 bytes)

	Exhibit 39.pdf(306714 bytes) Exhibit 40.pdf(203172 bytes) Exhibit 41.pdf(207323 bytes) Exhibit 42.pdf(165871 bytes) Exhibit 43.pdf(288580 bytes) Exhibit 44.pdf(737948 bytes) Exhibit 45.pdf(70243 bytes) Exhibit 46.pdf(1255989 bytes) Exhibit 47.pdf(1214772 bytes) Exhibit 48.pdf(358876 bytes) Exhibit 49.pdf(201908 bytes) Exhibit 50.pdf(190247 bytes) Exhibit 51.pdf(366279 bytes) Exhibit 52.pdf(267185 bytes) Exhibit 53.pdf(272812 bytes) Exhibit 54.pdf(4748101 bytes) Exhibit 55.pdf(201883 bytes) Exhibit 56.pdf(546057 bytes) Exhibit 57.pdf(137706 bytes) Exhibit 58.pdf(199299 bytes) Exhibit 59.pdf(141071 bytes) Exhibit 60.pdf(2669122 bytes) Exhibit 61.pdf(62328 bytes) Exhibit 62.pdf(164984 bytes) Exhibit 63.pdf(1726764 bytes) Exhibit 64.pdf(630156 bytes) Exhibit 65.pdf(298006 bytes) Exhibit 66.pdf(711397 bytes) Exhibit 67.pdf(113570 bytes) Exhibit 68.pdf(110133 bytes) Exhibit 69.pdf(112859 bytes) Exhibit 70.pdf(1100545 bytes) Exhibit 71.pdf(157249 bytes) Exhibit 73.pdf(294935 bytes) Exhibit 74.pdf(117086 bytes) Exhibit 75.pdf(276686 bytes) Exhibit 76.pdf(275655 bytes) Exhibit 77.pdf(63465 bytes) Exhibit 78.pdf(385149 bytes) Exhibit 79.pdf(93342 bytes) Exhibit 80.pdf(48832 bytes) Exhibit 81.pdf(238087 bytes) Exhibit 82.pdf(287651 bytes) Exhibit 83.pdf(179952 bytes) Exhibit 84.pdf(224588 bytes) Exhibit 85.pdf(179320 bytes) Exhibit 86.pdf(271388 bytes) Exhibit 87.pdf(170357 bytes) Exhibit 88.pdf(189103 bytes) Exhibit 89.pdf(198206 bytes) Exhibit 90.pdf(253204 bytes) Exhibit 91.pdf(215206 bytes) Exhibit 92.pdf(65441 bytes) Exhibit 93.pdf(175458 bytes) Exhibit 94.pdf(158973 bytes) Exhibit 95.pdf(171750 bytes) Exhibit 96.pdf(158646 bytes) Exhibit 97.pdf(91660 bytes) Exhibit 98.pdf(159303 bytes) Exhibit 99.pdf(175267 bytes) Exhibit 100.pdf(208452 bytes)
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Signature	/NJG/
Date	12/13/2018

BEFORE THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: International Watchman, Inc.)	Date: October 26, 2018
)	
Serial No.: 87/302892)	Trademark Law Office: 114
)	
Filed: 01/16/2017)	Examiner: Yocheved Bechhofer
)	
Title: NATO)	Docket No.: SA-3452
)	
Class: 022)	
)	
Goods: Flashlights; LED flashlights;)	
LED flashlights; LED flashlights; Tactical)	
flashlights.)	
_____)	

BRIEF ON APPEAL

1. Background

The present application was Finally Rejected on 03/06/2018 as including subject matter that may falsely suggest a connection with the Organisation du Traité de l'Atlantique Nord (OTAN) aka North Atlantic Treaty Organization. This determination was, essentially, solely on the basis that the “North Atlantic Treaty Organization” is “is so well-know that consumers would presume a connection”.

To support the rejection the Examining Attorney relied what appears to be exclusively the information, references and arguments from an anonymous third party Protester providing an opinion from In re North American Free Trade Association, Serial No. 74/179335 (“North American”), and a number of other references, namely, 16 pages of internet downloads, 7 pages of a single dictionary definition, 24 pages of citations from The New York Times, and 7 from the Los Angeles Times. This was provided along with some miscellaneous Google.com search results.

The Examining Attorney further finally rejected the present Application over the Applicant's overwhelming evidence and precedent leading to a contrary conclusion. It appears that all of the legal precedent and factual evidence that was provided by the Applicant was not previously considered and, in spite of this overwhelming fact and law to the contrary, the Examining Attorney ruled that the applied-for mark falsely suggests a connection with the Organisation du Traité de l'Atlantique Nord (OTAN) aka North Atlantic Treaty Organization because:

- (1) The NATO mark sought to be registered is the same as, or a close approximation of, the Organisation du Traité de l'Atlantique Nord; and
- (2) The NATO mark sought to be registered would be recognized as such, in that NATO points uniquely and unmistakably to the Organisation du Traité de l'Atlantique Nord; and
- (3) The applicant is not connected with the Organisation du Traité de l'Atlantique Nord in connection with the sale of its goods; and
- (4) The fame or reputation of the Organisation du Traité de l'Atlantique Nord is of such a nature that a connection with the organization would be *presumed* when applicant's mark is used on its goods and/or services. (*Emphasis added*)

In re Pedersen, 109 USPQ2d at 1188-89; In re Jackson Int'l Trading Co., 103 USPQ2d 1417, 1419 (TTAB 2012); TMEP §1203.03(c)(i); see also Univ. of Notre Dame du Lac v. J.C. Gourmet Food Imps. Co., 703 F.2d 1372, 1375-77, 217 USPQ 505, 508-10 (Fed. Cir. 1983) (providing foundational principles for the current four-part test used to determine the existence of a false connection).

2. Summary of Arguments and Conclusions

The Organisation du Traité de l'Atlantique Nord (OTAN) aka North Atlantic Treaty Organization does not meet the requirements, as defined by TMEP §1203.03(a), to be a “persons” or “institution” for purposes of any “false connection” or “false association” refusals. In addition to other case law discussed below, according to Article XII of the Treaty, the Organization itself has no capability of being sued, and the individual representatives of its members enjoy a very broad immunity from prosecution. As such, no *false association* determination can nor should be made concerning Organisation du Traité de l'Atlantique Nord (OTAN) aka North Atlantic Treaty Organization.

Further and in addition, the facts and law presented overwhelming indicate that

(1) The NATO mark sought to be registered does not have the same commercial impression as the Organisation du Traité de l'Atlantique Nord (OTAN) aka North Atlantic Treaty Organization; and

(2) The NATO mark sought to be does not uniquely and unmistakably point to the Organisation du Traité de l'Atlantique Nord (OTAN) aka North Atlantic Treaty Organization; and

(3) The fame or reputation of the Organisation du Traité de l'Atlantique Nord (OTAN) aka North Atlantic Treaty Organization is not and cannot be presumed when the mark NATO is used on its goods and/or services of this application.

The applicant admits that it is not connected with the Organisation du Traité de l'Atlantique Nord (OTAN) aka North Atlantic Treaty Organization in connection with the sale of its goods.

3. The NATO mark sought to be registered does not have the same commercial impression as the North American Treaty Organization

a. Overall Commercial Impression

The applicant reiterates from the prosecution below that the present mark lacks similarity of commercial impression as compared with the Organisation du Traité de l'Atlantique Nord (OTAN) aka North Atlantic Treaty Organization. The Examiner relies also on In re NAFTA and analogizes the use of NAFTA in that case with the Applicant's use of NATO in this application. To contrast the facts of In re NAFTA, that mark at issue was a stylized acronym NAFTA accompanied by a globe logo depicting Canada, the United States, and Mexico. Additionally, the services that were being registered were "promotion of trade and investment among the United States, Canada, Mexico and other countries; providing information and consultation to members regarding the issues and effects of a free trade area on their investments".

In that case, such a description of services was very much closely related to the purpose, function and effect of the North American Free Trade Agreement. In fact, since the In re NAFTA opinion, three separate trademark registrations have been registered before this Office, including:

- i. Visual NAFTA, for Software as a Service (SAAS) in Class 042. See Exhibit 108;
- ii. NAFTA Works, for downloadable electronic monthly news letters in Class 009. See Exhibit 109;
- iii. NAFTA Navigator, for freight management consulting in Class 035 and software in Class 042. See Exhibit 110.

Therefore, it stands to reason from the In re NAFTA case and the existence of subsequent registrations that the use of the acronym NAFTA, *by itself*, could not be refused under Section 2(a) of the Trademark act on the grounds of "false association" without consideration of the

overall commercial impression (see In re North American Free Trade Association, Serial No. 71/179335, Paper No. 27, page 6, paragraph 1 "...this does not avoid the commercial impression that the mark is the same as or a close approximation of the NAFTA treaty.") As such, the difference between the four subsequently issued NAFTA-related registrations and the rejection in In re NAFTA must at least be, in part, based on the relationships of the goods or services as compared to the alleged institution of which a false association is being claimed.

In the present Application, the analogies between NAFTA with NATO are not particularly similar. As such, any precedential value of In re NAFTA simply is not applicable in this present case. Simply put, there is no similarity of commercial impression that can possibly be drawn, because:

- There are no products that can possibly be purchased from the North Atlantic Treaty Organization, thus meaning that the Organisation du Traité de l'Atlantique's use of the term "NATO" cannot possibly have a **commercial** impression, and
- The Organisation du Traité de l'Atlantique Nord (OTAN) aka North Atlantic Treaty Organization is directed toward mutual national defense, and not the sale, manufacture, offer for sale, or transmission of any of the goods listed in the present Application. See Declaration of Joseph Verbovszky.

As such, it is unreasonable to assume that any consumer could reasonably believe he or she was purchasing, in whatever category, a good or service from a source directly connected to the Organisation du Traité de l'Atlantique Nord (OTAN) aka North Atlantic Treaty Organization. Thus, neither the first nor the second prong of the Pedersen analysis are met, namely that

1. the NATO mark sought to be registered does NOT transmit the same overall commercial impression of, nor a close approximation with, the Organisation du Traité de l'Atlantique Nord (OTAN); and
2. The term NATO would NOT be recognized as pointing uniquely and unmistakably to the Organisation du Traité de l'Atlantique Nord (OTAN) aka North Atlantic Treaty Organization.

b. NATO as an acronym is not inherently distinctive

As background for comparison with the In re NAFTA case, according to www.acronymfinder.com, there are only 7 known acronyms for NAFTA, of which five (5) of them deal with free trade or fair trade among countries: North American Free Trade Agreement; North American Free Trade Area; North Atlantic Free Trade Area; North American Foreign Trade Association; and New Zealand-Australia Free Trade Agreement.

There are only two other minor ones, and arguably obscure or unknown by most, for North American Fareston versus Tamoxifen Adjuvant (breast cancer trial) and North American Festival of Traditional Arts. See <http://www.acronymfinder.com/NAFTA.html>, attached as “Exhibit 75”.

The present case has a sharp contrast. According to the same source, there are 11 known acronyms of NATO, with only one of the other 10 being remotely related to treaties or defense (i.e. North African Theater of Operations, See Exhibits 18-19, 22-26) and the other nine include:

- i. Night at the Opera
- ii. National Association of Tobacco Outlets (See Exhibits 15, 20, 23, 46-61)
- iii. Newcastle and Tyneside Orienteers

- iv. North American Turbocoupe Organization
- v. Not Another Teen Organization
- vi. National Association of Theatre Owners (See Exhibits 26-37, 39, 42, 45, 62-74)
- vii. National Association of Timeshare Owners
- viii. National Association of Taxicab Owners
- ix. North American Tournament Organization

See <http://www.acronymfinder.com/NATO.html>, attached as “Exhibit 2.” See Also Exhibit 38.

Arguably, tobacco, teens, theatres, timeshares, taxis and gaming tournaments are each individually widely known by millions.

Further, in even greater contrast, according to Exhibit 2, there are fifty-two (52) other definitions for the acronym NATO. Additionally known is also the Norfolk Nato Festival, Inc.¹ (See Exhibits 3-4)

Even further, a cursory search of the Internet, the only real ‘evidence’ provided by the prior Opposer in this case and relied upon without question by the Examining Attorney. However, further searching found the many, many OTHER acronyms for “NATO” that the Opposer conveniently selectively edited from his or her evidence, and upon which the Examining Attorney appeared to unquestioningly follow (See Exhibit 2). These include:

- a.) NATO / North American Telemark Org. / Skiing... (see Exhibit 17, 24)
- b.) North Atlanta Tactical Organization
- c.) Northern Arts Tactical Offensive
- d.) National Association of Tenant Organization

- e.) National Academy of Television Org.
- f.) North American Tour Organization
- g.) North American Tour Operators
- h.) National Association of Tree Officers
- i) natochess.com / Chess tournaments...

Further still, searches of various other platforms aside from Google, including Amazon, Ebay, Etsy, Walmart, Sears, etc., show a variety of different products items using the brand “NATO aside from ‘NATO straps or bands’, including, inter alia:

- a.) NATO gas cans
- b.) NATO paint
- c.) NATO skiing
- d.) NATO movies (See Exhibit 27 through 37)
- e.) NATO tobacco (See Exhibit 15)
- f.) NATO knives
- g.) NATO apparel
- h.) NATO Ammo / shells² (See Exhibit 1, 25)
- i.) NATO Beer
- j.) NATO Catering / natocatering.com
- k.) NATO Jumper cables as used by Tesla Industries, see <http://www.teslaind.com/products-slave-cables.php>, attached as “Exhibit 76”.
- l.) NATO Smart Mounts phone holders

¹ See <http://listings.findthecompany.com/l/21482910/Norfolk-Nato-Festival-Inc>, attached as “Exhibit 3”; <http://nonprofits.findthecompany.com/l/550572/Norfolk-Nato-Festival>, attached as “Exhibit 4”.

m.) NATO rucksack

n.) NATO wood (See Exhibit 23)

o.) NATO guitar

See also Exhibit 1.

Given such a huge variety of meanings to choose from, the term NATO would NOT be recognized as uniquely **pointing and unmistakably** to the Organisation du Traité de l'Atlantique Nord (OTAN) aka North Atlantic Treaty Organization.

4. The fame or reputation of the North American Treaty is not and cannot be presumed when the mark NATO is used on its goods and/or services of this application.

a. NATO as a word has other non-acronym meanings.

i. Of particular interest should also be the 4,620,000+ hits found on Google.com related to the NATO wood (Nato wood is a collective name for wood from Mora trees) and its use in guitars, including: <http://www.harmonycentral.com/forum/forum/guitar/acapella-42/1329163->, attached as “Exhibit 5”; <https://www.ultimate-guitar.com/forum/showthread.php?t=1106949>, attached as “Exhibit 6”; <http://www.tdpri.com/threads/what-kind-of-wood-is-nato.251061/>, attached as “Exhibit 7”; <http://www.takamine.com/wood>, attached as “Exhibit 8”; https://www.revolvy.com/main/index.php?s=Nato%20wood&item_type=topic, attached as “Exhibit 9”; <http://www.edroman.com/customshop/wood/main.htm>, attached as “Exhibit 10”; <http://faq.yamaha.com/us/en/article/musical-instruments/guitars-basses/795/6493/>, attached as “Exhibit 11”; <http://www.gunsinternational.com/guns-for-sale-online/rifles/ruger-rifles-mini->

² Registrant respectfully notes that “NATO” has already been determined to be generic for ammunition, and further that it would

14/ruger-mini-14-5-56-nato-wood-stock.cfm?gun_id=100941323, attached as “Exhibit 12”;
<https://www.alibaba.com/showroom/nato-mahogany.html>, attached as “Exhibit 13”;
<https://jet.com/product/NATO-Wood/c64ec1b8a7cc45c3bc5a430dd7290ce5>, attached as “Exhibit 14”. See also Exhibits 21, 23, 25).

ii. Further still, the word “nato” can have an ordinary meaning in other languages, such as Italian or Spanish.³

Given such alternate meanings to choose from, the term NATO would NOT be recognized as uniquely **pointing and unmistakably** to the Organisation du Traité de l'Atlantique Nord (OTAN) aka North Atlantic Treaty Organization.

b. NATO is a Registered Trademark for various other nonrelated applications.

A search of the international trademark registry at <http://www.wipo.int/branddb/en/#> indicates that the term “NATO” is used in over 100 separate registrations in more than a dozen different countries. See Exhibits 79 and 80. Consequently, unlike in the North American case, it is extremely difficult, if not impossible, to make the claim that NATO has a single “identity” with which one can claim an association.

Given that the term NATO already has OTHER commercial meanings to choose from, the term NATO would NOT be recognized as uniquely **pointing and unmistakably** to the Organisation du Traité de l'Atlantique Nord (OTAN) aka North Atlantic Treaty Organization.

be difficult to conclude that the same term could be considered generic for multiple different non-related classes of goods.

c. Organisation du Traité de l'Atlantique Nord (OTAN) aka North Atlantic Treaty Organization is not statutorily capable of being an “institution” with which a false association can be made.

The TMEP §1203.03(a) defines “persons” or “institutions” for purposes of “false connection” or “false association” refusals. These include:

- a firm, corporation, union, association, or other organization capable of suing and being sued in a court of law.
- the United States, any agency or instrumentality thereof, or any individual, firm, or corporation acting for the United States and with the authorization and consent of the United States.
- any State, any instrumentality of a State, and any officer or employee of a State or instrumentality of a State acting in his or her official capacity.

The Organisation du Traité de l'Atlantique Nord (OTAN) aka North Atlantic Treaty Organization is not described by any of these definitions. In fact, according to Article XII of the Treaty, the Organization itself has no capability of being sued, and the individual representatives of its members enjoy a very broad immunity from prosecution. *See Exhibit 77.*⁴ More to the point, in Mazzanti v. H.A.F.S.E. and Ministry of Defense, Tribunal of Florence, Italy (January 2, 1954), it was determined that the member States, through actions of the Security Council of the United Nations, conclusively determined that the North Atlantic Treaty Organization is not a ju-

³ Meaning, essentially, ‘born’, with apologies for lack of foreign language fluency.

⁴ “Every person designated by a Member State as its principal permanent representative to the Organization in the territory of another Member State, and such members of his official staff resident in that territory as may be agreed between the State which has designated them and the Organization and between the Organization and the State in which they will be resident, shall enjoy the immunities and privileges accorded to diplomatic representatives and their official staff of comparable rank.”

ridical person in the eyes of international law. *See* International Law Reports, Volume 22 (January 1994), pages 758 through 761; *See also* August Reinisch, Cambridge University Press 0521653266 - International Organizations before National Courts, attached as “Exhibit 78.”

Further still, assuming, *arguendo*, that the North Atlantic Treaty Organization were capable of functioning as a juridical person, in order to establish that a proposed mark falsely suggests a connection with a person or an institution, it must be shown that:

- (1) the mark is the same as, or a close approximation of, the name or identity of a person or institution;
- (2) the mark would be recognized as such, in that it points uniquely and unmistakably to that person or institution;
- (3) the person or institution named by the mark is not connected with the activities performed by applicant under the mark; and
- (4) the fame or reputation of the person or institution is such that, when the mark is used with the applicant's goods or services, a connection with the person or institution would be presumed.

In re White, 73 USPQ2d 1713 (TTAB 2004); In re Nuclear Research Corp., 16 USPQ2d 1316, 1317 (TTAB 1990); Buffett v. Chi-Chi's, Inc., 226 USPQ 428, 429 (TTAB 1985); In re Cotter & Co., 228 USPQ 202, 204 (TTAB 1985).

Thus, because NATO is not an acronym or term that is solely used to identify the North Atlantic Treaty Organization, it cannot be said that the only 'person' which the name possibly identifies is the North Atlantic Treaty Organization and that the mere use of NATO by another appropriates its identity. See University of Notre Dame du Lac v. J.C. Gourmet Food Imports

Co., Inc., 703 F.2d 1372, 1377, 217 USPQ 505, 509 (Fed. Cir. 1983), aff'd 213 USPQ 594 (TTAB 1982); In re Sauer, 27 USPQ2d 1073 (TTAB 1993), aff'd, 26 F.3d 140 (Fed. Cir. 1994).

Further, where a name claimed to be appropriated does not point uniquely and unmistakably to that party's personality or 'persona,' there can be no false suggestion. NASA v. Bully Hill Vineyards, Inc., 3 USPQ2d 1671, 1676 (TTAB 1987)

d. Weak Marks Given Less Weight

It has long been held that non-inherently distinctive marks are not given the breath of exclusivity as coined, fanciful, arbitrary, or suggestive word. As such it would be reasonable to conclude that non-inherently distinctive marks are relatively weak marks. Such weak designations may be entitled to a narrow scope of protection. In re Hunke & Jocheim, 220 USPQ 914 (TTAB 1984).

Given such a variety of uses of the term NATO, along with its dictionary meaning in foreign languages, it could not be considered to be coined or distinct. As such, the Applicant respectfully argues that a narrow scope of protection should be allowed in the present case. The Applicant's mark is capable of coexisting together on the Principal Register and in the marketplace with other registered uses of "NATO" as well as with the "North Atlantic Treaty Organization" and other uses described herein, without any False Connection of Association being deemed present.

e. Lack of Statutory Exclusivity.

Pursuant to TMEP § 1205.01 there exists a capacity for the statutory prohibition restricting the use of certain words, names, terms, or the like. Congress has created about 70 such stat-

utes that grant exclusive rights to use certain designations to federally created private corporations and organizations. *See*, for example: 18 U.S.C. §§705 (regarding badges, medals, emblems or other insignia of veterans' organizations); 706 ("Red Cross," "Geneva Cross," and emblem of Greek red cross); 707 (4-H Club); 708 (coat of arms of the Swiss Confederation); 711 ("Smokey Bear"); and 711a ("Woodsy Owl" and slogan, "Give a Hoot, Don't Pollute"). Other statutes provide for civil enforcement, e.g., 36 U.S.C. §§ 153104 (National Society of the Daughters of the American Revolution); 30905 (Boy Scouts); 80305 (Girl Scouts); 130506 (Little League); and 21904 (The American National Theater and Academy, *See* Exhibit 26).

Applicant feels it is important to note that no such statutory prohibition exists with respect to the North Atlantic Treaty Organization, nor the term NATO.

f. Existence of other “Treaty” Acronyms as Trademarks

In addition to the NAFTA related marks issued as listed above, numerous other acronyms that appear to relate to treaties or alliances. Such trademarks were not associated with the treaties or alliances and matured to registered trademarks. This supports the fact that such trademarks are not associated with the treaties or alliances and avoid a conclusion of false association. These include, *inter alia*:

- EPO (European Patent Org.), which such term also has 41 live issued or pending registrations. *See* Exhibit 81;
- EU (European Union), which such term also has 66 live issued or pending registrations. *See* Exhibits 82 and 83;
- CENTO (Central Treaty Org. 1955), which such term also has 33 live issued or pending registrations. *See* Exhibit 84; and

- METO (Middle East Treaty Org. 1955), which such term also is the subject of at least 12 live issued or pending registrations. *See* Exhibit 85.

g. Res Judicata, Collateral Estoppel, and Stare Decisis

A prior adjudication against an applicant may be dispositive of a later application for registration of the same mark on the basis of the same facts and issues, under the doctrine of res judicata, collateral estoppel, or stare decisis. Res judicata, or claim preclusion, protects against re-litigation of a previously adjudicated claim between the same parties or their privies based on the same cause of action. In re Bose Corp., 476 F.3d 1331, 81 USPQ2d 1748 (Fed. Cir. 2007) (stating that application for registration of speaker design is barred by Federal Circuit’s 1985 decision affirming refusal of registration of the same mark for the same goods on the ground that the proposed mark was functional).

The present Applicant has previously registered Registration Number 4795590 for NATO in Class 013 for “Explosives; airsoft rifles and guns not for recreational use, bb guns; pellet guns; magazines for weapons; loading clips for small arms; fireworks; gun cases; bipods for weapons; holsters.” During the course of the examination for that registration, the Examining Attorney initially rejected that application over the same grounds, i.e. Section 2(a), false association. However, that Examining Attorney, provided with some, but not all of the Applicant’s support materials filed with this Appeal Brief, still properly reversed this initial determination and ultimately issued that application. Applicant contends that the same result is proper here in this Application.

Slight differences in a mark or in an identification of goods or services will not avoid application of these preclusion doctrines. In re Orion Research Inc., 669 F.2d 689, 205 USPQ 688 (C.C.P.A. 1980); Miller Brewing Co. v. Coy Int’l Corp., 230 USPQ 675 (TTAB 1986). See also

MasterCard Int'l Inc. v. Am. Express Co., 14 USPQ2d 1551, 1553 (TTAB 1990) (finding that applicant is barred by collateral estoppel from litigating the issue of descriptiveness or genericness of the proposed mark as used on the services that were the subject of the prior proceeding, but may go forward with respect to use of the mark on other services).

Decisions involving prior registrations are not necessarily controlling (see TMEP § 1216.01). However, they are accorded weight unless such limitations are generally resulting from different facts and evidence of record. The controlling issue, that of Section 2(a) false association of NATO with the North Atlantic Treaty Organization, is identical and the materials considered, while not identical, were functionally identical or substantially equivalent to those presented here. The prescient decision in this prior NATO application should be similarly followed.

h. Other similar and analogous organizations that are NOT falsely associated with registrations.

In a recent opposition U.S. Marine Corps v. Peter J. Healy, Opposition No. 91215087 (April 25, 2017, non-precedential), the U.S. Marine Corps were unable to successfully oppose the mark “MARINE ONE DOWN”. While a litany of issues were involved, False Suggestion of a Connection under Section 2(a) was considered in the opinion and such a false connection was not found. The Opposer in this case failed to meet the second or fourth prongs of the Section 2(a) test: there was no evidence that applicant's mark “MARINE ONE DOWN” pointed "uniquely and unmistakably" to the Opposer U.S. Marine Corps , and there was no evidence that Opposer's name, U.S. Marine Corp, or its identity is of sufficient fame or reputation that applicant's goods would presumably evoke a connection with Opposer. U.S. Marine Corps v. Peter J. Healy, Opposition No. 91215087 (non-precedential). While that decision is, admittedly, non-precedential, the reasoning for creating an association certainly was more compelling than in the present ap-

plication, yet the U.S. Marine Corps was still unable to oppose the registration of MARINE ONE DOWN.

In another precedential decision, the Trademark Trial and Appeal Board (TTAB) dismissed an opposition brought under Section 2(a) of the Trademark Act alleging a false suggestion of a connection between the opponent and the applied-for mark in Boston Athletic Association v. Velocity, LLC, Opposition No. 91202562 (Oct. 26, 2015) [precedential]. The owner of the mark “BOSTON MARATHON” opposed the application under Section 2(a), alleging that the applied-for mark created a false suggestion of an association with the opponent. Although the opponent did not own a registration for “MARATHON MONDAY”, it alleged that it had used the name in association with the BOSTON MARATHON race which has been held on the third Monday in April for 117 years. However, the TTAB failed to find a false suggestion of a connection under Section 2(a) due to the absence of evidence showing that “the opposed mark would be recognized as pointing *uniquely and unmistakably* to the opponent” (emphasis added) since nothing in the record proved that consumers associated the applied for mark so closely with the opponent that they recognize it as the opponent’s name (or nickname), identity, or persona.

Given that many different names for which NATO is an acronym, as well as to very many national and international registrations including the same (as well as dictionary foreign language meaning in at least 2 different countries), the sheer number of potential options prevent a consumer from being able to immediately recognize any one particular nickname, identity, or persona. Further, and most importantly, the North Atlantic Treaty Organization does not sell, manufacture, offer or sale, or otherwise transmit or distribute any goods whatsoever, and certainly none of the goods listed in the present application. See Declaration of Joseph Verbovszky.

The equivalent situation exists in a countless number of other instances, including, inter alia:

- CIA, in which there are 58 live issued or pending registrations in the US containing the acronym. *See* Exhibits 86 and 87;
- FBI, in which there are 19 live issued or pending registrations in the US containing the acronym, including one in International Class 014. *See* Exhibit 88;
- Senate, in which there are 23 live issued or pending registrations in the US containing the word. *See* Exhibit 89;
- Parliament, in which there are 50 live issued or pending registrations in the US containing the word. *See* Exhibit 90;
- ATF, in which there are 30 live issued or pending registrations in the US containing the acronym. *See* Exhibit 91;
- MOD (Ministry of Defense) in which there are over a thousand live issued or pending registrations in the US containing the acronym, including US Serial Number 87653640. *See* Exhibit 92;
- Secret Service, in which there are 13 live issued or pending registrations in the US containing the term. *See* Exhibit 93;
- USAF, in which there are 2 live issued or pending registrations in the US containing the acronym. *See* Exhibit 94;
- Kremlin, in which there are 9 live issued or pending registrations in the US containing the word. *See* Exhibit 95;
- Foreign Legion, in which there are 4 live issued or pending registrations in the US containing the word. *See* Exhibit 96;

- Federales (Mexican National Police), in which trademark registrations exist for beer and cigars. *See* Exhibit 97; and,
- Scotland Yard, in which there are 3 issued registrations in the US containing the term. *See* Exhibit 98.

Numerous other Acronyms that appear to relate to government entities or agencies also exist as registered trademarks, even though not associated with the government entity or agency. Each of these avoids a conclusion of false association. These include, inter alia:

- Fort Knox, in which there are 12 live issued or pending registrations. *See* Exhibit 99;
- Area 51, in which there are 27 live issued or pending registrations. *See* Exhibit 100;
- CDC, in which there are 45 live issued or pending registrations. *See* Exhibit 101;
- FCC, in which there are 22 live issued or pending registrations. *See* Exhibit 102;
- FTC, in which there are 28 live issued or pending registrations. *See* Exhibit 103;
- NSA, in which there are 18 live issued or pending registrations. *See* Exhibit 104;
- DEA, in which there are 48 live issued or pending registrations. *See* Exhibit 105;
- KGB, in which there are 14 live issued or pending registrations. *See* Exhibit 106;
- WIPO, in which there are 21 live issued or pending registrations. *See* Exhibit 107.

All of these many, many examples further indicate that to deny a registration as Falsely Suggesting a Connection under Section 2(a) of the Trademark Act, 15 U.S.C. §1052(a) is improper. This analysis is distinctly different from §2(d), 15 U.S.C. §1052(d), for which the relevant test is likelihood of confusion. In Univ. of Notre Dame du Lac v. J.C. Gourmet Food Imps. Co., the Court of Appeals for the Federal Circuit noted the name or designation must be unmis-

takably associated with, and point uniquely to, a certain party's personality or "persona." 703 F.2d 1372, 1375-76, 217 USPQ 505, 508-09 (Fed. Cir. 1983), *aff'd* 213 USPQ 594 (TTAB 1982). Section 2(a) protection is intended to prevent such unauthorized use of this unmistakable persona of an institution and not to protect the public. *In re MC MC S.r.l.*, 88 USPQ2d 1378, 1380 (TTAB 2008) (quoting Bridgestone/Firestone Research Inc. v. Auto. Club De L'Quest De La France, 245 F.3d 1359, 58 USPQ2d 1460 (Fed. Cir. 2001)).

Thus, the fourth prong of the Pedersen analysis, namely that "[t]he fame or reputation of the named person or institution is of such a nature that a connection with such person or institution would be presumed when applicant's mark is used on its goods and/or services", has not been satisfied because the wide ranging and popular uses of the acronym "NATO," in various different fields, sufficiently "dilutes" the acronym of "NATO" with respect to the North Atlantic Treaty Organization in the mind of the likely consumer base such that likely consumers (and the public at large) would not make a connection between the North Atlantic Treaty Organization and the Applicant's listed goods.

5 Conclusion.

To establish that an applied-for mark falsely suggests a connection with a person or an institution, the person or institution must be

As an initial prerequisite, Organisation du Traité de l'Atlantique Nord (OTAN) aka North Atlantic Treaty Organization is not a juridic entity to which false association can attach ***by law***.

Further, to establish that an applied-for mark falsely suggests a connection with a person or an institution, the following is required:

- (1) The mark sought to be registered is the same as, or a close approximation of, the name or identity previously used by another person or institution;
- (2) The mark would be recognized as such, in that it points uniquely and unmistakably to that person or institution;
- (3) The person or institution identified in the mark is not connected with the goods sold or services performed by applicant under the mark; and
- (4) The fame or reputation of the named person or institution is of such a nature that a connection with such person or institution would be presumed when applicant's mark is used on its goods and/or services.

The applicant admits the third prong, i.e. that it is not connected with Organisation du Traité de l'Atlantique Nord (OTAN) aka North Atlantic Treaty Organization in connection with the sale of its goods.

Further, the facts and law presented herein *overwhelmingly indicates* that the other three prongs are NOT met.

(1) The NATO mark sought to be registered does not have the same commercial impression as the Organisation du Traité de l'Atlantique Nord (OTAN) aka North Atlantic Treaty Organization. Organisation du Traité de l'Atlantique Nord has no commercial impression at all in that it is not in commerce and sells no products or services. Organisation du Traité de l'Atlantique Nord does not sell, manufacture, offer for sale, or otherwise transmit or distribute any goods whatsoever, including those listed in the present application, See, *inter alia*, Declaration of Joseph Verbovszky. The acronym NATO has a large number of other meanings and is not inherently distinctive with Organisation du Traité de l'Atlantique Nord. Further, the term “nato” has

ordinary meaning in other languages, and further still the term NATO is a Registered Trademark on hundreds of registrations in this and in other countries. As such, the term is necessarily a “weak” mark incapable of being immediately and unmistakably associated with any specific institution.

(2) The NATO mark sought to be does not uniquely and unmistakably point to the North American Treaty Organization. The acronym NATO has a large number of other meanings and is not inherently distinctive with Organisation du Traité de l'Atlantique Nord. Further, the term “nato” has ordinary meaning in other languages, and further still the term NATO is a Registered Trademark on hundreds of registrations in this and in other countries. As such, the term is necessarily a “weak” mark incapable of being immediately and unmistakably associated with any specific institution.

And,

(3) The fame or reputation of the North American Treaty is not and cannot be presumed when the mark NATO is used on its goods and/or services of this application. The acronym NATO has a large number of other meanings and is not inherently distinctive with Organisation du Traité de l'Atlantique Nord. Further, the term “nato” has ordinary meaning in other languages, and further still the term NATO is a Registered Trademark on hundreds of registrations in this and in other countries. As such, the term is necessarily a “weak” mark incapable of being immediately and unmistakably associated with any specific institution.

While the Applicant admits that it is not connected with the North American Treaty Organization in connection with the sale of its goods, given the overwhelming legal and factual ev-

idence and precedent cited above, it is incorrect to make a determination that the present trademark for NATO for the goods listed in the present Application.

Due to this overwhelming evidence that the present application does not cause a false association, the Applicant respectfully requests that the Board of Trademark Appeals reverse the Examining Attorney's final Rejection and allow this application for registration.

5.56×45mm NATO

The **5.56×45mm NATO** (official NATO nomenclature **5.56 NATO**) is a rimless bottlenecked intermediate cartridge family developed in Belgium by FN Herstal.^[4] It consists of the SS109, SS110, and SS111 cartridges. Under STANAG 4172, it is a standard cartridge for NATO forces as well as many non-NATO countries.^[5] It is derived from, but is not identical to, the .223 Remington cartridge.

Contents

History

Cartridge dimensions

Rifle barrel configurations

Performance

- Criticism
- Improvements
- Alternatives

5.56mm NATO versus .223 Remington

- Brass case
- Pressure
- Chamber

Ammunition capacity for weight comparison

5.56mm NATO versus 7.62mm NATO

Military cartridges

- Australia
- Belgium
- Canada
- Germany
- South Africa
- Switzerland
- United Kingdom
- United States
 - US Army
 - US Air Force
 - US Navy & US Marine Corps
- SS109/M855

5.56×45mm NATO	
	
5.56×45mm NATO with measurement, left to right: projectile, empty case, complete round with projectile in case	
Type	Rifle
Place of origin	Belgium
Service history	
In service	1977–present
Used by	NATO, Japan, South Korea, Taiwan, Australia, other major non-NATO allies
Specifications	
Parent case	.223 Remington (M193)
Case type	Rimless tapered, bottleneck
Bullet diameter	5.70 mm (0.224 in)
Neck diameter	6.43 mm (0.253 in)
Shoulder diameter	9.00 mm (0.354 in)
Base diameter	9.58 mm (0.377 in)
Rim diameter	9.60 mm (0.378 in)

- M855A1
- Development
- Deployment
- Mk 262
- Mk318
- 5.6mm *Gewehr Patrone* 90
- See also
- References
- Further reading
- External links

History



The 7.62×51mm NATO and 5.56×45mm NATO cartridges compared to a AA battery.

In 1954, the 7.62×51mm NATO rifle cartridge ^[6] was selected as the first standard NATO rifle cartridge. At the time of selection there had been criticism that the recoil power of the 7.62×51mm NATO, when fired from a hand-held lightweight modern service rifle, did not allow a sufficient automatic rate of fire for modern combat.^[7]

The British had extensive evidence with their own experimentation with intermediate cartridges since 1945 and were on the point of adopting a .280 inch (7 mm) cartridge when the selection of the 7.62×51mm NATO was made. The FN company had also been involved in the development of the .280 round, including developing a version of the FN FAL in .280.^[8] The concerns about recoil and effectiveness were effectively overruled by the US within NATO, and the other NATO nations accepted that standardization was more important at the time than selection of the ideal cartridge.^[4]

Rim thickness	1.14 mm (0.045 in)	
Case length	44.70 mm (1.760 in)	
Overall length	57.40 mm (2.260 in)	
Case capacity	1.85 cm ³ (28.5 gr H ₂ O)	
Rifling twist	178 mm or 229 mm (1 in 7 in)	
Primer type	Small rifle	
Maximum pressure (EPVAT)	430.00 MPa (62,366 psi)	
Maximum pressure (SCATP 5.56)	380.00 MPa (55,114 psi)	
Ballistic performance		
Bullet mass/type	Velocity	Energy
3.56 g (55 gr) XM193 FMJBT	870 m/s (2,900 ft/s)	1,758 J (1,297 ft·lbf)
4 g (62 gr) SS109 FMJBT	864 m/s (2,830 ft/s)	1,801 J (1,328 ft·lbf)
4 g (62 gr) M855A1 FMJBT	860 m/s (2,800 ft/s)	1,889 J (1,393 ft·lbf)
4.1 g (63 gr) DM11 FMJBT	856 m/s (2,810 ft/s)	1,796 J (1,325 ft·lbf)
4.1 g (63 gr) GP 90 FMJBT	850 m/s (2,800 ft/s)	1,679 J (1,238 ft·lbf)
<i>Test barrel length: 508 mm (20.0 in)</i>		
<i>Source(s): NATO EPVAT testing, QuickLOAD, SAAMI, C.I.P.^{[1][2][3]}</i>		

The development of the cartridge that eventually became the .223 Remington (from which 5.56mm NATO would eventually be developed) would be intrinsically linked to the development of a new lightweight combat rifle. The cartridge and rifle were developed as one unit by Fairchild Industries, Remington Arms, and several engineers working toward a goal developed by U.S. Continental Army Command (CONARC). Early development work began in 1957. A project to create a small-calibre, high-velocity (SCHV) firearm was created. Eugene Stoner of Armalite was invited to scale down the AR-10 (7.62mm) design. Winchester was also invited to participate.^{[9][4]} The parameters that were requested by CONARC were:

- .22 Caliber
- Bullet exceeding supersonic speed at 500 yards^{[9][4]}
- Rifle weight of 6 lb
- Magazine capacity of 20 rounds
- Select fire for both semi-automatic and fully automatic use
- Penetration of US steel helmet through one side at 500 yards
- Penetration of .135-inch steel plate at 500 yards
- Accuracy and ballistics equal to M2 ball ammunition (.30-06 Garand)
- Wounding ability equal to M1 Carbine ^[4]

Springfield Armory's Earle Harvey lengthened the .222 Remington cartridge case to meet the requirements. It was then known as the .224 Springfield. Concurrently with the SCHV project, Springfield Armory was developing a 7.62mm rifle. Harvey was ordered to cease all work on the SCHV to avoid any competition of resources.

Eugene Stoner of Armalite (a division of Fairchild Industries) had been advised to produce a scaled-down version of the 7.62mm AR-10 design. In May 1957 Stoner gave a live-fire demonstration of the prototype of the AR-15 for General Willard Wyman, Commander-in-Chief of CONARC. As a result, CONARC ordered rifles to test. Stoner and Sierra Bullet's Frank Snow began work on the .222 Remington cartridge. Using a ballistic calculator, they determined that a 55-grain bullet would have to be fired at 3300 fps to achieve the 500-yard performance necessary.^[4]

Robert Hutton (technical editor of *Guns & Ammo* magazine) started development of a powder load to reach the 3300 fps goal. He used DuPont IMR4198, IMR3031, and an Olin Powder to work up loads. Testing was done with a Remington 722 rifle with a 22-inch Apex barrel. During a public demonstration the round successfully penetrated the U.S. steel helmet as required. But testing showed chamber pressures to be excessively high.^{[9][4]}

Stoner contacted both Winchester and Remington about increasing the case capacity. Remington created a larger cartridge called the .222 Special, which was loaded with DuPont IMR4475 powder.^[4]

During parallel testing of the T44E4 (future M14) and the AR-15 in 1958, the T44E4 experienced 16 failures per 1000 rounds fired compared to 6.1 for the AR-15.^[4]



Service rifle cartridge cases: (Left to right) 7.62×54mmR, 7.62×51mm NATO, 7.62×39mm, 5.56×45mm NATO, 5.45×39mm.

Due to several different .222 caliber cartridges being developed for the SCHV project, the 222 Special was renamed .223 Remington in 1959. In May of that year, a report was produced stating that 5 to 7-man squads armed with AR-15 rifles had a higher hit probability than 11-man squads armed with M-14 rifles. At a 4th of July picnic, Air Force General Curtis LeMay fired the AR-15 and was very impressed with it. He ordered a number of them to replace M2 carbines that were in use by the Air Force. By November, testing at Aberdeen Proving Ground showed that the AR-15 failure rate had declined to 2.5 failures per 1000 rounds, resulting in the AR-15 being approved for Air Force Trials.^[4]

1961 witnessed marksmanship testing comparing the AR-15 to the M-14. 43% of AR-15 shooters achieved Expert while only 22% of M-14 shooters did. General LeMay subsequently ordered 80,000 rifles.^[4]

In the spring of 1962, Remington submitted the specifications of the .223 Remington to the Sporting Arms and Ammunition Manufacturers' Institute (SAAMI). In July, operational testing ended with a recommendation for adoption of the AR-15 rifle chambered in .223 Remington.^[4]

In September 1963, the .223 Remington cartridge is officially accepted and named "Cartridge, 5.56mm Ball, M193." The specification includes a Remington-designed bullet and the use of IMR4475 Powder which resulted in a muzzle velocity of 3250 feet per second and a chamber pressure of 52,000 psi.^[4]

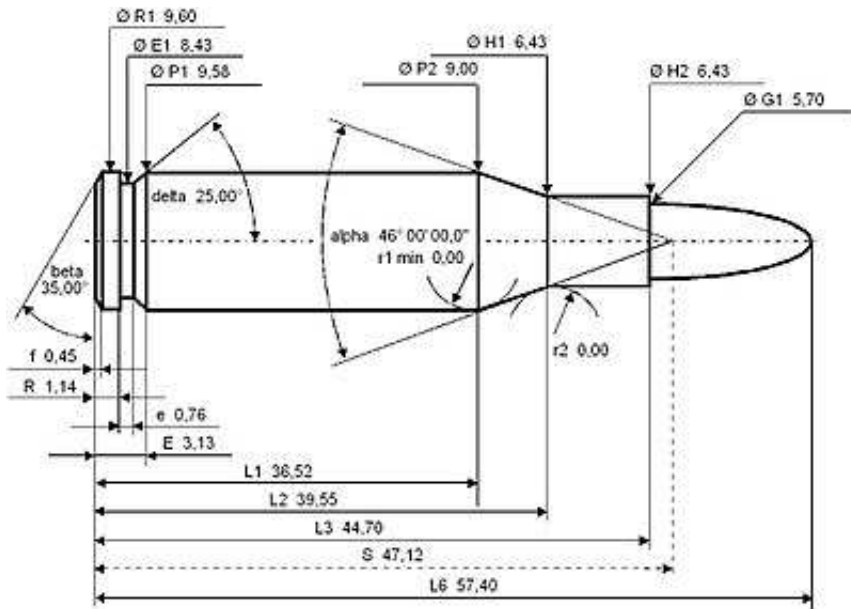
In 1977, NATO members signed an agreement to select a second, smaller caliber cartridge to replace the 7.62×51mm NATO cartridge.^[10] Of the cartridges tendered, the .223 Remington (M193) was the basis for a new design created by FN Herstal. The FN-created cartridge was named 5.56×45mm NATO with a military designation of SS109 in NATO and M855 in the U.S.^[11] These new SS109 ball cartridges required a 228 mm (1-in-9") twist rate while adequately stabilizing the longer L110 tracer projectile required an even faster 178 mm (1-in-7") twist rate.^[4]

The Belgian 62 gr SS109 round was chosen for standardization as the second NATO standard rifle cartridge which led to the 1980 STANAG 4172. The SS109 used a 62 gr full metal jacket bullet with a seven grain steel core for better penetration against lightly armored targets, specifically to meet a requirement that the bullet be able to penetrate through one side of a WWII U.S. M1 helmet at 800 meters (which was also the requirement for the 7.62mm). It had a slightly lower muzzle velocity but better long-range performance due to higher sectional density and a superior drag coefficient. This requirement made the SS109 (M855) round less capable of fragmentation than the M193 and was considered more humane.^[12]

The .223 Remington cartridge inspired an international tendency toward relatively small-sized, lightweight, high-velocity military service cartridges that allow a soldier to carry more ammunition for the same weight compared to their larger and heavier predecessor cartridges, have favourable maximum point-blank range or "battle zero" characteristics, and produce relatively low bolt thrust and free recoil impulse, favouring lightweight arms design and automatic fire accuracy.^{[8][13][14]} Similar intermediate cartridges were developed and adopted by the Soviet Union in 1974 (5.45×39mm)^[15] and by the People's Republic of China in 1987 (5.8×42mm).

Cartridge dimensions

The 5.56×45mm NATO has 1.85 ml (28.5 grains H₂O) cartridge case capacity.



5.56×45mm NATO maximum NATO cartridge dimensions. All sizes in millimeters (mm).^{[16][17]}

According to the official NATO proofing guidelines the 5.56×45mm NATO case can handle up to 430.0 MPa (62,366 psi) piezo service pressure. In NATO regulated organizations every rifle cartridge combo has to be proofed at 125% of this maximum pressure 537.5 MPa (77,958 psi) to certify for service issue.

The US SAAMI lists Maximum Average Pressure (MAP) for the .223 Remington cartridge as 55,000 psi (379.2 MPa) piezo pressure with deviation of up to 58,000 psi (399.9 MPa).^{[18][19]} The chambering for military 5.56×45mm NATO has a longer throat prior to the bullet contacting the rifling which results in lower pressures when firing 5.56×45mm NATO ammunition. If 5.56×45mm NATO is used in rifles chambered for .223 Remington the bullet will be engraving the rifling when chambered which can dramatically increase pressure past the proof test level.^[11]

The C.I.P. rulings for the C.I.P. civilian .223 Remington chambering are much closer to the military 5.56×45mm NATO chambering.^[20]

Rifle barrel configurations

When 5.56×45mm NATO was adopted as standard in 1980, NATO chose a 178 mm (1-in-7") rifling twist rate for the 5.56×45mm NATO chambering to adequately stabilize the relatively long NATO L110/M856 5.56×45mm NATO tracer projectile.^{[4][21]} The US at that time converted all rifles in inventory by replacing the barrels and all new US military rifles since have been manufactured with this ratio.^[22]

In the US builders of AR type rifles can specify barrels with either .223 Remington, .223 Wylde, 223 Noveske, or 5.56×45mm NATO chambers in lengths from pistol (7.5") to long rifle (24"). These barrels are also available with rifling ranging from 356 mm (1-in-14") to 178 mm (1-in-7"). US makers are moving toward 5.56×45mm NATO and 178 mm (1-in-7"), which will ensure the least liability.^[23] Bolt action rifles have few options in this regard. Those chambered for .223 Remington may not have a fast enough rifling to stabilize the longer 5.56×45mm NATO bullets which range up to 77 gr. Some hunting loads of .223 Remington go to 90 grains.^{[22][24]}

Performance

The 5.56×45mm NATO SS109/M855 cartridge (NATO: SS109; U.S.: M855) with standard 62 gr. lead core bullets with steel penetrator will penetrate approximately 38 to 51 cm (15 to 20 in) into soft tissue in ideal circumstances. As with all spitzer shaped projectiles it is prone to yaw in soft tissue. However, at impact velocities above roughly 762 m/s (2,500 ft/s), it may yaw and then fragment at the cannelure (the crimping groove around the cylinder of the bullet).^[25] These fragments can disperse through flesh and bone, inflicting additional internal injuries.^[26]

Fragmentation, if and when it occurs, imparts much greater damage to human tissue than bullet dimensions and velocities would suggest. This fragmentation effect is highly dependent on velocity, and therefore barrel length: short-barreled carbines generate less muzzle velocity and therefore lose wounding effectiveness at much shorter ranges than longer-barreled rifles.^[27]

Proponents of the hydrostatic shock theory contend that the shockwave from a high-velocity bullet results in wounding effects beyond the tissue directly crushed and torn by the bullet and fragments.^{[28][29][30]} However, others argue that tissue damage from hydrostatic shock is a myth. Critics argue that sonic pressure waves do not cause tissue disruption and that temporary cavity formation is the actual cause of tissue disruption mistakenly attributed to sonic pressure waves.^[31]

SS109/M855 NATO ball can penetrate up to 3 mm (0.12 in) of steel at 600 meters.^[32] According to Nammo, a Finnish-Norwegian ammunition producer, the 5.56×45mm NATO M995 armour piercing cartridge can penetrate up to 12 mm (0.47 in) of RHA steel at 100 meters.^[33]

The US Army's Ballistic Research Laboratory measured a ballistic coefficient (G7 BC) of 0.151 and form factor (G7 i) of 1.172 for the SS109/M855 ball projectile.^[34]

The Swedish military has measured the bullet velocities of SS109/M855 military cartridges at 4 m (13.1 ft) from the muzzle fired from differing barrel lengths:^[35] {dead link}



5.56mm NATO shown alongside other cartridges



5.56×45mm NATO cartridges in a STANAG magazine.

Barrel length	SS109/M855 V ₄ bullet velocity	V ₄ velocity loss
210 mm (8.3 in)	723 m/s (2,372 ft/s)	41 m/s (135 ft/s)
240 mm (9.4 in)	764 m/s (2,507 ft/s)	32 m/s (105 ft/s)
270 mm (10.6 in)	796 m/s (2,612 ft/s)	29 m/s (95 ft/s)
300 mm (11.8 in)	825 m/s (2,707 ft/s)	18 m/s (59 ft/s)
330 mm (13.0 in)	843 m/s (2,766 ft/s)	23 m/s (75 ft/s)
360 mm (14.2 in)	866 m/s (2,841 ft/s)	12 m/s (39 ft/s)
390 mm (15.4 in)	878 m/s (2,881 ft/s)	14 m/s (46 ft/s)
420 mm (16.5 in)	892 m/s (2,927 ft/s)	14 m/s (46 ft/s)
450 mm (17.7 in)	906 m/s (2,972 ft/s)	9 m/s (30 ft/s)
480 mm (18.9 in)	915 m/s (3,002 ft/s)	7 m/s (23 ft/s)
508 mm (20.0 in)	922 m/s (3,025 ft/s)	-

Criticism

There has been much debate of the allegedly poor performance of the bullet on target in regards to stopping power, lethality, and range. Some of this criticism has been used to advocate an intermediate-sized cartridge between the 5.56 and 7.62 NATO sizes^[36] while criticisms of lead contamination, poor barrier penetration, and accuracy have been used to support the M855A1 EPR round.^[37] Arguably, the criticisms about range, accuracy and lethality are related to the change in barrel length and twist between the M16 and M4. The earlier 5.56 rounds (M855/SS109 and the original M193) were optimized for a 20-inch (51 cm) barrel with a 1:12 twist. The shorter 14.5-inch (37 cm) barrel of the M4 carbine (with a 1:7 twist) generates lower muzzle velocity, reducing the likelihood that the bullet will upset (yaw, fragment, or expand) in the target and resulting in less significant wounds.

Combat operations the past few months have again highlighted terminal performance deficiencies with 5.56×45mm 62 gr. M855 FMJ. These problems have primarily been manifested as inadequate incapacitation of enemy forces despite them being hit multiple times by M855 bullets. These failures appear to be associated with the bullets exiting the body of the enemy soldier without yawing and fragmenting. This fragmentation does not occur because the design conforms to international peace treaties such as the Hague convention, which outlaws the use of ammunition that is designed to expand in the body. The ammunition is designed to "yaw" meaning it moves side to side on impact, causing more damage, but it does not always do so, such as when it is fired from a shorter barrel. With normal ammunition with soft lead, hollow, or ballistic tips there will be significant expansion of the bullet on impact that significantly improves its wounding capacity. Some bullets can expand as much as twice their size, but the M855 ball ammunition will only expand a few hundredths of an inch; not enough to effect its performance. This lack

of expansion does however help with penetration of light cover such as walls, since the round does not expand it does not experience as much drag and can pass through more wood, thin metal, and other objects than most civilian ammo would be likely to do.

Although all SS109/M855 types must be 62 gr. FMJ bullets constructed with a steel penetrator in the nose, the composition, thickness, and relative weights of the jackets, penetrators, and cores are quite variable, as are the types and position of the cannelures. Because of the significant differences in construction between bullets within the SS109/M855 category, terminal performance is quite variable – with differences noted in yaw, fragmentation, and penetration depths. Luke Haag's papers in the AFTE Journal (33(1):11–28, Winter 2001) also describes this problem.

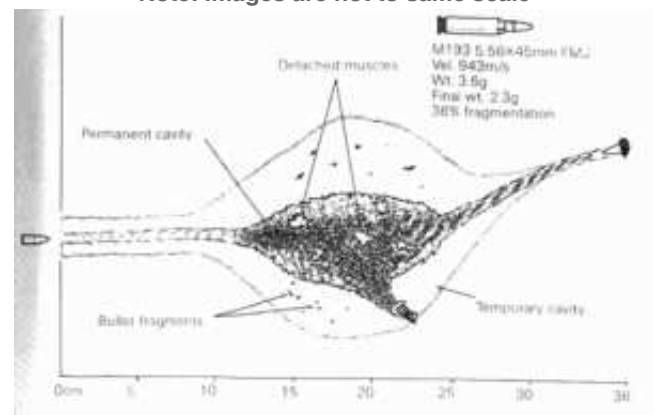
— [38]

If 5.56 mm bullets fail to upset (yaw, fragment, or deform) within tissue, the results are less significant wounds that may not cause adequate blood loss or damage to immediately stop the target's attack or advances. This is true for all 5.56×45mm bullets, including both military FMJ and OTM (open tip match) and civilian JHP/JSP designs used in law enforcement. As expected, with decreased wounding effects, rapid incapacitation is unlikely: enemy soldiers may continue to pose a threat to friendly forces and violent suspects can remain a danger to law enforcement personnel and the public.

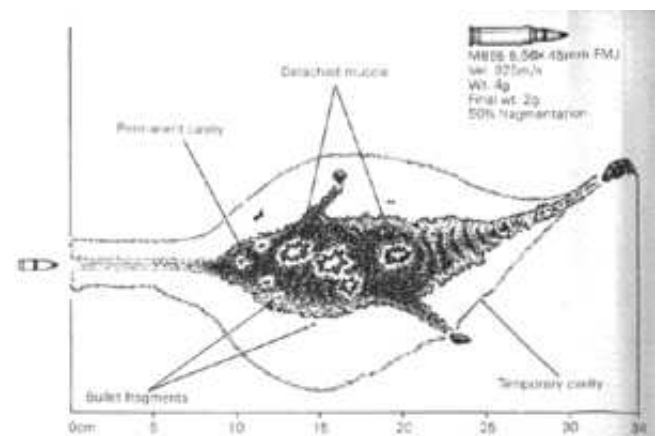
This failure of 5.56×45mm NATO bullets to yaw can be caused by reduced impact velocities as when fired from short-barreled weapons or when the range to the target increases. Failure to yaw and fragment can also occur when the bullets pass through only minimal tissue, such as a limb or the chest of a thin, small statured individual, as the bullet may exit the body before it has a chance to yaw and fragment. Two other yaw issues: Angle-of-Attack (AOA) variations between different projectiles, even within the same lot of ammo, as well as Fleet Yaw variations between different rifles, were elucidated in 2006 by the Joint Service Wound

Wound profiles in ballistic gelatin

Note: images are not to same scale



M16 M193 5.56×45mm



M16A2 SS109/M855 5.56×45mm NATO

Ballistic Integrated Product Team (JSWB-IPT), which included experts from the military law enforcement user community, trauma surgeons, aero ballisticians, weapon and munitions engineers, and other scientific specialists. These yaw issues were most noticeable at close ranges and were more prevalent with certain calibers and bullet styles—the most susceptible being 5.56×45mm NATO FMJ ammunition like SS109/M855 and M193.

— Dr. Martin Fackler^[39]

The 5.56×45mm NATO standard SS109/M855 cartridge was designed for maximum performance when fired from a 508 mm (20.0 in) long barrel, as was the original 5.56 mm M193 cartridge. Experiments with longer length barrels up to 610 mm (24.0 in) resulted in no improvement or a decrease in muzzle velocities for the SS109/M855 cartridge. Shorter barrels produce a greater flash and noise signature, and the addition of a suppressor to a short barreled AR family rifle can make it unreliable, as the reduced time for the propellant to burn in the barrel and higher muzzle pressure levels at the suppressor entrance can cause faster cycling and feeding issues. Unless the gas port can be regulated or adjusted for higher pressures, suppressors for short barreled 5.56×45mm NATO firearms must be larger and heavier than models for standard length rifles to function reliably. SS109/M855 cartridges fired from barrels under about 254 mm (10.0 in) in length do not have enough muzzle velocity energy to cause extreme damage that occurs only at terminal velocities of over 750 m/s (2,500 ft/s) on impact, reducing the wounding capacity.^{[40][41]}

Compared to larger calibers, proponents of the 5.56×45mm NATO round contend that animal studies of the wounding effects of the 5.56×45mm NATO round versus the 7.62×39mm have found that the 5.56×45mm NATO round is more damaging, due to the post-impact behavior of the 5.56 mm projectile resulting in greater cavitation of soft tissues.^[42] The US Army contended in 2003 that the lack of close range lethality of the 5.56×45mm NATO was more a matter of perception than fact. With controlled pairs and good shot placement to the head and chest, the target was usually defeated without issue. The majority of failures were the result of hitting the target in non-vital areas such as extremities. However, a minority of failures occurred in spite of multiple hits to the chest.^[43]

Some have contended that shot placement is the most important parameter in determining the lethality of a bullet. Difficulty with the 5.56×45mm NATO at long ranges has been attributed to training^[44]; Swedish ISAF units relied on .50 BMG heavy machine guns for long-range shooting due to resilience to factors such as range and wind drift. Underperformance is thus attributed to errors in range and wind estimation, target lead, firing position, and stress under fire, factors that can be resolved through training.^{[35][45]}

Improvements

Advances have been made in 5.56 mm ammunition. The U.S. military had adopted for limited issue a 77-grain (5.0 g) "Match" bullet, type classified as the Mk 262. The heavy, lightly constructed bullet fragments more violently at short range and also has a longer fragmentation range.^[46] Originally designed for use in the Mk 12 SPR, the ammunition has found favor with special forces^[47] units who were seeking a more effective cartridge to fire from their M4A1 carbines. Commercially available loadings using these heavier (and longer) bullets can be prohibitively expensive and cost much more than military surplus ammunition. Additionally, these heavy-for-caliber loadings sacrifice some penetrative ability compared to the M855 round (which has a steel penetrator tip). Performance of 5.56×45mm military ammunition can generally be categorized as almost entirely dependent upon velocity in order to wound effectively. Heavy OTM bullets enhance soft tissue wounding ability at the expense of hard-target/barrier penetration.

U.S. Special Forces had sought to create a round that had increased power out of carbine M4 barrels and compact SCAR-L barrels, while increasing hard target performance. Developmental efforts led to the creation of the Mk318. The bullet uses an open-tip design to inflict damage on soft tissue, and has a brass rear to penetrate hard targets. The tip and lead core fragments consistently even when using short barrels, while the rear moves through once the front impacts.^[48] It has more consistent performance because it is not yaw-dependent like the M855; the nose fragments upon impact and solid rear penetrator continues to move relatively straight. This makes the Mk318 effective against personnel with or without body armor. The round also increases accuracy, from 3–5 minute of angle (MOA) with the M855 from an M4A1 barrel to 1.71 MOA at 300 yards and 1.67 MOA at 600 yards from a 14 in (360 mm) SCAR-L barrel.^[49]

For general issue, the U.S. Army adopted the M855A1 round in 2010 to replace the M855. The primary reason was pressure to use non-lead bullets. The lead slug is replaced by a copper alloy slug in a reverse-drawn jacket, with a hardened steel penetrator extending beyond the jacket, reducing lead contamination to the environment. The M855A1 offers several improvements other than being lead-free. It is slightly more accurate, has better consistency of effect in regards to wounding ability, and has an increased penetrating capability. The round can better penetrate steel, brick, concrete, and masonry walls, as well as body armor and sheet metal. It penetrates $\frac{3}{8}$ in (9.5 mm) of mild steel at 350 meters, which the M855 can only do at 160 meters. The propellant burns faster, which decreases the muzzle flash and gives a higher muzzle velocity, an important feature when fired from a short barreled M4 carbine. Though the M855A1 is more expensive to produce, its performance is considered to compensate. One possible danger is that it generates much greater pressure in the chamber when fired, decreasing service life of parts and increasing the risk of catastrophic failure of the weapon (though this has yet to occur).^{[50][51]}

The U.S. Marines adopted the Mk318 in early 2010 due to delays with the M855A1. This was a temporary measure until the M855A1 was available for them, which occurred in mid-2010 when the Army began to receive the rounds. Both the Mk318 and M855A1 weigh the same and have similar performance, and both have better performance than the M855 against all targets. SOCOM spent less money developing the Mk318 and it is marginally better than the M855A1 in some situations, but costs more per round. The Army spent more developing the M855A1 which performs as well or nearly as well as the Mk318, but is cheaper per round and has the advantage of being lead-free. While SOCOM constantly looks for better equipment, the Army and Marines have far more troops to supply and buy more ammunition than SOCOM.^[52]

Alternatives

If the 5.56 mm bullet is moving too slowly to reliably yaw, expand, or fragment on impact, the wound size and potential to incapacitate a person is greatly reduced. There have been numerous attempts to create an intermediate cartridge that addresses the complaints of 5.56 NATO's lack of stopping power along with lack of controllability seen in rifles firing 7.62 NATO in full auto. Some alternative cartridges like the .270 caliber 6.8mm Remington SPC (6.8×43mm) focused on superior short-range performance by sacrificing long-distance performance due to the relatively short engagement distances typically observed in urban warfare. Others, like the 6.5mm Grendel (6.5×39mm), are attempts at engineering an all purpose cartridge that could replace both the 5.56 and 7.62 NATO rounds. The 300 AAC Blackout (7.62×35mm) round was designed to have the power of the 7.62×39mm for use in an M4 using standard M4 magazines, and to easily interchange between subsonic ammunition for suppressed firing and supersonic rounds. All these cartridges have certain advantages over the 5.56×45mm NATO, but they have their own individual tradeoffs to include lower muzzle velocity and less range. Additionally, when using a round not based on the case of the 5.56 there can be decreased magazine capacity, and different internal parts. None of these cartridges have gained any significant traction beyond sport shooting communities.

By late 2004, the 6.8mm Remington SPC was in limited use with U.S. Special Operators.^[53] However, it was not adopted for widespread use due to resistance from officials on changing calibers.^[54] In 2007, both the U.S. SOCOM and the U.S. Marine Corps decided not to field weapons chambered in 6.8×43mm due to logistical and cost issues.^[55] An unnamed LWRC representative said in January 2014 that the US military is once again taking a look at the 6.8 SPCII after all the commercial development in the last 10 years.^[56]

5.56mm NATO versus .223 Remington

The exterior dimensions of the 5.56mm NATO and .223 Remington cartridges are identical.^{[11][57]} While the cartridges are identical other than powder load, the chamber leade, i.e. the area where the rifling begins, is cut to a sharper angle on some .223 commercial chambers. Because of this, a cartridge loaded to generate 5.56mm pressures in a 5.56mm chamber may develop pressures that exceed SAAMI limits when fired from a short-leade .223 Remington chamber.

Brass case

The dimensional specifications of 5.56 NATO and .223 commercial brass cases are identical. The cases tend to have similar case capacity when measured, with variations chiefly due to brand, not 5.56 vs .223 designation. The result of this is that there is no such thing as "5.56 brass" or ".223 brass", the differences in the cartridges lie in pressure ratings and in chamber leade length, not in the shape or thickness of the brass.^{[58][59]}

In July 2012, the Army solicited a request for vendors to supply alternative cartridge cases to reduce the weight of an M855A1 5.56 mm round by at least 10 percent, as well as for the 7.62 NATO and .50 BMG rounds. The cartridge cases must maintain all performance requirements when fully assembled, be able to be used by the Lake City Army Ammunition Plant, must be manufactured in quantities totaling approximately 45 million per year. Polymer-cased ammunition is expected as a likely lightweight case technology.^[60] A hybrid polymer/metal version of a conventional cartridge case would be thicker than regular cases and reduce the amount of space for the propellant,^[61] although certain polymers could be thermodynamically more efficient and not lose energy to the case or chamber when fired.^[62]

Pressure

C.I.P. defines the maximum service and proof test pressures of the .223 Remington cartridge equal to the 5.56mm NATO, at 430 MPa (62,366 psi). This differs from the SAAMI maximum pressure specification for .223 Remington of 380 MPa (55,114 psi), due to CIP test protocols measuring pressure using a drilled case, rather than an intact case with a conformal piston, along with other differences.^[63] NATO uses NATO EPVAT pressure test protocols for their small arms ammunition specifications.

Because of these differences in methodology, the CIP pressure of 430 MPa (62,366 psi) is the same as a SAAMI pressure of 380 MPa (55,114 psi), which is reflected in US Military specifications for 5.56mm NATO, which call for a mean maximum pressure of 55,000 PSI (when measured using a protocol similar to SAAMI).^[64]

These pressures are generated and measured using a chamber cut to 5.56 NATO specifications, including the longer leade. Firing 5.56mm NATO from a chamber with a shorter .223 Remington leade can generate pressures in excess of SAAMI maximums.

Chamber

The 5.56mm NATO chambering, known as a NATO or mil-spec chamber, has a longer leade, which is the distance between the mouth of the cartridge and the point at which the rifling engages the bullet. The .223 Remington chambering, known as SAAMI chamber, is allowed to have a shorter leade, and is only required to be proof tested to the lower SAAMI chamber pressure. To address these issues, various proprietary chambers exist, such as the Wylde chamber (Rock River Arms)^[65] or the ArmaLite chamber, which are designed to handle both 5.56×45mm NATO and .223 Remington equally well. The leade of the .223 Remington minimum C.I.P. chamber also differs from the 5.56mm NATO chamber specification. The casings and chambers .223 Remington and 5.56×45mm NATO are virtually the same dimensions, but due to the fact that .223 Remington is designed to handle much lower pressures than the 5.56×45mm NATO the rounds are not completely interchangeable. Firing a 5.56×45mm NATO round out of a rifle chambered in .223 Remington could be injurious or fatal to the user as well as the gun, however .223 Remington ammunition can be fired safely from almost any rifle chambered in 5.56×45mm NATO as the NATO specified rifles can handle much more chamber pressures than the .223 Remington is capable of producing.

Using commercial .223 Remington cartridges in a 5.56mm NATO chambered rifle should work reliably, but until recently, it was believed this was less accurate than when fired from a .223 Remington chambered gun due to the longer leade.^[66] Although that may have been true in the early 1960s when the two rounds were developed, recent testing has shown that with today's ammunition, rifles chambered in 5.56×45mm NATO can also fire .223 ammunition every bit as accurately as rifles chambered in .223 Remington, and the 5.56×45mm NATO chamber has the additional advantage of being able to safely fire both calibers.^[67] Using 5.56×45mm NATO mil-spec cartridges (such as the M855) in a .223 Remington chambered rifle can lead to excessive wear and stress on the rifle and even be unsafe, and SAAMI recommends against the practice.^{[68][69]} Some commercial rifles marked as ".223 Remington" are in fact suited for 5.56×45mm NATO, such as many commercial AR-15 variants and the Ruger Mini-14 (marked ".223 cal", except the Mini-14 "Target" model, which

only fires .223), but the manufacturer should always be consulted to verify that this is acceptable before attempting it, and signs of excessive pressure (such as flattening or gas staining of the primers) should be looked for in the initial testing with 5.56×45mm NATO ammunition.^[70]

The upper receiver (to which the barrel with its chamber are attached) and the lower receiver are entirely separate parts in AR-15 style rifles. If the lower receiver has either .223 or 5.56 stamped on it, it does not guarantee the upper assembly is rated for the same caliber, because the upper and the lower receiver in the same rifle can, and frequently do, come from different manufacturers – particularly with rifles sold to civilians or second-hand rifles that have been repaired with spare parts. Since all parts are interchangeable, a shooter **MUST** take great caution to check for markings of 5.56×45mm on the barrel before attempting to fire 5.56×45mm NATO ammunition out of it.

In more practical terms, as of 2010 most AR-15 parts suppliers engineer their complete upper assemblies (not to be confused with stripped uppers where the barrel is not included) to support both calibers in order to satisfy market demand and prevent any potential problems.

Ammunition capacity for weight comparison

The Vietnam War showed the M14 rifle and its 7.62×51mm NATO ammunition had a few disadvantages. The rifle's overall length was not well suited for jungle warfare. Also, the weight of 7.62×51mm NATO cartridges limited the total amount of ammunition that could be carried in comparison with the 7.62×39mm cartridge of the Type 56 and AK-47 rifles, which the Vietcong and North Vietnamese Army (NVA) soldiers were equipped with. In addition, the originally issued wooden stocked versions of the M14 were susceptible to warping from moisture in tropical environments, producing "wandering zeroes" and other accuracy problems, which caused the adoption of fiberglass stocks. Tests showed the .223 Remington cartridge fired from the AR-15 allowed an 8-soldier unit to outgun an 11-soldier unit armed with M14s at ranges closer than 300 meters. U.S. troops were able to carry more than twice as much .223 Remington ammunition as 7.62×51mm NATO for the same weight, which allowed them an advantage against a typical NVA unit armed with Type 56-1s. The .223 Remington cartridge, along with the M16 rifle, were initially adopted in 1962 by U.S. infantry forces as interim solutions to address the weight and control issues experienced with the 7.62×51mm round and M14 rifle.^{[8][4]}

Here is a table comparing rifles based on a maximum ammunition load in box magazines of 10 kg (22 lb).

Rifle	Cartridge	Cartridge weight	Weight of loaded magazine	Max. 10 kilogram ammo. load
M14 (1959)	<u>7.62×51mm NATO</u>	393 gr (25.5 g)	20 rd mag @ 750 g (1.65 lb)	13 mags @ 9.75 kg (21.5 lb) for 280 rds ^[71]
M16 (1962)	<u>.223 Remington</u>	183 gr (11.9 g)	20 rd mag @ 320 g (0.71 lb)	31 mags @ 9.92 kg (21.9 lb) for 620 rds ^[71]
M16A2 (1972)	5.56×45mm NATO	190 gr (12.3g)	30 rd mag @ 490 g (1.08 lb)	20 mags @ 9.80 kg (21.6 lb) for 600 rds ^[71]
AK-47 (1949)	<u>7.62×39mm</u>	252 gr (16.3 g)	30 rd mag @ 819 g (1.806 lb) ^{[72][73]}	12 mags @ 9.83 kg (21.7 lb) for 360 rds ^[71]
<u>AK-74</u> (1974)	<u>5.45×39mm</u>	162 gr (10.5 g)	30 rd mag @ 545 g (1.202 lb) ^{[73][74]}	18 mags @ 9.81 kg (21.6 lb) for 540 rds ^[71]

5.56mm NATO versus 7.62mm NATO



Comparison of 7.62mm NATO, 5.56mm NATO and 9mm Parabellum.

Cartridge	Model	Cartridge size	Cartridge weight	Bullet weight	Velocity	Energy
5.56mm NATO	M855 ^[75]	5.56×45mm	12.31 g (190 gr)	4.02 g (62 gr)	922 m/s (3,025 ft/s) ^[75]	1,709 J ^[76]
<u>7.62mm NATO</u>	M80 ^[77]	7.62×51mm	25.40 g (392 gr)	9.33 g (144 gr)	838 m/s (2,749 ft/s) ^[77]	3,275 J

Hit probability refers to the ability of a soldier to concentrate on firing in spite of their weapon's recoil and noise, which is noticeably different between the two cartridges. The 7.62 NATO has twice the impact energy of the 5.56 NATO, preferable if a target is protected by higher level armor, especially at "medium" range. If not, both rounds normally penetrate satisfactorily through enemies up to 600 meters, approximately. A 5.56 NATO round fired from a 20 in (510 mm) barrel has a flatter trajectory than a 7.62 NATO round fired from a barrel of equal length, while the 5.56 NATO fired from a 14.5 in (370 mm) barrel has the same trajectory as the 7.62 NATO from a 20 in barrel, as well as the same time of flight. A 7.62 NATO round reaches 50 percent of its velocity within 80 mm (3.1 in) of the barrel when fired, so decreasing the barrel length for close quarters combat results in increased muzzle pressure and greater noise and muzzle flash.^{[35][45]}

Military cartridges

Australia

- **Cartridge, Ball, F1:** 5.56×45mm FN SS109 equivalent produced by Thales Australia, formerly Australian Defence Industries (ADI).
- **Cartridge, Ball, F1A1 [Green tip]:** 5.56×45mm with optimized projectile having a modified boat tail length and meplat diameter, redesigned case thickness, new primer cup design, and AR2210V01 propellant.^{[78][79]}
- **Cartridge, Blank, F3 [Crimped tip]:** 5.56×45mm Blank cartridge produced by Thales Australia, formerly Australian Defence Industries (ADI).



Images of U.S. 5.56×45mm NATO ammunition

Belgium

- **Cartridge, Ball, SS109:** 5.56×45mm 61-grain [3.95 g]^[80] Semi-Armor-Piercing cartridge w/. steel penetrator produced by Fabrique Nationale. Adopted in 1979 as the NATO standard.^[81]

Canada

- **Cartridge, Ball, C77:** 5.56×45mm FN SS109 equivalent used in the C7, C8 and C9 type weapons. Made by General Dynamics Canada.
- **Cartridge, Blank, C79 [Crimped tip]:** 5.56×45mm blank cartridge used in the C7, C8 and C9 type weapons. Also made by General Dynamics Canada.

Germany

- **Cartridge, Ball, DM11 [Green tip]:** 5.56×45mm 4.1 g dual core ball cartridge w/steel core, produced by RUAG Ammotec.
- **Cartridge, Tracer, DM21 [Orange tip]:** 5.56×45mm tracer compliment to DM11, also produced by RUAG Ammotec.

South Africa

- **Cartridge, 5.56×45mm, Ball, M1A3** (*South Africa*): 55-grain FMJ Ball round based on the M193 cartridge. It is used with the R4/5/6 series assault rifles.

Switzerland

- **5,6mm Gw Pat 90**: The 63-grain 5.56×45mm *Gewehrpatrone 90* / *5,6mm GP 90* ("5.6-mm Rifle Cartridge 90") is the Swiss Army's standard 5.56mm Ball round. It is optimized for use with the Sturmgewehr 90 service rifle, both which were adopted in 1987. Originally the cartridge had a cupro-nickel jacketed bullet and Berdan primer, but it now has a tombac jacketed bullet and lead-free Boxer primer. Since 1997 most components of the round are made in Switzerland.

United Kingdom

- **Cartridge, Ball, L2A1**: 5.56×45mm M193 equivalent produced by Radway Green.^[82]
- **Round, Ball, L2A2**: 5.56×45mm FN SS109 equivalent produced by Radway Green.
- **Round, Tracer, L1A1 [Red tip]**: 5.56×45mm tracer compliment to L2A1, produced by Radway Green.
- **Round, Tracer, L1A2 [Red tip]**: 5.56×45mm tracer compliment to L2A2, produced by Radway Green.
- **Round, Blank, L1A1 & L1A2 [crimped tip]**: 5.56×45mm blank training round, produced by Radway Green.
- **Round, Drill, L1A1 [chromed body]**: 5.56×45mm inert training round, produced by Radway Green.

United States

US Army

- **Cartridge, Caliber 5.56 mm, Ball, M193**: 5.56×45mm 55-grain [3.56 g] ball cartridge. This was type-standardized and designated by the US Army in September, 1963.
- **Cartridge, Caliber 5.56 mm, Grenade, M195 [Crimped tip with Red lacquer seal]**: 5.56×45mm high-pressure grenade-launching blank.
- **Cartridge, Caliber 5.56 mm, Tracer, M196 [Red or Orange tip]**: 5.56×45mm 54-grain [3.43 g] tracer cartridge.
- **Cartridge, Caliber 5.56 mm, High Pressure Test (HPT), M197** [stannic-stained or nickel-plated case]: High-pressure Testing cartridge used when proofing weapons during manufacture, test, or repair.
- **Cartridge, Caliber 5.56 mm, Dummy, M199 [No primer, Fluted case]**: 5.56×45mm inert cartridge with fluted indentations in the case. Used for loading and unloading drills during basic training.
- **Cartridge, Caliber 5.56 mm, Blank, M200 [Crimped tip with Violet lacquer seal]**: 5.56×45mm training blank cartridge.
- **Cartridge, Caliber 5.56 mm, Ball, M202**: 5.56×45mm 58-grain FN SSX822 cartridge.
- **Cartridge, Caliber 5.56 mm, Dummy, M232 [No primer, Black-anodized case and bullet]**: 5.56×45mm inert cartridge. Used for testing rifle mechanisms.
- **Cartridge, Caliber 5.56 mm, Ball, XM287**: 5.56×45mm 68-grain ball cartridge produced by Industries Valcartier, Inc. An Improved version was also produced designated **XM779**.
- **Cartridge, Caliber 5.56 mm, Tracer, XM288**: 5.56×45mm 68-grain tracer cartridge produced by Industries Valcartier, Inc. An Improved version was also produced designated **XM780**.



M855 and M856 cartridges in an ammunition belt using M27 disintegrating links.

- **Cartridge, Caliber 5.56 mm, Grenade, M755 [Crimped tip with Yellow lacquer seal]:** 5.56×45mm grenade launching blank specifically for the 64mm M234 launcher. The original white lacquer seal was discontinued due to excessive bore fouling.
- **Cartridge, Caliber 5.56 mm, Ball, XM777:** 5.56×45mm ball cartridge. An attempt to create a 55-grain SS109-style Semi-Armor-Piercing round that weighed the same as the M193 and could use the same US-standard 1-in-12-inch rifling. It replaced the 6×45mm SAW round as the baseline cartridge for the Squad Automatic Weapon trials in the late 1970s and early 1980s.
- **Cartridge, Caliber 5.56 mm, Tracer, XM778:** 5.56×45mm tracer cartridge mated with the XM777 Semi-Armor-Piercing cartridge.
- **Cartridge, Caliber 5.56 mm, Ball, M855 [Green tip]:** 5.56×45mm 62-grain FN SS109-equivalent ball cartridge with a steel penetrator tip over a lead core in a full copper jacket.
- **Cartridge, Caliber 5.56 mm, Ball, M855LF *Lead Free* [Green tip]:** 62-grain bullet with a steel penetrator tip over a tungsten-composite core in a full copper jacket. Primarily used during training in countries with strict lead disposal laws.^[83]
- **Cartridge, Caliber 5.56 mm, Ball, M855A1 *Enhanced Performance Round* [unpainted steel penetrator tip]** (2010–Present): 62-grain bullet w/ a 19-grain steel penetrator tip over a copper alloy core in a partial copper jacket.^[84]
- **Cartridge, Caliber 5.56 mm, Tracer, M856 [Orange tip]:** 5.56×45mm 63.7-grain FN L110 tracer cartridge. Provides red visible light and lacks a steel penetrator.^[83]
- **Cartridge, Caliber 5.56 mm, Tracer, M856A1 [Red tip]:** 5.56×45mm 56-grain Lead Free slug (LF) Tracer with similar ballistic performance to the M855A1 and improved trace to range consistency.^[85]
- **Cartridge, Caliber 5.56 mm, Plastic, Practice, M862 [Brass primer, Aluminum case and Blue plastic projectile]:** *Short Range Training Ammo* (SRTA) has a smaller charge than standard ball, reducing its aimed range to 250 meters, and fires a plastic bullet. The M2 training bolt must be used in the M16 Rifle / M4 Carbine when using SRTA for the weapon to cycle properly due to its lower power. It is used during training on shooting ranges near built-up or populated areas.
- **Cartridge, Caliber 5.56 mm, Armor Piercing, M995 [Black tip]:** 5.56×45mm 52-grain AP cartridge with a tungsten core.
- **Cartridge, Caliber 5.56 mm, Tracer, XM996 [Crimson tip]:** So-called "Dim Tracer" with reduced effect primarily for use with night vision devices.

US Air Force

- **Cartridge, Caliber 5.64 mm, Ball, MLU-26/P (National Stock Number:1305-968-5892):**^[86] *Munition, Live, Unit #26 / Personnel use*. Early USAF designation for a 55-grain 5.56×45mm FMJ Boat-Tailed ball cartridge produced by Remington-Union Metallic Cartridge Company (headstamp RA 63 or REM-UMC 63) in January, 1963. It was their designation for the commercial 55-grain .223 Remington M.C. ("Metallic-Cased", or Full Metal Jacketed) cartridge, which the Air Force initially designated "5.64 mm" rather than 5.56 mm. The order consisted of 8.5 million rounds and was procured for testing, training and unconventional warfare use with the XM16 rifle. The cartridges came packed unclipped in white 20-round commercial ammunition boxes.

US Navy & US Marine Corps

- **Cartridge, Caliber 5.56 mm, Frangible, MK 255 Mod 0 [White Tip]:** 5.56×45mm 62-grain *Reduced Ricochet Limited Penetration* (RRLP) round with copper/polymer composite core for training and operational use.^[87]
- **Cartridge, Caliber 5.56 mm, Special Ball, Long Range, Mk 262 Mod 0/1:** 5.56×45mm 77-grain Open-Tipped Match/Hollow-Point Boat-Tail cartridge. Mod 0 features Sierra Matchking bullet, while Mod 1 features either Nosler or Sierra bullet.
- **Cartridge, 5.56×45mm, semi-jacketed Frangible, MK 311 Mod 0 :** *Reduced Ricochet Limited Penetration (R2LP)* round, 50-grain frangible bullet intended for training. Produced by Western Cartridge Company (headstamp: WCC).

- **Cartridge, Caliber 5.56 mm Ball, Enhanced 5.56 mm Carbine, MK318 MOD 0:** 5.56×45mm 62-grain Open-Tipped Match Boat-Tail cartridge. Optimized for use with 14-inch barreled weapons like the M4A1 Carbine and MK16 SCAR and designed to penetrate light barriers like windshields or car doors with no loss of accuracy or damage.^{[88][89]} Now designated as *Caliber 5.56 mm Ball, Carbine, Barrier*.

SS109/M855

In 1970, NATO decided to standardize a second rifle caliber. Tests were conducted from 1977 to 1980 using U.S. XM777 5.56 mm, Belgian SS109 5.56 mm, British 4.85×49mm, and German 4.7×33mm caseless. No weapon could be agreed upon, as many were prototypes, but the SS109 was found to be the best round and standardized on October 28, 1980. The **SS109** was developed in the 1970s for the FN FNC rifle and the FN Minimi machine gun. To increase the range of the Minimi, the round was created to penetrate 3.5 mm of steel at 600 meters. The SS109 had a steel tip and lead rear and was not required to penetrate body armor. Barrels required at least a 1:9 in rifle twist, but needed a 1:7 in rifle twist to fire tracer ammunition.^{[35][45][49]} The U.S. designated the SS109 cartridge the **M855** and first used it in the M16A2 rifle. The 62-grain round was heavier than the previous 55-grain M193. While the M855 had better armor penetrating ability, it is less likely to fragment after hitting a soft target. This lessens kinetic energy transfer to the target and reduces wounding capability.^[90] The M855 is yaw dependent, meaning it depends on the angle upon which it hits the target. If at a good angle, the round turns as it enters soft tissue, breaking apart and transferring its energy to what it hits. If impacting at a bad angle, it could pass through and fail to transfer its full energy.^[51] The SS109 was made to pierce steel helmets at long range from the Minimi, not improve terminal performance on soft tissue from rifles or carbines.^[39] In Iraq, troops that engaged insurgents at less than 150 yards found that M855 rounds did not provide enough stopping power. In addition to not causing lethal effects with two or more rounds, they did not effectively penetrate vehicle windshields, even with many rounds fired at extremely close range.^[91] In Afghanistan, troops found that M855 rounds also suffered at long ranges. Although 5.56 mm rifles have an effective range of 450–600 meters, the M855 bullet's performance falls off sharply beyond 300 meters. The ranges are even shorter for short-barreled carbines. Half of small-arms attacks were launched from 300–900 meter ranges.^[92] An M855 fired from an M4 Carbine has severely degraded performance beyond 150 meters.^[39]

The maximum effective point target range of an M4 carbine with M855 rounds is 500 m (547 yd), with a maximum effective area target range of 600 m (656 yd). These mark the greatest distances the rounds can be expected to accurately hit the target, not the ranges that they have terminal effectiveness against them. Because the M855 is yaw dependent it requires instability in flight to deform upon hitting the target. It is the most stable in flight between 150–350 m (164–383 yd), potentially lessening its effectiveness if it strikes an enemy between those distances. In addition to this, tests have shown that 5.56 mm bullets fragment most reliably when traveling faster than 2,500 ft/s (760 m/s). From full-length 20 in (508 mm) rifle and machine gun barrels, rounds exhibit velocities above 2,500 ft/s (760 m/s) out to 200 m (219 yd). An M855 fired from a shorter barreled M4 carbine exhibits a bullet velocity of 2,522 ft/s (769 m/s) at 150 m (164 yd) range. Even if it impacts at optimum speeds, 70 percent of 5.56 mm bullets will not begin to yaw until 4.7 in (120 mm) of tissue penetration. 15 percent more begin to yaw after that distance, so up to 85 percent of rounds that hit do not start to fragment until nearly 5 in of penetration. Against small statured or thin combatants, the M855 has little chance of yawing before passing through cleanly and leaving a wound cavity no bigger than the bullet itself. The factors of impact angle and velocity, instability distance, and penetration before yaw reduce the round's predictable effectiveness considerably in combat situations.^[93]

M855A1

Development

In mid-2005, a meeting was held at the Lake City Army Ammunition Plant as part of Phase II of the U.S. Army's Green Ammunition replacement program and attended by representatives from several military sectors and contractors. The objective was to create an environmentally friendly small arms training round after the Army had been required, in part by stronger state regulations, to remove lead from their bullets to reduce lead accumulation at stateside training ranges. Initially, Phase I efforts created the M855 "green tip" 5.56 mm round that replaced the lead core with one made of tungsten, but it was found that the round would become unstable in flight and fly sideways through a target; furthermore, research was suggesting that tungsten was not environmentally better than lead. Phase II efforts focused on creating an alternative round that did not contain either metal. As the Iraq War was happening at the same time, participants decided to use the opportunity to redirect their efforts from just making a "green" training round to creating an entirely new general-purpose rifle round to address complaints encountered in the field.^[94]



M855A1 Enhanced Performance Round and its environmentally friendly projectile.

Complaints had surfaced about the poor lethality of standard M855 rounds against soft targets, although while some units claimed they had virtually no effect others said they were having no problems. The problem was "yaw sensitivity," where rounds experiencing swing in flight have varying effects when they hit a target based on the degree of yaw, resulting in unpredictable lethality effects. The makeup and design of the bullet affected accuracy. The copper jacket is formed first at the point, then a steel penetrator is inserted into the jacket and the projectile is crimped shut. Error in the penetrator placement can change flight performance and affect dispersion, and the rearward-drawn jacket can create an uneven boat tail leading to uneven airflow and more affected dispersion. It also was not optimized for use in short-barreled rifles. The M855 was originally made to burn and accelerate from the 20 in (510 mm) barrel of the M249 SAW; then it was repurposed to the M16A2 for ammunition compatibility. When fired from a short-barreled M4, lower muzzle velocity led to decreased terminal effectiveness, and unburned propellant fired from the end of the barrel created a brighter muzzle flash and caused more combustion debris to be pushed back in the gas tube, dirtying the weapon.^[94]

Alternative 5.56 mm rounds in use were considered, like the Mk 262 open-tipped match cartridge. The Mk 262 was more accurate and had better soft target performance, and both Army and Marine units were using large quantities in Iraq deployments for designated marksman rifles. However, the Mk 262 was not adequate as a general-purpose round and cost four times more than the M855, so it could not be produced at the volumes required for 5.56 mm ammunition (up to 1 billion rounds annually). It was also found that performance suffered when fired from standard barrels, so match grade barrels would be needed for optimum performance. The M995 armor-piercing round had high accuracy and target penetration, but was eight times more expensive than the M855. Commercial alternatives were found to have the same yaw sensitivity issues as the M855.^[94]

A number of objectives were desired for the new round, including more lethal, or at least more consistent, soft target effects and less shot dispersion. It must not be specialized for any one task to have general-purpose performance, and if improvement in any one area resulted that would be considered a secondary benefit. As the services were purchasing large numbers of optics, it could not require a different reticle pattern, but re-zeroing sights would be acceptable. Optimization for short-barreled rifles was needed, as the Army and Special Forces' main weapon was the M4 carbine; a flash-suppressed propellant was also required. Optimizing the round to perform within the pressure limits for short barrels would cause performance loss in longer barrels (causing complaints from the Marine Corps), but analysis showed that a short barrel-optimized round would have less performance loss fired from a long barrel than vice versa. The round also had to be cost-competitive and meet environmental standards.^[94]

The initial M855A1 design began testing in late 2007. Its alloy core had no toxic metals and could be cheaply produced. Materials and production methods, like a reverse-drawn jacket for a clean boat tail, led to yaw insensitivity, improved soft target performance, and consistent dispersion. The steel penetrator was retained and, through greater velocity and better composition and placement, substantially improved hard target performance. It met short-barrel optimization, ballistic similarity, and producibility requirements; it cost slightly more than the M855, but far less than the Mk 262. Production prove-out testing would take time, as over a million rounds had to be test-fired to ensure instances of failure would not occur at the 1 billion rounds per year scale. As information began to be made public, the original program objective to create a "green round" led to confusion and criticism that the Army was focusing more on environmental safety than on performance. Just as testing was being completed and the first production lots were being prepared in 2009, the rounds were found to fail at high temperatures. This caused a one-year delay to replace the bullet core, which solved the temperature problem and also improved cost and producibility.^[94]

Deployment

On June 24, 2010, the United States Army announced it began shipping its new 5.56 mm cartridge, the **M855A1 Enhanced Performance Round** (EPR), to active combat zones. During testing, the M855A1 performed better than M80 7.62×51mm NATO ball ammunition against certain types of targets (particularly hardened steel). However, this was due to the addition of the steel penetrator to the M855A1 projectile compared to the standard lead-alloy core of the M80 projectile and is not an accurate comparison between the two cartridges. The US Army Picatinny Arsenal stated that the new M855A1 offers improved hard target capability, more consistent performance at all distances, enhanced dependability, improved accuracy, reduced muzzle flash, and higher velocity compared to the SS109/M855 round. Further, the Army stated the new M855A1 ammunition is tailored for use in M4 carbines, but should also give enhanced performance in M16 rifles and M249 light machine guns. The new 62-grain (4 g) projectile used in the M855A1 round has a copper core with a 19-grain (1.2 g) steel "stacked-cone" penetrating tip. The M855A1 cartridge is sometimes referred to as "green ammo" because it fires a lead free projectile.^{[84][85][95][96][97][98]} It is not necessarily more lethal than the SS109/M855, but performs more consistently every time it hits a soft target and retains its performance at longer distances. The EPR can penetrate a $\frac{3}{8}$ in (9.5 mm) thick mild steel barrier from an M4 at 350 m (380 yd) and from an M16 at 400 m (440 yd). Compared to the SS109/M855 the M855A1 muzzle velocities are somewhat increased to 3,150 ft/s (960 m/s) (+37 ft/s (11 m/s)) for the M16 and 2,970 ft/s (910 m/s) (+54 ft/s (16 m/s)) for the M4 carbine.^[99] Ballistics for both rounds are similar and don't require weapons to be re-zeroed, but if they are the EPR can be slightly more accurate. The steel-tip penetrator of the M855A1 is noticeably separated from the jacket of the bullet and can spin, but this is part of

the design and does not affect performance. The M855A1 costs only 5 cents more per round than the M855.^[100] The M855A1 bullet has a $\frac{1}{8}$ in (3.2 mm) greater length than the SS109/M855.^[101] Because steel and copper are less dense than lead, the bullet is lengthened inside the case to achieve the same weight as its predecessor.^[8] The longer bullet and reverse-drawn jacket make it more stable and accurate in-flight. Its steel tip is exposed from the jacket and bronzed for corrosion resistance. The tip is serrated and larger than the M855's steel tip. The M855A1's bullet composition, better aerodynamics, and higher proof pressures give it an extended effective range for penetration and terminal performance.^[102] While effectiveness at different ranges is increased, the M855A1 does not increase the effective ranges at which weapons are expected to hit their targets. The Enhanced Performance Round was made to nearly match the trajectory of the M855 to aid in training consistency - the SS109/M855 ballistic coefficient (G7 BC) of 0.151 was improved to 0.152 for the M855A1^[103] - but the ranges to get desired effects are greatly extended.^[104]

The M855A1 was put on hold in August 2009 due to the experimental bismuth-tin alloy core exhibiting undependable ballistics at high temperatures. The US Army has since replaced the bismuth-tin alloy core with one of solid copper eliminating the heat issue. The United States Marine Corps purchased 1.8 million rounds in 2010, with plans to adopt the round to replace the interim MK318 SOST rounds used in Afghanistan when the M855A1 project was delayed.^[105] The Marine Corps plans to adopt the M855A1 round in 2018; although testing revealed it caused "some durability issues" with the Marines' M27 Infantry Automatic Rifle, the weapon is still "operationally suitable" when firing the round.^[106]

On a media day at Aberdeen Proving Ground on May 4, 2011, reports were given about the M855A1's performance in the field since it was issued 11 months earlier. One primary advantage given by the round is its consistent performance against soft targets. While the older SS109/M855 was yaw-dependant, which means its effectiveness depends on its yaw angle when it hits a target, the M855A1 delivers the same effectiveness in a soft target no matter its yaw angle. The new SMP-842 propellant in the round burns quicker in the shorter M4 carbine barrel, ensuring less muzzle flash and greater muzzle velocity. The M855A1 was able to penetrate $\frac{3}{8}$ inch (9.5 mm) of mild steel plate at 300 m (330 yd). The round even penetrated concrete masonry units, similar to cinder blocks, at 75 m (82 yd) from an M16 and at 50 m (55 yd) from an M4, which the M855 could not do at those ranges. Its accuracy is maintained and sometimes increased, as it was able to shoot a 2-inch group at 600 m (660 yd). February 2011 was the first time the M855A1 was used more than the M855, and approximately 30 million M855A1 rounds have been fielded from June 2010 to May 2011.^{[107][108]}

The M855A1 was put to the test at the 2012 National Rifle Association's National High-Power Rifle Championship at Camp Perry, Ohio in August 2012. The shooter for the Army was Rob Harbison, a contractor supporting small caliber ammunition capability development at Fort Benning Georgia. This was a special event for the Project Manager for Maneuver Ammunition Systems and the Army's Maneuver Center of Excellence as it was an opportunity to showcase the capabilities of the Enhanced Performance Round. With an M16 loaded with M855A1 ammo, Harbison fired a perfect 200 points in the Coast Guard Trophy Match, which is 20 shots fired from the sitting position at 200 yards, finishing 17th out of 365 competitors. He also scored a perfect 100 on the final string of ten shots during the Air Force Cup Trophy Match, fired at 600 yards from the prone position, which is 10 shots in a row within the 12-inch, 10-point ring at 600 yards with combat ammunition. Harbison was happy with the performance of the EPR, with his scores showing that the Army's newest general purpose round is accurate enough to go toe-to-toe in the competition with the best ammo that can be bought or hand-loaded. Harbison even said, "I don't think I could have scored any higher if I was using match-grade

competition ammunition."^[109] The M855A1 was not fired from 1:7 in rifled barrels used in standard Army rifles, but special Army Marksmanship Unit (AMU) match-grade 1:8 in rifled barrels, which produce more accurate results when firing 62-grain rounds.^[101]

From fielding in June 2010 to September 2012, Alliant Techsystems delivered over 350 million M855A1 Enhanced Performance Rounds.^[110]

Since its introduction, the M855A1 has been criticized for its St. Mark's SMP842 propellant causing increased fouling of the gun barrel. Post-combat surveys have reported no issues with the EPR in combat. A series of tests found no significant difference in fouling between the old M855 and the M855A1. However, manufacturers have reported "severe degradation" to barrels of their rifles using the M855A1 in tests.^[111] The Army attributes pressure and wear issues with the M855A1 to problems with the primer, which they claim to have addressed with a newly designed primer.^[112] It uses a modified four-pronged primer anvil for more reliable powder ignition,^[102] with a stab crimp rather than a circumferential crimp to better withstand the new load's higher chamber pressure,^[101] increased from 55,000 psi (379.2 MPa) to 62,000 psi (427.5 MPa).^[61] During Army carbine testing, the round caused "accelerated bolt wear" from higher chamber pressure and increased bore temperatures. Special Operator testing saw cracks appear on locking lugs and bolts at cam pin holes on average at 6,000 rounds, but sometimes as few as 3,000 rounds during intense automatic firing. Firing several thousand rounds with such high chamber pressures can lead to degraded accuracy over time as parts wear out; these effects can be mitigated through a round counter to keep track of part service life. Weapons with barrel lengths shorter than the M4 firing the M855A1 also experience 50 percent higher pressures than a full-length M16 rifle barrel, which can cause port erosion that can boost the automatic fire rate, increasing the likelihood of jams.^[101]

From June 2010 to June 2013, issuing of the M855A1 Enhanced Performance Round removed 1,994 metric tons of lead from the waste stream. 2.1 grams (32 gr) of lead are eliminated from each M855A1 projectile.^[113]

Mk 262

The **Mk 262** is a match-quality round manufactured by Black Hills Ammunition made originally for the Special Purpose Rifle (SPR). It uses a 77-grain (5.0 g) Sierra MatchKing bullet that is more effective at longer ranges than the standard issue M855 round.

In 1999, SOCOM requested Black Hills Ammunition to develop ammunition for the Mk 12 SPR that SOCOM was designing. For the rifle to be accurate out to 600 yards, Black Hills "militarized" a cartridge that used the Sierra 77 grain OTM (Open Tip Match) projectile; it switched from a .223 Remington to 5.56 mm case, increased pressure loading, crimped and sealed the primer, and added a flash retardant to the powder. The Mk 262 Mod 0 was adopted in 2002. Issues came up in development including reliability problems in different temperatures and when the weapon got dirty, and cycling issues in cold weather due to the slightly shorter barrel of the SPR compared to the full-length M16A2 barrel. The problems were addressed with a slower burning powder with a different pressure for use in the barrel, creating the Mk 262 Mod 1 in 2003. During the product improvement stage, the new propellant was found to be more sensitive to heat in weapon chambers during rapid firings, resulting in increased pressures and failure to extract. This was addressed with another powder blend with higher heat tolerance and improved brass. Also during the stage, Black Hills wanted the bullet to be given a cannelure, which had been previously rejected for fear it would affect accuracy. It was eventually added for

effective crimping to ensure that the projectile would not move back into the case and cause a malfunction during auto-load feeding. Although the temperature sensitive powder and new bullet changed specifications, the designation remained as the Mod 1.^[114]

According to US DoD sources, the Mk 262 round is capable of making kills at 700 meters. Ballistics tests found that the round caused "consistent initial yaw in soft tissue" between 3 and 4 in at ranges from 15 feet to 300 meters. Apparently it is superior to the standard M855 round when fired from an M4 or M16 rifle, increasing accuracy from 3–5 minutes of angle to 2 minute of angle. It possesses superior stopping power, and can allow for engagements to be extended to up to 700 meters when fired from an 18-inch barrel. It appears that this round can drastically improve the performance of any AR-15 weapon chambered to .223/5.56 mm. Superior accuracy, wounding capacity, stopping power and range have made this the preferred round of many special forces operators, and highly desirable as a replacement for the older, Belgian-designed 5.56×45mm SS109/M855 NATO round. In one engagement, a two-man special forces team reported 75 kills with 77 rounds.^{[115][116]} The Mk 262 has a higher ballistic coefficient than the M855 of (G7) 0.181, meaning it loses less velocity at long-range.^[103]

Mk318

Following early engagements in Afghanistan and Iraq, U.S. Special Operations Forces reported that M855 ammunition used in M4A1 rifles was ineffective. In 2005, the Pentagon issued a formal request to the ammunition industry for “enhanced” ammunition. The only business that responded was the Federal Cartridge Company, owned by Alliant Techsystems. Working with the Naval Surface Warfare Center Crane Division, the team created performance objectives for the new ammo: increased consistency from shot to shot regardless of temperature changes, accuracy out of an M4A1 better than 2 minute of angle (2 inches at 100 yards, 3.9 inches at 300 yards), increased stopping power after passing through “intermediate barriers” like walls and car windshields, increased performance and decreased muzzle flash out of shorter barrel FN SCAR rifles, and costs close to the M855. The first prototypes were delivered to the government in August 2007. Increased velocity and decreased muzzle flash were accomplished by the type of powder used. The design of the bullet was called the Open Tip Match Rear Penetrator (OTMRP). The front of it is an open tip backed up by a lead core, while the rear half is solid brass. When the bullet hits a hard barrier, the front half of the bullet crushes against the barrier, breaking it so the penetrating half of the bullet can go through and hit the target. With the lead section penetrating the target and the brass section following, it was referred to as a "barrier blind" bullet.^{[48][117]}

Officially designated the **Mk318 Mod 0 "Cartridge, Caliber 5.56mm Ball, Carbine, Barrier"**, and called SOST (*Special Operations Science and Technology*) ammunition, the 62-grain bullet fragments consistently, even out of a 10.5 in barrel. The lead portion fragments in the first few inches of soft tissue, then the solid copper rear penetrates 18 in of tissue (shown though ballistic gelatin) while tumbling. Out of a 14" in barrel, the Mk318 has a muzzle velocity of 2,925 ft/s (892 m/s).^{[48][117]}

In February 2010, the U.S. Marine Corps adopted the Mk318 for use by infantry. To be fielded by an entire branch of the military, the round is classified as having an "open-tip" bullet, similar to the M118LR 7.62 NATO round. The SOST bullet uses a “reverse drawn” forming process. The base of the bullet is made first, the lead core is placed on top of it, and then the jacketing is pulled up around the lead core from bottom to tip. Conventional, and cheaper, bullets are made with the method of the jacket drawn from the nose to an exposed lead base. The reverse drawn technique leaves an open tip as a

byproduct of the manufacturing process, and is not specifically designed for expansion or to affect terminal ballistics. The Pentagon legally cleared the rounds for Marine use in late January. The Marines fielded the Mk318 gradually and in small numbers. Initial studies showed that insurgents hit by it suffered larger exit wounds, although information was limited. SOST rounds were used alongside M855 rounds in situations where the SOST would be more effective.^{[48][117][118]} In July 2010, the Marines purchased 1.8 million M855A1 Enhanced Performance Rounds, in addition to millions of Mk318 rounds in service, as part of its effort to replace its M855 ammo.^[119] As of May 2015, Marine combat units still deployed with a mixture of both SOST and M855 rounds.^[120]

As the issue of environmentally friendly ammo grew, the Marines looked to see if the Mk318's lead could be replaced while still meeting specifications. They found that by replacing the lead with copper and slightly stretching the jacket around to crimp the nose even more, the bullet's ballistic coefficient increased. To avoid visual confusion with the Mk 262 round, the bullet was entirely nickel-plated for a silver color; the enhanced silver-colored copper jacketed, open tip match, 62-grain projectile was named the **Mk318 Mod 1**.^[121]

5.6mm *Gewehr Patrone 90*

The **5.6mm *Gewehr Patrone 90*** or **GP 90** (5.6 mm Rifle Cartridge 90), is the standard round used by the Swiss military in its rifle, the SIG SG 550. The cartridge is also known as the **Cart 5,6mm 90 F** (French > *Cartouche pour Fusil* / Italian > *Cartuccia per Fucile*) to the French- and Italian-speaking Swiss militiamen. The Swiss refer to the round as the 5.6 mm Gw Pat 90, although it is interchangeable with the 5.56×45mm NATO and .223 Remington round. The Gw Pat 90 round firing a 4.1 g (63 gr) FMJ bullet is optimized for use in 5.56 mm (.223 in) caliber barrels with a 254 mm (1:10 in) twist rate.

The Gw Pat 90 was designed for the SIG SG 550 when it came into production in 1987, replacing the SIG SG 510. Previous experience of a change in standard rifle had proved that changing the distance of fire for the training ranges was more expensive than the design of a new ammunition; this prompted the design of a cartridge nominally capable at 300 meters. The cartridge was also designed to reduce pollution by controlling lead emissions.^[122] The bullet was originally clad with a nickel alloy jacket, however, this was found to cause excessive barrel wear, so in 1998 the nickel jackets were replaced with tombac jackets. In addition, in 1999 a copper plug was added to the base of the bullet to address environmental concerns.^[122]

The ammunition is currently (2009) produced by RUAG Ammotec, a subsidiary of the RUAG group.^[123] The ammunition is manufactured in three variations: the standard FMJ round, the tracer round, and a blank round.



Swiss Army 50-round Gw Pat 90 ammunition box.



Swiss Army Gw Lsp Pat 90 tracer rounds.

The FMJ cartridge has a Copper-Zinc alloy case and uses a double base propellant. The bullet is a 4.1 g (63 gr) tombac jacketed FMJ projectile with a G1 ballistic coefficient of 0.331 (ICAO) / 0.337 (Army Metro). The projectile contains approximately 95% Pb, 2% Sb, 3% Cu, and was designed for terminal ballistic instability. The required accuracy for Gw Pat 90 ammunition out of factory test barrels is 63 mm (0.72 MOA) for 10 rounds (100% radius measurement method) out to 300 m. The Gw Pat 90 cartridge dimensions are in accordance with the civilian C.I.P. standards for the .223 Remington C.I.P. chambering.^[124]

The Gw Pat 90 is used both in the Swiss military and in sport shooting. The very high level of individual training in the Swiss militia (every single soldier bearing a weapon has to shoot for qualification once a year; see Gun laws in Switzerland) and the overall use of the Gw Pat 90 by the many Swiss citizens who shoot in competitions and for amusement has resulted in significant input on its usage. Over 1 billion cartridges had been produced as of 2005.

See also

- 5.45×39mm
- 5.8×42mm
- 7.62×39mm
- 5 mm caliber
- Express (weaponry)
- NATO EPVAT testing
- Table of handgun and rifle cartridges
- List of rifle cartridges

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Further reading

- Stan Christ, "5.56mm NATO Alternatives", *Special Weapons Magazine*, Semi-Annual #50 2007, pp. 52–59.

External links

- "brochure on 5.56mm F1 ball ammunition to NATO STANAG 4172" (https://web.archive.org/web/20080721072147/http://www.thalesgroup.com.au/pdfs/556_Ball_Ammo.pdf) (PDF). ADI Thales. Archived from the original (http://www.thalesgroup.com.au/pdfs/556_Ball_Ammo.pdf) (PDF) on 2008-07-21.

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Rank	Abbr.	Meaning	
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NATO	North African Theater of Operations	
NATO	Newcastle and Tyneside Orienteers (sports club, NE England)	
NATO	North American Turbocoupe Organization (Ford Thunderbird Turbocoupes)	
NATO	Not Another Teen Organization (gaming)	
NATO	National Association of Theatre Owners, Inc. (Washington, DC)	
NATO	National Association of Timeshare Owners	
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NATO	North American Tournament Organization (gaming)	

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Guide

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Norfolk Nato Festival, Inc.

Norfolk - Miscellaneous Personal Services

Phone Number:

 (757) 282-2801

Address:

440 Bank St
Norfolk, Virginia 23510-2401
United States

Norfolk Nato Festival, Inc. is a small organization in the miscellaneous personal services industry located in Norfolk, VA. It opened its doors in 2010 and now has \$215,393 USD in yearly revenue and 1 employee.

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Overview

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Company Information

Organization	Norfolk Nato Festival, Inc.
Industry	Miscellaneous Personal Services
Office Address	440 Bank St Norfolk, Virginia 23510-2401 United States

Contact Information

General Phone Number

(757) 282-2801

Competitor Snapshot

	Organization	Office Address	Sales Volume (Estimated)	Total Employees
	Cypress Innovation Llc	420 Monticello Ave # 120	\$130,000 USD	2
	Ultimate Massage Co	700 Newtown Rd Ste 12	\$75,000 USD	1
	Vivid Expressions Llc	3921 Granby St B	\$70,091 USD	1

Other Companies in the Miscellaneous Personal Services Industry in Norfolk, VA

Industries

- NAICS 1: Caterers
- SIC 1: Banquet Hall Facilities

Size

Sales Volume (Estimated) ⓘ	\$215,393 USD
Employees at This Location ⓘ	1
Total Employees ⓘ	1

People

 Share

Company Employees

Full Name	Title	Background Check
-----------	-------	------------------

Ms. Trish Carrier	Executive Director	Run a Background Check on Ms. Trish Carrier
Ms. Sarah Jordan	Executive Assistant	Run a Background Check on Ms. Sarah Jordan
Note: This list of contacts is supplied by Dun & Bradstreet. For more details, refer to the "References" section.		
Competitors		Share
Other Companies in the Miscellaneous Personal Services Industry in Norfolk, VA		
Research All Organizations in the Miscellaneous Personal Services Industry >		
Help Us Improve		Share
Submit		
Non-profit Organization Filings		Share
Summary of Form 990 Extract Tax EIN: Norfolk Nato Festival		

Statement of Revenue**FYE Jun-14**

Total Contributions	\$201,876 USD
Program Service Revenue	\$29,405 USD
Investment Income	\$13 USD
Other Revenue	\$774 USD
Total Revenue	\$232,068 USD

Statement of Functional Expenses**FYE Jun-14**

Compensation of Current Officers, Directors, etc.	\$49,675 USD
Other Salaries and Wages	\$29,235 USD
Other Employee Benefits	\$1,335 USD
Payroll Taxes	\$5,970 USD
Management Fees	\$15,000 USD
Legal Fees	\$995 USD
Accounting Fees	\$3,750 USD
Advertising and Promotion	\$13,232 USD
Conferences, Conventions & Meetings	\$825 USD
Depreciation, Depletion & Amortization	\$265 USD
Insurance	\$6,812 USD
Other Expenses	\$129,650 USD
Total Expenses	\$256,744 USD

Balance Sheet - Assets**FYE Jun-14**

Cash	\$65,644 USD
Accounts Receivable	\$2,000 USD
Prepaid Expenses or Deferred Charges	\$3,910 USD
Land, Building & Equipment	\$82 USD
Total Assets	\$71,636 USD

Balance Sheet - Liabilities		FYE Jun-14
Accounts Payable and Accrued Expenses		\$11,340 USD
Grants Payable		\$2,000 USD
Total Liabilities		\$13,340 USD

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Questions & Answers

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Q: What's the phone number for Norfolk Nato Festival, Inc. in Norfolk, VA?

A: The phone number for Norfolk Nato Festival, Inc. is **(757) 282-2801**.

Q: How big is Norfolk Nato Festival, Inc. in Norfolk, VA?

A: The company has approximately **1 person** at this location and generates an estimated **\$215,393 USD in annual revenue**.

Q: Where is Norfolk Nato Festival, Inc. located?

A: Norfolk Nato Festival, Inc. is located at **440 Bank St, Norfolk, VA 23510**.

Q: How long has Norfolk Nato Festival, Inc. in Norfolk, VA been in business?

A: Norfolk Nato Festival, Inc. was founded in 2010 and has been operating for **8 years**.

References

Sources:

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Guide

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Norfolk Nato Festival

Cultural Awareness Organization

phone number:

(757) 605-3073

website:

<http://www.azaleafestival.org>

in care of: Marie M Egert

Address:

440 Bank St

Norfolk, VA 23510-2401

Norfolk Nato Festival is a Cultural Awareness Organization in Norfolk, Virginia. In 2007, it received its exempt organization status from the IRS and now brings in \$225 k in annual income, primarily through contributions.

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Overview

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income	assets	year exemption status granted
\$224,912	\$38,120	2007
<div><div></div></div> United States dollars	<div><div></div></div> United States dollars	

Financial data from 2016.

- Financial Summary
- With \$225 k in income, Norfolk Nato Festival is **slightly larger than the average Cultural Awareness Organization** in the United States (where median income is \$84,453 United States dollars).
- IRS Information
- Norfolk Nato Festival is a registered tax-

exempt organization with the IRS.

- The organization was required to file a Form 990 or 990EZ with the IRS for the most recent tax year.






Income & Expenses

 Share

Income

In 2014, this organization filed a Form 990 with the IRS, reporting \$232,068 USD in income. See below for more information on the organization's funding sources.

Income Breakdown Over Time

-  Total Contributions
-  Program Service Revenue
-  Fundraising Income
-  Investment Income
-  Unclassified Revenue

Income Decline Driven by Decrease in Contributions

In 2014, Norfolk Nato Festival reported \$232 k in income, down 28% from the previous year. This drop can primarily be attributed to a \$78.3 k decline in contributions. However, not all funding sources experienced a drop; program revenue saw a 370% increase over the same time period.

Funded Primarily by Contributions

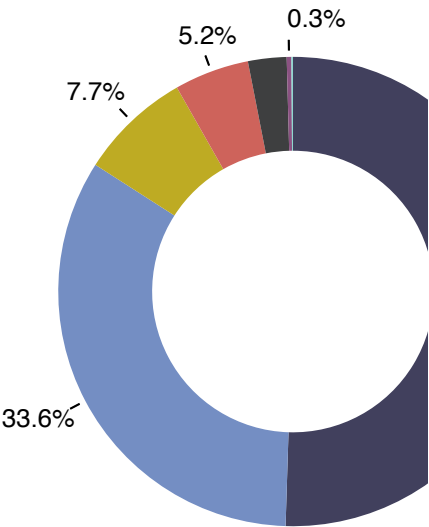
Like most Cultural Awareness Organizations in its peer group, Norfolk Nato Festival is funded primarily through contributions. The organization is highly dependent on this type of funding, as it accounts for 87% of total income.

See Other Organizations Funded Mainly by Contributions ›

Expenses

In 2014, this organization filed a Form 990 with the IRS, reporting \$256,744 USD in total expenses. See below for more information on expense breakdown.

- Unclassified Expenses
- Total Personnel Costs
- Professional Fees
- Advertising and Promotion
- Insurance
- Conferences, Conventions, Meetings
- Depreciation, Depletion, Amortization



Expenses Breakdown

- In 2014, Norfolk Nato Festival cut costs by 18%. Income, however, also saw a 28% decline.
- The organization's primary cost driver is unclassified expenses, which accounted for 50% of total expenses in 2014. This is not out of line - the largest expense for other organizations in this peer group is typically unclassified expenses.
- The organization did not report any grant expenses to the IRS in 2014. This indicates that the organization provides help through direct services rather than grants.

[See Organizations With Similar Expenses >](#)

Personnel Cost Breakdown

Compensation

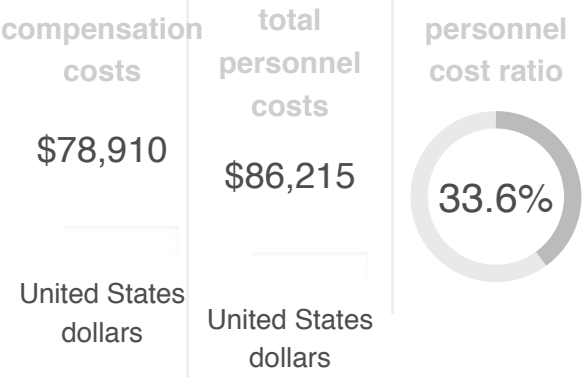
 Share

Compensation costs include salaries of officers, directors, and employees from this organization's Form 990 filed in 2014. Personnel costs include compensation costs plus pension plan contributions and other employee benefits.

Personnel Cost Ratio

Cost Breakdown

Median Personnel Cost Ratio



Norfolk Nato Festival spent 33.6% of its expenses on personnel costs in 2014. This is:

- **In line with** other nonprofits in Norfolk, Virginia (where the typical organization spends 39.4% of its total expenses on personnel)
- **In line with** similarly sized Cultural Awareness Organizations nationwide (where the typical organization spends 33.9% of its total expenses on personnel)

Financial Health

Share

Financial health metrics are calculated using financial data from this organization's Form 990.

Asset Breakdown

Analysis of asset mix can help to identify the resources available to deliver future services.

2014 Asset Breakdown

Liquidity

Liquidity refers to the ability of a nonprofit to pay its obligations on time.

	Organization	Peer Group Median	% Difference
Current Ratio	5.36	8.04	-33.33%
Days Cash on Hand	93	179	-48.04%

- **Current Ratio:** Norfolk Nato Festival has a current ratio of **5.36**. A ratio above 1 suggests that the organization would be able to pay off its obligations if they became due immediately.
- **Days Cash on Hand:** If they were to stop receiving revenue, the organization could continue to pay the bills for around **3 months**. Generally at least three months of cash on hand is desirable.

Leverage

Leverage measures how much of a nonprofit's assets are funded by other people's money. It is calculated by dividing liabilities by assets.

	Organization	Peer Group Median	% Difference
Leverage	0.19	0.16	18.75%

Profitability & Moneymaking Activities

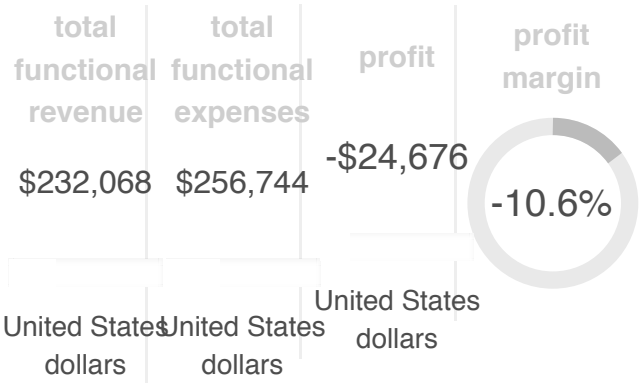
Share

Functional Revenues vs. Expenses

Profitability

With a \$24.7 k loss and a -10.6% profit margin in 2014, Norfolk Nato Festival was **not profitable**.

While nonprofit performance is not measured by profitability, as it is in the private sector, a low margin could indicate financial distress or vulnerability.



Trend Analysis

Share

- Income
- Contributions
- Program Service Revenue
- Expenses
- Compensation

Income Over Time

	FYE Jun-12	FYE Jun-13	% Ch.	FYE Jun-14	% Ch.
Total Income	\$224,716 USD	\$321,189 USD	42.93%	\$232,068 USD	-27.75%
Total Contributions	\$204,326 USD	\$280,190 USD	37.13%	\$201,876 USD	-27.95%
Program Service Revenue	\$8,405 USD	\$6,253 USD	-25.6%	\$29,405 USD	370.25%
Total Expenses	\$202,254 USD	\$314,756 USD	55.62%	\$256,744 USD	-18.43%
Compensation of Officers		\$48,903 USD		\$49,675 USD	1.58%
Total Assets	\$105,901 USD	\$104,195 USD	-1.61%	\$71,636 USD	-31.25%
Total Liabilities	\$29,362 USD	\$21,223 USD	-27.72%	\$13,340 USD	-37.14%

IRS Details

 Share

Key Facts

Classifications

Alternate
Name(s)

EIN ⓘ 541580182

Date
Exemption
Status
Granted ⓘ

May 2007

Year
Exemption
Status
Granted ⓘ

2007

Deductibility ⓘ Contributions are deductible

Exempt
Organization
Status ⓘ Unconditional Exemption

990PF Filing
Requirement ⓘ No 990-PF return

Filing
Requirement ⓘ 990 (all other) or 990EZ return

Tax Period
End Date ⓘ June 2016

NTEE
Classification Cultural Awareness
Organizations (A23)

IRS
Classification ⓘ Charitable Organization

Organization
Type ⓘ Corporation

Foundation
Type ⓘ 170(b)(1)(A)(vi)
Organization

Donate to this Organization

Donate Today

Financial Statement

 Share

Statement of Revenue

FYE Jun-14

Total Contributions \$201,876 USD

Program Service Revenue \$29,405 USD

Investment Income	\$13 USD
Other Revenue	\$774 USD
Total Revenue	\$232,068 USD

Statement of Functional Expenses**FYE Jun-14**

Compensation of Current Officers, Directors, etc.	\$49,675 USD
Other Salaries and Wages	\$29,235 USD
Other Employee Benefits	\$1,335 USD
Payroll Taxes	\$5,970 USD
Management Fees	\$15,000 USD
Legal Fees	\$995 USD
Accounting Fees	\$3,750 USD
Advertising and Promotion	\$13,232 USD
Conferences, Conventions & Meetings	\$825 USD
Depreciation, Depletion & Amortization	\$265 USD
Insurance	\$6,812 USD
Other Expenses	\$129,650 USD
Total Expenses	\$256,744 USD

Balance Sheet - Assets**FYE Jun-14**

Cash	\$65,644 USD
Accounts Receivable	\$2,000 USD
Prepaid Expenses or Deferred Charges	\$3,910 USD
Land, Building & Equipment	\$82 USD
Total Assets	\$71,636 USD

Balance Sheet - Liabilities**FYE Jun-14**

Accounts Payable and Accrued Expenses	\$11,340 USD
Grants Payable	\$2,000 USD

Total Liabilities

\$13,340 USD

Research Similar Nonprofits

 Share

Other Cultural Awareness Organizations with \$100,000 to \$500,000 in Income


See All Cultural Awareness Organizations >

Perform More Research

 Share

FindTheCompany's Nonprofit Research Tool provides information on Norfolk Nato Festival, gathered from IRS financials, the organization's website and user edits. Our sister sites have even more information on this organization pulled from other datasets across the web. Click through for a more detailed profile.

Companies & Organizations

Organization	Norfolk Nato Festival, Inc. in Norfolk VA
General Phone Number ⓘ	 (757) 282-2801
Industry	Miscellaneous Personal Services
Year Founded ⓘ	2010

Sales Volume (Estimated) ⓘ \$215,393 USD

Total Employees ⓘ 1

Find more information on this organization [here](#).

References

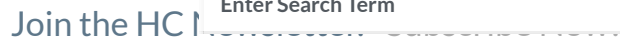
Sources:

IRS, National Center for Charitable Statistics, D&B, and Localeze. [Show details ▼](#)

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03-17-2009, 07:34 AM

What is the difference (sound/quality) between the Nato and Mahogany tonewoods?

blazar
Newbie

Join Date: Mar 2009
Posts: 6

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Tags: None

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By Team HC

February 26, 2018

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twenty years of pain ...
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garthman
Hall of Fame

Join Date: Apr 2007
Posts: 8071

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03-17-2009, 07:49 AM

#2

Hello

I don't know. Some people say this wood does that and that wood does this. I'm one of those heretics that think it doesn't really matter.

Howard



panhandler
Hall of Fame

Join Date: Jan 2008
Posts: 6821

Share

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03-17-2009, 08:18 AM

#3

I think we're all too lay'd back here to notice a difference. Now Hog v. Rosewood yea. But Nato v. Hog? Prolly not much if any.

There's another popular board (nameless 😊) that has lot's of purists, they might know?



In Internet slang, a **troll** (/troul, trol/) is a person who sows discord on the Internet by starting quarrels or upsetting people, by posting inflammatory, extraneous, or off topic messages in an online community (such as a newsgroup, forum, chat room or blog) with the intent of provoking readers into an emotional response or of otherwise disrupting normal, on-topic discussion, often for the troll's amusement.

There's no reasoning with a tRump supporter. If there

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By Chris Loeffler

February 26, 2018

Yamaha LJ16BC Billy Corgan Acoustic Guitar An acoustic that's simply smashing! &...

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By HC News

March 06, 2018

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Overall Rating ★★★★★

By BDJohnston

Bespeco Weeper [Read More](#)

Overall Rating ★★★★★

By cheto

ZVex Box of Metal [Read More](#)

Overall Rating ★★★★★

By BDJohnston

was, there wouldn't be any.



guitarcapo
Guru

03-17-2009, 11:10 AM

#4

I'm even more of a heretic. I think the back and sides can be overwhelmed by other factors in term of sound to the point that it becomes irrelevant.

Join Date: Feb 2003
Posts: 29527

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"I don't want to be immortalized through my work. I want to be immortalized by not dying." Woody Allen



Florida_Gator
Pro

03-17-2009, 11:27 AM

#5

I can definitely hear the difference between rosewood and nato/hog, but can't really distinguish (by ear, or even sight in many cases) between nato and hog. That includes laminate back/side guitars too.

Join Date: Aug 2008
Posts: 1347

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Yamaha LS6
Yamaha FG730S
Alvarez MD350

**Nimzo2005**

Rookie

Join Date: May 2007
Posts: 141

Share

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03-17-2009, 11:34 AM

#6

I'm even more of a heretic. I think the back and sides can be overwhelmed by other factors in term of sound to the point that it becomes irrelevant.

+1 🤔👍

Fingerpickers do have more fun

<http://www.youtube.com/user/Nimzo2005>

**KATMAN**

Hall of Fame

Join Date: Apr 2004
Posts: 4001

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03-17-2009, 11:39 AM

#7

From my understanding, Nato is a Mahogany type of wood. Some say it is a type of Mahogany, a less cheaper version. You'd have to have a lot better hearing than me to tell the difference.

1997 Epiphone PR-350CE
2000 MIM Fender Stratocaster
2001 Washburn Bantam bass
19?? Takamine EGS-340SC
???? Yamaha APX-5NA
2004 Squier Telecaster Standard
2006 Regal RV-38 resonator
2000 Cedar Creek Dulcimer
2009 Stagg mandolin
.....and more to come!



MePeel
Rookie

03-17-2009, 07:10 PM

#8

Nato is asian mahogany.
Mel

Join Date: Apr 2007
Posts: 582

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AKA "SuperChunk"



fmw
Pro

03-18-2009, 06:25 AM

#9

Join Date: Apr 2008
Posts: 1242

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I can out-heretic all of you. I believe it is impossible to know what the "nature" of the sound of the back and sides of a guitar are. To begin to get an idea you would have to do some scientific listening tests and I don't believe anybody has ever done that. I've done all kinds of scientifically valid listening tests but I wouldn't know where to begin with guitars. Comparing two different guitars at different times is meaningless. Completely meaningless. To get a valid sample you would have to test many, many guitars at the same time in the same room with exactly the same performance with a panel of listeners in a bias controlled environment. If it would be possible to make two guitars EXACTLY the same but with different back and side materials, you might convince me that it would represent a valid comparison but I'm not sure that's

possible. I think you would need to do it with a statistically appropriate sample of instruments and listeners. It's a really difficult thing to do.

I'm not suggesting all guitars sound the same. They don't. But I doubt seriously that the composition of the back and sides has much or anything to do with it. I firmly believe nobody has done tests that I would consider scientifically valid to find out either.

So to all you heretics I can only say that I agree with you and go one step further to say that you can't even know the difference if there is one. You can think you do but, until you do it right, you would never convince someone experienced at bias controlled listening tests.

Fred

1 comment



freehudahey #9.1
commented

11-26-2016, 11:14
PM

I'm gonna challenge that....With no disrespect....a good song is a good song just like a good sounding guitar isn't always an expensive one...the ear likes what the ear likes...the intro to Led Zeppelin's "Babe I'm leaving you" was played on a Yamaha acoustic, the solo to "Stairway to Heaven" was played on you'll never guess, a Danalectro guitar. Go back and listen to that solo and in my estimation, that's the last guitar I would pick but

amazing sound on that solo and everything else. Sound is everything, it doesn't matter how you get it, you just get it (aka...the 70's) unfortunately or fortunately we have amazing computers and recording programs and now you don't have to do nearly half the work, I think it takes away some of the natural creativity people have in their own being, but everybody's gonna have to embrace this and keep trying to make great music in spite of this so called progress. Ability? (YES!) Progress? (Not necessarily convinced) I actually believe it's fundamental to learn how to play things you want to play and do things you want to do, it helps you in life to know you accomplished something you set out to do with some real effort towards your goal.



sufidancer
Hall of Fame

Join Date: Mar 2002
Posts: 2622

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03-18-2009, 02:22 PM

#10

I think a Mahogany Martin D15 smells fantastic. Mahogany seems to have less dark striations in the grain therefore a more uniform color as opposed to Nato I have seen. I think that Mahogany also tends to have a boomy-ness to it in acoustics guitars. All of these points are merely personal observations from owning two Mahogany guitars.

Originally Posted by
TornadoOfSouls

Who cares, there's no cock

and it looks better than most chicks out there.

Originally Posted by jaxn slim

I wonder if any of your 10,000+ posts don't make you look like a *****tard.



Gary Palmer
Hall of Fame

Join Date: Oct 2007
Posts: 4176

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03-18-2009, 10:35 PM

#11

I can out-heretic all of you. I believe it is impossible to know what the "nature" of the sound of the back and sides of a guitar are. To begin to get an idea you would have to do some scientific listening tests and I don't believe anybody has ever done that. I've done all kinds of scientifically valid listening tests but I wouldn't know where to begin with guitars. Comparing two different guitars at different times is meaningless. Completely meaningless. To get a valid sample you would have to test many, many guitars at the same time in the same room with exactly the same performance with a panel of listeners in a bias controlled environment. If it would be possible to make

two guitars EXACTLY the same but with different back and side materials, you might convince me that it would represent a valid comparison but I'm not sure that's possible. I think you would need to do it with a statistically appropriate sample of instruments and listeners. It's a really difficult thing to do.

I'm not suggesting all guitars sound the same. They don't. But I doubt seriously that the composition of the back and sides has much or anything to do with it. I firmly believe nobody has done tests that I would consider scientifically valid to find out either.

So to all you heretics I can only say that I agree with you and go one step further to say that you can't even know the difference if there is one. You can think you do but, until you do it right, you would never convince someone experienced at bias controlled listening tests.

I feel sorry for all of those crash test dummies who suffer testing tonewoods on our behalf.

IF IT AINT BROKE, DON'T
FIX IT.



Grant Harding
Hall of Fame

Join Date: Nov 2002
Posts: 6722

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03-19-2009, 12:10 AM

#12

I can out-heretic all of you. I believe it is impossible to know what the "nature" of the sound of the back and sides of a guitar are. To begin to get an idea you would have to do some scientific listening tests and I don't believe anybody has ever done that. I've done all kinds of scientifically valid listening tests but I wouldn't know where to begin with guitars. Comparing two different guitars at different times is meaningless. Completely meaningless. To get a valid sample you would have to test many, many guitars at the same time in the same room with exactly the same performance with a panel of listeners in a bias controlled environment. If it would be possible to make two guitars EXACTLY the same but with different back and side materials, you might convince me that it would represent a valid comparison but I'm not sure that's possible. I think you would need to do it with a statistically appropriate sample of instruments and listeners. It's a really difficult thing to do.

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anything to do with it. I firmly believe nobody has done tests that I would consider scientifically valid to find out either.

So to all you heretics I can only say that I agree with you and go one step further to say that you can't even know the difference if there is one. You can think you do but, until you do it right, you would never convince someone experienced at bias controlled listening tests.

What you're talking about is perfection and life outside the lab isn't like that.

I know what I've heard in my time, in all sorts of live situations and on my workbench. I can tell the difference in sound between rosewood and mahogany or laminate vs solid in most cases.



Gary Palmer
Hall of Fame

Join Date: Oct 2007
Posts: 4176

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03-19-2009, 12:38 AM

#13

What you're talking about is perfection and life outside the lab isn't like that.

I know what I've heard in my time, in all sorts of live situations and on my workbench. I can tell the difference in sound between rosewood and mahogany or laminate vs solid in most cases.

I couldn't agree more. 🙌

The variation in tonal nuance between timber varieties, solids and laminates can be heard, if you know what to listen for.

IF IT AINT BROKE, DON'T FIX IT.



Etienne Rambert
Hall of Fame

Join Date: Dec 1998
Posts: 5384

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03-19-2009, 07:28 AM

#14

If Nato is the Mahogany I know as *Vietnamese Mahogany*, (local to SE Asia), I don't think it sounds very good.

The Maple guitars here sound fantastic. VN Rosewood & IR can be great but are more hit & miss.

The Hog guitars I've heard here have a very dark tone. Good for warm, fat harmonic notes, but not much else.

He has escaped! [Youtube](#) , [Murika](#) , [France](#)



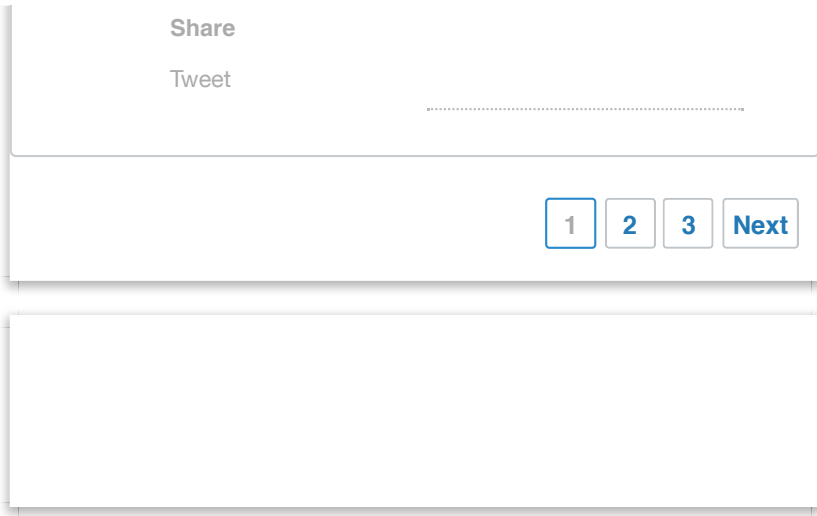
blazar
Newbie

Join Date: Mar 2009
Posts: 6

03-19-2009, 09:30 AM

#15

I received the Nato guitar in the mail, and compared to my Martin D15LE, it has less depth in the bass-mids and has a predominant sharp treble. Mahogany seems to have a greater warmth across the board. In the scheme of things, the top is the most important part of the guitar; the sides effect the timbre (color).



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Justin here!



Join date: Apr 2007
470 IQ

I'm getting a Washburn X50 PRO and found out that the mahogany used for body and neck is actually nato in their spec sheet. After some quick searching and reading I found out that Most Epiphone "mahogany" are also made from nato wood. Same thing with many other big names. And they're all branded with the word "mahogany". #1

So what's the deal? Do we only get "real" mahogany on the higher end range or something? Just like Brazilian rosewood for acoustic? Are the mahogany we've been talking and discussing about are actually nato wood?

Any expert in this area can tell me what's up with these?



ESP Standard Eclipse I CTM VW
ESP LTD Deluxe H-1001
ESP LTD Deluxe Viper-1000 STBC
ESP Edwards E-EX-100STD
Warmoth Paulcaster "Tiger"
Tanglewood TW170 AS
Vox Tonelab ST
Blackstar HT-1R

Last edited by hminh87 at Apr 14, 2009, 4:10 PM

Apr 14, 2009, 3:38

Like

[Quote](#) [Reply](#)

PM

[xxdarrenxx](#)

UG Fanatic



Join date: Jan 2006
130 IQ

Well I'm not sure, but the quality of the wood is more important. #2

You can have any wood you want, as long as it's impure (has more air or other bs in it) then it's gonna affect tone.

Mahogany, maple etc are different wood types in structure. They don't necessarily say what the quality of the wood is.

The "Re-incarnation of Plato" Award 2009 (most intelligent) 😊

The "Good Samaritan" Award 2009 (most helpful) 🙏

[font="Palatino Linotype
Who's Andy Timmons??

Last edited by xxdarrenxx at Apr 14, 2009, 3:47 PM

Apr 14, 2009, 3:46

Like

[Quote](#) [Reply](#)

PM

Baby Joel [cc]

avatar

Join date: May 2008
810 IQ

Apr 14, 2009, 3:48 PM

Like

Quote

Reply

It's still mahogany, it's just mahogany pieces glued together, essentially making plywood, or Nato. But it's still mahogany.

will someone carry me across ten thousand miles under the silence

#3

rockinsk8r91

I approve

approve avatar

Join date: May 2005
10 IQ

Apr 14, 2009, 3:49 PM

Like

Quote

Reply

North Atlantic Treaty Organization?
But really, wiki said it has the same basic features, but is a budget wood.
This means unless you're a wood connoisseur () you won't be able to tell the difference, so don't fret.

Pretty please, with sugar on top, clean the f***ing car.
I love pulp...
Someone told me there's a girl out there
With love in her eyes and flowers in her hair...
I will find this girl.

#4

Matt420740

Banned

Banned avatar

Join date: Mar 2008
90 IQ

Apr 14, 2009, 3:50 PM

Like

Quote

Reply

A lot of companies pull crap like this. There are also a few different types of mahogany. African Mahogany, Genuine Mahogany, and Santos Mahogany. African Mahogany is the best choice for musical instruments, but a lot of companies use the other kinds because they are cheaper. The same reason you are getting Nato, instead of real African Mahogany.

#5

Matt420740

Banned

Banned avatar

Join date: Mar 2008
90 IQ

Apr 14, 2009, 3:55 PM

Like

Quote

Reply

Quote by Baby Joel

It's still mahogany, it's just mahogany pieces glued together, essentially making plywood, or Nato. But it's still mahogany.

This is not true. Nato is a wood from a tree known as Mora excelsa or Mora gonggrijpii

#6

rockybo

hardcore like porno

hardcore like porno avatar

Join date: May 2005
20 IQ

Apr 14, 2009, 3:56 PM

Like

Quote

Reply

Nato still has the same depth and warmth as "regular" mahogany, but I find it has a little extra crispness to it, and it doesn't get as muddy with high-output pickups. This is based on my personal experiences comparing a Schecter C-1+ with a BC Rich DLXJRVO, which I tried two sets of pickups on both guitars (EMG 81/85 and Seymour-Duncan Invader/Jazz) through the same amp. Mahogany also has a little more "thump" to the bottom end, if you know what I mean.

I miss Morbid, the metal forum sucks now

#7

Baby Joel [cc]

avatar

Join date: May 2008
810 IQ

Apr 14, 2009, 3:56 PM

Like

Quote

Reply

Quote by Matt420740

This is not true. Nato is a wood from a tree known as Mora excelsa or Mora gonggrijpii

Oh really? My bad then. Completely disregard my first post.

#8

will someone carry me across ten thousand miles under the silence

Apr 14, 2009, 4:07 PM

Like

Quote Reply

hminh87

Justin here!

Justin here! avatar

Join date: Apr 2007
470 IQ

Quote by rockybo

Nato still has the same depth and warmth as "regular" mahogany, but I find it has a little extra crispness to it, and it doesn't get as muddy with high-output pickups. This is based on my personal experiences comparing a Schecter C-1+ with a BC Rich DLXJRVO, which I tried two sets of pickups on both guitars (EMG 81/85 and Seymour-Duncan Invader/Jazz) through the same amp. Mahogany also has a little more "thump" to the bottom end, if you know what I mean.

^ Ye. I know exactly what you mean. IF it's really like that the nato would clearly be a better candidate for me.



ESP Standard Eclipse I CTM VW
ESP LTD Deluxe H-1001
ESP LTD Deluxe Viper-1000 STBC
ESP Edwards E-EX-100STD
Warmoth Paulcaster "Tiger"
Tanglewood TW170 AS
Vox Tonelab ST
Blackstar HT-1R

Apr 14, 2009, 4:07 PM

Like

Quote Reply

Absent Mind

Celibate Porn Star

Celibate Porn Star avatar

Join date: Apr 2006
10 IQ

Yeah companies will try and pawn off low grade woods as mahogany for their cheap stuff.

[7 String Legion](#)

Quote by dogismycopilot

Absent Mind, words cant express how much i love you. Id bone you, oh yea.

Quote by lumberjack

Absent Mind is, as usual, completely correct.

Quote by littlemurph7976

Id like to make my love for Neil public knowledge as he is a beautiful man

Apr 14, 2009, 4:09 PM

Like

Quote Reply

Dave_Mc

Chirp and Swirl

Chirp and Swirl avatar

Join date: Mar 2005
460 IQ

Quote by hminh87

Do we only get "real" mahogany on the higher end range or something?

I'm not an expert, but i'd have thought so. Generally speaking, if it's mid-priced and made in Korea or China, personally I just assume it's phillipine mahogany/nato/luan/whatever you want to call it. There's some info on wiki... that's where i get a lot of my info from...

most of the guys using quality mahogany will spec it as so (i.e. they'll specify where it's from)... african (not "real" mahogany, but closely related and a good tonewood), or brazilian, honduran, south american, something like that.

I'm an idiot and I accidentally clicked the "Remove all subscriptions" button. If it seems like I'm ignoring you, I'm not, I'm just no longer subscribed to the thread. If you quote me or do the @user thing at me, hopefully it'll notify me through my notifications and I'll get back to you.

Quote by K33nbl4d3

I'll have to put the Classic T models on my to-try list. Shame the finish options there are Anachronism Gold, Nuclear Waste and Aged Clown, because in principle the plaintop is right up my alley.

Quote by K33nbl4d3

Presumably because the CCF (Combined Corksniffing Forces) of MLP and Gibson forums would rise up against them, plunging the land into war.

Quote by T00DEEPBLUE

Et tu, br00tz?

Apr 14, 2009, 6:58 PM

Like

Quote **Reply**

k.tripoli [pro]
Registered User



Join date: Aug 2010
30 IQ

Dec 21, 2010, 4:25 PM

Mahogany is a generic term that refers to several species of dark colored wood. Nato mahogany is not laminated, laminated nato mahogany is. Mahogany that is used in older guitars was from Cuba. Now the "mahogany" used is from Asia. Bottom line is a well built guitar using a decent wood is going to sound good. If laminates are used well then the guitar will be easier to take care of and not as susceptible to atmospheric conditions. However, when talking about the soundboard that's another subject for another thread. #12

Like

Quote **Reply**

Kazaza
Self proclaimed
b*stard



Join date: Jun 2010
30 IQ

Dec 21, 2010, 4:31 PM

Nato is horrible, I have a BC rich made from it and it's so trebley and high mids based - nothing like mahogany. #13

At first I thought it was just the stock pick-ups, but after adding an EMG 81 I realised it's just a crap wood. Even cheap basswood sounds better...

Like

Quote **Reply**

al112987
UG's Shooter McGavin



Join date: Jul 2008
110 IQ

Dec 22, 2010, 1:23 PM

Hey! You've now found out why Gibsons cost more than Epiphones despite UG's insistence that they are basically the same guitar made in different factories with different pickups and different names on the headstock! #14

Like

Quote **Reply**

Y00p
Unregistered Abuser



Quote by rockinsk8r91

North Atlantic Treaty Organization?

#15

Join date: May 2006
56 IQ

But really, wiki said it has the same basic features, but is a budget wood.
This means unless you're a wood connoisseur () you won't be able to tell the difference, so don't fret.

Just had to step in and say 'That joke never gets old'.

Well done!

Cartographer

Here's a [small clip](#) of a demo session we recently did!

Dec 22, 2010, 1:41 PM

Like

QuoteReply

[sashki](#)
avatar

Join date: Feb 2005
3,128 IQ

"Real" Mahogany comes from trees of the Swietenia genus, growing in South America. For guitars, the most prized mahogany is Honduran, which was used on Gibson guitars in the late 50's. However, today this wood is endangered and it is illegal to trade it. A lot of luthiers still have stocks of this wood, but it is very limited and reserved only for the finest guitars. #16

Today, there are plantations of Swietenia in Fiji and Indonesia. I'm not sure if it's the exact same species (although there's a good chance it is) as Honduran mahogany, but it's definitely the same genus. I'm pretty sure this wood is used on Gibson's non-custom line of guitars. It's probably used by other manufacturers, too.

So, Fijian mahogany is about as "real" as you're gonna get these days. And anyway, just because it's not extremely expensive and rare doesn't mean it's no good.

Many manufacturers will use "mahogany" as a broad term for different woods of the same family, but of different genera. They still have very similar properties, though. Khaya, for example, is a different genus of trees, but it's still commonly referred to as "African Mahogany" because of its very similar properties.

Member of UG's Gain Whores - pm gpderek09 to join
[Telecaster build 2010](#)
[Bass build 2014](#)

Dec 22, 2010, 1:47 PM

Like

QuoteReply

Last edited by sashki at Dec 22, 2010, 1:50 PM

[Shinozoku](#)
UG Nerd
UG Nerd avatar

Join date: Aug 2006
100 IQ

Actually, it's Khaya (true African Mahogany) used in Gibsons standard line now. #17

Then there's this band called Slice The Cake...

Bunch of faggots putting random riffs together and calling it "progressive" deathcore.
Stupid name.
Probably picked "for teh lulz"

Mod in UG's Official Gain Whores

Dec 22, 2010, 1:52 PM

Like

QuoteReply

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	Is Natowood good?	5	3,504	7 years ago by monwobobbo
	rockzera			

		nato body wood? DoctrDrew116	8	3,856	10 years ago by Armagedn
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A

B

C

D

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F

G

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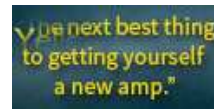
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What kind of wood is NATO?

Discussion in 'Acoustic Heaven' started by miurasv, Dec 10, 2010.

Dec 10, 2010

#1

**miurasv**
TDPRI Member

84



Nov 23, 2010



Cardiff, UK

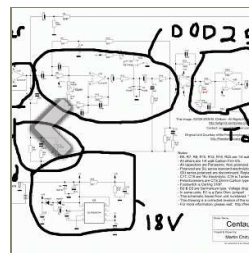
I was looking at a very nice Yamaha APX700 yesterday and it had a solid top and NATO back and sides. What kind of wood is this? Is it solid or a laminate? Thanks in advance.

miurasv, Dec
10, 2010

#1

[Log in or Sign Up](#)

Random Media



Dec 10, 2010

#2

I believe it would be laminate. Either way, those are excellent guitars for



yark14
Friend of Leo's

Age: 30
2,321
Aug 2, 2008
Austin, TX. Formerly Iowa

the money. I love most of the Yamaha acoustics.

Personally I don't mind nato. Its not great, but a guitar with a good top can still sound good with nato back and sides. Guitar companies like to call it "Eastern Mahogany"....I think just to make the name seem better, as I don't think its really related to Mahogany. Nato wood actually comes from the Mora genus of trees...which originates in the Caribbean and South America. Coincidentally, the rain forests in those regions are disappearing. Take that for what its worth.

yark14, Dec 10, 2010

#2

Dec 10, 2010

#3



miurasv
TDPRI Member

84
Nov 23, 2010
Cardiff, UK

yark14 said: ↑

I believe it would be laminate. Either way, those are excellent guitars for the money. I

I just googled it and found info on wikipedia. It must be a solid wood from the info therein although I'm probably misunderstanding the information. Link below.

http://en.wikipedia.org/wiki/Nato_wood

miurasv, Dec 10, 2010

#3

Dec 10, 2010

#4



Chiogtr4x
Friend of Leo's

3,950

I always remember reading "nato mahogany" in certain guitar's specs (I think I once owned a nato Alvarez, fine guitar) when a company wanted to market a guitar that was not actually mahogany, but nato, which looks like mahogany and may sound like it...Whether it is laminate or solid depends upon the build

Chiogtr4x,
Dec 10, 2010

#4

New Posts



two guitarists, one amp...
corliss1 replied A moment ago



Strat or tele for dinner band?
Anode100 replied A moment ago



Going (Pedal) Overboard
jondanger replied 1 minute ago



Thanks TDPRI for saving my...
Nickadermis replied 1 minute ago



Monoprice tube amp clubs?
notme replied 1 minute ago



Curious....is now the time to...
bsman replied 1 minute ago



What is the ultimate weapon?
telemnemonics replied 2 minutes ago



Here We Go Again!
jamieorc replied 3 minutes ago



Identification of this old thing!
bender66 replied 3 minutes ago



1.5" neck width at the nut?
adamkoop replied 4 minutes ago



And now, the official opening...
jhundt replied 7 minutes ago

What's on your workbench today?
DrASATele replied 7 minutes ago



Mar 29, 2007
Manassas Park, VA

Dec 10, 2010

#5



Greg.Coal
Tele-Afflicted



1,020
Aug 23, 2009
Colorado

They can make necks out of which seem to behave just like mahogany; so, maybe it's a fair description to say it is mahogany-like even if it isn't technically accurate.

Greg

Greg.Coal,
Dec 10, 2010

#5



The BOSS Katana 50 is a...
DougM replied 7 minutes ago



Roy Brown
EllroyJames replied 8 minutes ago



What is your "perfect" tone?
Mr. Lumbergh replied 10 minutes ago

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Fender

Dec 13, 2010

#6



rjes
Tele-Meister



298
Dec 4, 2008
Niagara, Canada

Has a nice bassy tone to it...if you like that type of sound(and I do)

just because a certain wood is less expensive..does not necessarily mean it isn't any good...availability plays a large factor in the pricing

rjes, Dec 13,
2010

#6

Dec 13, 2010

#7



Chiogtr4x
Friend of Leo's



3,950
Mar 29, 2007
Manassas Park, VA

rjes said: ↑

Has a nice bassy tone to it...if you like that type of sound(and I do)

I'm with you, look at the Martin X series, combining wood, and plastic laminates and resin fingerboards to make guitars that sound very nice! Or for that matter my plywood/plastic Danelectro

Chiogtr4x,
Dec 13, 2010

#7

Dec 13, 2010

#8

**guit30**
Tele-AfflictedAge: 65
1,205
Dec 24, 2007
Abington

Very Similar to Mahogany, I played a Samick 000 that was all nato., sounded great!!

guit30, Dec 13, 2010

#8

Dec 13, 2010

#9

**Chiogtr4x**
Friend of Leo's3,950
Mar 29, 2007
Manassas Park, VA

guit30 said: ↑

Very Similar to Mahogany, I played a Samick 000 that was all nato., sounded great!!

Yeah, its not like NATO is anything new, I remember hearing/reading of it in guitar specs back in the '80's- when I was first started obsessing on all things guitar I just always thought it was mahogany...

Chiogtr4x, Dec 13, 2010

#9

Dec 13, 2010

#10

**rjes**
Tele-Meister298
Dec 4, 2008
Niagara, Canada

guit30 said: ↑

Very Similar to Mahogany, I played a Samick 000 that was all nato., sounded great!!

I got a 15 yr.old Samick..spruce laminated top and all the rest

**nato..sounds pretty goodfor at
that time cost me \$300**

**It's my beater now...they are
almost indestructable !!!!!**

rjes, Dec 13,
2010

#10

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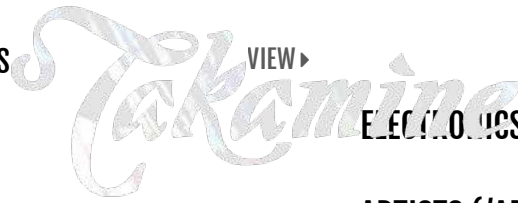
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WOOD TYPES

Bubinga



This wood is full and responsive. Though not having the depth of Rosewood, it offers a much broader tonal response than mahogany.

Cedar



This is frequently used as an acoustic guitar soundboard - especially on nylon string guitars - and has a warm, soft, open sound with beautiful overtones.

Cocobolo



Cocobolo is a beautifully figured wood. It's visual spectrum ranges from the most brilliant reds, all the way through to the purest black.

Used for: Back/sides

Used for: Soundboard

It is dense and hard, giving notes an immediate attack with long sustain. The sound is deep, with beautiful bell like overtones.

Used for: Back/sides

Koa



Koa is a very dense wood with solid, pronounced mid tones with beautiful lows and well defined, but not sparkling, highs. This wood responds very well to firmer playing.

Used for: Soundboards, Back/sides

Mahogany



Physically lighter than rosewood, maple or koa, mahogany is no less popular as a tonewood. The response of mahogany is often described as 'quick' meaning that it is extremely dynamic, while the tone is very warm and rounded with an emphasis on the mid range.

Maple



Clear upper mid range and high frequencies along with a tight, focussed output and long sustain make this a very popular choice among some acoustic guitarists.

The Flame characteristic is found in some maple and refers to a beautiful pattern running through the wood perpendicular to the grain.

The top end is clear, but does not 'sparkle'.

Used for: Back/sides

Used for: Back/sides

Ovangkol



This wood is native to West Africa and has a beautiful appearance featuring colourful stripes ranging from golden browns through to greys and blacks.

Tonally, it features a deep, warm low and mid range similar to rosewood, but has a much punchier high end which is much more like the tones obtained from Maple.

Used for: Back/sides

Quilt Maple



Like standard maple, this variation is loud and tightly focussed with an emphasis on the upper mids and high end registers.

The term 'quilt' refers to the very distinctive patterning on the wood itself.

Used for: Back/sides

Rosewood



Offering full bass, defined but warm mids, and punchy highs, rosewood is very highly regarded as a tone wood for building acoustic guitars.

Visually, it is also beautiful. Rich colours varying from red through to black make rosewood a very popular choice.

Used for: Back/sides

Sapele



This dense tonewood has a look similar to mahogany, but with a very distinctive striped grain.

Being relatively dense, the sound of sapele is crisp, clear and bright while retaining a good level of warmth in the lower ends and lower mids.

Used for: Back/sides

Spruce



Spruce is the most commonly used wood for the soundboard or 'top' of the guitar. It's stiff, yet light characteristics give it a bright, clear tone.

Used for: Soundboards

Bearclaw Spruce



Spruce is the most commonly used wood for the soundboard or 'top' of the guitar. It's stiff, yet light characteristics give it a bright, clear tone.

'Bear Claw' is a variant whereby the pattern on the wood resembles the clawing of a bear.

Used for: Soundboards



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(<http://www.bubbleup.net>)



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Nato wood

Nato wood



Nato wood is a collective name for wood from Mora ([\(/main/index.php?s=Mora+\(plant\)&item_type=topic\)](/main/index.php?s=Mora+(plant)&item_type=topic)) trees (the best-known species are Mora excelsa (Mora) and Mora gonggrijpii (Morabukea). This should not be confused with Nyatoh ([\(/main/index.php?s=Nyatoh&item_type=topic\)](/main/index.php?s=Nyatoh&item_type=topic)) (an Asian hardwood from the Sapotaceae

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([\(/main/index.php?s=Sapotaceae&item_type=topic\)](/main/index.php?s=Sapotaceae&item_type=topic)) family with a very similar look and characteristic to Honduras Mahogany ([\(/main/index.php?s=Honduras+Mahogany&item_type=topic\)](/main/index.php?s=Honduras+Mahogany&item_type=topic)), though totally unrelated).

Mora may vary in appearance, with reddish brown being the dominant color, but with varying shades and often with darker or lighter streaks. It has a similar appearance to mahogany ([\(/main/index.php?s=Mahogany&item_type=topic\)](/main/index.php?s=Mahogany&item_type=topic)), and as such it is often referred to as "eastern mahogany". Despite this, the two are unrelated. The heartwood ([\(/main/index.php?s=Heartwood&item_type=topic\)](/main/index.php?s=Heartwood&item_type=topic)) is light to medium reddish brown. Wide pale yellow-brown sapwood is clearly demarcated from heartwood. It has a straight to interlocked grain, with a medium to coarse texture and good natural luster.^[1] The wood is dense and it is not particularly easy to dry or to work, although it finishes well. Mora wood

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species are not listed in the citeS Appendices^[2] or on the IUCN Red List of
Threatened Species^[3]

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 - Basswood
 - Bloodwood
 - Bocote
 - Bubinga
 - Buckeye Burl
 - Che Chin
 - Cherry
 - Cocobolo
 - Cohagerie
- Ebony, Gaboon
 - Ebony, Macassar
 - Elm, Carpathian Burl
 - Goncalva Alves
 - Koa (Hawaiian)
 - Kokarado (Laotian Stripe)
 - Korina, Black (Limba)
 - Lacewood, Silky Oak
 - Madrone Quilted
 - Mahogany, Honduras
 - Maple Birdseye
 - Maple Burl
 - Maple, Flamed
 - Maple, Spalted
- Maple, Quilted
 - Mediterranean Cyprus
 - Morado
 - Morning Wood
 - Myrtle Burlwood
 - Myrtlewood
 - Old Wood
 - Paduak, Vermillion
 - Pau Ferro
 - Pink Ivory
 - Poplar
 - Pterocarpus Burl
 - Purple Heart
 - Rosewood Bolivian
- Rosewood, Brazilian
 - Rosewood, Caribbean
 - Rosewood, East Indian
 - Sapele, Highly Figured
 - Spruce
 - Sycamore
 - Sequoia, Redwood
 - Tasmanian Blackwood
 - Walnut, Figured Claro
 - Wenge
 - Zebrawood
 - Ziricote
 -
 -

Many exotic tone woods are subject to ultra small and microscopic cracks in the wood. We cannot guarantee against this happening because we use so many varied species. It is usually entirely unnecessary to repair anyway & almost invisible to the human eye.



This Guitar was Hand-Built in Ed Roman's Custom Shop, 2005



Quicksilver Custom Built For Mike Clifford In Las Vegas
Spectacular Quilted Maple Top



FLAMING COCOBOLO



Flame Top [Avanti Guitar](#)

CHEVRON PATTERN



Blister Quilted Maple
Highly Figured Korina Back & Neck



[Pearlcaster's & Magic Twanger's](#)



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If our wood prices seem high
there are some very important facts you need to know!!

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The Quality of Ed's Roman's Wood Is The Absolute Best Quality In The World!!!!

What PRS Calls A 10 top Is Quite Nice, But It Does Not Compare To Ed Roman Medallion Grade !!!

No Expense Is Spared To Buy The Absolute Finest Tonewoods That Can Be Found Anywhere!!!!

No Other Guitar Manufacturer Anywhere In The World Offers As Many Different Wood Choices!!!

Medallion Grade Quilted Maple



In the past 20 years I have sold beautiful tone woods to many guitar manufacturers when they wanted something extremely nice for a special customer.

I specialize in many different rare specimens. The wood list above will give you an idea as to what I have in stock. I generally have a selection of almost everything on the list.

I am always looking for new and strange examples of different species.

Recently I have been experimenting with Redwood & Giant Sequoia, I have found the wood both beautiful & extremely resonant sounding.

I generally hand-pick every single piece of wood that I buy. I select each piece for tone and beauty and I spare no expense to buy the absolute finest wood I can find.

I make several trips a year to the Pacific Northwest and I actually visit the sawmills. Sometimes I only buy one or two pieces in a day, and as you can imagine this drives the price up. If you get to see the woods I have stockpiled in my wood room though, you will be knocked out!

Maple is a strong and extremely dense, heavy wood. It is excellent for guitar necks and bodies because it can handle an inordinate amount of string tension. Maple has a bright and crisp tone and is used on flamenco guitars as well as some electrics. It has a wide variety of exotic grains that show up quite well when finished. Flamed maple is a very popular and brilliant looking exotic type of maple. "Flamed" refers to the rippling, or curls of the grain of wood that run across the body. Flamed maple is generally "book matched," which means that the body is made of two half pieces of a single cut piece of maple. This gives the guitar even weight, look and tone throughout the body.



We would sell this stock for **under 2,000** at any quality Gun Shop
Maybe I'm In The Wrong Business !!



[We No Longer Build Custom Gunstocks.](#)



Gibson's Retopped in our shop

Left 5A Burley Maple --- Middle 4A Flamed Maple --- Right 4A Quilt/Flame Maple



Assorted Blank Fingerboards

I have Solid Brazilian Rosewood Neck Blanks for \$400.00 just like PRS used on their \$9,000.00 Rosewood Ltd. Model (I buy them from the same supplier that PRS buys from) I also have solid Ebony & African Rosewood necks available.



If you would like to make an appointment to get together
to pick out a special piece of wood for an electric guitar please call me.

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Building A Better Guitar

By Ed Roman

When I set out to build a better traditional type guitar, I had several problems. These problems were John Suhr, Tom Anderson, Gerard Melancon, Don Grosh, Gary Levinson.

These people were already building guitars that were heads and tails better than anything any large corporation ever did. I couldn't just

build it a little better. I had to build it much better than the luthiers listed in the above paragraph.

I had to use better wood, better pickups, better hardware, I had to make tighter neck joints, get a higher reach, get even closer tolerances, offer more options and do better setups, and because I was the new kid on the block I had to do it for less money.

[Click Here For the Whole Article.](#)

Wood is one of the largest determining factors of a guitar's sound and longevity. Specific woods used to build guitars, acoustic and electric, are called Tone woods. Tone woods have resonant properties that other woods do not. For example, oak is a beautiful and strong wood, but it has no resonant properties, which would not be best for guitar building.



Pearlcaster Area In Our Shop



Raw Chunk of Koa Wood



Standard Woods In Use By Most Companies

Mahogany

Mahogany is a moderately dense and very durable wood. It is commonly used for the backs, sides and necks of acoustic guitars. It is sometimes used on electric guitar bodies and necks. Because it is very sonorous and durable, mahogany is also used in banjos, resonators, ukuleles and acoustic guitar soundboards. It is lighter than maple and specifically provides acoustic guitars with great sustain. Mahogany also provides great weight balance between the neck and the body of an acoustic. It is reddish-brown in color and is incredibly strong and resonant, giving the guitar big, beautiful tones.

We don't use to much mahogany at Ed Roman's simply because we are known as an exotic builder. People generally expect something a little more exotic from us.

Koa Wood

Koa is a gorgeous wood with well defined curly and flamed grain patterns as found in instrument quality Maple. It falls in the middle of the tonal spectrum, giving the instrument a brightness of tone without sacrificing warmth. It is slightly less round in tone than the rosewoods. We have been building custom Koa guitars for close to 20 years.

Alder

We find that alder has the richest tone, characterized by lots of fat low-end, well defined mid ranges and a lot of sustain. Alder is a light wood, which makes it more comfortable for lengthy gigs. It is one of the original woods used for solid body guitars. Although other manufacturers use woods like poplar and basswood, they are considered alder substitutes. We don't use to much Alder at Ed Roman's simply because we are known as an exotic builder. People generally expect something a little more exotic from us

Solid Alder

Solid Alder is a fairly light and incredibly resilient wood that is a favorite amongst electric guitar makers. It is a close-grained wood with a naturally light tan color. Alder is mostly used for electric guitar bodybuilding because of its full sound, great sustain and density. It is a porous wood that takes quite well to a variety of finishes. This gives the guitar a richer sound because the solid wood soundboard can vibrate more freely & thoroughly.

Spruce

Spruce is the most commonly used wood on acoustic guitar soundboards. The soundboards on acoustics are generally made of tightly grained spruce. Naturally yellow in color, spruce is a lightwood that has a very high degree of resonance, so it is a perfect match for acoustic guitars.

Solid Spruce

Solid spruce refers less to a difference in the wood than to how it is actually cut for the guitar. Laminate spruce soundboards are built as layers of cross-grained wood glued to each other. Solid spruce soundboards consist of one piece of wood running all the way through. This gives the guitar a richer sound because the solid wood soundboard can vibrate more freely and thoroughly.

Canadian Sitka Spruce

is a harder to find, more expensive variety of spruce. It has a light yellow color and is also used for acoustic guitar soundboards. It gives guitars a bigger more resonant sound, flush with crisp highs. It also improves with age more than other types of spruce.

German Spruce

This increasingly rare wood has a higher weight to strength ratio than Sitka and correspondingly complements the brightness and clarity of the guitars.

Maple

Maple is a strong and extremely dense, heavy wood. It is excellent for guitar necks and bodies because it can handle an inordinate amount of string tension. Maple has a bright and crisp tone and is used on flamenco guitars as well as some electrics. It has a wide variety of exotic

grains that show up quite well when finished. Flamed maple is a very popular and brilliant looking exotic type of maple. "Flamed" refers to the rippling, or curls of the grain of wood that run across the body. Flamed maple is generally "book matched," which means that the body is made of two half pieces of a single cut piece of maple. This gives the guitar even weight, look and tone throughout the body.

Cedar

Many companies use Cedar or some type of redwood specifically for finger style instruments as it responds quickly and with good volume to a light attack. It is also very well suited to open or lowered tension tunings as they require the same qualities for good separation and definition. Cedar does lose tonal integrity when over driven, making it a poor choice for versatility but an excellent top wood for showcasing finger styles.

Brazilian Rosewood

Highly sought after by generations of luthiers and players for its unmatched beauty. Brazilian helps to impart warmth and darkness to the tone of the guitar. Tonal differences between Brazilian and Indian Rosewoods are subtle and consideration should be based on aesthetics, rarity, future value, and collectibility.

East Indian Rosewood

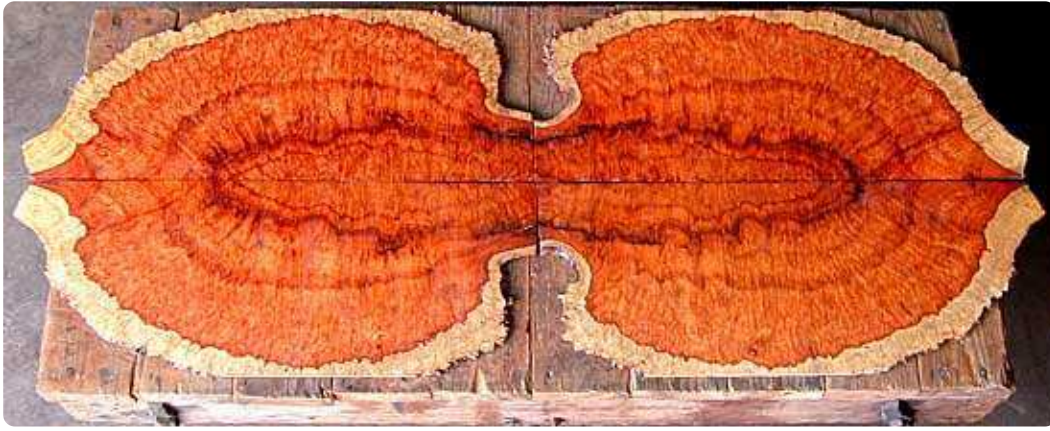
Like Brazilian, Indian Rosewood keeps the guitar at the warm dark end of the tonal spectrum. While not as visually striking as Brazilian, Indian Rosewood has an elegant appearance and should not be considered inferior to Brazilian on any account. **Just the same we never ever use it !!!!** For fingerboards we use ebony, pau ferro or at very least Madagascar rosewood which is much more stunning than the plain old Indian rosewood.

Nato

Nato wood, also known as Eastern Mahogany, is a reliable, strong wood used on low cost guitar necks. It is a value-priced wood used more for beginner instruments. However, it still embodies some of the properties of more commonly used mahogany. **While we would never use this wood on one of our custom guitars, We do carry several low end \$100.00 & \$200.00 guitars that are made from it.**



[JET Guitars](http://www.edroman.com/customshop/wood/main.htm) are not cheap they usually run from \$4,500.00 to \$9,000.00
But They Are Worth Every Penny



A piece of wood like above can cost well over \$4,000.00

These Photos From The PRS Factory



You are looking at a **CNC** machine
Computer Numerically Controlled

All of the delicate cutting operations are done by \$85,000.00 machine. All of the shaping, sanding, binding & fitting is robotically accomplished. There are no human hands, no human eyes to line up the wood perfectly so that imperfections in the wood fall into locations that won't be seen later.



There is nothing illegal about building a guitar with a machine. I feel, it's totally unethical and immoral to charge the extremely high hand made prices. just because you made your original reputation by building handmade guitars.

Most every large company is guilty of this, I can think of very few large companies who still actually handbuild their guitars.

BC Rich USA, Jackson Custom Shop, & maybe the PRS private stock guitars are semi hand built. These are all I can think of, off the top of my head. I repeat, There is nothing wrong with CNC made guitars except that they are usually overpriced and under built. They generally lack a certain vibe, soul or character that can only be achieved from a hand built guitar. Not everyone can necessarily benefit from these detailed characteristics, So that's why a custom made hand built guitar isn't for everyone. I always recommend a mid priced machine made Fender, Jackson, Dean, OLP, Hamer, or Ibanez for a beginner or for the working musician who needs a good low cost guitar. A custom made guitar is not for everyone. When and if, you finally decide to get a custom made instrument, you cross the threshold between good & great. Today a machine made guitar is considered a tool and a handmade one is potentially an heirloom or an investment guitar.

The worst offenders that I can think of is ESP, Lakland, Gibson & Taylor. Many people assume that these companies are hand building. The ESP guitars are totally machine made in Asia and priced incredibly high. The Lakland guitars offer a USA made and an Asian made model, Both are so unbelievably overpriced that It should be a crime. Gibson guitars are well known for being overpriced by everyone, I feel that their machine made guitars are overpriced so much that even if they were handmade they are still incredibly overpriced. In the case of Taylor, they are also machine made and if you pay attention to their ridiculous image based advertising campaign you might think they were handmade.

NOT!!!!!!

PRS on the other hand has publicly stated that they are %100 machine made. (**Kudos For Honesty**) Up until a couple of years ago they actually used to be proud of it, They even boasted about it. Today the consumer isn't as stupid as they used to be, thanks to people who print these little exposé's on their websites. Today PRS doesn't call too much attention to it and in their last catalog they show numerous photos of craftsmen actually carving guitars. I presume those guitars are their private stock models, I know they are not the models you will see when you walk into a big box store or corporate superstore.

Tom Anderson says he builds three guitars a day, that may be %100 true. Or is this just a clever way to possibly make the consumer think they are handmade. Because Tom has CNC machinery and if he wanted to he could produce many more guitars a day.

This whole article was prompted by a customer who attempted to trade in a plain black blah looking Sadowsky NYC Bass earlier today.

I offered the customer what I considered to be a very generous trade in, I actually offered him way too much by my standard, \$2,000.00 because I had heard that these basses were pretty good.

When he told me he wanted \$3,500.00 for the bass I was appalled. This instrument is made from parts & constructed almost exactly like a Fender. The customer went on to tell me that the electronics were amazing. I played the bass, I had to agree the electronics were great. However I know that once an electronic circuit is designed you can copy it exactly for less than \$10.00 each. I also like the way the bass played & felt. **I just could not wrap myself around the price.**

I did about 15 minutes of research and I was able to determine who builds the bodies, necks, bridge, tuners & pickups. My own production made machine made low end "Lowrider" model bass can be bought brand new for about \$2,700.00 cheaper. Coincidentally the components are all exactly the same. *(With exception of his proprietary electronic circuit)*

Now I'm not claiming my bass is better, I'm not claiming anything. I'm just trying to make a point about overpricing... **(You No Longer Get What You Pay For !!! & That's A Cold Hard Fact)**

We have in our inventory at least 2 Fender Bases with Sadowsky's \$250.00 electronics built in should we charge \$250.00 more or should we charge \$2,500.00 more (Think about it)

Ed Roman

More Deprogramming From Ed Roman

Please read what I have written below with an open mind

There Are 2 Major Cliché's That Are No Longer True In The Guitar Business

1. You Get What You Pay For!!!!

It's painfully obvious to me or to anyone who is not intellectually challenged that today many large corporations use this tired old cliché ½ to their financial advantage. They are constantly pricing guitars at extremely high prices, so that consumers will think they are actually handmade well built instruments.

I first learned this fact back in 1991, I was employed by Gibson Guitars. The president of Gibson, Henry Juszkiewicz made this statement to me. **"The higher the price the better the guitar" "or at least that will be the customers perception".**

This may have backfired a little on him, due to the fact that this artificial perception, that a production made guitar has to be so expensive, has made it possible for custom builders like, Myself, JET, Gledura, Jaros, Benedetto, McPherson, Dingwall, & Alembic to flourish. Simply because most intelligent people, would rather have a custom guitar. Especially if they could buy it for the same price or less than a machine made production instrument.

2. It's Just Too Good To Be True!!!!

That's another Bulls&%t Cliché ½, The Man & all the large corporations want to instill in your mind. **(Don't you believe that for even one second !!!!!!!)**

A tribe isn't a tribe unless it has one Chief & many Indians.

The Chief is nothing without Indians!!

The question you must ask yourself your whole life is **"Am I A Chief, Or Am I An Indian"**

The Indian will believe the old **"It's too good to be true"** adage and go back to smoking his peace pipe. The Chief will just go for it. **There lies the inherent difference.**

Some people play *original music*, They are known as *innovators*, Some people play only *cover tunes*, In Vegas they are known as *Lounge Bands*.

Now that doesn't make these people bad people, But it doesn't make them Chief's either !!!!

Hell, I like to play cover music myself, I do it for fun !!!

Ed Roman

06/17/05

Monkey See Monkey Do

The monkey will play the same guitar as all the other monkeys will !!!!

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What is Nato wood?

Nato is an abundantly available tree and is considered to be an economical alternative to Mahogany. It is commonly referred to as 'Eastern Mahogany' or 'Industrial Mahogany' because it shares tonal and hardness/build properties with Mahogany.

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**RUGER MINI 14, 5.56 NATO, WOOD STOCK****Guns International #:** 100941323 **Seller's Inventory #:** 71169**Category:** Ruger Rifles - Mini-14 - Rifles - American Semi-Auto**Seller's Information**

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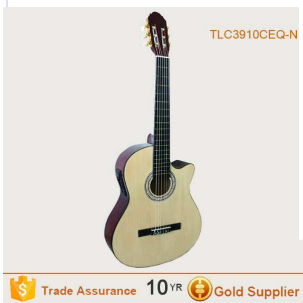
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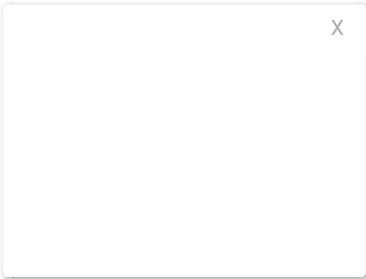
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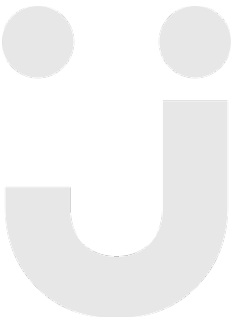
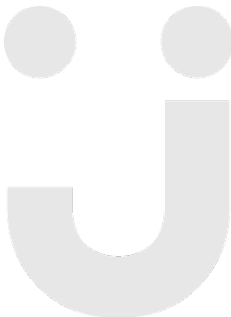
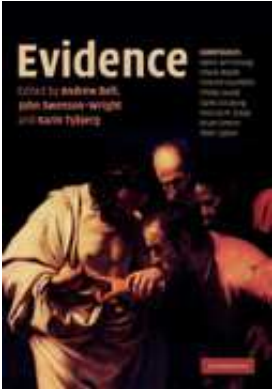
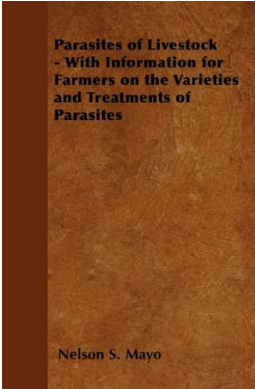
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Retailer Freedoms**



★ **NATO News** ★

State Legislative Bill Actions (/news/100)

February 21, 2018

State tobacco-related legislative bills that have been acted on by a state legislative committee or state legislature are listed below alphabetically by state:

Colorado: Senate Bill 126, which modifies the definitions for “traditional large and premium cigars” to ensure that all traditional large and premium cigars are subject to the tobacco products excise tax of 40% of the manufacturer’s list price, was referred to the House Business Affairs and Labor Committee on February 14, 2018.

Florida: House Bill 1029/Senate Bill 1288 raises the legal purchase age for tobacco and vapor products to 21, on Senate Rules Committee agenda for February 14, 2018.

Hawaii: House Bill 1636, which, increases the annual license fee for tobacco retailers

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from \$2.50 to \$500.00, the tobacco tax on cigarettes and little cigars from \$3.20 per pack to \$4.50 per pack and the tax on other tobacco products (not including large cigars) from 70% to 80% of the wholesale price, was amended on February 13, 2018 to have an effective date of July 1, 3000. House Bill 1907, which prohibits sales of tobacco products by...

[Read more... \(/news/100\)](/news/100)

State Legislative Bill Introductions (/news/99)

February 21, 2018

State tobacco-related legislative bills that have been introduced in the past week are listed below alphabetically by state:

California: Assembly Bill 2308 prohibits the sale of filtered cigarettes.

Connecticut: House Bill 5095 increases the cigarette tax by \$1.00 per pack.

Iowa: House Bill 2339 increases the taxes on cigarettes from \$1.36 to \$2.86 per pack and on other tobacco products from 50% of the wholesale price to 67% of the wholesale price, imposes the latter tax on vaping products, and removes the \$0.50 cap on taxes on cigars.

Kentucky: House Bill 339 imposes a surtax on cigarettes of \$1.00 per 20-pack; on snuff of \$.51 per 1.5 ounces; on chewing tobacco of \$.51 per single unit/\$1.08 per half pound/\$1.75 per pound; on OTP (including e-cigarettes) of 40% of distributor sales price; provides for a floor tax.

New York: Assembly Bill 9790 requires a retailer to obtain a permit to sell vapor products.

West Virginia: House Bill 4537 raises the tax on cigarettes by \$.35 per pack and increases the tax on other tobacco products by 3.5%.

Wyoming: House Bill 0043, which increases the tax on cigarettes by \$1.00 per pack, increases the tax on OTP from 20% to 53.3% of the wholesale price, and increases the tax on moist snuff by \$1.00 per ounce, died to the failure to meet an action deadline.

State Legislative Bill Actions (/news/98)

February 15, 2018

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State tobacco-related legislative bills that have been acted on by a state legislative committee or state legislature are listed below alphabetically by state:

Alaska: Senate Bill 63, which prohibits smoking and electronic cigarette use in enclosed areas of public places, passed the House Judiciary Committee on January 26, 2018.

Hawaii: House Bill 1636, which increases the annual license fee for tobacco retailers from \$2.50 to \$500.00, the tobacco tax on cigarettes and little cigars from \$3.20 per pack to \$4.50 per pack and the tax on other tobacco products (not including large cigars) from 70% to 80% of the wholesale price, passed the Health and Human Services Committee on January 24, 2018. House Bill 1907, which prohibits sales of tobacco products by the Internet or mail order, passed the House Committee on Health and Human Services with an amendment on January 30, 2018.

Indiana: House Bill 1380, which included a cigarette tax increase of \$2.00 per pack and an increase in the purchase age to 21, was amended to remove the...

[Read more... \(/news/98\)](#)

State Legislative Bill Introductions (/news/97)

February 15, 2018

State tobacco-related legislative bills that have been introduced in the past week are listed below alphabetically by state:

Colorado: Senate Bill 126 defines “traditional large and premium cigars” to mean the following: any roll of tobacco that is (a) wrapped in 100% leaf tobacco; (b) is bunched with 100% tobacco filler; (c) does not contain a filter, tip, or nontobacco mouthpiece; (d) weighs at least six pounds per thousand; and (e) has 100% leaf tobacco binder and is hand rolled. Currently cigars are taxed under the tobacco products excise tax. This bill would ensure that all traditional large and premium cigars are subject to the tobacco products excise tax of 40% of the manufacturer’s list price. Senate Bill 139 requires any retailer who sells cigarettes, tobacco products or vapor products to obtain a license and a retailer with more than one location would need to obtain a license for each location.

Hawaii: House Bill 2737 prohibits shipments of tobacco products to anyone other than a licensee and increases the annual tobacco retail permit fee from \$20 to \$50.

Idaho: Senate Bill 1255 increases the legal age to purchase tobacco and vapor products from 18 to 21 years of age. SB1255 also prohibits...



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NATO Industry Outlook Seminar: Education at its Best (/news/93)

February 6, 2018

The NATO Industry Outlook Seminar held last week in Las Vegas in conjunction with the Tobacco Plus Expo Trade Show was attended by more than 160 retailers, wholesalers and manufacturers who were provided a Wall Street industry update by Nik Modi of RBC Capital Markets, a tobacco market trend analysis by Don Burke of Management Science Associates, and a local and state legislative update and FDA regulatory overview by NATO Deputy Executive Director Brian Carr and NATO Executive Director Tom Briant. A special thank you to Platinum Sponsor Altria Group Distribution Company, Gold Sponsor Swisher International, and a note of appreciation to Kretek International and the Tobacco Plus Expo Trade Show for all of the support to conduct the NATO Industry Outlook Seminar.



Retailers, wholesalers and manufacturers attended the NATO Industry Outlook Seminar last week in Las Vegas.

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Average movie ticket price rose to \$8.17 in 2014

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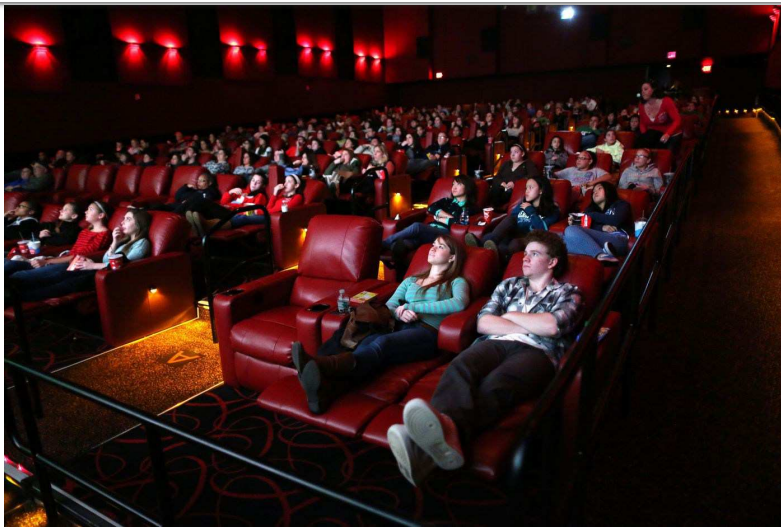
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Kerri Donaghue, left, and Jack Hennessy relax in recliner seats at AMC Movie Theater in Braintree, Mass. (Boston Globe / Boston Globe via Getty Images)



The average price of a movie ticket rose to \$8.17 in 2014, the highest yearly average on record, according to The National Assn. of Theatre Owners.

The price was up less than half a percent from the \$8.13 average in 2013, NATO reported on Tuesday. However, the fourth quarter of 2014 saw a jump in price to \$8.30. The third quarter was also higher than usual, reflecting the box office success of surprise hit "Guardians of the Galaxy."

The average reflects a national average of theaters in big cities and small towns, and includes lower-priced matinees and children's prices. For example, the cost of an adult movie ticket for an evening showing at AMC Century City is \$14.49. By comparison, at AMC Oakview Plaza in Omaha, the cost of an adult movie ticket for an evening showing is \$6.73.

The increase comes on the heels off a box office slump. After a shaky summer and a fickle fall, the box office reached an estimated \$10.3 billion in 2014, down about 5.2% from 2013's record of \$10.9 billion.



The exhibition industry has struggled to lure in moviegoers with growing competition from home entertainment options such as Netflix, video-on-demand and video games. To counter the stagnation in attendance, theaters have added premium services such as extra-large screens, improved sound systems

and in-theater dining.

But many analysts and others in the industry predict that 2015 could be a record year at the box office with a robust film slate.

Some highly anticipated films include Universal Pictures' "Fifty Shades of Grey," an adaptation of the popular romance novel by E.L. James that will debut in February; Marvel's superhero film "Avengers: Age of Ultron," which comes out in May; and "Star Wars: Episode VII — The Force Awakens," due out in December.

Already, Warner Bros.' "American Sniper" shattered box office records for January. The Oscar-nominated Clint Eastwood film has pulled in more than \$108 million since its limited Christmas Day release.

Chris Aronson, head of domestic distribution for 20th Century Fox, told The Times before the new year that he is "looking forward to having the industry reverse the declining attendance curve and have attendance actually go up in the domestic market."

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National Association of Theatre Owners

www.natoonline.org/

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National Association of Theatre Owners


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The National Association of Theatre Owners is a trade organization based in the United States whose members are the owners of movie theaters. [Wikipedia](#)

Founded: 1948

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National Association of Theatre Owners - Wikipedia

https://en.wikipedia.org/wiki/National_Association_of_Theatre_Owners

The National Association of Theatre Owners (**NATO**) is a trade organization based in the United States whose members are the owners of movie theaters. Most major theater chains are members, as are many independent theater operators; collectively, they account for the operation of over 32,000 motion picture screens in ...

[History](#) · [Events](#) · [Other Conventions](#) · [American Movie Awards](#)

National Association Of Theatre Owners | Deadline

deadline.com/tag/national-association-of-theatre-owners/

on Mar 28, 2017 12:00 pm. **NATO's** John Fithian Talks PVOB And Piracy After Touting "First Billion-Dollar March In History" At Box Office – CinemaCon · Box Office. on Mar 27, 2017 7:19 pm. CinemaCon Institutes New Security Measures In Wake Of Last Year's 'Now You See Me 2' Theater Evacuation. exclusiveFilm. on Mar ...

CinemaCon | 23-26 April 2018 at Caesars Palace in Las Vegas

cinemacon.com/

The Official Convention of The National Association of Theatre Owners (**NATO**), CinemaCon debuts 23-26 April 2018, only at Caesars Palace in Las Vegas.

National Association of Theatre Owners (NATO) | LinkedIn

<https://www.linkedin.com/company/national-association-of-theatre-owners-nato->

Learn about working at National Association of Theatre Owners (**NATO**). Join LinkedIn today for free. See who you know at National Association of Theatre Owners (**NATO**), leverage your professional network, and get hired.

North Central NATO; Home

www.ncnato.org/

Welcome to North Central **NATO**. We are a non-profit trade association that encompasses the five state area of Minnesota, North Dakota, South Dakota, Nebraska, and Iowa. Our membership is comprised of motion picture exhibitors, theatre owners, and operators with facilities located in the five states. Our membership ...

The National Association of Theatre Owners (NATO) | Crunchbase

<https://www.crunchbase.com/organization/the-national-association-of-theatre-owners>

Overview. CB Rank (Company). 149,167. The National Association of Theatre Owners (**NATO**). The National Association of Theatre Owners. Founded Date. 1989. Operating Status. Active. Number of Employees. 11-50. Website. www. natoonline.org. Phone Number. 2029620054 ...

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NATO: Home

www.natocentral.org/

NATO'S MISSION. To enhance the business interests of retailers that sell **tobacco** products, to support the legislative and regulatory interests of members, and to encourage the expansion of the retail **tobacco** segment in a responsible manner. Legislative Leadership. Local, State and Federal **Tobacco** Issues. E-Cigarette ...

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BLUE RIDGE TOBACCO. "TPE provided an opportunity to find new products, get much needed information on the latest news in the industry including the changing Federal Regulations, and network with important people in the industry. We will definitely attend next year." MARY TODD. OWNER, TODD SHOP, BIG BEAR ...

NATO to Bring Industry Outlook to TPE 2018 | Convenience Store News

<https://csnews.com/nato-bring-industry-outlook-tpe-2018>

Oct 25, 2017 - LAS VEGAS — The National Association of **Tobacco** Outlets (**NATO**) is aligning with **Tobacco** Plus Expo (TPE) 2018 to bring its industry outlook to the tradeshow's attendees. Known for offering insights on market trends and current legislation, the **NATO** Industry Outlook will now be co-located at TPE 2018 ...

NATO to Take Part in 2017 Tobacco Plus Expo | Convenience Store ...

<https://csnews.com/nato-take-part-2017-tobacco-plus-expo>

Oct 6, 2016 - MOORPARK, Calif. — The National Association of **Tobacco** Outlets (**NATO**) will bring its renewed focus on legislative issues to the 2017 **Tobacco** Plus Expo (TPE). At the January show, **NATO** Executive Director Thomas Briant will present two educational seminars designed to help independent **tobacco** ...

National Association of Tobacco Outlets - NATO Show | TSN Trade ...

www.tsnn.com/organizers/national-association-tobacco-outlets-nato-show

National Association of **Tobacco** Outlets - **NATO** Show. Address: 3459 Lawrenceville Suwanee Rd., Ste. C. Suwanee. Georgia. 30024-6427. USA. Website. <http://natoshow.com>. Email. info@natocentral.org. Telephone. 770-932- 3263. Fax. 770-932-3276. Partner Voices. 5 Steps to Develop an Effective Crisis ...

NATO Cancelling Trade Show After This Year - halfwheel

<https://halfwheel.com/nato-to-host-final-trade-show>

Apr 9, 2016 - The National Association of **Tobacco** Outlets (**NATO**) announced on Friday that its 2016 trade show will be its last for the foreseeable future, as the organization will turn its attention and resources to battling legislative issues and educating its retail members. The decision comes after the organization's ...

New T.O.T.A.L. Website Focuses on Local Tobacco Restrictions | CSP ...


www.cspdailynews.com › Category News › Tobacco

Aug 2, 2016 - MINNEAPOLIS — In response to the multiplying number of local **tobacco** ordinances around the country, **NATO** and Swedish Match have been working to create a new website,

www.tobaccoordinances.info, that will serve as a resource center for retailers and local elected officials alike. This new website is ...

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Takamine Guitars | Wood Types

www.takamine.com/wood

Nato. Nato. Often referred to as 'Eastern Mahogany', Nato is a species which offers similar looks and similar characteristics to regular mahogany. It offers a cost effective way to build a guitar with great looks and great tonal output. Used for: Back/sides ...

Is nato actually wood? - The Acoustic Guitar Forum

www.acousticguitarforum.com > ... > General Acoustic Guitar Discussion

Aug 1, 2015 - 15 posts - 12 authors

Nato wood is a collective name for wood from a) Mora trees (the best-known species are Mora excelsa (Mora) and Mora gonggrijpii (Morabukea), with the latter contributing less, as occurring in a smaller area) and b) Asian wood, also called nyatoh, from Gutta-percha trees (genus palaequium spp.)

Nato wood

Nato back and sides

What is "NATO" wood?

What is Nato?

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Jul 31, 2015

Jun 12, 2010

May 6, 2010

Aug 10, 2004

Differences between Nato & Mahogany | Harmony Central

www.harmonycentral.com/forum/forum/guitar/acapella-42/1329163-

Mar 17, 2009 - 15 posts - 13 authors

From my understanding, Nato is a Mahogany type of wood. Some say it is a type of Mahogany, a less cheaper version. You'd have to have a lot better hearing than me to tell the difference. 1997 Epiphone PR-350CE 2000 MIM Fender Stratocaster 2001 Washburn Bantam bass 19?? Takamine EGS-340SC ?

African Mahogany vs Nato neck?

4 posts

Aug 11, 2009

https://www.google.com/search?q=nato+wood&spell=1&sa=X&ved=0ahUKEwievNvi-t_ZAhVRwFkKHYU8AhgQBQgkKAA&biw=1048&bih=909

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[Anyone own a guitar made out of nato wood? | The Gear Page](#)
<https://www.thegearpage.net> > Home > Forums > Instruments > Guitars in General
Feb 19, 2017 - 19 posts - 16 authors
Personally I have never heard of it until recently. Suppose to be very close tonally and visually to mahogany but obviously used on cheaper priced...

[Mahogany vs nato \(aka eastern mahogany\) - Ultimate Guitar](#)
<https://www.ultimate-guitar.com/forum/showthread.php?t=1106949>
Apr 14, 2009 - I'm getting a Washburn X50 PRO and found out that the mahogany used for body and neck is actually nato in their spec sheet. After some quick searching and reading I found out that Most Epiphone "mahogany" are also made from nato wood. Same thing with many other big names. And they're all branded ...
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["Nato" wood ? - The Unofficial Martin Guitar Forum - Tapatalk](#)
<https://www.tapatalk.com> > ... > General Musical Topics Archives Volume IV
May 27, 2005 - I have heard that Nato wood is used for the sides and backs of some Yamaha model guitars. Does anyone know anything about this type of wood? Thanks, J.

[What kind of wood is NATO? | Telecaster Guitar Forum - TDPRI.com](#)
www.tdpri.com > Forums > Other Discussion Forums > Acoustic Heaven
Dec 10, 2010 - 10 posts - 6 authors
Personally I don't mind nato. Its not great, but a guitar with a good top can still sound good with nato back and sides. Guitar companies like to call it "Eastern Mahogany"....I think just to make the name seem better, as I don't think its really related to Mahogany. **Nato wood** actually comes from the Mora genus ...

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National Association of Theatre Owners

The **National Association of Theatre Owners** (NATO) is a trade organization based in the United States whose members are the owners of movie theaters. Most major theater chains are members, as are many independent theater operators; collectively, they account for the operation of over 32,000 motion picture screens in all 50 U.S. states and 81 other countries.

NATO was founded in 1965 by the merger of the largest movie theater trade organizations, the Theater Owners of America and the Allied States Association of Motion Picture Exhibitors.^[1]

The long-running official magazine of NATO is *Boxoffice*; between 2001 and 2007, they also published *In Focus*.^[2]

Contents

History

Events

- CinemaCon (formerly ShoWest)
- Other Conventions
- American Movie Awards
 - CinemaCon Awards 2011^[12]
 - CinemaCon Awards 2012^[12]

See also

References

External links

History

As the motion picture industry became larger, movie production companies began consolidating and controlling distribution.^[3] The largest producer, Famous Players-Lasky, joined and later merged with the largest distributor, Paramount (eventually becoming Paramount Pictures), and together they began block-booking in 1917, forcing theaters to buy mediocre films to get the good ones. Theaters banded together to bargain for better pricing, with 26 of the largest combining into First National Exhibitors Circuit—which went on to become a producer and distributor in its own right, before being bought by Warner Bros. By 1921, Paramount already owned 300 theaters, and other producers were catching up. Studios soon contracted with each other to keep first-runs inside the affiliated network, using this access to coerce independents into selling out.

In 1921, the first predecessor of NATO was founded, the largely affiliated Motion Picture Theater Owners of America (MPTOA), soon followed by the independent Allied States Association of Motion Picture Exhibitors (Allied), Unaffiliated Independent Motion Picture Exhibitors of America, National Independent Theatre Exhibitors, and more, to demand better pricing and access to first-runs. Unlike the others, the MPTOA embraced affiliated theaters, and soon became the largest organization.

During World War II, many theaters joined the new War Activities Committee, after the war becoming the Theatre Activities Committee and soon American Theatre Association (ATA), which strongly supported the antitrust case against the Big Five. A plan to merge with MPTOA, which strongly supported the studios, ran into friction, with many affiliated theaters leaving the ATA over its stance; conversely Allied, the largest purely-independent group, refused to join over the presence of affiliates. The merger went ahead in 1947, minus affiliates of Loews, RKO, and Warner Bros., and they became the Theater Owners of America (TOA) with about 10,000 theaters.^[3]

After divestiture in the fallout of the 1948 *Paramount* decision, many formerly-affiliated theaters ended up joining either TOA or Allied. During the post-war period, theater revenue collapsed as television became widespread, even as film rental became more expensive, and thousands of theaters closed, particularly in city centers hard hit by suburban flight.^[4] Finally, in 1966 TOA and Allied merged into the National Association of Theatre Owners, largely based on TOA's structure but headed by Marshall Fine, former Allied chairman.

The 1970s were difficult for NATO; although the blockbuster The Godfather revitalized theater-going and revenue, in 1975 a new National Independent Theatre Exhibitors (NITE) came together to challenge NATO,^{[5][6]} eventually numbering almost a thousand theaters, and governance reforms were pushed by members as well. When the reforms stalled, the entire California and Illinois chapters pulled out in 1977, along with many small chains around the nation. After 1980, many of the requested reforms were finally implemented, including a full-time president and a full-time lobbyist in Washington, as well as moving its headquarters from New York to Los Angeles; by the end of the decade, NITE had folded back into NATO, leaving only one dominant organization.^[5]

The 1980s saw a relaxation of antitrust regulation and subsequent purchasing of many chains by distributors and large conglomerates, including 120 theaters by Paramount and Warner;^[7] by the end of the decade, consolidation left the top 10 owners in control of 55 percent of the industry. In the 1990s, theater growth exploded, and by 1999, movie screens peaked at 36,448, the vast majority of which were affiliated with NATO.^[4]

Events

CinemaCon (formerly ShoWest)

As ShoWest, the convention was formerly one of four major worldwide annual events owned by the Film Group unit of Nielsen Business Media before being sold in 2011 to e5 Global Media and operated exclusively by NATO.

In now-renamed CinemaCon in 2011, the convention is NATO's only official convention of theater owners controlled by the organization itself. The first gathering took place March 2011 at Caesars Palace in Las Vegas, Nevada, with the second held April 23–26, 2012, at the same venue.^[8]

CinemaCon is now a standalone movie theater industry trade show or exposition originally established by NATO in 1975, usually held in Las Vegas in March.^[9]

Other Conventions

The remaining Nielsen Media event properties include CineEurope held in Barcelona, Spain in June, CineAsia held in early December in varying locations throughout Southeast Asia, and ShowEast, held in late October or early November in the Southeastern United States, usually somewhere in the Miami-Dade area.

Apart from CinemaCon, as presented on the website for the Nielsen Media Film Group, hosted by Nielsen Business Media,

The Nielsen Film Group events — CineEurope, ShowEast and CineAsia — are the only conventions and tradeshows dedicated to the needs of the movie theatre industry worldwide. Our events bring together the key decision makers from every major, regional and independent theatre circuit with the major International Film Distributors, as well as the manufacturers of products, services and technologies for the movie theatre industry. All of our events include screenings of upcoming films, product reel presentations, educational seminars, special events and awards galas.^[9]

According to Rick Lyman, of *The New York Times*, all four events are "the largest and most important gathering of theatre operators" in the world, at which "the theatrical distribution business takes stock of its problems, which have been legion, and assesses its future, always through the rosier glasses available."^[10]

American Movie Awards

In 1980, NATO initiated the American Movie Awards, held at the Wilshire Theater, Beverly Hills, California, and broadcast on NBC, with the winners selected based on voting by theater patrons.^[11] Various legal difficulties prevented the awards from being presented in 1981, and the event was discontinued after the 1982 awards due to competition from other awards shows.

CinemaCon Awards 2011^[12]

- Cameron Diaz - Female Star of the Year Award
- Vin Diesel - Action Star of the Year Award
- Rosie Huntington-Whiteley - Female Star of Tomorrow Award
- Chris Hemsworth - Male Star of Tomorrow Award
- Blake Lively - Breakthrough Performer of the Year Award
- Ryan Reynolds - Male Star of the Year Award
- Harry Potter Film Franchise - Hall of Fame Award
- Helen Mirren - Career Achievement Award
- Russell Brand - Comedy Star of the Year Award
- Morgan Spurlock - Documentary Filmmaker of the Year Award

- [Tyler Perry](#) - Visionary Award
- [Jason Momoa](#) - Rising Star of 2011 Award (male)
- [Julianne Hough](#) - Rising Star of 2011 Award (female)
- [Sid Ganis](#) - Inter-Society's 2011 Ken Mason Award
- [Miky Lee](#) - Global Achievement in Exhibition Award
- [Richard Fox](#) - CinemaCon Passepartout Award
- [Dick Cook](#) - Pioneer of the Year

CinemaCon Awards 2012^[12]

- [Jennifer Garner](#) - Female Star of the Year Award
- [Jeremy Renner](#) - Male Star of the Year Award
- [Dwayne Johnson](#) - Action Star of the Year Award
- [Anna Faris](#) - Comedy Star of the Year Award
- [Chloë Grace Moretz](#) - Female Star of Tomorrow Award
- [Taylor Kitsch](#) - Male Star of Tomorrow Award
- [Josh Hutcherson](#) - Breakthrough Performer of the Year Award
- [Charlize Theron](#) - Distinguished Decade of Achievement in Film Award
- [Michelle Pfeiffer](#) - Cinema Icon Award
- [Sylvester Stallone](#) - Career Achievement Award
- [Judd Apatow](#) - Award of Excellence in Filmmaking
- [Timur Bekmambetov](#) - International Filmmaker of the Year Award
- [Universal Pictures](#) International's Jack Ledwith - Passepartout Award
- [Ted Pemas](#) - NATO Marquee Award
- [Delfin Fernandez](#) - International Achievement in Exhibition Award
- [Jeffrey Katzenberg](#) - Pioneer of the Year

See also

- [Nielsen Business Media](#) (Nielsen Media Film Group)

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3. "Register of the National Association of Theatre Owners, 1946-1978" (<http://files.lib.byu.edu/ead/XML/MSS1446.xml>). Brigham Young University.
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- Scorpion season 2 episode 4

External links

- NATO Online (<http://www.natoonline.org/>) - Official site
- Nielsen Business Media (<http://www.nielsenbusinessmedia.com/b.html>) – Official site
 - Nielsen Media Film Group (<http://www.showest.com/filmexpo/index.jsp>) – Official site (Index page) of host of ShoWest, ShoEast, and related film expositions (conventions and trade shows)
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- allbusiness.com (<http://www.allbusiness.com/north-america/united-states-louisiana-parishes-west/1136064-1.html>)
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WIKIPEDIA

NATO (disambiguation)

NATO is the North Atlantic Treaty Organization, an intergovernmental military alliance.

NATO or **Nato** may also refer to:

- National Association of Theatre Owners, United States
- *NATO* (album), an album by Laibach
- Mora (plant), a tree also known as nato
 - Nato wood, a collective name for wood from Mora and Asian wood

People

- n.A.T.o. (singer), Russian singer
- Norman Nato (born 1992), French professional racing driver

See also

- Mediterranean Theater of Operations, originally called the North African Theater of Operations (NATOUSA)
 - nato.0+55+3d, software for realtime video and graphics
 - 5.56×45mm NATO, a standard rifle round used by North Atlantic Treaty Organisation member countries
 - 7.62×51mm NATO, a standard rifle round used by North Atlantic Treaty Organisation member countries
 - NATO phonetic alphabet, the most widely used spelling alphabet
 - NATO Stock Number, a 13-digit numeric coding system used to define and identify NATO military supply equipment
 - Nattō, a Japanese soy product
 - Neato (disambiguation)
-

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WIKIPEDIA

Telemark skiing

Telemark skiing is a skiing technique that combines elements of Alpine and Nordic skiing. Telemark skiing is named after the Telemark region of Norway, where the discipline originated. Sondre Norheim is often credited for first demonstrating the turn in ski races, which included cross country, slalom and jumping, in Norway around 1868. Sondre Norheim also experimented with ski and binding design, introducing side cuts to skis and heel bindings (like a cable).

Telemark skiing was reborn in 1971 in the United States. Doug Buzzell, Craig Hall, Greg Dalbey, Jack Marcial and Rick Borcovec are credited with reintroducing the style after reading the book *Come Ski With Me* by Stein Eriksen. Telemark skiing gained popularity during the 1970s and 1980s. The appeal of Telemark skiing lies in access - long pieces of synthetic fabric, known as skins, can be attached to the bottom of the skis to allow travel uphill. With the invention of light weight alpine touring (A.T.) skis however, telemark skiing has decreased in popularity.



Telemark ski racer executing Telemark's unique lunging or "free heel" turn.

Telemark skiing uses a specialized type of equipment. Generally, Telemark skiers use flexible Alpine skis with specially designed bindings that fix only the toe of the ski boot to the ski, thereby creating the "free heel". Oftentimes the heel is attached to the front of the binding by a hinged cable, which holds the ski boot firmly in the binding. These bindings are often non-releasable.^[1]

Telemark racing

Originally made popular as a mode of backcountry transportation, Telemark skiing is now a world cup sport focused on carving. At its core, the Telemark discipline combines elements of Alpine racing, Nordic skate skiing, and ski jumping. World Cup Telemark is offered in a number of race formats, including Classic, Sprint Classic, and Parallel Sprint. A typical Classic Telemark race involves a jump that must be landed in a lunged position, a series of gates, a skate section, and a 360 degree banking turn known as the reipeløkke.^[2]

Telemark Racing was governed by the *International Telemark Federation* (ITF) until 1995, when Telemark skiing was officially recognized by the *Federation International de Ski Telemark committee* (FIS). The first FIS Telemark World Championships were held at Hafjell, in Lillehammer, Norway.

Today, Telemark Racing is organized by FIS and by national sport committees such as the United States Telemark Ski Association (<http://www.ustsa.org>), and the British Telemark Ski Team (<http://www.gbtelemark.co.uk>).

See also

- [Nordic skiing](#)
- [Alpine skiing](#)
- [Ski touring](#)

References

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 2. <http://www.ustsa.org/what-is-telemark-racing/>
-

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Nato wood

Nato wood is a collective name for **wood** from Mora trees (the best-known species are *Mora excelsa* (Mora) and *Mora gonggrijpii* (Morabukea). This should

4 KB (408 words) - 15:00, 14 February 2018

NATO (disambiguation)

States **NATO** (album), an album by Laibach
 Mora (plant), a tree also known as **nato**
Nato wood, a collective name for **wood** from Mora and Asian **wood** n.A.T

1 KB (155 words) - 06:09, 19 October 2016

5.56×45mm NATO

The 5.56×45mm **NATO** (official **NATO** nomenclature 5.56 **NATO**) is a rimless bottlenecked intermediate cartridge family developed in Belgium by FN Herstal. It

105 KB (13,578 words) - 05:41, 9 March 2018

Flag of NATO

The flag of the North Atlantic Treaty Organization (**NATO**) consists of a dark blue field charged with a white compass rose emblem, with four white lines

5 KB (531 words) - 15:21, 10 October 2017

7.62×51mm NATO

NATO (official **NATO** nomenclature 7.62 **NATO**) is a rimless bottlenecked rifle cartridge developed in the 1950s as a standard for small arms among **NATO** countries

38 KB (4,806 words) - 23:44, 23 February 2018

Structure of NATO

and the Nuclear Planning Group (NPG). Below that the Secretary General of **NATO** directs the civilian International Staff, that is divided into administrative

34 KB (4,226 words) - 23:58, 3 July 2017

ACE High (category NATO)

ACE High was an abbreviation for Allied Command Europe; a fixed service **NATO** radiocommunication system which dates back to 1956. The frequency supportability

12 KB (1,775 words) - 08:39, 15 February 2018

Full metal jacket bullet

62×51mm **NATO** FMJ tracer bullets (next to an unfired tracer cartridge), showing rifling marks From left to right: 7.62×51mm **NATO**, 5.56×45mm **NATO**, and

7 KB (748 words) - 16:49, 14 February 2018

Awl

holes in leather Awl, AWL and similar may also refer to: AA-4 'Awl', the **NATO** reporting name for the Raduga K-9 air-to-air missile

935 bytes (123 words) - 20:41, 16 February 2018

Sapwood

refer to: Sapwood (**wood**), the part of living **wood** where sap flows, as distinct from the heartwood, where it doesn't

251 bytes (37 words) - 10:51, 4 August 2017

Hawker Siddeley P.1154 (section **NATO** requirements)

According to aviation author Derek **Wood**, the P.1150 was to have been capable of Mach 1.3. In August 1961, **NATO** released an updated revision of its

27 KB (3,358 words) - 11:39, 31 October 2017

List of AR platform calibers

barrels to allow them to safely fire either .223 Remington or 5.56x45mm **NATO** ammunition. .22 PPC .22 Nosler .224 Valkyrie (necked down 6.8SPC) .223 Winchester

8 KB (813 words) - 17:57, 4 March 2018

FN 5.7×28mm (section **NATO** evaluation)

ISBN 9782874158773. **Wood**, J.B. "FNH USA Five-seveN Pistol 5.7×28mm". Tactical Life. Retrieved October 18, 2009. Baddeley, Adam (May 21, 2003). "**NATO** Delays Personal

46 KB (4,414 words) - 03:29, 5 February 2018

FN Five-seven (section **NATO** evaluation)

Herstal in response to **NATO** requests for a replacement for the 9×19mm Parabellum cartridge and associated pistols and submachine guns. **NATO** called for two types

78 KB (7,078 words) - 14:36, 21 January 2018

9×19mm Parabellum (redirect from 9 x 19 mm **NATO**)

(CIP). Under STANAG 4090, it is a standard cartridge for **NATO** forces as well as many non-**NATO** countries. The name Parabellum is derived from the Latin:

36 KB (3,978 words) - 00:20, 7 March 2018

Dassault Mirage IIIV

The Mirage IIIV had come about as a response to the issuing of a **NATO** specification, **NATO** Basic Military Requirement 3 (NBMR-3), which sought a supersonic-capable

17 KB (2,055 words) - 13:16, 23 February 2018

Ruger Mini-14

capacity. All models are chambered in both .223 Remington and 5.56×45mm **NATO** ammunition except the Target Rifle variant (which is .223 only). Introduced

31 KB (2,962 words) - 06:51, 2 March 2018

CETME rifle (category 7.62×51mm **NATO** firearms)

Model 58 used a 20-round box magazine and was chambered for the 7.62×51mm **NATO** round (although originally designed for the reduced power Spanish 7.62×51mm

10 KB (1,193 words) - 00:37, 24 February 2018

Kosovo War (category Wars involving **NATO**)

Army (KLA), with air support from the North Atlantic Treaty Organisation (**NATO**) from 24 March 1999,

and ground support from the Albanian army. The KLA,
[192 KB \(21,306 words\) - 11:38, 5 March 2018](#)

Ak 5

capable of using 5.56×45mm **NATO** ammunition, which under STANAG 4172 is a standard cartridge for **NATO** forces as well as many non-**NATO** countries. The weapon
[14 KB \(1,735 words\) - 21:53, 14 February 2018](#)

Results from sister projects

Alexander of Ashby (DNB00)

Cambridge, entitled 'Alexandri Essebiensis Epitome Historiæ Britanniæ a Christo **nato** ad annum 1257.' It is mainly an abridgment of Matthew Paris. Fuller, in his

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Nico Perrone

hard for a line of detachment, of critical participation in **NATO** and even of getting out of **NATO** and into a neutralist position. Mattei therefore not only

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Guitar/Anatomy of a Guitar

seen on the Ibanez S series. **Nato** (also known as Eastern Mahogany) is a native **wood** from the Caribbean and South America. **Nato** is not a mahogany though its

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NATO issues technological requirements for High Dynamic Range projection

(<http://www.filmjournal.com/content/nato-issues-technological-requirements-high-dynamic-range-projection>)

NATO has released technological requirements for High Dynamic Range (HDR) projection systems for movie theatres. The requirements, developed by NATO's Technology Committee and NATO's technology consultant, Jerry Pierce, seek open standards for the technology, so as to avoid multiple, incompatible...

Cinema Buying Group's Bill Campbell to receive NATO Marquee Award (<http://www.filmjournal.com/news/cinema-buying-groups-bill-campbell-receive-nato-marquee-award>)

The National Association of Theatre Owners (NATO) will honor Bill Campbell, managing director of the Cinema Buying Group (CBG) and second-generation theatre owner of Orpheum Theatre, Inc. in Sheridan, Wyoming, when they present him with the 2015 NATO Marquee Award during this year's CinemaCon in...

NATO hires Mitch Neuhauser as convention show manager (<http://www.filmjournal.com/content/nato-hires-mitch-neuhauser-convention-show-manager>)

The National Association of Theatre Owners (NATO) has hired Mitch Neuhauser as show manager of its official movie theatre industry convention slated to begin in March 2011. The veteran convention manager takes up his new duties on Sept. 14, 2009....

NATO to honor Carmike Cinemas' David Passman (<http://www.filmjournal.com/news/nato-honor-carmike-cinemas-david-passman>)

The National Association of Theatre Owners (NATO) will honor David Passman, president and chief executive officer of Carmike Cinemas, with the 2016 "NATO Marquee Award" during this year's CinemaCon in Las Vegas....



Digital Deputy: NATO honors Cinema Buying Group's Bill Campbell

(<http://www.filmjournal.com/features/digital-deputy-nato-honors-cinema-buying-group's-bill-campbell>)

Small structures fare less well in big storms, so fortunately for indie exhibitors, when the digital storm hit, Cinema Buying Group (CBG) managing director Bill Campbell, with a long history as an exhibitor himself, was there from the get-go to help other theatre owners in the U.S. and Canada through the turbulence



Celebration! at CinemaCon: NATO chairman John Loeks looks forward to opening the big tent

([http://www.filmjournal.com/features/celebration-cinemacon-nato-chairman-john-loeks-looks-forward-](http://www.filmjournal.com/features/celebration-cinemacon-nato-chairman-john-loeks-looks-forward-opening-big-tent)

[opening-big-tent](http://www.filmjournal.com/features/celebration-cinemacon-nato-chairman-john-loeks-looks-forward-opening-big-tent))

“Well, it’s a great privilege.” NATO executive board chairman John D. Loeks is both grateful and humble when asked about his key position at our industry’s trade association.

NATO meets an array of challenges

(<http://www.filmjournal.com/content/nato-meets-array-challenges>)

With the New Year now in full swing and January box office off to a terrific start, we wanted to reflect and focus on the National Association of Theatre Owners and their tremendous success in meeting the many challenges facing exhibition head-on....



Short and Sweet: Mid-Atlantic NATO's Cinema Show & Tell is an intimate follow-up to CinemaCon

([http://www.filmjournal.com/features/short-and-sweet-mid-atlantic-natos-cinema-show-tell-intimate-follow-](http://www.filmjournal.com/features/short-and-sweet-mid-atlantic-natos-cinema-show-tell-intimate-follow-cinemacon)

[cinemacon](http://www.filmjournal.com/features/short-and-sweet-mid-atlantic-natos-cinema-show-tell-intimate-follow-cinemacon))

A month after the conclusion of CinemaCon—with attendees still recovering from the wall-to-wall seminars, presentations and meetings, meetings, meetings—might not seem like the best time to put another trade show on the calendar. But for Mid-Atlantic NATO, the May 10-11 running dates of its annual Cinema Show & Tell are a positive, not a negative. And listening to Doug Murdoch, Mid-Atlantic NATO’s executive director, it’s hard not to see why.



Passman's Perspective: NATO chairman believes in the future of theatrical

(<http://www.filmjournal.com/features/passman's-perspective-nato-chairman-believes-future-theatrical>)

On the occasion of CinemaCon 2015, 'Film Journal International' checks in once again with one of the most prominent figures in movie exhibition: David Passman, president and CEO of leading circuit Carmike Cinemas and chairman of the National Association of Theatre Owners.

Foothill Entertainment's Byron Berkley to receive NATO Marquee Award

(<http://www.filmjournal.com/news/foothill-entertainments-byron-berkley-receive-nato-marquee-award>)

The National Association of Theatre Owners (NATO) will honor Byron Berkley, president and CEO of Foothills Entertainment, with the 2017 “NATO Marquee Award” during this year’s CinemaCon in Las Vegas....

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A National Association of Theatre Owners (NATO) American Movie Award presented to James Bridges for Best Screenplay for *The China Syndrome* (Columbia, 1979) at the Wilshire Theater in Beverly Hills, California, on February 11, 1980. The awards were initiated in 1980 and discontinued after 1982.

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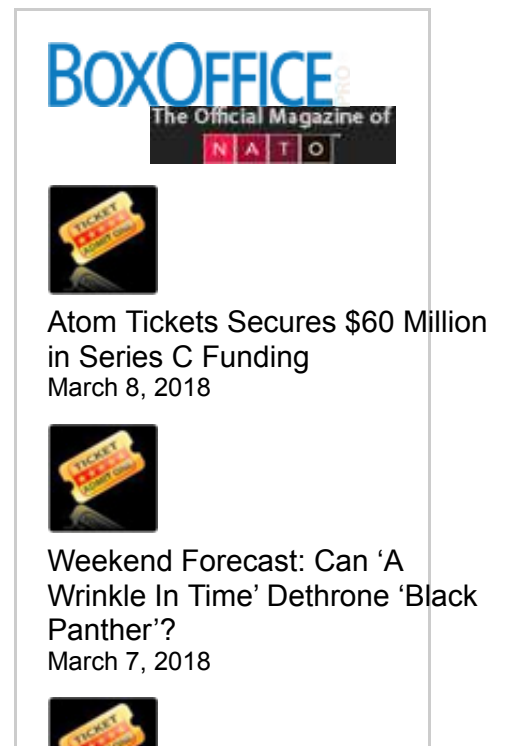
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On behalf of CinemaCon, the Official Convention of The National Association of Theatre Owners (NATO) , we extend our sincerest appreciation and gratitude to the entire motion picture theater industry for helping to make the past six years

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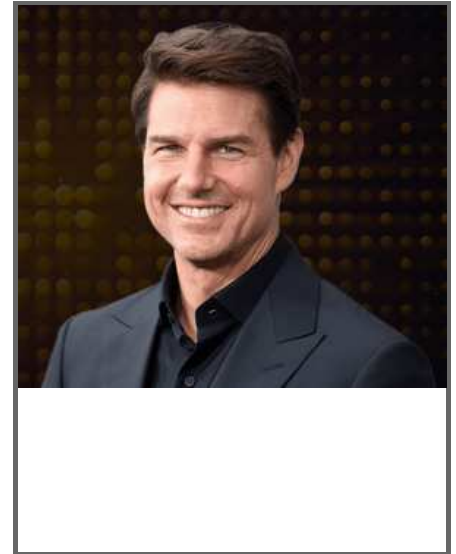


2017 PIONEER OF THE YEAR

Will Rogers Motion Picture Pioneers Foundation “Pioneer of the Year” Announcement

This year’s Pioneer of the Year Award recipient is Tom Cruise. The honoree dinner takes place on Wednesday, April 25th at CinemaCon in Las Vegas, Nevada.

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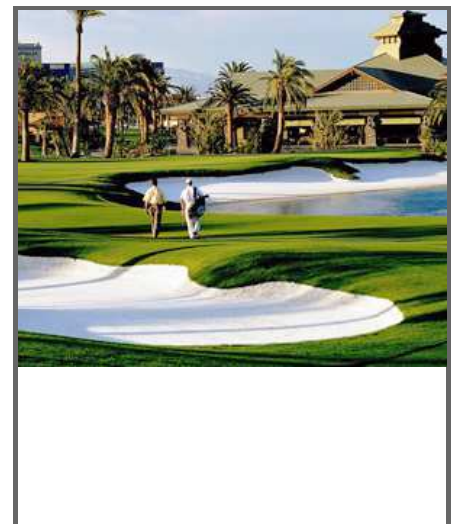
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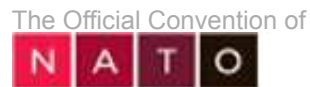


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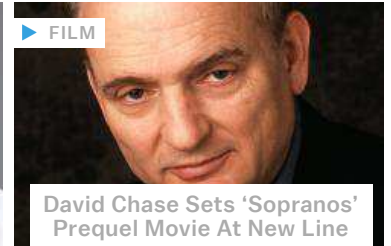
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BREAKING NEWS

'A Wrinkle In Time' Posts \$1.3M In Thursday Previews



Movie Theaters Aren't Losing Millennial Audiences, NATO Rep Says



by [David Lieberman](#)
June 9, 2016 6:15am



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- 6** 'Law & Order: SVU' Alum Raul Esparza To Star In NBC Drama Pilot 'Suspicion'
- 7** 'A Wrinkle In Time' Posts \$1.3M - Thursday Night Box Office
- 8** Vin Diesel Back In Action With Sony's 'Bloodshot', Valiant Comic Adaptation...



National Association of Theatre Owners

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Never mind the concerns about movie theaters suffering from declining appeal to Millennials, a shift of interest to home video, growing technology costs, or even the Justice Department's investigation of exclusive local clearance deals. The industry is doing fine, National Association of Theater Owners VP Patrick Corcoran told investors this morning at the Gabelli & Co. annual Movie & Entertainment Conference.

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Vegas Winners, Losers, Oscar Contenders, And How CinemaCon Got Taken Over By The 'Toons - The...

Teen and Millennials “continue to overindex in terms of how often they go to the movies,” he says — challenging the thesis of a provocative [article](#) in *The Atlantic* yesterday that said Hollywood has “a huge Millennial problem.”

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Petrol Advertising, Burbank, California

Media Specialist
Bridgewater Associates, Westport, Connecticut

Executive Director, Aspen Film
Company Confidential, Aspen, Colorado

Associate Director, YouTuber & Gamer Partnerships
Save the Children, Fairfield, Connecticut

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Statistics showing diminishing movie attendance by young adults often are skewed because they depend on surveys conducted via landline phones. The mobile generation is "incredibly hard to reach."

Other research shows that Millennial attendance has been "growing by double digits for the last five years, and into the first quarter of this year," Corcoran says. What's more, "the movies they go to are the premium, higher ticket price movies."

The [NATO](#) representative also rejects the idea that theaters are too dependent on a handful of blockbusters.

"We had a lot of people who hadn't been to the movie theaters for a long time come back for *Star Wars*," he says. Many were surprised to see how much has changed — for example with digital projection and more sophisticated concessions. That will pay off because "moviegoing begets moviegoing."

Corcoran defended theaters' struggle to maintain their ability to exclusively offer new releases.

Netflix — which is producing films it simultaneously releases on its platform — "does the same thing," he says. When new episodes of its series *House of Cards* debut they are "not available on Hulu, DVD or pay TV."

Regarding the recent debate over a premium VOD service, The Screening Room, Corcoran says that it "got a lot of attention in the press but not a lot of traction in the industry itself." Supporters said that adding a home market for new films would encourage studios to produce more high quality films, and that would benefit theaters.

But Corcoran says that "the press to get to the home market is for the home market, not to save theatrical." As the DVD business declined, the home video business offers studios far less than theaters do when you take streaming services such as Netflix, straight-to-video releases, and TV series out of the equation.

Even so, exhibition and studio execs are engaging in "face to face talks" to consider opportunities to open home video opportunities without encroaching on theaters.

The conversations are important because theater owners need to weigh the potential pay off of investments in new projection and audio technology. "We're head and shoulders ahead of the home and we want to keep that technological edge," Corcoran says.

For now, theaters are focusing their investments in their premium, often large screen, venues. "You can test it out to see if the audience notices...Theater companies are going to continue to experiment."

To avoid violating antitrust laws, NATO can't become directly involved in the debate over efforts by large theater chains to negotiate clearance deals with studios — terms that would give an exhibitor exclusive access to major releases in a community. Small and independent theaters say that makes it too hard for them to compete.

Yet Corcoran says that DOJ's interest in the movie business "far outweighs the size of our industry. He adds that he trusts "it will go away very soon."

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1 Comment

Anonymore • on Jun 9, 2016 8:59 am

Humorous to me how the industry is so quick to look at a decline in theater attendance as a sign that the medium is fading and not, you know, that the movies they're churning out these days are getting crappier and crappier.



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About us

The National Association of Theatre Owners is the largest exhibition trade organization in the world, representing roughly 32,000 movie screens in all 50 states, and additional cinemas in 81 countries worldwide. Our membership includes the largest cinema chains in the world and hundreds of independent theater owners too.

Company details

Website

<http://www.natoonline.org>

Headquarters

Washington, DC

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BLOG POST

How 'Red Sparrow' Author Made the Film More "Authentically CIA"

Jason Matthews, a 33-year veteran of the spy agency, says that the job isn't all car chases and poisoned darts — and notes his novel is as timely as ever: "We're now in the midst of a second Cold War."

03/01/2018 by Katie Kilkenney



NEWS

CinemaCon Launches Hotline to Report Misconduct, Harassment

The theater owners introduced a code of conduct to avoid inappropriate behavior in Las Vegas.

02/21/2018 by Etan Vlessing



REVIEW

'A Sniper's War': Film Review | Santa Barbara 2018

The documentary 'A Sniper's War' looks at the Russian-Ukrainian conflict through the eyes of a pro-Russian sniper.

02/12/2018 by Stephen Farber

VIDEO

Future of Theatrical Release and Independent Film | NATO & THR Panel | Sundance 2018

The NATO sponsored panel included Nikkole Denson-Randolph (AMC Theatres), Liesl Copland (WME), Fred Berger ('I Think We're Alone Now,' 'La La Land'), Tom Quinn (NEON) and Paul Hanson ('Ophelia').

01/22/2018 by THR Staff



NEWS

Neon Chief Reveals Failed Bid to Partner With Netflix on Theatrical Distribution of 'Okja'

Film industry insiders debate the future of distribution on a panel at THR's Sundance studio. Said Neon's Tom Quinn: "Anything that encourages moviegoing, I'm all for it."

01/21/2018 by Chris Gardner



NEWS

Average Price of a Movie Ticket Rises to \$8.97 in 2017

Individual admissions, meanwhile, declined by more than six percent.

01/17/2018 by Gregg Kilday



NEWS

Saudi Arabia Lifts Ban on Cinemas

Theaters are expected to open in 2018 for the first time in 35 years, following a statement from the Minister of Culture.

12/11/2017 by Alex Ritman



NEWS

John Oliver Takes on Louis C.K., Trump in 'Last Week Tonight' Season Finale

Tom Hanks also made a special appearance for a sketch.

11/13/2017 by Lexy Perez



NEWS

Movie Ticket Prices Hit \$8.93 in Third Quarter

That's down slightly from the second quarter.

10/18/2017 by Pamela McClintock



NEWS

Oscars: Georgia Selects 'Scary Mother' for Foreign-Language Category

Already a hit on the festival circuit, Ana Urushadze's debut is a psychological thriller of a married woman's literary bid for freedom.

08/30/2017 by Nick Holdsworth

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- Terminator 2: Judgment Day (/movie/10131/terminator-2-judgment-day)
- Gray's Anatomy (/movie/4186/grays-anatomy)
- Anatomy (/movie/495/anatomy)
- Terminator 3: Rise of the Machines (/movie/10132/terminator-3-rise-of-the-machines)
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- Terminator Salvation (/movie/10133/terminator-salvation)
- Once Upon a Time in Anatolia (/movie/16570/once-upon-a-time-in-anatolia)
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- Detective Chinatown (/movie/30451/detective-chinatown)
- Terminator 2: Judgment Day 3D (/movie/32075/terminator-2-judgment-day-3d)
- Detective Chinatown 2 (/movie/32503/detective-chinatown-2)
- Tesis De Un Asesinato (/movie/22555/tesis-de-un-asesinato)
- Colosio: El Asesinato (/movie/20814/colosio-el-asesinato)
- Terminator 3 (2018) (/movie/26187/terminator-3-2018)
- Chinatown (/movie/29495/chinatown)

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Q

Domestic Grosses

Thursday, March 8th, 2018

Annihilation (/movie/32014/annihilation)	\$515,072
Fifty Shades Freed (/movie/29209/fifty-shades-freed)	\$275,110
I, Tonya (/movie/32153/i-tonya)	\$70,552

See Complete Chart (/weekend-drilldown/?start_date=201

Facebook Tracking

Friday, March 9th, 2018

Acrimony (/movie/31859/acrimony)	+3,819
Paul, Apostle of Christ (/movie/32160/paul-apostle-of-christ)	+2,950
Overboard (/movie/31973/overboard)	+2,166

See Complete Chart (/facebook/today)

- Anadolu Atesi 3D (Fire Of Anatolia, The)
(/movie/20705/anadolu-atesi-3d-fire-of-anatolia-the)
- Anadolu Kartallari (Anatolian Eagles)
(/movie/20063/anadolu-kartallari-anatolian-eagles)
- Untitled Terminator Project (/movie/26186/untitled-terminator-project)

Post / Page Results:



(<https://pro.boxoffice.com/cinopolis-alejandro-ramirez-magana-receive-2018-nato-marquee-award-cinemacon/>)

Cinépolis' Alejandro Ramírez Magaña to Receive 2018 NATO Marquee Award at Cinemacon (<https://pro.boxoffice.com/cinopolis-alejandro-ramirez-magana-receive-2018-nato-marquee-award-cinemacon/>)

📅 JANUARY 31, 2018

💬 NO COMMENTS

(<https://pro.boxoffice.com/cinopolis-alejandro-ramirez-magana-receive-2018-nato-marquee-award-cinemacon/#comments>)

👤 BOXOFFICE STAFF

(<https://pro.boxoffice.com/author/boxoffice-staff/>)

PRESS RELEASE WASHINGTON D.C. (January 31, 2018) – The National Association of Theatre Owners (NATO) will honor Alejandro Ramírez Magaña, Chief Executive Officer of Cinépolis, with the 2018 NATO Marquee Award during this year's CinemaCon, it was

Twitter Tracking

Friday, March 9th, 2018

Black Panther (/movie/25950/black-panther)	29,584
--	--------

Avengers: Infinity War (/movie/25951/avengers-infinity-war)	24,754
---	--------

Mamma Mia: Here We Go Again! (/movie/31765/mamma-mia-here-we-go-again!)	17,641
---	--------

[See Complete Chart \(/twitter/today\)](#)

announced today by Mitch Neuhauser,
Managing Director of CinemaCon.
CinemaCon, the official convention



(<https://pro.boxoffice.com/nato-hails-opening-saudi-arabian-movie-theater-market/>)

NATO Hails Opening of Saudi Arabian Movie Theater Market (<https://pro.boxoffice.com/nato-hails-opening-saudi-arabian-movie-theater-market/>)

📅 DECEMBER 11, 2017

💬 NO COMMENTS

([HTTPS://PRO.BOXOFFICE.COM/NATO-HAILS-OPENING-SAUDI-ARABIAN-MOVIE-THEATER-MARKET/#COMMENTS](https://pro.boxoffice.com/nato-hails-opening-saudi-arabian-movie-theater-market/#comments))

Washington, D.C. and Riyadh, Saudi Arabia. – 11 December 2017) The National Association of Theatre Owners (NATO) today praised the announcement by the Kingdom of Saudi Arabia on the legalization of movie theaters. For nearly four decades the Kingdom of Saudi Arabia has not permitted the operation of movie cinemas.



(<https://pro.boxoffice.com/nato->

elects-new-officer/)

NATO Elects New Officers (<https://pro.boxoffice.com/nato-elects-new-officer/>)

📅 OCTOBER 5, 2017

💬 NO COMMENTS

([HTTPS://PRO.BOXOFFICE.COM/NATO-ELECTS-NEW-OFFICER/#COMMENTS](https://pro.boxoffice.com/nato-elects-new-officer/#comments))

👤 BOXOFFICE STAFF

([HTTPS://PRO.BOXOFFICE.COM/AUTHOR/BOXOFFICE-STAFF/](https://pro.boxoffice.com/author/boxoffice-staff/))

PRESS RELEASE (Washington, D.C. and North Hollywood, Calif. – 4 October 2017) The National Association of Theatre Owners (NATO), announced today the election of new officers to two-year terms by the Executive Board of Directors at the association's annual meeting, 27-28 September 2017 at the Marriott Hotel in Marina del



(<https://pro.boxoffice.com/nato-windows-talks-distributors-exhibitors-discussing-release-models-together/>)

Windows Talks: Distributors & Exhibitors are Discussing Release Models Together as NATO has Long Suggested ([https://pro.boxoffice.com/nato-](https://pro.boxoffice.com/nato-windows-talks-) [windows-talks-](https://pro.boxoffice.com/nato-windows-talks-)

distributors-exhibitors-discussing-release-models-together/)

📅 APRIL 27, 2017

💬 2 COMMENTS ([HTTPS://PRO.BOXOFFICE.COM/NATO-WINDOWS-TALKS-DISTRIBUTORS-EXHIBITORS-DISCUSSING-RELEASE-MODELS-TOGETHER/#COMMENTS](https://pro.boxoffice.com/nato-windows-talks-distributors-exhibitors-discussing-release-models-together/#comments))

👤 JOHN FITHIAN

([HTTPS://PRO.BOXOFFICE.COM/AUTHOR/JOHNFITHIAN/](https://pro.boxoffice.com/author/johnfithian/))

By John Fithian, President & CEO, National Association of Theatre Owners According to many recent press reports, several leading distributors and exhibitors have engaged in one-on-one discussions about the future of movie release windows models. After those reports were first published, many NATO members contacted the association with their questions and



(<https://pro.boxoffice.com/mid-atlantic-nato-celebrates-100th-anniversary/>)

Mid-Atlantic NATO Celebrates its 100th Anniversary (<https://pro.boxoffice.com/mid-atlantic-nato-celebrates-100th-anniversary/>)

📅 MARCH 31, 2017

💬 NO COMMENTS

([HTTPS://PRO.BOXOFFICE.COM/MID-ATLANTIC-NATO-CELEBRATES-100TH-ANNIVERSARY/#COMMENTS](https://pro.boxoffice.com/mid-atlantic-nato-celebrates-100th-anniversary/#comments))

👤 DANIEL LORIA

([HTTPS://PRO.BOXOFFICE.COM/AUTHOR/DLORIA/](https://pro.boxoffice.com/author/dloria/))

It started with a public health crisis. Dubbed “the infantile paralysis plague” by newspapers of the time, polio began to proliferate in major cities in the United States around 1916, causing panic among parents and health officials nationwide. Baltimore was one of those cities struggling to curtail the spread of



(<https://pro.boxoffice.com/nato-member-involvement-key-cinemacons-success/>)

NATO Member Involvement is Key to CinemaCon's Success (<https://pro.boxoffice.com/nato-member-involvement-key-cinemacons-success/>)

📅 MARCH 30, 2017

💬 NO COMMENTS

([HTTPS://PRO.BOXOFFICE.COM/NATO-MEMBER-INVOLVEMENT-KEY-CINEMACONS-SUCCESS/#COMMENTS](https://pro.boxoffice.com/nato-member-involvement-key-cinemacons-success/#comments))

👤 BOXOFFICE STAFF

([HTTPS://PRO.BOXOFFICE.COM/AUTHOR/BOXOFFICE-STAFF/](https://pro.boxoffice.com/author/boxoffice-staff/))

By Kathy Conroy, Vice President & COO,
National Association of Theatre Owners
Thank you for participating in CinemaCon
2017! Welcome to the largest and most
significant gathering of movie theater owners

and operators in the world. The leaders of exhibition, distribution, and industry partners have come together this week to celebrate



(<https://pro.boxoffice.com/cinemacon-2017-byron-berkley-nato-marquee-award/>)

CinemaCon 2017: Byron Berkley, NATO Marquee Award

(<https://pro.boxoffice.com/cinemacon-2017-byron-berkley-nato-marquee-award/>)

📅 MARCH 28, 2017

💬 NO COMMENTS

(<https://pro.boxoffice.com/cinemacon-2017-byron-berkley-nato-marquee-award/#comments>)

👤 DANIEL LORIA

(<https://pro.boxoffice.com/author/dloria/>)

Byron Berkley learned the business from the ground up. He began his career as a teenager, performing the often thankless tasks that form the backbone of exhibition: sweeping aisles, welcoming guests, and handling reels behind the booth. Berkley's time in exhibition includes stints at managing both indoor and drive-in cinemas,



(<https://pro.boxoffice.com/nato->

californianevada-awards-
250000-scholarships-member-
theaters-employees/)

NATO of California/Nevada Awards \$250,000 in Scholarships to Member Theaters' Employees (<https://pro.boxoffice.com/nato-californianevada-awards-250000-scholarships-member-theaters-employees/>)

📅 JULY 6, 2016

💬 1 COMMENT ([HTTPS://PRO.BOXOFFICE.COM/NATO-CALIFORNIANEVADA-AWARDS-250000-SCHOLARSHIPS-MEMBER-THEATERS-EMPLOYEES/#COMMENTS](https://pro.boxoffice.com/nato-californianevada-awards-250000-scholarships-member-theaters-employees/#comments))

👤 BOXOFFICE STAFF

([HTTPS://PRO.BOXOFFICE.COM/AUTHOR/BOXOFFICE-STAFF/](https://pro.boxoffice.com/author/boxoffice-staff/))

PRESS RELEASE The National Association of Theatre Owners of California/Nevada has awarded \$250,000 in scholarships to 26 employees of the Association's member theatres to be used for post-secondary education or vocational school; it was announced by president and CEO Milton Moritz. With the awarding of this year's scholarships, the Association



(<https://pro.boxoffice.com/chat-chairman-j-d-loeks-steps-nato-chairman/>)

Celebrating Exhibition: John Loeks Steps Up as NATO Chairman (<https://pro.boxoffice.com/chat-chairman-j-d-loeks-steps-nato-chairman/>)

📅 APRIL 12, 2016

💬 NO COMMENTS

([HTTPS://PRO.BOXOFFICE.COM/CHAT-CHAIRMAN-J-D-LOEKS-STEPS-NATO-CHAIRMAN/#COMMENTS](https://pro.boxoffice.com/chat-chairman-j-d-loeks-steps-nato-chairman/#comments))

👤 BOXOFFICE STAFF

([HTTPS://PRO.BOXOFFICE.COM/AUTHOR/BOXOFFICE-STAFF/](https://pro.boxoffice.com/author/boxoffice-staff/))

How did you become NATO's chairman? I was elected by the 17-member Executive Board last fall. The board is composed of representatives of small, midsize, and large movie exhibition companies. I have been on the NATO Board for 25 years, so it seems the other board members thought it was



(<https://pro.boxoffice.com/minions-conquer-the-global-box-office-terminator-genisys-sees-bump-from-major-expansion-jurassic-world-just-a-step-away-from-1-5-billion/>)

'Minions' Conquer The Global Box Office; 'Terminator: Genisys' Sees Bump From Major Expansion; 'Jurassic World' Just A Step Away From \$1.5 Billion

(<https://pro.boxoffice.com/minions-conquer-the-global-box-office-terminator-genisys-sees-bump-from-major-expansion-jurassic-world-just-a-step-away-from-1-5-billion/>)

📅 JULY 12, 2015

💬 NO COMMENTS

([HTTPS://PRO.BOXOFFICE.COM/MINIONS-CONQUER-THE-GLOBAL-BOX-OFFICE-TERMINATOR-GENISYS-SEES-BUMP-FROM-MAJOR-EXPANSION-JURASSIC-WORLD-JUST-A-STEP-AWAY-FROM-1-5-BILLION/#COMMENTS](https://pro.boxoffice.com/minions-conquer-the-global-box-office-terminator-genisys-sees-bump-from-major-expansion-jurassic-world-just-a-step-away-from-1-5-billion/#comments))

👤 DANIEL LORIA

([HTTPS://PRO.BOXOFFICE.COM/AUTHOR/DLORIA/](https://pro.boxoffice.com/author/dloria/))

The Minions conquered the North American box office this weekend, claiming \$115.2 million from 4,301 theaters and a \$26,875 average per theater. The overseas results proved to be similarly impressive, contributing \$124.3 million from 56 territories and takings its overseas cume to \$280.5 million. Minions placed #1 in 29 of

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12 (<https://pro.boxoffice.com/page/12/?s=nato>)

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NATO of Calif./Nevada announces \$330,000 in scholarship awards

Aug 20, 2012

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News

The National Association of Theatre Owners of California/Nevada announced the 2012 winners of its annual scholarship programs, with awards totaling \$330,000.

In support of graduate film students, the Association awarded \$40,000 each to the film schools at UCLA and USC to be divided among six deserving students at The UCLA School of Theater Film and Television, and five deserving students at the USC School of Cinema and Television.

"We take great pleasure in helping to encourage and support the next generation of filmmakers," stated Milton Moritz, president and CEO, NATO of California/Nevada. "They are our lifeblood and partners in our future, and we congratulate them all."

At UCLA, Fellowships in Film are being awarded to Brynach Day and Richard Parkin in Production/Directing; Dana Gills, Producers Program; Ben Kopit and Amy Michalik, Screenwriting; and Emezie Okorafor, Animation.

At USC, through the Fund for Student Support, awards are being presented to Joshua Berman in the Peter Stark Producing Program; Joseph Yeh in the John C. Hench Division of Animation and Digital Arts; Jeremy Masys in the Division of Writing for Screen and Television; and Emily Ferenbach and Victoria Rose in Film and Television Production.

The Association is also awarding 25 individual \$10,000 college scholarships through an annual contest open to field-level employees of member theatres. All entrants must have maintained a minimum 3.0 grade-point average, submitted an essay to be judged, and satisfied other eligibility requirements. The competition is also open to spouses and dependent children of management-level employees and home-office staff.

The scholarship recipients are:

Christina Cortese, Cinemark's Century Redwood 20 Downtown

Jaime Dao, Regal Holiday 6 Theatre

Anna Edwards, Tristone Cinemas' Terra Vista 6 Theatre

Candice Evenson, Cinema West, Livermore 13 Cinemas

Zachary Ficke, REG Edwards Aliso Viejo 20 + IMAX

Jose Gallegos, Landmark's The Landmark

Rachel Hastert, Sierra Cinemas' Sutton Cinemas

Cassandra Havens Rave Brentwood 14 Theatre, dependent

Matthew Hulley, REG Edwards Aliso Viejo 20 + IMAX

Katarina Lovric, Cinemark's Century 25 Union Landing

Jeff Carl Luerman, UltraStar's Galaxy 6 Theatre

Travis Marker, Fallon Theatres

Vivian Martin, AMC Orange 30 Theatre
Emilio Merino, Muvico 14 Thousand Oaks
Kevin Monson, REG Edwards San Marcos 18 Theatre
Parisa Movahedi, REG Edwards Calabasas Stadium 6
Crystal Powell, Fallon Theatres
Claudia Reyes, Landmark's The Landmark
Rene Rusconi, Regal Laguna Village 12 Theatre
Felipe Sepulveda, REG Edwards Garden Grove Stadium 16
Cyrena Shirley, Regal's Palms Springs 9 Theatre
Nicholas Stalder, Coming Attractions Mt. Shasta Cinema
Jonathan Tavasti, Pacific's Lakewood Center 16 Theatre
Kathleen Thornber, Ultrastar Mission Valley
Jessica Wong, Syufy Enterprises Corporate, dependent

“We’re very pleased that we are able to help ease the financial burden for all of these students, some of whom may have felt that college might otherwise have been beyond their reach,” added Moritz.

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MOVIES

NATO



Saudi Arabia Legalizes Movie Theaters in Historic Decision

By [Meriah Doty](#) | December 11, 2017 @ 9:23 AM

It's been almost 40 years since cinemas were banned in the desert country



Trump Shoves NATO Leader Aside, Twitter Reacts: 'Classy Leader Alert!'

By [Reid Nakamura](#) | May 25, 2017 @ 11:26 AM

"A class act. A statesman. A real gentleman," tweets filmmaker Ava DuVernay



Movie Ticket Prices Jump Nearly 3 Percent in Q1

By [Beatrice Verhoeven](#) | April 21, 2017 @ 9:25 AM

Average ticket prices went up 26 cents from 2016's first quarter



Asian Americans Saw More Movies Last Year Than Any Other Ethnic Group

By [Beatrice Verhoeven](#) | March 22, 2017 @ 10:40 AM

MPAA report shows Asians dethroned Hispanics by seeing 1.5 more movies on average in 2016



Average Movie Ticket Prices Rose 3 Percent in 2016

By [Beatrice Verhoeven](#) | March 22, 2017 @ 10:40 AM

Americans paid an average \$8.65 for admission last year as opposed to \$8.43 in 2015



NATO Chief Rips Netflix, iPic Deal to Screen and Stream Movies Simultaneously

By [Meriah Doty](#) | October 5, 2016 @ 1:21 PM

John Fithian warns that distribution plan would significantly reduce revenue



Theater Owners Group Rejects Sean Parker's Screening Room Idea

By [Joe Otterson](#) | March 16, 2016 @ 8:49 AM

"Release models should be developed by distributors and exhibitors in company-to-company discussions, not by a third party," group says in statement

THE LATEST



MEDIA

Stormy Daniels Lawsuit: Trump's Lawyer 'Forced' Me to Lie

By [Itay Hod](#) | March 9, 2018 @ 11:18 AM



TV

Sterling K. Brown Hulked Out After 'This Is Us' SAG Win: 'My Jacket Split Right Down the Back' (Video)

By [Ashley Boucher](#) | March 9, 2018 @ 11:18 AM



TV

'Pretty Little Liars: The Perfectionists' Casts Sydney Park and Eli Brown

By [Ashley Boucher](#) | March 9, 2018 @ 11:12 AM



TV

New 'Andre the Giant' Trailer Reveals Sad Side of Gentle Wrestler: 'He Would Cry' (Video)

By [Tony Maglio](#) | March 9, 2018 @ 11:02 AM



MEDIA

Read Stormy Daniels' Lawsuit Against Trump

By [Reid Nakamura](#) | March 9, 2018 @ 10:56 AM



'Birth of a Nation's' Nate Parker to Receive Breakthrough Director Award at CinemaCon

By [Jeff Sneider](#) | March 7, 2016 @ 5:09 PM

He was chosen for the honor after Fox Searchlight acquired his acclaimed slavery drama out of Sundance



Movie Theaters Are Back With \$11 Billion Box Office Haul, Steady Stock Prices in 2015

By [Todd Cunningham](#) | December 30, 2015 @ 6:05 AM

TheWrap Rewind 2015: A record box office, the studios' tentpole strategies and a crack in VOD stalemate led to rebound



Theater Owners' Association Remains Silent on Security in Wake of Lafayette Shooting

By [Tim Kenneally](#) | July 24, 2015 @ 11:33 AM

"At the moment we're not prepared to make a statement," says spokesman

Sony Hack: NATO Says Theaters 'May Delay' 'Interview' Release

By [Linda Ge](#) | December 17, 2014 @ 11:00 AM

"NATO members are working closely with the appropriate security and law enforcement agencies," reads the new statement in part

As Premium VOD Readies for Flight, Studios Face the Fallout

By [Daniel Frankel](#) and [Brent Lang](#) | April 20, 2011 @ 6:51 PM

As the controversial premium VOD plan kicks off Thursday, studios are hoping for a longterm payoff. But in the short term, they have nothing but headaches



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Paris Jackson Tells Fans to STOP Photoshopping Her Skin Color to Make Her Look Like Michael

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NATO of California/Nevada Awards \$250,000 in Scholarships to Member Theaters' Employees

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PUBLISHED JULY 6, 2016
(HTTPS://PRO.BOXOFFICE.COM/2016/07/)

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PRESS RELEASE

The National Association of Theatre Owners of California/Nevada has awarded \$250,000 in scholarships to 26 employees of the Association's member theatres to be used for post-secondary education or vocational school; it was announced by president and CEO Milton Moritz. With the awarding of this year's scholarships, the Association will have presented a total of \$2,670,000 to 409 recipients over the 21 years since the program began.

"We are very proud of the Association's Scholarship Program, and the opportunities it has afforded so many deserving young men and women," remarked Mr. Moritz. "The value of continuing education cannot be overstated. That we are able to lend encouragement and give a leg up to those willing to work hard and seeking to better themselves is extremely satisfying for all of our members."

The scholarship program is one of the many benefits that are provided to employees of companies that are a member of NATO of California/Nevada and work in a California or Nevada theatre. The merit based scholarship program is available to eligible theatre level employees, general managers and dependent children,

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Q

Domestic Grosses

Thursday, March 8th, 2018

Annihilation (/movie/32014/annihilation)	\$515,072
Fifty Shades Freed (/movie/29209/fifty-shades-freed)	\$275,110
I, Tonya (/movie/32153/i-tonya)	\$70,552

See Complete Chart (/weekend-drilldown/?start_date=2018-03-08)

Facebook Tracking

Friday, March 9th, 2018

Acrimony (/movie/31859/acrimony)	+3,819
Paul, Apostle of Christ (/movie/32160/paul-apostle-of-christ)	+2,950
Overboard (/movie/31973/overboard)	+2,166

See Complete Chart (/facebook/today)

Twitter Tracking

Friday, March 9th, 2018

Black Panther (/movie/25950/black-panther)	29,747
Avengers: Infinity War (/movie/25951/avengers-infinity-war)	24,844
Mamma Mia: Here We Go Again! (/movie/31765/mamma-mia-here-we-go-again!)	17,677




See Complete Chart (/twitter/today)

winning selections is based on academic standing, a personal statement about themselves, their community service, goals and an essay.

The winners of this year's scholarship competition are:


Ramin Afshari	AMC Theatres
Demi Arnold	ArcLight Cinemas
Michele Bagshaw	Cinemark USA
Nicole Barbeau	Krikorian Premiere Theatres
Cassidy Clark	Regal Entertainment Group
Jack Gerstein	Cinema West
Daisy Gutierrez	AMC Theatres
Kyndra Holloway	Galaxy Theatres
Ethan Jones	Paradise Cinemas
Daryn Link	IMAX Corporation
Cooper McAnelly	Cinelux Theatres
Morgan Meyer	Cinemark
Joanna Mrsich	AMC Theatres
Jessenia Oertel	Regal Entertainment Group
Deana Plascencia	AMC Theatres
Byron Rackow	ArcLight Cinemas
Felipe Ramirez	Maya Cinemas
Leandre Ravatt	Galaxy Theatres
Andrea Rivas Iraheta	Cinemark
Stephanie Schlagel	Regal Entertainment Group
Rebecca Shults	Regal Entertainment Group
Suzanne Smith	Reading International
Tamir Weinstein	Cinelux Theatres
Kyara Williams	Cinemark
Omar Yamak	Regal Entertainnment Group
Jacob Young	Krikorian Premiere Theatres

In addition to the Scholarship Program for the Association's member theatres' employees, \$50,000 in grants are also awarded annually to film students at both the UCLA School of Theater, Film and Television, and the USC School of Cinematic Arts.

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Joel Sibert JANUARY 11, 2017

I would like to apply for the 2017 Nato of California Scholarship Program. Please send a application to me either by e-mail or

to my address: P. O. Box 467 South San Francisco, CA. 94080. Thank You. I am an employee of Cinemark Century Theatres.

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NMA stands for NATO Military Authorities



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National Meteorological Agency (Ethiopia)	Nederlandse Mededingingsautoriteit
National Micrographics Association (now part of AIIM)	Negative Mental Attitude (psychology)
National Military Authority	Neighbourhood Management Area (UK)
National Mine Academy	Nepal Medical Association
National Mining Association	Nepal Mountaineering Association (Kathmandu, Nepal)
National Monuments Act (Ireland)	NetWare Management Agent (Novell)
National Motorists Association	Network Management and Administration (Bellcore)
National Movie Awards	Network Management Application (software)
National Mustang Association	Network Manifold Associates, Inc (California IT security)

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[NATO to Hold 18th Crisis Management Exercise Next Week](#)

The council provided the **NATO military authorities** with a set of political guidelines for a possible future NATO supporting role in Libya .

[Qaddafi tells Libyans to free Tripoli; Nato considers post war role](#)

The second decision was to direct **NATO military authorities** to develop detailed planning with regards to humanitarian assistance and more active measures to enforce arms embargo if demanded by the UN.

[Rasmussen says NATO ready to act in Libya](#)

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2017 NATO of CA/NV Employee Scholarship Application

Name of Applicant: Job Title:

Home Address:

City: State: Zip:

Daytime Phone: Email:

Company and Theatre Name: Theatre Phone:

Manager's Name: Title:

Theatre Address:

City: State: Zip:

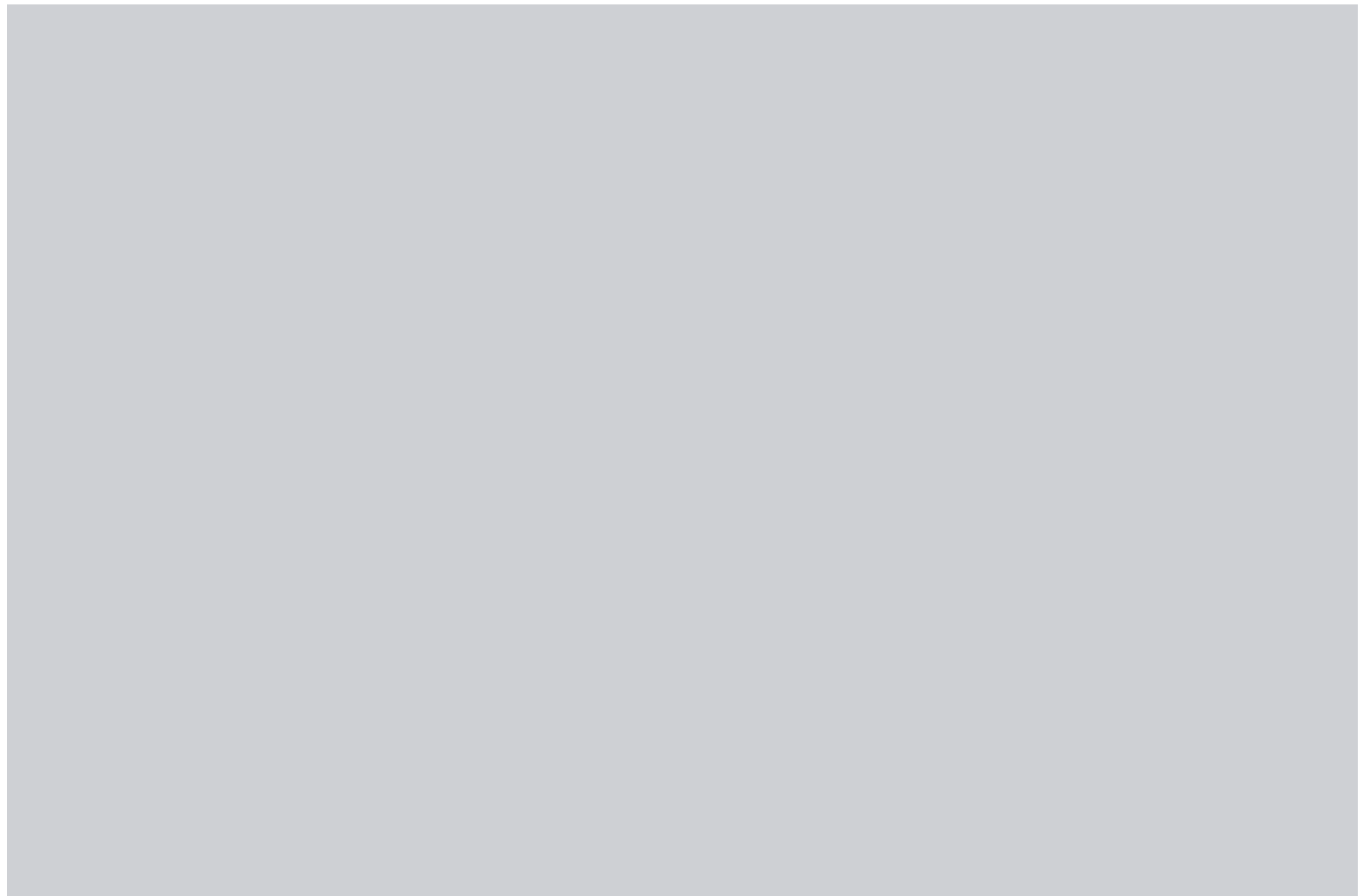
Are you currently: ☐ A High School Senior ☐ In College ☐ Returning to School

What is the name of the school you are currently attending:

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The Afterlife Forum for the discussion of home theater equipment and movies once they have left their theatrical engagements. (DVD, home theater, tv shows, etc.)	1141	17028	Picture quality: projectors... (Marcel Birgelen) 03-09-2018 07:05 AM
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Converse Students Earn Top Awards at International Model NATO

THURSDAY, MARCH 2, 2017

Warning: Information you find on this page may be outdated or incorrect.

At International Model NATO, held in Washington, DC, Converse competes with top American universities from across the nation, and nine European and Canadian universities.

Garnering top awards in every committee and in most cases by both Converse delegations, Converse compiled one of its more impressive performances at the 2017 Model.

Converse's France delegation was named Outstanding Delegation and the College's Slovenia delegation earned honors as Distinguished Delegation. Award winners for France were Natalie Southgate in the North Atlantic Council (NAC); and the teams of Danielle Fandre and Tinsley Burris-Henry in the Political Committee; Melissa Brock and Rachel Hopp in the Military Committee; Laura Gill and Verity Grupe (both freshmen) in the Partnership and Cooperative Security Committee; and Kathleen Langbehn and Tiffani Hagan in the Security Concerns Committee. On the Slovenia delegation, awards went to Grace Frazor in the North Atlantic Council; and the teams of Abigail Hill and Jamie Means in the Military Committee; Claudia Coffin and Sabrina Greene in the Partnership and Cooperative Security Committee; Melissa Rickenbaker and Jacqueline Torres in the Nuclear Committee; and Alexis Turner and Errin Baylis in the Security Concerns Committee.

"Two achievements are particularly notable," commented Model NATO advisor Dr. Joe P. Dunn. "Both Converse delegates winning in the NAC is remarkable because all schools put their single best delegates on this committee, and it is always a challenging feat to win an award there; this year we registered two. Also while all the other committee awards are

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MAR
8
Thu
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all-day March Art Madness
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MAR
9
Fri
(<https://www.spartanburg.com/calendar-of-events/action-oneday/exact-date-3-9-2018/>)

all-day 25th Annual Organic Growers Scho...
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all-day March Art Madness
(https://www.spartanburg.com/event/march-art-madness/?instance_id=2687367)


4:00 pm USC Upstate Baseball
(https://www.spartanburg.com/event/usc-upstate-baseball-3/?instance_id=2687407)


6:30 pm Clemson Baseball
(<https://www.spartanburg.com/event/clemson-baseball/>)


voted by their peers, the faculty choses one person (sometimes a second one) in each committee whom they believe provided the best leadership to the success of the committee. This often goes to a lower profile delegate who works behind the scenes. Besides being voted as the Outstanding Delegation in the Political Committee by their peers for their high profile performance, the faculty chose both Danielle Fandre and Tinsley Burris-Henry for the Leadership Award."


Converse provides students each year to serve as the Secretariat, which runs the entire Model. Sidney Jones served as Secretary General and Carson McCallum served as Assistant Secretary General and Chair of NAC. Emily Holbert and Jessica Morgan served as chairs and the faculty selected Jayda Means as the Outstanding Chair. "Catherine Parler '16, who had served as Chief of Staff for three years for the Model, is living in Washington and was recruited to return to perform this invaluable role. Replacing her experience and expertise will be one of our largest challenges next year," said Dunn.

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- instance_id=2687448)
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- 7:00 pm Blake Shelton
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- 8:00 pm Dervish
(https://www.spartanburg.com/event/dervish/?instance_id=2682389)
- 8:00 pm RAGTIME
(https://www.spartanburg.com/event/ragtime/?instance_id=2681905)
- 9:00 pm The Flaming Lips
(https://www.spartanburg.com/event/flaming-lips/?instance_id=2686877)
- 9:30 pm Live Music at The Radio Room
(https://www.spartanburg.com/event/live-music-radio-room/?instance_id=2679161)

MAR
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Sat
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Theaters Are Fighting With Disney Over 'Avengers: Age of Ultron'



Posted on Tuesday, May 5th, 2015 by [Angie Han](#)



Avengers: Age of Ultron is littered with epic fight scenes, but some of the biggest battles involving the all-star superheroes are taking place offscreen. Theater owners are reportedly furious about the new conditions being imposed by Disney on cinemas showing the new Marvel feature. If the studio has its way, the theaters complain, ticket prices could go up for all moviegoers.

Learn all about the *Avengers 2* theater dispute after the jump.

According to the [Wall Street Journal](#), the National Association of Theater Owners (NATO) has written to Disney about the "avalanche of complaints, concerns and fears" it has received from members over the new policies required by the studio.

Among other things, Disney demanded theaters stop matinee screenings of *Avengers: Age of Ultron* at 5 PM. It also wants to set the national average ticket price as the minimum on which it'll split box office revenue — meaning that cinemas won't make as much money off of *Avengers: Age of Ultron* if they don't meet the national average ticket price.

Disney has the leverage to make such demands because its films are phenomenally successful. *Avengers: Age of Ultron's* \$188 million domestic opening is the second highest in history, behind only the first *Avengers* movie (\$207 million). Besides the Marvel movies, Disney also distributes the *Star Wars* and Pixar movies, as well as animated features like *Frozen* and live-action fairy tales like *Cinderella*.

NATO complained that using the national average ticket price as a minimum standard raise prices for audiences in lower-income or lower-priced areas. Moreover, it argued such a move would begin "a cycle of price increases [that] may constitute illegal vertical price fixing under state and federal antitrust laws."

NATO's pushback is proving somewhat successful. In response to the outcry, the studio has softened its approach. Disney has backed down on the matinee cutoff, and is "willing to be flexible" about the minimum ticket price for theaters in markets where the average admission is below the national average.

Even so, NATO worries others might follow Disney's example. Studios tend to get the best terms on their biggest films. For example, Disney will get about 60% of the domestic box office revenue for *Avengers: Age of Ultron*, compared to the industry average of 50%. You may recall that that number was settled upon after [a bitter fight](#) between Disney and

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theaters over another Marvel movie, *Iron Man 3*. And with each studio stacking up big-budget blockbusters for the next few years, we'll probably see similar fights play out again in the near future.

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NATO White Helmets Denounced by Swedish Doctors

Editor / April 22, 2017

[#WhiteHelmets](#) denounced by Swedish doctors for medical malpractice and misuse of children as props for propaganda. The first elected board of SWEDHR was composed by Leif Elinder, Marcello Ferrada de Noli (Chairman), Martin Gelin, Alberto Gutierrez, Ove B. Johansson, Lena Oske, Armando Popa, Anders Romelsjö (Vice-Chairman), Marita Troye-Blomberg, and Luz Varela. In 2015 Ferrada de Noli founded with a group of European academics and publishers the magazine online [The Indicter](#), being elected [editor-in-chief](#). Swedish Professors & Doctors For Human Rights (SWEDHR) is an independent, non-profit, non-partisan, non-governmental organization engaged in the research and reporting on the effects of war-crimes, torture and human-rights transgressions on civilian populations or on individuals.

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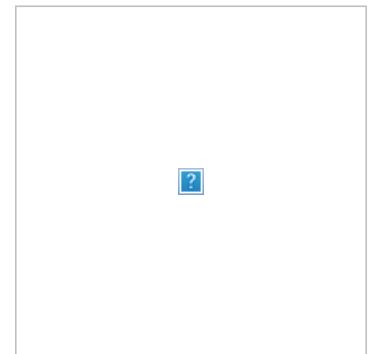
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Retract the Award Given to NATO's White Helmets

This petition had 821 supporters



Syria Solidarity Movement - International started this petition to Executive Director Right Livelihood Foundation Ole von Uexkull and 2 others

We call on the Right Livelihood Foundation to retract the award given to the “White Helmets” for the following reasons:

- * The White Helmets, also called Syria Civil Defence, are not who they claim to be. The group is not Syrian; it was created with USA/UK funding under the supervision of a British military contractor in 2013 in Turkey.
- * The name “Syria Civil Defence” was stolen from the legitimate Syrian organization of the same name. The authentic Syria Civil Defence was founded in 1953 and is a founding member of the International Civil Defense Organization (1958).
- * The name “White Helmets” was inappropriately taken from the legitimate Argentinian relief organization Cascos Blancos / White Helmets. In 2014, Cascos Blancos / White Helmets was honored at the United Nations for 20 years of international humanitarian assistance.
- * The NATO White Helmets are primarily a media campaign to support the ‘regime change’ goals of the USA and allies. After being founded by security contractor James LeMesurier, the group was “branded” as the White Helmets in 2014 by a marketing company called “The Syria Campaign” managed out of New York by non-Syrians such as Anna Nolan. “The Syria Campaign” was itself “incubated” by another marketing company named “Purpose”.
- * The White Helmets claim to be “neutral, impartial and humanitarian” and to “serve all the people of Syria” is untrue. In reality, they only work in areas controlled by the violent opposition, primarily terrorists associated with Nusra/AlQaeda (recently renamed Jabhat Fath al Sham).
- * The White Helmets claim to be unarmed is untrue. There are photos which show their members carrying arms and celebrating Nusra/AlQaeda military victories.
- * The White Helmets act as cleanup squad removing the bodies of Syrian civilians executed by the terrorists.
- * The White Helmets claim to be apolitical and non-aligned is untrue. In reality they actively promote and lobby for US/NATO intervention in violation of the norms of authentic humanitarian work.
- * The Right Livelihood description that “Syria Civil Defence” saved over 60,000 people and “support in the provision of medical services to nearly 7 million people” is untrue. In reality the zones controlled by terrorists in Syria have few civilians remaining. That is why we see “cat” video/media stunts featuring the White Helmets.
- * The NATO White Helmets actually undermine and detract from the work of authentic organizations such as the REAL Syria Civil Defense and Syrian Arab Red Crescent.
- * The recent Netflix movie about the White Helmets is not a documentary; it is a self promotional advertisement. The directors never set foot in Syria. The Syrian video, real or staged, was provided by the

White Helmets themselves. From the beginning scenes showing a White Helmet actor telling his little boy not to give mommy a hard time until the end, the video is contrived and manipulative. The video was produced by a commercial marketing company Violet Films/Ultra Violet Consulting which advertises its services as “social media management”, “crowd building” and “campaign implementation”.

In conclusion, the NATO White Helmets do not deserve the Right Livelihood Award. The presentation of this award discredits the Right Livelihood Foundation and past deserving award winners. More importantly, it does a profound disservice by rewarding a fraudulent organization which gives a “feel good” image while manipulating public sentiment and actually promoting war.

We call on leaders of the Right Livelihood Foundation to investigate the assertions above and, when they are determined to be accurate, retract the Right Livelihood Award from the White Helmets.

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White Helmets cat video showing terrorist zone with no civilians. "The homeowners abandoned this district and its kittens." How fake does it get? <https://www.youtube.com/watch?v=UkfcE-Drnas>

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[Brian Souter](#) 1 year ago

White helmets is a group that Affiliates with alqaeda and includes members who are alqaeda . It operates only in alqaeda areas , and looks like a promotional stunt than real first responders . They Claim not to be funded by any govt but take money from USAID, U.K. French govts . There is a real Syria civil defence , white helmets have just purloined their title

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My extensive investigation into this group suggests the facts of this petition are correct. This group deserves no award and most likely deserves to be exposed and disbanded.

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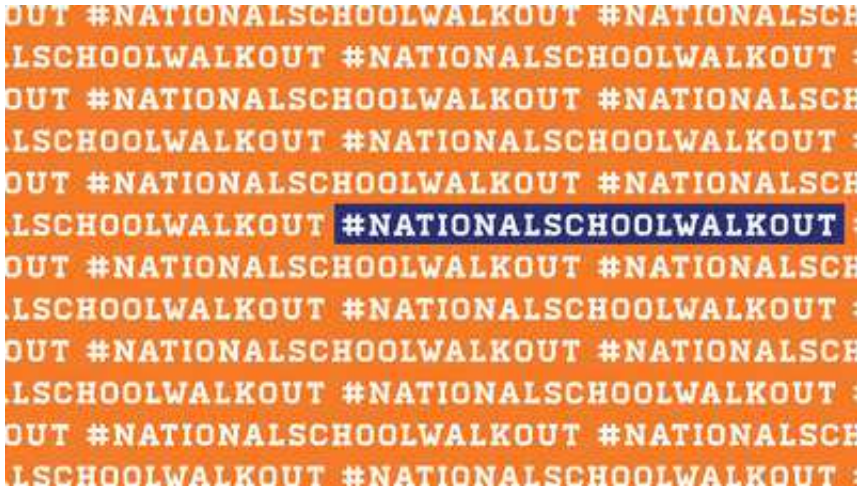


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La La Land - Awards - IMDb

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La La Land Awards and Nominations. IMDb. **Movies**, TV & Showtimes. The ... **LA LA LAND** reaches for the Hollywood heavens like a rainbow ...

Events - NATO

www.natoonline.org/events-list
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Contract **Awards**. NSPA periodically publishes lists of contracts awarded with a value above a certain threshold ... **NATO** Support and Procurement Agency ...

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NATIONAL ASSOCIATION OF TOBACCO OUTLETS' SHOW ATTENDEES WILL GIVE BACK TO LAS VEGAS COMMUNITY

December 31, 2012

As part of National Association of Tobacco Outlet's 12th Anniversary and Trade Show in Las Vegas, the organization will launch the first Meetings with a Mission (MWM) event.

The MWM event is a community engagement initiative for attendees to serve at the Las Vegas Rescue Mission April 22, the first day of the show, which runs through April 24.

NATO Show attendees registered for the NATO MWM event will serve for a half-day at the Las Vegas Rescue Mission in the areas of preparing and serving meals, assembling hygiene kits and performing light property maintenance.

On the NATO MWM Web site, those who are unable to attend have the ability to opt to donate toiletries for the hygiene kits or make a monetary donation to the Rescue Mission.

"The NATO Meetings with a Mission event is an effort to create an environment of connections--NATO with the city of Las Vegas, NATO attendees with their peers and ultimately, attendees with those in need in the community," said NATO president Andy Kerstein.

He added, "Beyond a standard fundraising event, NATO's Meetings with a Mission allows for hands-on interactions to make a positive impact in the host-community of Las Vegas. It also fosters a spirit of giving back that our attendees can take back with them to their respective businesses and communities."

The Las Vegas Rescue Mission, provides redemption, recovery and re-entry to the homeless, addicted and those in need through direct services of food, shelter, clothing and restorative programs.

The Rescue Mission is working to serve the metro area of Las Vegas that is ranked with the fourth highest rate of homelessness in the nation.

Robert Brunner, executive director for the Las Vegas Rescue Mission, said it is partnerships, such as this with NATO, which the Rescue Mission truly values.

"A true mutually beneficial relationship is fostered when both sides of the serving are engaged," Brunner said. "Here at the Rescue Mission, we seek to not only make an impact in the thousands of lives we are serving daily, but we hope to make an impact on those who come to serve with us."

NATO board member Andrea Myers added, "We are thrilled to launch this brand new initiative for NATO and look forward to developing our relationship with the Las Vegas Rescue Mission to grow the MWM program in the years to come. We challenge our retailers, manufacturers and distributors to roll up their sleeves and engage in the community for a more meaningful experience in Las Vegas this year."

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NATIONAL ASSOCIATION OF TOBACCO OUTLETS - NATO SHOW

When: 2015-04-21 - 2015-04-23

Where: Paris Las Vegas Hotel (/venues/paris-las-vegas-hotel)

Organizer: National Association of Tobacco Outlets - NATO Show (/organizers/national-association-tobacco-outlets-nato-show)

Website: <http://natoshow.com> (<http://natoshow.com>)

EVENT CONTACT INFO

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Trade Show Days April 22-23

Description

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Roll Your Own Magazine

Volume IV No. 1
Winter/Spring 2003



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"The ITE Morphs into NATO"

We all have been to a trade show or something similar at least once in our life. For me, one of my favorites things to do is get together with all of my friends who enjoy great tobacco and who know a lot about it at the spring show once known as the **ITE** (International Tobacco Expo). The ITE is no more but it has been replaced by the **NATO** (National Association of Tobacco Outlets) Convention. It is held at the same time of year (March) and like the ITE, it is held in Las Vegas, this time and next, at the **RIO Hotel**. Much controversy inside the industry arose from the transformation of ITE to NATO but all of that is past us now and details of the transition are really of little import today. We will miss the ITE, but this year's NATO show appeared to be a great success, thanks to Sharon Wayne and her able staff. Many of the same people who put together the ITE are on board, including Sharon, for this new venue and brought with them a great deal of experience in these kinds of events. Of all the annual tobacco shows, the old ITE and now the new NATO seems to most friendly to the RYO/MYO environment. Consequently, a large percentage of the exhibitors are from this industry. This event is a great opportunity for us to have a face-to-face with all of the folks we talk with on a regular basis and to look at their newest products. It is also an opportune time to meet all of the new players who are fast emerging as serious contenders in this dynamically evolving industry. Like most secular industry trade shows, these events are not open to the general public. The attendees are for the most part retailers, distributors and others partially or wholly involved in the sale of tobacco products. And of course folks who write about the industry like RYO Magazine. Because the general public is not in attendance we feel it important to share some insight as to what goes on during these conventions, with our general readership.



The flavor of these and other shows would be pretty dry were one not interested in the product being highlighted, in this case tobacco. We are, of course, and so we have a fascinating time. The setting of the RIO and Las Vegas in whole do offer the opportunity for other diversions if you like the Vegas experience. I am not a big fan of all the glitz and glamour as I am more of a cut-offs & T-shirt kind of guy and I am nothing short of

being an albatross at the tables or slots. Nonetheless we always have a great time at these events, the food is superb, you can smoke almost anywhere you want and obviously with the samples available at these shows, you can sample all of the best.

There are some really remarkable people involved in this industry. They run the gamut from extremely suave and elegant folks to some real down home personalities. Characters id you will. And sometimes it is hard to tell the difference. One of our favorites and a good friend is Peter Stokkebye. He, being now semi-retired, does not make all of the shows but he always makes this one. He is, without a doubt, the most singularly recognized icon in the tobacco business period. He represents the third generation in a fourth generation tobacco family. And he is a hoot to be with. The folks that work at Stokkebye are a diverse group of professionals who are dedicated to excellence and are truly nice people. The Stokkebye booth always attracts a lot of attention, especially when Peter is around. At left you can see our associate editor Linda Roberts undergoing her annual molesting by the master, Peter Stokkebye and Brian Levine. Brian and Peter are polar opposites or so one might think with probably 35 years separating them, but the truth is they both are funny as hell and you have to constantly keep an eye on them or you will be the victim of a prank of one sort or another. Throw in Morgan Snead, whose leisurely southern drawl can lull you off guard and you are in for a E ride each time one gets together with this respected group. You can get some idea from the picture above of just how massive this show is, with hundreds of exhibitors filling several convention areas of the beautiful RIO hotel. The NATO Expo is second in size only to the RTDA (Retail Tobacco Dealers Association) show held in July.



At right, Mark Ryan from D&R Tobacco and Ric Glaubinger from RYO Tobacco (Mark is on the right with Ric left) are pioneers in their own right representing first generation mastery in the specific area of Roll Your Own and Make Your Own retail. Few people on the planet have the accumulated knowledge that these two have regarding the packaging and selling of this industry's product. Mark's company is located right at the center of where much of the finest tobacco is grown, (North Carolina) and is an expert on the tobacco plant. Ric, from Austin, has an international knowledge of the tobacco trade that is astounding. Though their companies compete, like many others in this business, they spend a lot of time generously sharing information, all to the ultimate benefit of their customers. This kind of business relationship is yet another reason for my passion about this industry. Both of these guys approach the business and these conventions with gusto and are not the kind of people you want to be around if you want to have a restful few days.



I suppose it is necessary to emphasize here that while Mark is usually an exhibitor at these events and Ric, is a buyer/retailer, both are sought out by a great number of the many attendees that know them for their extensive knowledge. Mark was the first person to take the retailing of MYO/RYO products to the Internet. I first found him in 1995 while searching for Turkish tobacco and injectors and that was three years after he opened his online store. He remains an authority on the web based tobacco business and his company at www.cigarettetobacco.com has customer service ratings that are astounding. Ric enjoys extremely high customer satisfaction ratings as well and has quite a number of other online businesses, some tobacco related, like SnuffShop.com, LittleCigars.com and others as well as an online shaving supply shop. You can see all of his enterprises when you go to www.ryotobacco.com. Now before going any further it is important to note that it was a terribly windy day in Vegas so most of us looked pretty haggard and wind blown by the time we got into the arena and I began the camera action. Ric looked like he had been testing electrical outlets with his tongue and Mark's hair was so flattened down by the wind that his head appeared in these photos much too small for his svelte, tuxedo wrapped body. And those that



know me are aware of the fact that, under normal circumstances, I look like a bronze god.



So for reference sake, I share with you my image with Mark at left and with two relatively new forces in the MYO/RYO business, Bill and Brian from H&R Tobacco at right. H&R is the kind of business that can greatly benefit from exposure at conventions like NATO. They have a fine line of tobacco products and fit right in with the image that the RYO/MYO is known for. Low key advertising and promotions backed up with great product and service that typifies this industry is in sharp a contrast to the mass marketing techniques that got the Big Cigarette companies in trouble over the years. When they are not trout fishing the Snake River in Lewiston, Idaho, they are servicing their growing base of retail and distribution outlets. A class act indeed.



There a literally hundreds of folks I look forward to seeing each year at this particular convention. The spirit of those involved in this sector of the tobacco industry is definitely more down to earth than the corporate driven formalities of most major cigarette companies. Though their participation in these affairs, at least up until the present is an important, perhaps even vital, contribution to having large conventions such as the NATO show, we at RYO Magazine as well as most of the creators and purveyors of MYO/RYO products look forward to the day when this industry covets a large enough share of the market to have expositions dedicated solely to the kinds of products one historically found in great tobacco shops. Specifically products like rolling tobaccos, pipe tobaccos, cigars and high end cigarettes as well as accessories that dazzle the eye and exude a warmth that emphasizes the hobbyist/connoisseur nature of smoking. Those great old shops were treats to the eye and nose. During my college years I frequented one of several Tinder Box tobacco outlets in southern California. These were beautiful places with beautiful humidors and tobacco jars, rich wood cabinets that held treasure of both utilitarian and extravagant purpose. The smell was wonderful and the people behind the counter KNEW their products. They were aficionados. They didn't sell Camels and Marlboros. No, instead if packaged smokes were you pleasure they had great cigarettes like Balkan Sobranies, Turkish Special, Sherman Turkish Ovals, and many other imported brands that, while more expensive, were special treats to be enjoyed and not consumed in mass quantities. There are still shops like that in the US but there number have diminished greatly. When you find one you will recognize it immediately. That is the atmosphere that is created by many of the exhibitors at NATO that focus on the Roll Your Own Market.



There are even cigarette makers who have adopted (or maintained) that elegance and purity to the experience. One such is American Spirit. Yes, it is true that this innovative company sells packaged cigarettes (quite a large number as a matter of fact) and their products often wind up in racks next to the more traditional big name brands. It is also true that they are now owned by RJ Reynolds. However there is a distinction with this company, that we address in our **Tobacco Section** in this issue, that bears repeating. American Spirit natural tobacco cigarettes, some of which are among the best in the world for a packaged smoke. But they also make rolling tobacco, and some pretty good ones at that. Their US Grown blend can stand beside many of the greats of Europe in its quality of cut and flavor. The company is indeed in control of its own destiny despite its new ownership by RJ Reynolds. They introduce new blends in the same manner the rolling industry has done throughout its history and they attract a warm and interesting group of folks to represent them. One of our favorite people in this business is and has been Sherrie Derrick. We first met Sherrie when she was working with Peter Stokkebye. She left there to add her talents to Santa Fe (American Spirit) a couple of years ago. We know she is missed at Stokkebye and American Spirit is fortunate to have her experience, taste, and professional demeanor working in their camp. She and Linda, our associate editor, are especially great friends

and we always have interesting conversations as to the future of Make Your Own and now especially how the two market sectors (packaged and make your own) can provide a singularly effective and honorable approach to marketing tobacco products.



Of course tobacco is not the only product that one looks at at these conventions. In fact it is not even the majority of things. The tobacco business from the retailers point of view is accessory driven. With state and federal taxes even on rolling tobacco products at an all time high, most stores are lucky to see a 30% return on their investment in tobacco inventory. Accessories like injectors,



papers, tubes, cases, humidors, and certain eye-catching point of sale items are a big hit at these shows and generate the added profits necessary to keep most tobacco outlets afloat. And some of these "toys" if you will, are really fun to play with and look at. They range from the truly wacky, **Billy Bob Teeth**,

(www.billybobteeth.org) shown above to many other novelty items like Shot Gun Shell Torch Lighters from Csonka (www.csonka.com). There are literally thousands of these fun and surprisingly profitable items on display at an Expo. Of course there are the ones that are far more practical like injectors, pipe tools, pipes themselves, humidors, lighters and the like, but one of the most innovative and timely items to show up is the Csonka Smoker Cloaker. The fact that this device works, and it really does, is only part of the story. It is really an Ozone (O₃) generator not a filtration system. By generating the negative ions that are associated with ozone, smoke and other odor producing particles are cleansed from the air as they attach to the negative ions and fall out. There is a slight ozone-like odor but it is soon unnoticeable and the unit after only a very few minutes of operation gets rid of ALL smoke odor. Why is this so important.



Well to begin with, we as outdoor smokers are such because we really don't like the smell of stales tobacco smoke. I enjoy the flavor of fresh tobacco smoke and smoking out of doors, in my opinion, increases the enjoyment substantially. However, certain environmental factors can make this difficult, especially temperature, and air pollution. There is a bigger

issue. In some states it is becoming illegal to smoke in your own residence (an apartment for instance) if the smoke is noticeable to your neighbors. This new invasion even includes certain single family residences where house are very close together. It will eventually come down to smoking regulations imposed on people who are in the privacy of their own home, whether or not the smoke is actually reaching your neighbor. The fact that they know you smoke may be enough for a complaint to be filed and a fine imposed. This is not a science fiction, big brother, 1984 scenario. It is happening already and will probably get worse. The key to this whole problem is the smell of cigarette smoke. Few people complain about a nice pipe tobacco, while cigars are often taboo even in establishments where smoking is allowed. This little device completely rids the air of the "smell" of tobacco burning. I have not seen anything yet that compares in its ability to do this rather complex thing. Not expensive filtration systems, nor exhaust fans, or even smoke "arrestor" which zap the particle and cause them to like wise fall to the floor or into a filter. Even these system combined (which is a very expensive solution indeed) are not as effective in eliminating odors as the Csonka Smoker Cloaker. And it works with food odors like garlic, fish and onions as well. these unite usually retail in the \$200+ dollar range for the baseball sized Original design which I tested for a month, and while this may seem rather extravagant, if indoor smoke odor is a problem, there is no other solution we have found other than to stop smoking indoors. This one comes with both an AC (wall wart) adaptor as well as a DC for you auto or RV. There are several other styles and price ranges for various sized spaces. The small one pictured above we tried is supposedly good for 1000 square feet. We tested than in an office about 3/4 that size and it did the job very quickly (less than 5 minutes for cigarettes and about 10minutes for really robust cigar smoke). These things are the real deal and we recommend them as a bargain even at the price. Hell, it sure beats moving because yopur neighbors complain about your smoke.

Speaking of moving, the **SmoKit** is another Csonka innovation that drew a lot of attention at the show. It is a multi-function kit for holding and carring for your tobacco with a clock thrown in for grins. For the smoker on

the go, the case holds both King-Size and 100 mms (depending on which direction you line them up), and has a very functional clip that holds your smokes (and the tobacco in your sticks) in place far better than the spring loaded kind that comes with most cases. There is a humidifier button that you fill with the little squeeze bottle you can see at the right side of the case. Below the bottle in the photo is the portable ashtray that fits neatly in the slot where the name Csonka SmoKit appears. All of this in a luxuriously padded leather case that snaps shut and actually stays that way until you want it to open. While it is a little bigger than a normal case and won't fit in most shirt pockets, it fits well in coat pockets, brief cases and purses. Very well thought out, this little piece of luxury is quite affordable, no more than most descent cigarette cases and the clock actually keeps accurate time. Another bit of practical, well engineered fun from Csonka. www.csonka.com



No tobacco show would be complete without all of the great names in the rolling industry. Names like Zig-Zag, Lane LTD, Republic Tobacco, Gizeh, and many smaller organizations whose products we review frequently. There are smaller entities like F&K Cigar (Charles Fairmorn) and the much larger Arango Cigar (Jason, and Sportsman Vanilla Rolling tobacco) who produce, or distribute very special products and don't always get the mainstream attention they deserve. There are very large distributors like HBI and Robert Burton Associates and HJ Bailey. Of all of these, Clinton Tube (CTC) probably has had more impact on the MYO experience than any other company. They make the Supermatic and Excel lines of injectors as well as a large number of tubes under their name and for many others as well. Without the table top crank injectors like the Supermatic, MYO would remain a small niche. Once they try a table top injector like these few people return to packaged brands. We speak often of Arnold, Gary, and Stephane (at right) with whom we have very warm and productive friendships. A new face (I don't have a picture, the lens was steamed up for some reason), Tamara, Stephane's highly (scary)



intelligent and drop-dead gorgeous new assistant made her debut at the show. But, Anthony Liem (at left) is THE one many of you will speak to if you need help with a machine or with a tube order. He manages CTC's New York facility and is one of the sweetest people you will ever meet. I could not resist putting his picture here as too many people have never seen this gracious individual. The smile on his face is authentic. It is permanent and infectious. And Anthony does well to keep the rest of us in line after each show when we begin to haunt the drinking establishments and offend (good naturedly, in our opinion, of course) most of the staff. He took videos of us on his nasty little dvcam this year while we were partying and it is on his good nature alone that we trust we need not worry about blackmail at some later date.

At each show there are new contenders in the MYO/RYO world and that is part of what makes the Expo environment exciting. There are hundreds of companies out there busting their tails and risking serious venture capital to bring the consumer new and better products in the MYO/RYO category. We thank them in person and you should thank them by purchasing their products even if you have not heard of them or tried them before. Remember the MYO/RYO philosophy is one of adventure and experimentation.

With that in mind the possibilities are endless for finding that perfect smoking experience. It is a fact that as people enjoy the taste of great tobaccos packed fresh into a high quality tube, their smoking becomes less of a habit and more of a controllable hobby where each stick is savored and overall consumption is reduced. We hope our constant reminders of the value of moderation is appreciated. We and many of our readers have found an exceptional way to enjoy tobacco as it was intended and we hope all of you that smoke will share the same experience. If it should so



happen that you get an invitation to go to one of these shows (by your tobacco shop) or if you are a retailer and have not been to one, you really owe it to yourself to make the trip. Vegas is beautiful in the spring and you will be amazed at how much there is to see at the NATO Expo each year. You can visit their website at www.natoexpo.com

Until next time, enjoy and share.



EDITOR'S NOTE: *These reviews are solely for the convenience of people of legal age who already smoke, are trying to cut down on smoking, wish to spend less money on their smoking, want to roll their own cigarettes from high quality tobacco, and, in general, wish to have a far more satisfying, and economical smoking experience when compared with smoking pre-manufactured cigarettes. We, in no way, encourage people to smoke. Further, we prescribe to a sane, more logical approach to smoking that involves common sense as to quantity coupled with a strong desire to manage the habit until it becomes an occasional, freely chosen, diversion, that can be fully enjoyed with minimal health risks. Finally, we strongly encourage those who do smoke to take it outdoors, or to appropriate environments where tobacco can be enjoyed away from those who do not smoke, most especially children. We do not sell tobacco or related products from this site; We distribute information about our perceptions of the quality of what is available and where it can be obtained. If you are under 18, it is illegal to buy tobacco and you should immediately exit this site. If you do not smoke, it would seem illogical to start.*



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Odds & Ends From 2016 NATO Show

**By Melissa Kress, Convenience
Store News - 04/25/2016**

LAS VEGAS — The National Association of Tobacco Outlets (NATO) held its fifth-annual trade show last week in Las Vegas. The 2016 NATO Show was also the last, as the association sharpens its focus on legislative and regulatory issues across the United States, but the event was chock full of insights, tidbits and product information for all tobacco retailers, including convenience stores.

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According to Bonnie Herzog, managing director of tobacco, beverage and convenience store research at Wells Fargo Securities LLC, the numbers continue to highlight the strength of Reynolds American Inc.'s Natural American Spirit (NAS) brand in the super premium cigarette segment. In the firm's *Tobacco Talk* surveys, retailers indicate they are anticipating The Altria Group Inc. and its operating company Philip Morris USA will enter the segment, either through "a tucked-in acquisition" or organically. According to Herzog, NAS is blazing a trail and Altria is taking notice.

Vaping for the Ages

Management Science Associates Inc. (MSA) took the pulse of vape shop owners and found that e-vapor products are not just for millennials. Don Burke, senior vice president, shared the results of the MSA survey of vape shop owners, which revealed that 88 percent of owners said consumers aged 21 to 30 are important to their business, and 92



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Altria's Nu Mark Launches Vaper Rights Website (/altrias-nu-mark-launches-vaper-rights-website)

percent said 31-to 40-year-olds are important. However, the percentages do not fall off as age increases. In fact, 53 percent of vape shop owners said consumers older than age 60 are important to their business. "It really speaks to the strength of the category," Burke noted.

You Know Best

Everyone has an opinion — some with facts and figures to back them up — on how to manage the e-vapor segment. But Chris Beaulier, director of retail operations for Cigaret Shopper in Brewer, Maine, said only the operator can know the right answer for their business. Whether they're the owner of a convenience store, tobacco outlet or vape shop, a retailer needs to do their own homework. "Research for future hot products, but at the same time don't fall in love with your inventory," he said, adding that retailers still need to offer traditional cigalikes because there are still customers looking for them.



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Redefining Dual Use

When you talk dual use in the tobacco category, many people think of adult tobacco consumers switching between combustible cigarettes and electronic cigarettes, depending on the occasion. Yet another form of dual use is emerging in the e-vapor category. As Gal Cohen, head of scientific and regulatory affairs at PAX Labs Inc., explained, the company's JUUL presents an opportunity for vapers to vape in situations where using the larger mods/tanks are not possible — like in travel. JUUL has become a crossover product, available in roughly 11,000 convenience stores and 10 percent of all vape shops in the United States, reported Marty Young, director of strategic accounts at PAX Labs.

Meeting Barriers Head On

Boulder International Inc. has been in the market with its Aspen Air and Aspen Slim vapor products. Now, the company is ready to take the wrappers off its latest vapor product: the Boulder Rock vapor pen. The

SUPPLIERS & WHOLESALERS (/SUPPLIERS-WHOLESALERS)

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product aims to address two challenges that the e-vapor category faces in the convenience channel: ease and speed of transaction, and price point. The Rock has only two moving parts — making it a simpler vapor product for store associates to educate consumers about — and it has an attractive price for c-store shoppers, the company noted. The Rock will be hitting the channel in June.

The 2016 NATO Show took place April 19-21 at Paris Las Vegas.

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New Website for National Association of Tobacco Outlets (NATO)

Erin McRoy / August 1, 2015

Candice Cooley

NATO Show Releases New Show Website
[NATOShow.com](#) features Show Information

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“ July 31, 2015, Minneapolis, MN: Thomas Briant, Executive Director, National Association of Tobacco Outlets (NATO), announced the launch of the 2016 NATO Show website, www.NATOShow.com. “The NATO Show website has been updated with new navigation and backgrounds, making it easier for our members, exhibitors, and attendees to find information about the 2016 NATO Show, which will be held on April 19-21, 2016.” Thomas Briant, NATO Executive Director

The site will be continuously updated with information as it becomes available. “For instance”, Briant commented, “while plans are in the works for the 2016 educational program, a vital part of the annual event, visitors to the website can view presentations from the 2015 Show. We look forward to constantly updating the site to make it a valuable part of the NATO Show experience.”

Currently, manufacturers and suppliers can use the site to apply for 2016 exhibit space. Registration for NATO Show 2016 and the networking events will be available on the site as well.

The NATO Show will be held April 19 – 21, 2016 at the Paris Hotel, Las Vegas, NV, USA. The Show is owned by the National Association of Tobacco Outlets and produced by ConvExx, an independent show organizer. Information regarding exhibit space or attendee registration can be obtained by contacting NATO Show Management, info@natoshow.com or calling [877-764-3976](tel:877-764-3976).

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NEWS FROM THE NATIONAL ASSOCIATION OF TOBACCO OUTLETS

Discussion in 'Media and General News' started by Chuck64, Jun 16, 2016.

Thread Status: **Not open for further replies.**

Chuck64
Super Member

ECF Veteran



Nov 17, 2015
NV, USA

4 Topics Everyone Was Talking About at the NATO Show 2016

Chuck64, Jun 16, 2016

[f](#)
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Like x 3



nicnik
Ultra Member

ECF Veteran



Apr 20, 2015
Illinois, USA

Chuck64 said: ↑

4 Topics Everyone Was Talking About at the NATO Show 2016

Lots of interesting info, including, but not limited to:

Last year "was a banner year for combustible cigarettes," said Bonnie Herzog, senior analyst for Wells Fargo Securities, New York, who credited the lift to a financially healthier tobacco consumer, disenchantment with electronic cigarettes and an overall "trading-up" phenomenon.

If cigarette sales were the surprise high point of 2015, vapor sales were the unexpected low. After years of double-digit growth and expansion, MSA showed vape volumes were down 11% across all

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Still, a number of vaping manufacturers and advocates insisted the numbers do not accurately reflect what's really going on in the category, in part because companies such as Nielsen and MSA do not track internet and vape-shop sales.

nicnik, Jun 16, 2016

f t G+ #2



skoony
Vaping Master

ECF Veteran



Jul 31, 2013



saint paul,mn,usa

@nicnik When they refer to e-cigarettes they are talking about **cigalikes** are they not?

Regards

Mike

skoony, Jun 16, 2016

f t G+ #3



choochoogranny
Vaping Master

ECF Veteran



Oct 21, 2013



chattanooga,tn,usa

How in the world would they obtain the total figures needed from all the B&M's? Seems to me that it's much easier just to use the tobacco companies' sale figures for their line of cig-a-likes. Also, can they get the sales figures from our Chinese suppliers since they will sell directly to an individual?

choochoogranny, Jun 16, 2016

f t G+ #4

Like x 1



Bob Chill
Ultra Member

Verified Member

ECF Veteran



Jun 22, 2013



Sans Nom, USA

Cigalike sales being down is no surprise. Mostly because they suck but also there is much more awareness and widespread B&M's so skipping a **cigalike** for a **tank** system is much easier nowadays. I don't know anyone who exclusively uses **cigalikes** anymore. Back in 2013 when I started there were plenty of folks who stuck with them.

I guaranty that tobacco companies internally are quite nervous and things are not "rosy". Which is part of the problem we're facing right now...ugh

Bob Chill, Jun 16, 2016

f t G+ #5

Like x 2

skoony said: ↑

@nicnik When they refer to e-cigarettes they are



Bill Godshall
Executive Director
Smokefree Pennsylvania

ECF Veteran



Apr 2, 2009

talking about cigalikes are they not?

Regards

Mike

The Nielsen and MSA data are primarily cigalikes, as they only include sales data from convenience stores, grocery stores, and drug stores.

Vapor product sales by vape shops, online vendors and most tobacco specialty stores are not included in Nielsen or MSA data.

Bill Godshall, Jun 16, 2016

f t G+ #6

Like x 5



Kent C
ECF Guru

Verified Member

ECF Veteran



Jun 12, 2009



NW Ohio US

Bill Godshall said: ↑

The Nielsen and MSA data are primarily cigalikes, as they only include sales data from convenience stores, grocery stores, and drug stores.

Vapor product sales by vape shops, online vendors and most tobacco specialty stores are not included in Nielsen or MSA data.

Bill,

Have you ever seen any good data (perhaps Bonnie Herzog) on how many vape shops and online vendors there are in the U.S.? Also any reliable figures on how many jobs in the vaping industry? I've looked and I saw Dimitris' estimations 150-250,000 but don't know where he got that.

Kent C, Jun 16, 2016

f t G+ #7

Like x 2

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The National Association of Tobacco Outlets (NATO) and Local Ordinances Related to Tobacco Retailers

June 2015

In recent years, an organization known as the National Association of Tobacco Outlets (NATO) has become active in opposing local tobacco retailer licensing ordinances in California. While organizations representing retailers have opposed similar efforts in the past, NATO's recent actions are indicative of their newfound desire to be a strong presence on local policy issues in California. This document contains background information on NATO and the arguments they have made around the state. Additional resources on local ordinances related to tobacco retailers are available at www.center4tobaccopolicy.org/localpolicies-licensing.

What is NATO?

The National Association of Tobacco Outlets is a national trade association representing tobacco retailers around the country. NATO is headquartered in Minneapolis, Minnesota and has been active at the federal, state, and local levels. NATO's 131 members are a mix of tobacco retailers, manufacturers, wholesalers and farmer interests. Members are located in 30 states and Ontario, Canada with a heavy concentration in North Carolina, Virginia, and Florida. There are also concentrations of marketing firms holding memberships in New York and California. NATO seeks to influence governmental policy affecting tobacco retailers by educating legislators and advocating for the passage or defeat of legislation affecting the business interests of its members. NATO also hosts forums for retailers, manufacturers and farmers to discuss new methods of advertising and other issues of importance to the tobacco industry.

Where has NATO been active in opposing local policy efforts?

Historically, NATO has been active on the East Coast in states like Massachusetts, Virginia, Rhode Island, Illinois, Maryland and Vermont, but its reach has expanded to other states, including California. In February 2012, NATO launched an initiative to increase its impact across the country on local governmental policy affecting advertising in the tobacco retail environment. As part of this initiative, NATO asked its members for any and all information on local tobacco ordinances which impact their business. Since the launch, it has responded on behalf of hundreds of retail stores to local proposed regulations and is currently tracking and monitoring local and state issues such as tobacco retailer licensing.

In 2012, NATO filed a lawsuit in Federal Court to overturn a local ban on the sale of flavored non-cigarette tobacco products and pricing/discount strategies in Providence, Rhode Island; the judge dismissed NATO's complaint and upheld the constitutionality of the flavored tobacco and

pricing/discount ordinances. NATO appealed this decision to the U.S. Court of Appeals for the First Circuit, which unanimously affirmed the district court's ruling in September 2013.

In California, NATO has been tracking local ordinances in Sonoma County, Dublin, Gilroy, Morro Bay, and Lynwood. In 2012, NATO actively opposed licensing policies in several cities including Parlier (in Fresno County) and Lynwood (in Los Angeles County), where NATO collaborated with the Cigar Retailers Association to submit letters to the city council. More recently, NATO has been active in Berkeley, El Cerrito, the city of Sonoma, Sonoma County, and the city of San Diego.

Is there a connection between NATO and the tobacco industry?

The tobacco industry helped launch NATO when RJ Reynolds Tobacco and US Smokeless Tobacco Company each provided \$7,500 in startup dues in 2001. Records show that throughout the initial months of operation, RJ Reynolds received regular updates from NATO Executive Director Thomas Briant regarding strategies for recruiting local tobacco retailers as members and the organization's budget and expenditures. Many of the tobacco industry companies, such as Phillip Morris USA, RJ Reynolds Tobacco, and Lorillard are current members, as is NJOY, Inc., one of the leading electronic cigarette manufacturers. Furthermore, RJ Reynolds Tobacco, Lorillard and Phillip Morris USA (i.e., Altria Client Services) occupy three of the 24 seats on the NATO Board of Directors.

What arguments is NATO making in opposition to local policy efforts?

In letters to elected officials and comments at public hearings, NATO has made several arguments to delay, weaken or block the passage of tobacco retailer licensing ordinances or other restrictions like the ban on tobacco retailers within one thousand feet of schools. These arguments are listed below along with some information to counter those arguments. A more in-depth question and answer document, *Becoming a Policy Wonk on Local Tobacco Retailer Licensing*, is available from the Center at www.center4tobaccopolicy.org/localpolicies-licensing.

1. *NATO Claim: Retailer licensing ordinances are discriminatory and will be devastating to business.*
A strong tobacco retailer licensing ordinance gives local communities new tools to enforce state laws prohibiting the sale of tobacco products to minors. It penalizes retailers caught selling to minors with appropriate penalties including suspending that retailer's license to sell tobacco. Law abiding retailers benefit when their competitors no longer rake in profits from illegal sales. A small annual fee of a couple of hundred dollars will not burden retailers who sell tobacco products. Cigarette sales generate more than \$500,000 in revenue for the average convenience store each year. And restricting the sale of tobacco products near schools makes sense because studies show that those retailers sell more tobacco illegally to kids than retailers located further from schools. However, these restrictions do not prevent retailers from selling other products and do not force them to close their business.
2. *NATO Claim: Local policies that prohibit self-service displays of tobacco products do not make sense for adult only shops and inhibit the experience of premium cigar customers who prefer to personally select the product.*
Self-service displays are an easy way for youth to access tobacco products. Certainly it is illegal for youth to be present in adult-only stores, but compliance is not ensured. For this reason it is important to ensure that a responsible person, such as a clerk, act as a barrier between tobacco products and our children. Furthermore, premium cigar customers will not miss out on the experience of holding and selecting the cigar of their choice, the only difference is that they do so with the assistance of a clerk.

3. *NATO Claim: It is against the law to impose a ban on the use of coupons and non-sale distribution of tobacco products.*

Distributing free and low cost tobacco products is a standard tactic of tobacco companies to recruit new young smokers and build and retain customer support and loyalty. It is called sampling or non-sale distribution. In California, tobacco companies regularly distribute their products or coupons at young adult, family and youth oriented events including bar nights, rodeos, festivals, and county fairs. California state law explicitly allows local jurisdictions to enact stricter restrictions than the state law on the sampling of tobacco products in order to limit the number of new youth smokers. Several cities, including Chico and San Francisco, have already adopted strong local policies.

4. *NATO Claim: Banning the sale of individual cigars is unfair and unjustified.*

The purpose of requiring several little cigars and cigarillos to be packaged together is to limit the number of inexpensive, individually sold little cigars and cigarillos which are preferred by youth. The tobacco companies market these products to youth and youth are the predominant users. A local ordinance that prohibits the sale of individual little cigars and cigarillos, requiring them to be sold in quantities of at least two or more will increase the purchase price and help protect youth from the health dangers of using tobacco. This provision will not require retailers to repackage these products because they arrive from the manufacturer packaged in quantities of two or more and it is the retailer who breaks open these packages to sell the little cigars and cigarillos individually.

5. *NATO Claim: Tobacco product and electronic cigarette advertising restrictions violate constitutional protections*

Local laws that prohibit advertising or promotion of tobacco products on any advertising display in a publicly visible location have been challenged by NATO. The purpose of these regulations is to discourage illegal sales and furnishing of tobacco products to minors by restricting advertising that induces minors to buy or steal and use tobacco products. NATO claims that product advertising, including the advertising of tobacco products, constitutes “commercial speech” and is thus afforded First Amendment constitutional protections. Certainly, any city or county proposing advertising ordinances must be in compliance with federal law and First Amendment commercial speech principles. However, there are multiple options available in preventing and discouraging use of tobacco products by minors. Advertising and promotion of tobacco products may be regulated with time, place and manner restrictions, so long as the content of the ad itself is not regulated. Further, cities and counties may regulate the use and sale of tobacco products and may utilize zoning measures to do so.



March 1, 2016

Senator Terry Gerratana (Chairperson)
Representative Matthew Ritter (Chairperson)
Joint Public Health Committee Members
State Capitol
Hartford, CT 06106

Dear Chairperson Gerrantana, Chairperson Ritter, and Joint Public Health Committee Members:

As the Executive Director and legal counsel of the National Association of Tobacco Outlets, Inc. (NATO), a national retail tobacco trade association, I am submitting this letter on behalf the association and the member retail stores located in Connecticut. Please consider these comments as testimony in opposition to Senate Bill 290, which would increase the legal age to 21 for the purchase and sale of tobacco products and electronic smoking devices.

Raising the Age to 21 Will Not Prevent Minors From Obtaining Tobacco

Raising the legal age to 21 to purchase tobacco products as proposed in Senate Bill 290 would not solve the real underlying issue of reducing the health consequences related to underage youth tobacco usage. The real issue that Senate Bill 290 does not address is the longstanding problem of complicit adults obtaining and providing tobacco products to underage individuals. Such adults are known as “social sources” and the widespread prevalence of social sources is supported by a study published in the August, 2014 issue of the Journal of School Health which found that 86% of underage youth obtain tobacco products from older friends, adult age siblings, parents, and even strangers who purchase tobacco products for them.¹

Joint Public Health Committee Should Take a Leadership Role on Social Sources

As state elected officials, I urge the members of the Joint Public Health Committee to take a leadership position and work with advocates and retailers to combat the real source of tobacco products for minors. Until the issue of social sources is recognized as the main problem with underage access to tobacco products and appropriate steps are taken to reduce the availability of tobacco through complicit adults, Senate Bill 290 will only serve to penalize law-abiding retailers by reducing the sale of legal tobacco products to adults of legal age.

¹ Jones, S.E. and Caraballo, R.S., Usual Source of Cigarettes and Alcohol Among US High School Students, Journal of School Health, Vol 84, Issue 8, pp 493-501, August 2014. A chart depicting these results is attached.

Since Senate Bill 290 focuses on retailers and prohibits them from selling tobacco products to anyone under the age of 21, the bill is based on a false presumption that retailers routinely violate the law and sell tobacco products to youth under the age of 18. This false presumption should not serve as the basis for passing legislation aimed at protecting the health of underage individuals. Rather, NATO and its Connecticut retail members urge each of you to refocus these commendable legislative efforts by taking action to educate the public not to serve as a social source of tobacco products. The problem of social sources has been around as long as there have been teenagers and the retail community should not continue to be the target of legislation to further reduce youth tobacco use when retailers are rightfully part of the solution.

Connecticut Will Lose Excise Tax Revenue Annually if Senate Bill 290 is Enacted

Raising the legal age to 21 will shift the buying habits of adults who are 18, 19 and 20 years old to purchasing tobacco products over the Internet or traveling to Massachusetts, New York, or Rhode Island that have a legal age law of 18 years old. As a result, an impact of raising the legal age will be a loss of excise tax and sales tax revenue to the State of Connecticut.

For comparison purposes, the New Jersey Office of Legislative Services issued a fiscal impact analysis last year that found Senate Bill 602, which proposed 21 as the legal age to purchase tobacco in New Jersey, would reduce cigarette and tobacco excise tax and sales tax revenue by \$19 million annually. I acknowledge that Connecticut has approximately half the population of New Jersey, but Connecticut's current legal age is also 18 while New Jersey's legal age is higher at 19, which means a larger adult age group would be affected if Senate Bill 290 is enacted. For your reference, a copy of New Jersey fiscal impact analysis accompanies this letter.

Adults Should Be Allowed to Purchase and Use Legal Products

Since tobacco products are legal under federal and state law, the personal liberties of all adults, regardless of age, need to be considered because government and society impose responsibilities and duties on those who have reached the age of 18 such as voting, military service, marriage, payment of income taxes, health insurance requirements, and candidacy for public office. The magnitude of these rights and responsibilities demonstrate that 18 years is the age at which a person becomes an adult and they should be afforded the right to make decisions as an adult.

Again, we respectfully request that you not support Senate Bill 290 and in the alternative that other solutions be pursued to begin to solve the problem of social sources of tobacco products. Thank you for your time and consideration.

Sincerely,

National Association of Tobacco Outlets, Inc.

Thomas A. Briant

Executive Director and Legal Counsel



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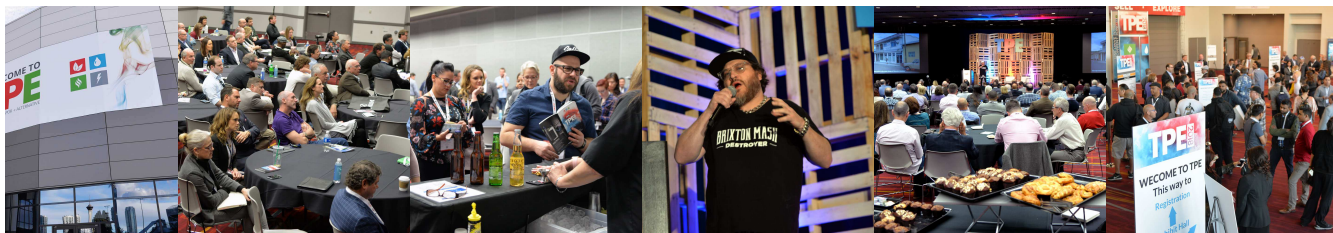
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Odds & Ends From 2016 NATO Show

**By Melissa Kress, Convenience
Store News - 04/25/2016**

LAS VEGAS — The National Association of Tobacco Outlets (NATO) held its fifth-annual trade show last week in Las Vegas. The 2016 NATO Show was also the last, as the association sharpens its focus on legislative and regulatory issues across the United States, but the event was chock full of insights, tidbits and product information for all tobacco retailers, including convenience stores.

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According to Bonnie Herzog, managing director of tobacco, beverage and convenience store research at Wells Fargo Securities LLC, the numbers continue to highlight the strength of Reynolds American Inc.'s Natural American Spirit (NAS) brand in the super premium cigarette segment. In the firm's *Tobacco Talk* surveys, retailers indicate they are anticipating The Altria Group Inc. and its operating company Philip Morris USA will enter the segment, either through "a tucked-in acquisition" or organically. According to Herzog, NAS is blazing a trail and Altria is taking notice.

Vaping for the Ages

Management Science Associates Inc. (MSA) took the pulse of vape shop owners and found that e-vapor products are not just for millennials. Don Burke, senior vice president, shared the results of the MSA survey of vape shop owners, which revealed that 88 percent of owners said consumers aged 21 to 30 are important to their business, and 92



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percent said 31-to 40-year-olds are important. However, the percentages do not fall off as age increases. In fact, 53 percent of vape shop owners said consumers older than age 60 are important to their business. "It really speaks to the strength of the category," Burke noted.

You Know Best

Everyone has an opinion — some with facts and figures to back them up — on how to manage the e-vapor segment. But Chris Beaulier, director of retail operations for Cigaret Shopper in Brewer, Maine, said only the operator can know the right answer for their business. Whether they're the owner of a convenience store, tobacco outlet or vape shop, a retailer needs to do their own homework. "Research for future hot products, but at the same time don't fall in love with your inventory," he said, adding that retailers still need to offer traditional cigalikes because there are still customers looking for them.



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Redefining Dual Use

When you talk dual use in the tobacco category, many people think of adult tobacco consumers switching between combustible cigarettes and electronic cigarettes, depending on the occasion. Yet another form of dual use is emerging in the e-vapor category. As Gal Cohen, head of scientific and regulatory affairs at PAX Labs Inc., explained, the company's JUUL presents an opportunity for vapers to vape in situations where using the larger mods/tanks are not possible — like in travel. JUUL has become a crossover product, available in roughly 11,000 convenience stores and 10 percent of all vape shops in the United States, reported Marty Young, director of strategic accounts at PAX Labs.

Meeting Barriers Head On

Boulder International Inc. has been in the market with its Aspen Air and Aspen Slim vapor products. Now, the company is ready to take the wrappers off its latest vapor product: the Boulder Rock vapor pen. The

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product aims to address two challenges that the e-vapor category faces in the convenience channel: ease and speed of transaction, and price point. The Rock has only two moving parts — making it a simpler vapor product for store associates to educate consumers about — and it has an attractive price for c-store shoppers, the company noted. The Rock will be hitting the channel in June.

The 2016 NATO Show took place April 19-21 at Paris Las Vegas.

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USA: National Association of Tobacco Outlets in Las Vegas

Monday, 20 April 2015 00:00 Written by Administrator
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Reminder that the US National Association of Tobacco Outlets Show starts tomorrow in Las Vegas.

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The US National Association of Tobacco Outlets show at the Paris, Las Vegas, runs from April 21 to 23, 2015. The NATO Show brings together the top tobacco retailers, manufacturers and wholesalers, and provides the perfect environment to learn, conduct business and network. The official local media partner is CSP from Chicago. www.natoshow.com CstoreWorld 0415

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PROHIBITING PRICE PROMOTIONS AND COUPON REDEMPTIONS BENEFIT PUBLIC HEALTH: RESPONSES TO MISLEADING NATO/SWEDISH MATCH ARGUMENTS

Public health efforts to protect youth from the tobacco industry in the point-of-sale environment are gaining momentum nationwide. The tobacco industry is organizing to oppose these efforts. For example, the National Association of Tobacco Outlets (NATO) and cigar and smokeless tobacco company Swedish Match recently launched a website for retailers with misleading arguments and information on the impact of local ordinances targeting the point of sale. The website is called Tobacco Ordinances – Take Another Look (TOTAL) and addresses policies related to price, flavored products, legal minimum sale age of 21, and others.

Tobacco companies spend the vast majority of their total marketing on price-related strategies in the retail environment.¹ Tobacco companies know that higher prices are likely to deter youth from starting or continuing to smoke. Since the industry needs to recruit new smokers to keep the tobacco business profitable, it is desperate to protect its ability to attract youth at the point of sale, regardless of the impact on the health and welfare of young people.

The industry's arguments do not withstand scrutiny. Below, we provide responses to each of its false claims.

Tobacco Companies Invest Heavily in Price Discounts and Promotional Efforts That Target Kids

- In 2014, the top 5 cigarette companies spent over \$6.7 billion on price discounts for cigarettes (e.g., off-invoice discounts, buy-downs and voluntary price reductions to reduce the price of cigarettes to consumers), accounting for nearly 80 percent of total cigarette company marketing expenditures and making it by far the largest marketing expense category. Cigarette companies spent an additional \$521 million on coupons.²
- In *U.S. v. Philip Morris* (the 2006 civil racketeering judgment against major cigarette manufacturers), the court specifically found that tobacco companies use strategic price reduction strategies such as coupons and multi-pack discounts to target young people.³
- More than 80 percent of convenience stores and more than half of supermarkets have special price promotions advertised inside; 42 percent of convenience stores have exterior price promotions.⁴

Tobacco Companies' Price Discounting Increases Youth Smoking

- The 2012 Surgeon General's Report, *Preventing Tobacco Use Among Youth and Young Adults*, reviewed the available research to date regarding tobacco tax increases and price discounting and concluded that: "the industry's extensive use of price-reducing promotions has led to higher rates of tobacco use among young people than would have occurred in the absence of these promotions."⁵
- The use of value-added or coupon promotions makes cigarettes more affordable to kids and those with less financial resources.⁶
- Coupons affect new users by encouraging them to smoke more, moving from the trial stage to being a regular smoker.⁷

Prohibiting Price Discounting and Coupon Redemption Would Reduce Youth Smoking

- According to the Surgeon General, "Because there is strong evidence that as the price of tobacco products increases, tobacco use decreases, especially among young people, then any actions that mitigate the impact of increased price and thus reduce the purchase price of tobacco can increase the initiation and level of use of tobacco products among young people."⁸
- Restricting price-based promotions would reduce youth smoking.⁹ In *U.S. v. Philip Morris*, the judge found that "Defendants could significantly reduce adolescent smoking by . . . stopping all price related marketing (i.e., discounting and value added offers of cigarettes, especially in convenience stores . . ."¹⁰

Federal Law Enables Jurisdictions to Regulate Retail Sales

- The Federal Cigarette Labeling and Advertising Act was amended in 2009 to permit state and local governments to enact and enforce "bans or restrictions on the time, place, and manner of the advertising or promotion of any cigarettes." Courts have interpreted this provision to permit a local government

regulate the price at which cigarettes can be sold, including the prohibition of price promotions or discounts, and the prohibition of the redemption of coupons.¹¹

Prohibiting Price Promotions and Coupon Redemption Do Not Violate the First Amendment

- The First Amendment does not prevent state and local governments from regulating prices of tobacco products, nor does it prevent state and local governments from prohibiting discounting, promotional pricing, or prohibiting the redemption of coupons. No seller has a First Amendment right to promote or advertise a price unless that price can legally be charged.
- Redemption of coupons is not speech and is not protected by the First Amendment.¹²
- As long as these policies specifically refer to retail offers of discounted products or coupon redemption (the trading in of coupons or some discounting device in exchange for a lower price), rather than distribution or creating of coupons, then there is no violation of the First Amendment.

Retailers Are Not Harmed by Reduced Tobacco Sales

- Studies show that the number of convenience stores does not decline following tax increases, nor do declines in cigarette consumption have a negative impact on convenience store employment.¹³
- Money spent on cigarettes in retail stores does not disappear from the area when smokers quit or cutback, but simply shifts to consumer spending on other products or services. For instance, a pack-a-day smoker who quits because of the price will save more than \$2,000 per year on cigarettes and could spend that money on other goods and services, including other products sold by convenience stores.
- Consumer demands are changing and stores need to adapt. A 2015 report commissioned by the National Association of Convenience Stores emphasized growth in healthy options in convenience stores and stated, “C-stores must understand that solely catering to their declining core audience [those purchasing cigarettes, beer, hot dogs, etc.] is not a growth strategy.”¹⁴

¹ U.S. Federal Trade Commission (FTC). *Cigarette Report for 2014*, 2016, https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-cigarette-report-2014-federal-trade-commission-smokeless-tobacco-report/ftc_cigarette_report_2014.pdf; FTC, *Smokeless Tobacco Report for 2014*, 2016, https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-cigarette-report-2014-federal-trade-commission-smokeless-tobacco-report/ftc_smokeless_tobacco_report_2014.pdf [Data for top 5 manufacturers only].

² FTC. *Cigarette Report for 2014*, 2016.

³ *U.S. v. Philip Morris*, 449 F. Supp. 2d at 639-40.

⁴ Center for Public Health Systems Science. *Point-of-Sale Report to the Nation: The Tobacco Retail and Policy Landscape*, 2014.

⁵ HHS, *Prevention Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General*, 2012, http://www.cdc.gov/tobacco/data_statistics/sgr/2012/index.htm, at 530.

⁶ HHS, *Preventing Tobacco Use Among Young People: A Report of the Surgeon General*, Atlanta, GA: HHS, Public Health Service, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 1994; Slater, SJ, et al., “The Impact of Retail Cigarette Marketing Practices on Youth Smoking Uptake,” *Archives of Pediatrics and Adolescent Medicine* 161:440-445, May 2007.

⁷ HHS, *Preventing Tobacco Use Among Young People: A Report of the Surgeon General*, Atlanta, GA: HHS, Public Health Service, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 1994; Slater, SJ, et al., “The Impact of Retail Cigarette Marketing Practices on Youth Smoking Uptake,” *Archives of Pediatrics and Adolescent Medicine* 161:440-445, May 2007.

⁸ HHS, *Prevention Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General*, 2012, http://www.cdc.gov/tobacco/data_statistics/sgr/2012/index.htm, at 599.

⁹ Slater, SJ, et al., “The Impact of Retail Cigarette Marketing Practices on Youth Smoking Uptake,” *Archives of Pediatrics and Adolescent Medicine* 161:440-445, May 2007.

¹⁰ *U.S. v. Philip Morris*, 449 F. Supp. 2d at 1113.

¹¹ *National Association of Tobacco Outlets v. City of Providence*, 731 F.3d 71 (1st Cir. 2013). *National Association of Tobacco Outlets v. City of New York*, 27 F. 3d 415 (S.D.N.Y. 2014).

¹² *National Association of Tobacco Outlets v. City of Providence*, 731 F.3d 71 (1st Cir. 2013). *National Association of Tobacco Outlets v. City of New York*, 27 F. 3d 415 (S.D.N.Y. 2014). These decisions rely on Supreme Court precedents and there is no Supreme Court case to the contrary.

¹³ Huang, J & Chaloupka, FJ, “The Economic Impact of State Cigarette Taxes and Smoke-free Air Policies on Convenience Stores,” *Tobacco Control* 22(2):91-6, March 2013. Ribisl, KM, Evans, WN, & Feighery, EC, “Falling cigarette consumption in the U.S. and the impact upon tobacco retailer employment,” in Bearman, P, Neckerman, K, & Wright, L, eds. *Social and Economic Consequences of Tobacco Control Policy*, New York: Columbia University Press, 2011.

¹⁴ Cardello, H & French, S, “Health & Wellness Trends and Strategies for the Convenience Store Sector,” Hudson Institute, October 2015, <http://www.nacsonline.com/YourBusiness/Refresh/Documents/Grow-BFY-Sales.pdf>.



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Education sessions timed for today's highly regulated tobacco arena

MOORPARK, CA, October 05, 2016—Tobacco Plus Expo (TPE), the most comprehensive business-to-business tobacco show in the U.S., announces that Thomas Briant, the Executive Director of the National Association of Tobacco Outlets (NATO), will be presenting two educational seminars at the 2017 TPE Show that will be held on January 25-26, 2017 at the Las Vegas Convention Center. These education sessions will help independent tobacco retailers learn about current local, state and federal legislation and regulations and how to become engaged and respond to these threats.

TPE 2017 has been expanded over previous years to now include a comprehensive conference session each day of the show—offering a vibrant learning platform and idea exchange for the industry. NATO Executive Director and TPE Advisory Board Member Thomas Briant will help guide session content in an effort to better prepare retailers and manufacturers for the challenging regulatory path ahead.

“TPE is proud to have the expert guidance of Tom Briant and we welcome the entire NATO team and its members/retailers to further strengthen and solidify TPE as the leading B2B show in the tobacco, vapor and alternative industries. The addition of our conference track is an important step in the show's evolution that will help educate retailers and manufacturers for a changing regulatory and competitive landscape,” said Jason Carignan, chief marketing officer at Kretek, parent company of TPE.

Additionally, TPE will house the NATO headquarters on the expo floor, giving show attendees an on-site doorway to take their first steps towards mobilizing and helping to change the laws that will directly affect their businesses.

“Now that NATO recently elected to focus its efforts primarily on fighting local anti-tobacco initiatives, the TPE is an excellent foundation to communicate our message to the thousands of retailers that come to the show,” stated Briant. “Together, we can prepare them with the tools and techniques necessary to succeed and thrive in this new tobacco era.”

And that will be accomplished right along with the start of the new year, given TPE's purposeful timing. “The TPE, which is a growing part of Tobacco Media Group (TMG) and the Kretek family of companies is excited for an environment that brings retailers and manufacturers together in an industry of constant scrutiny and competitive pressure,” said Mark Cassar, president and CEO at Kretek. “TPE 2017 is a place where tobacco businesses can truly do business; it's the first, best show of the year, created so the industry can best plan for the year ahead.”

<http://tobaccoplusexpo.com/tpe-2017-show-to-include-nato-seminar-sessions/>

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About TPE:

Under the banner of Tobacco Media Group (TMG) owned by Kretek International, Tobacco Plus Expo (TPE) is the largest B2B tobacco trade show highlighting the full-spectrum of tobacco, vapor, alternatives and general merchandise products available on the ever-evolving market. TPE 2017 is planning to deliver the industry's most compelling content yet, and will be held January 25–26 at the Las Vegas Convention Center. To learn more about TPE, please visit the website: www.tobaccoplusexpo.com.

About NATO:

Now in its 15th year, the National Association of Tobacco Outlets, Inc. (NATO) is a national trade association organized to strengthen the business interests of all tobacco retailers on a collaborative and individual basis. Headquartered in Minneapolis, it assists its members throughout the country to respond to and stay atop the pulse of tobacco-related legislation on the local, state and federal levels. To learn more about NATO, please visit the website: www.natocentral.org.

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Battleground of Tobacco Regulation Remains Local

By Melissa Kress, Convenience Store News - 02/14/2017

ORLANDO, Fla. — Just six weeks into 2017 and tobacco legislation proposals continue to dominate local and state agendas across the country.

"Local ordinances are probably the greatest threat to the industry," according to Thomas Briant, executive director of the National Association of Tobacco Outlets (NATO). In fact, each year, the

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number of proposed ordinances and the severity of those ordinances increase, he noted.

Briant provided an update on tobacco legislation during the Convenience Distribution Association's (CDA) Convenience Distribution Marketplace 2017 event, which took place this week in Orlando.

While much of the legislative activity swirling around local municipalities is concentrated in three states — California, Massachusetts and Minnesota — tobacco regulation is not limited to those three states, and rather is spreading throughout the country.

As Briant explained, one of the major focuses of tobacco regulation currently is a call for flavor bans. Flavored cigarettes have been banned by the Food and Drug Administration (FDA) since the early days of The Family Smoking Prevention and Tobacco Control Act of 2009; however, flavors have not

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been banned in other tobacco products (OTP) at the federal level. Notably, the FDA's final deeming rule — which went into effect Aug. 8 — did not address flavors for other products such as electronic cigarettes and cigars. But the deeming rule is just a foundational step for future federal regulations.

The push for flavor bans has picked up steam at the local level in Massachusetts, California, Minnesota, New York, New Jersey and Rhode Island.

In addition to taking aim at flavors, local lawmakers are targeting minimum package size for cigars, and cigarette and OTP taxes, Briant reported.

An additional threat to tobacco retailers is the limits on the number of retail licenses that some municipalities are putting in place. In some cases, the number of licenses is



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less than the number of stores selling tobacco, effectively leaving some retailers out in the cold.

The Tobacco 21 push, which advocates for increasing the legal minimum age to buy tobacco products to 21, is gaining traction in many local communities, too. However, to date, only Hawaii and California have enacted statewide legislation.

To help fight the patchwork of local legislation, Briant advises retailers, wholesalers and distributors to get to know their local officials, invite them to visit their warehouse or store, explain to lawmakers the tobacco business model, and engage employees and customers.

"If tobacco sales go away, it will be hard for convenience stores to make up those dollars," the NATO executive director said, noting that the shift by anti-tobacco advocates has occurred over the past five years.

Many anti-tobacco efforts are framed as an attempt to keep tobacco products out of the hands of underage consumers. However, Briant cited a recent study, which found that up to 80 percent of youths rely on social sources — older siblings, parents, strangers — to obtain tobacco products. The irony, he said, is that if flavor bans and other restrictions are put in place, lawmakers are not solving the problem.

"If the problem is social sources, then we need to focus our efforts on social sources; not banning the sale of a legal product," he explained.

2016 vs. 2017

Looking at the legislative landscape across the United States, Briant pointed out that in 2016, 21 states had bills proposed to raise cigarette/tobacco taxes. In the end, only four states adopted higher levies: California, Louisiana, Pennsylvania and West Virginia.

Last year was an election year, he pointed out, and generally elected officials do not vote to raise taxes during elections.

2017 could be a different story. To date, 11 states have already introduced bills to hike cigarette/tobacco taxes this year. And as for e-cigarettes, six states have taxes on the segment going into effect in 2017, and so far seven more states have proposed similar levies.

Additionally, 14 states already have measures on the table to increase the legal minimum buying age this year. North Dakota just recently rejected the move, Briant said.

The 2017 Convenience Distribution Marketplace began Feb. 13 and wrapped up Feb. 15 at the Hilton Orlando. The annual event is designed uniquely to bring convenience distributors together with their supplier partners in a flexible business and networking environment.

The Convenience Distribution Association, formerly AWMA, is the trade organization working on behalf of convenience products distributors in the United States. Its distributor members represent more than \$92 billion in U.S convenience product sales, serving a wide variety of small retail formats. Associate members include leading convenience product manufacturers, brokers, retailers, suppliers and others allied to the industry.

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Cigar News: Cigar Industry Lawsuit Court Date Pushed Back to End of August

March 24, 2017

William Cooper

Cigar News

No Comments

CAA, CRA, FDA, IPCPR, News



The court date for the lawsuit filed by the cigar industry's trade associations against the U.S. Food and Drug Administration (FDA) has been pushed back to August 30, 2017. The lawsuit challenges the Deeming Regulations implemented by the FDA on the premium cigar industry. Originally, opening arguments in the lawsuit were set to begin on July [...]

Cigar News: IPCPR Announces Rudy Giuliani as Keynote Speaker for 2017 Convention

March 20, 2017

William Cooper

Cigar News, IPCPR 2017

No Comments

IPCPR, IPCPR 2017, News, People



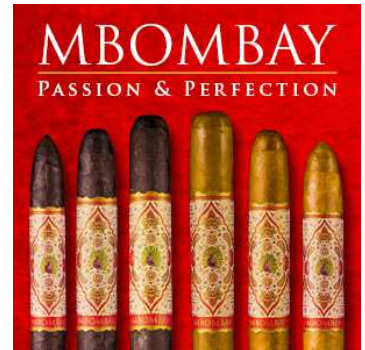
The International Premium Cigar and Pipe Retailers Association (IPCPR) has announced that former New York City Mayor Rudy Giuliani will be the Keynote Speaker at its 85th Annual Trade Show and Convention this July in Las Vegas. Giuliani is a well known cigar enthusiast and is the biggest name for a Keynote Speaker since Mike Ditka [...]

Cigar News: Cigar Industry's Lawsuit Gains Support in Motion for Summary

February 24, 2017

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 William Cooper

 Cigar News

 No Comments

 CAA, CRA, FDA, IPCPR,
News

Judgement



A week after the cigar industry filed a Motion for Summary Judgment with the Court in its pending lawsuit against the U.S. Food and Drug Administration (FDA) two additional Amicus Curaie briefs have been filed. One jointly by four states and one by the in profit organization Cause of Action Institute (CoA). The Motion for Summary Judgement [...]

Cigar News: Trade Associations File Motion for Summary Judgement in FDA Lawsuit

 February 14, 2017

 William Cooper

 Cigar News

 1 Comment

 CAA, CRA, FDA, IPCPR,
News



The Cigar Association of America (CAA), Cigar Rights of America (CRA), and International Premium Cigar and Pipe Retailers Association (IPCPR) filed a motion for Summary Judgement and opening brief in the lawsuit challenging the U.S. Food and Drug Administration (FDA)'s Final Deeming Rule on premium cigars and pipes. The motion was filed February 13th, 2017 [...]

Cigar News: IPCPR Convention and Trade Show Dates and Venue Change

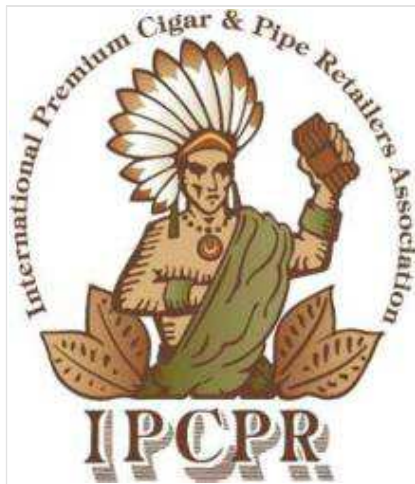
 December 28, 2016

 William Cooper

 Cigar News, Events, IPCPR
2017

 1 Comment

 Events, IPCPR, IPCPR 2017,
News



The International Premium Cigar & Pipe Retailers Association has announced the dates and venue have changed for its 2017 IPCPR Convention & Trade Show. The show will still be held in Las Vegas as planned, but will now be held at the Las Vegas Convention Center (LVCC) from July 10 – 14, 2017. The Trade Show [...]

Cigar News: Court Date Scheduled for Cigar Industry Trade Association Lawsuit Against FDA

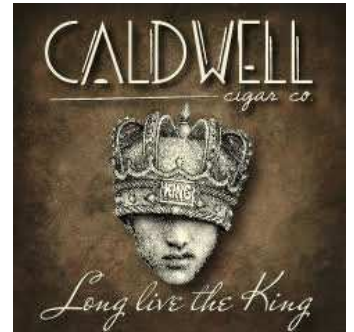
 December 8, 2016

 William Cooper

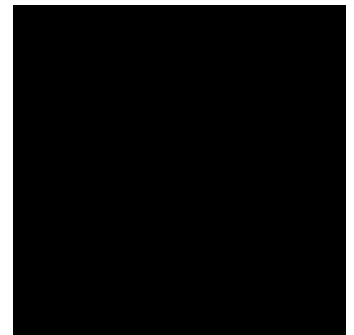
Saga Cigars



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Cubanacan Cigars



Casa Cuevas Cigars



Dunbarton Tobacco & Trust

Cigar News
No Comments
CAA, CRA, FDA, IPCPR, News



In a year-end communication from the International Premium Cigar and Pipe Retailers (IPCPR) Government Affairs Team, it was revealed that a court date for the lawsuit filed by the cigar industry's trade associations against the U.S. Food and Drug Administration (FDA) has been scheduled for July 28, 2017. The lawsuit challenges the Deeming Regulations implemented [...]



JRE Tobacco



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October 28, 2016

William Cooper
Cigar News
No Comments
CAA, CRA, FDA, Global Premium Cigars, GPC, IPCPR, News

Cigar News: FDA Responds to Industry Lawsuits



This week the U.S. Food and Drug Administration (FDA) responded to the lawsuit filed by the cigar industry's three major trade associations – the Cigar Association of America (CAA), Cigar Rights of America (CRA), and the International Premium Cigar and Pipe Retailers (IPCPR). In there response the FDA denied the claims made in the lawsuit [...]

August 14, 2016

William Cooper
Feature Story
No Comments
Feature Story, IPCPR, IPCPR 2016

Feature Story: The 2016 IPCPR Post Game Report

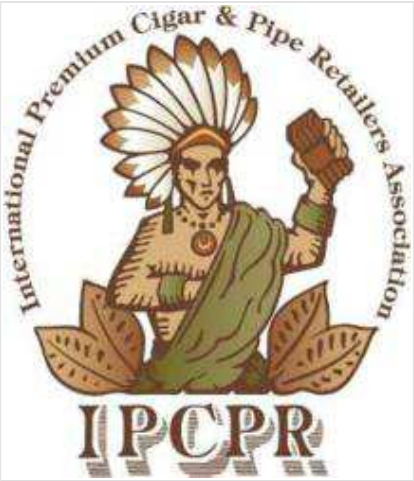


For the second year in a row, we provide a full "Post Game Report" assessing the IPCPR Convention and Trade Show. In this report, we talk more about the show itself and give our thoughts and impacts to the cigar industry. This won't put a close to the 2016 IPCPR coverage. There is plenty more [...]

July 31, 2016

- William Cooper
- Cigar News, Events
- No Comments
- Events, IPCPR, IPCPR 2016 News

Cigar News: IPCPR Kicks Off 84th Annual Convention & Trade Show with Annual Step Up Award



On July 25th, 2016 the International Premium Cigar and Pipe Retailers Association (IPCPR) official kicked off its 84th Convention and Trade Show in Las Vegas, Nevada at the Sands Convention Center, in Las Vegas. Prior to the actual opening of the trade show on Day 2 (Day 1 is reserved for educational seminars), the IPPCR held [...]



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July 24, 2016

- William Cooper
- Feature Story
- No Comments
- Feature Story, IPCPR, IPCPR 2016, IPCPR 2016 Pre Game

2016 IPCPR Pre Game Report Part 4: Around the Show Floor



For the seventh consecutive year, the Cigar Coop brand will be providing coverage of the International Premium Cigar and Pipe Retailers (IPCPR) Association Trade Show and Convention. For the past four years we have brought to you our multi-part preview series on what to expect from the show. Last year, we streamlined the series from [...]



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National Association of Tobacco Outlets - NATO Annual Tradeshow

- **When:** [Thursday, April 25, 2013](#), time TBA
- **Where:** [Paris Las Vegas](#), 3655 S. Las Vegas Blvd., Las Vegas
- **Cost:** Not available
- **Age limit:** Not available

Event posted: **March 31, 2013**

Last updated: **March 31, 2013**

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National Association of Theatre Owners

The **National Association of Theatre Owners** (NATO) is a trade organization based in the United States whose members are the owners of movie theaters. Most major theater chains are members, as are many independent theater operators; collectively, they account for the operation of over 32,000 motion picture screens in all 50 U.S. states and 81 other countries.

NATO was founded in 1965 by the merger of the largest movie theater trade organizations, the Theater Owners of America and the Allied States Association of Motion Picture Exhibitors.^[1]

The long-running official magazine of NATO is *Boxoffice*; between 2001 and 2007, they also published *In Focus*.^[2]

Contents

History

Events

- CinemaCon (formerly ShoWest)
- Other Conventions
- American Movie Awards
 - CinemaCon Awards 2011^[12]
 - CinemaCon Awards 2012^[12]

See also

References

External links

History

As the motion picture industry became larger, movie production companies began consolidating and controlling distribution.^[3] The largest producer, Famous Players-Lasky, joined and later merged with the largest distributor, Paramount (eventually becoming Paramount Pictures), and together they began block-booking in 1917, forcing theaters to buy mediocre films to get the good ones. Theaters banded together to bargain for better pricing, with 26 of the largest combining into First National Exhibitors Circuit—which went on to become a producer and distributor in its own right, before being bought by Warner Bros. By 1921, Paramount already owned 300 theaters, and other producers were catching up. Studios soon contracted with each other to keep first-runs inside the affiliated network, using this access to coerce independents into selling out.

In 1921, the first predecessor of NATO was founded, the largely affiliated Motion Picture Theater Owners of America (MPTOA), soon followed by the independent Allied States Association of Motion Picture Exhibitors (Allied), Unaffiliated Independent Motion Picture Exhibitors of America, National Independent Theatre Exhibitors, and more, to demand better pricing and access to first-runs. Unlike the others, the MPTOA embraced affiliated theaters, and soon became the largest organization.

During World War II, many theaters joined the new War Activities Committee, after the war becoming the Theatre Activities Committee and soon American Theatre Association (ATA), which strongly supported the antitrust case against the Big Five. A plan to merge with MPTOA, which strongly supported the studios, ran into friction, with many affiliated theaters leaving the ATA over its stance; conversely Allied, the largest purely-independent group, refused to join over the presence of affiliates. The merger went ahead in 1947, minus affiliates of Loews, RKO, and Warner Bros., and they became the Theater Owners of America (TOA) with about 10,000 theaters.^[3]

After divestiture in the fallout of the 1948 *Paramount* decision, many formerly-affiliated theaters ended up joining either TOA or Allied. During the post-war period, theater revenue collapsed as television became widespread, even as film rental became more expensive, and thousands of theaters closed, particularly in city centers hard hit by suburban flight.^[4] Finally, in 1966 TOA and Allied merged into the National Association of Theatre Owners, largely based on TOA's structure but headed by Marshall Fine, former Allied chairman.

The 1970s were difficult for NATO; although the blockbuster The Godfather revitalized theater-going and revenue, in 1975 a new National Independent Theatre Exhibitors (NITE) came together to challenge NATO,^{[5][6]} eventually numbering almost a thousand theaters, and governance reforms were pushed by members as well. When the reforms stalled, the entire California and Illinois chapters pulled out in 1977, along with many small chains around the nation. After 1980, many of the requested reforms were finally implemented, including a full-time president and a full-time lobbyist in Washington, as well as moving its headquarters from New York to Los Angeles; by the end of the decade, NITE had folded back into NATO, leaving only one dominant organization.^[5]

The 1980s saw a relaxation of antitrust regulation and subsequent purchasing of many chains by distributors and large conglomerates, including 120 theaters by Paramount and Warner;^[7] by the end of the decade, consolidation left the top 10 owners in control of 55 percent of the industry. In the 1990s, theater growth exploded, and by 1999, movie screens peaked at 36,448, the vast majority of which were affiliated with NATO.^[4]

Events

CinemaCon (formerly ShoWest)

As ShoWest, the convention was formerly one of four major worldwide annual events owned by the Film Group unit of Nielsen Business Media before being sold in 2011 to e5 Global Media and operated exclusively by NATO.

In now-renamed CinemaCon in 2011, the convention is NATO's only official convention of theater owners controlled by the organization itself. The first gathering took place March 2011 at Caesars Palace in Las Vegas, Nevada, with the second held April 23–26, 2012, at the same venue.^[8]

CinemaCon is now a standalone movie theater industry trade show or exposition originally established by NATO in 1975, usually held in Las Vegas in March.^[9]

Other Conventions

The remaining Nielsen Media event properties include CineEurope held in Barcelona, Spain in June, CineAsia held in early December in varying locations throughout Southeast Asia, and ShowEast, held in late October or early November in the Southeastern United States, usually somewhere in the Miami-Dade area.

Apart from CinemaCon, as presented on the website for the Nielsen Media Film Group, hosted by Nielsen Business Media,

The Nielsen Film Group events — CineEurope, ShowEast and CineAsia — are the only conventions and tradeshows dedicated to the needs of the movie theatre industry worldwide. Our events bring together the key decision makers from every major, regional and independent theatre circuit with the major International Film Distributors, as well as the manufacturers of products, services and technologies for the movie theatre industry. All of our events include screenings of upcoming films, product reel presentations, educational seminars, special events and awards galas.^[9]

According to Rick Lyman, of *The New York Times*, all four events are "the largest and most important gathering of theatre operators" in the world, at which "the theatrical distribution business takes stock of its problems, which have been legion, and assesses its future, always through the rosier glasses available."^[10]

American Movie Awards

In 1980, NATO initiated the American Movie Awards, held at the Wilshire Theater, Beverly Hills, California, and broadcast on NBC, with the winners selected based on voting by theater patrons.^[11] Various legal difficulties prevented the awards from being presented in 1981, and the event was discontinued after the 1982 awards due to competition from other awards shows.

CinemaCon Awards 2011^[12]

- Cameron Diaz - Female Star of the Year Award
- Vin Diesel - Action Star of the Year Award
- Rosie Huntington-Whiteley - Female Star of Tomorrow Award
- Chris Hemsworth - Male Star of Tomorrow Award
- Blake Lively - Breakthrough Performer of the Year Award
- Ryan Reynolds - Male Star of the Year Award
- Harry Potter Film Franchise - Hall of Fame Award
- Helen Mirren - Career Achievement Award
- Russell Brand - Comedy Star of the Year Award
- Morgan Spurlock - Documentary Filmmaker of the Year Award

- [Tyler Perry](#) - Visionary Award
- [Jason Momoa](#) - Rising Star of 2011 Award (male)
- [Julianne Hough](#) - Rising Star of 2011 Award (female)
- [Sid Ganis](#) - Inter-Society's 2011 Ken Mason Award
- [Miky Lee](#) - Global Achievement in Exhibition Award
- [Richard Fox](#) - CinemaCon Passepartout Award
- [Dick Cook](#) - Pioneer of the Year

CinemaCon Awards 2012^[12]

- [Jennifer Garner](#) - Female Star of the Year Award
- [Jeremy Renner](#) - Male Star of the Year Award
- [Dwayne Johnson](#) - Action Star of the Year Award
- [Anna Faris](#) - Comedy Star of the Year Award
- [Chloë Grace Moretz](#) - Female Star of Tomorrow Award
- [Taylor Kitsch](#) - Male Star of Tomorrow Award
- [Josh Hutcherson](#) - Breakthrough Performer of the Year Award
- [Charlize Theron](#) - Distinguished Decade of Achievement in Film Award
- [Michelle Pfeiffer](#) - Cinema Icon Award
- [Sylvester Stallone](#) - Career Achievement Award
- [Judd Apatow](#) - Award of Excellence in Filmmaking
- [Timur Bekmambetov](#) - International Filmmaker of the Year Award
- [Universal Pictures](#) International's Jack Ledwith - Passepartout Award
- [Ted Pemas](#) - NATO Marquee Award
- [Delfin Fernandez](#) - International Achievement in Exhibition Award
- [Jeffrey Katzenberg](#) - Pioneer of the Year

See also

- [Nielsen Business Media](#) (Nielsen Media Film Group)

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- Scorpion season 2 episode 4

External links

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- Nielsen Business Media (<http://www.nielsenbusinessmedia.com/b.html>) – Official site
 - Nielsen Media Film Group (<http://www.showest.com/filmexpo/index.jsp>) – Official site (Index page) of host of ShoWest, ShoEast, and related film expositions (conventions and trade shows)
 - ShoWest (<http://www.showest.com/>) – Official site published by Nielsen Media Film Group (a division of Nielsen Business Media)
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(http://www.natoonline.org/blog/reel-blog/windows-talks-distributors-exhibitors-are-discussing-release-models-together-as-nato-has-long-suggested/)

Windows Talks: Distributors & Exhibitors are Discussing Release Models Together as



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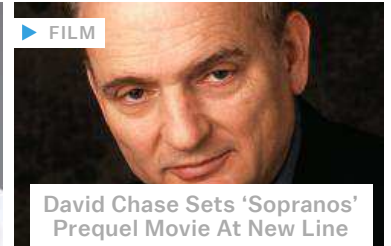
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BREAKING NEWS

'A Wrinkle In Time' Posts \$1.3M In Thursday Previews



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National Association Of Theatre Owners



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Average Movie Ticket Price In 2017 Hit All-Time High


INTERNATIONAL

Dec 11, 2017 4:15 pm

Saudi Arabia: Theater Owners Trade Group Has "Extensive Plans" For Kingdom's Cinemas


BUSINESS

Jul 20, 2017 10:33 am

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Industry Concerns



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BUSINESS

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BOX OFFICE

Mar 28, 2017 12:00 pm

NATO’s John Fithian Talks PVOD And Piracy After Touting “First Billion-Dollar March In History” At Box Office – CinemaCon



BOX OFFICE

Mar 27, 2017 7:19 pm

CinemaCon Institutes New Security Measures In Wake Of Last Year’s ‘Now You See Me 2’ Theater Evacuation



FILM

Mar 27, 2017 2:43 pm

More Films Are Now Released Than Rated: Just A Blip, Or Digital Disruption?

BUSINESS

Nov 11, 2016 10:11 am

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\$66.3M	Black Panther Disney
\$16.9M	Red Sparrow 20th Century Fox
\$13.0M	Death Wish MGM
\$10.4M	Game Night Warner Bros
\$10.0M	Peter Rabbit Sony
\$5.6M	Annihilation Paramount
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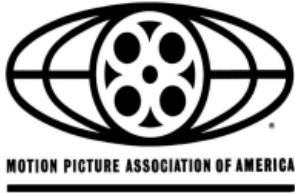
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THE NATIONAL ASSOCIATION OF THEATRE OWNERS (NATO) PROTECTS AND PROMOTES (SEE SCHEDULE o) THE BUSINESS INTERESTS OF OWNERS AND OPERATORS OF MOVIE THEATRES. NATO ADVOCATES FOR A POSITIVE LEGISLATIVE AND REGULATORY ENVIRONMENT, AND WORKS WITH MOVIE DISTRIBUTORS ON AREAS OF MUTUAL CONCERN INCLUDING MOVIE THEFT, NEW TECHNOLOGIES, THE RATINGS SYSTEM, AND FIRST AMENDMENT ISSUES.

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National Association of Theatre Owners

Fiscal year: Jul 01-Jun 30



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Board Leadership Practices

GuideStar worked with BoardSource, the national leader in nonprofit board leadership and governance, to create this section, which enables organizations and donors to transparently share information about essential board leadership practices.

SOURCE: Self-reported by organization

BOARD ORIENTATION & EDUCATION

Does the board conduct a formal orientation for new board members and require all board members to sign a written agreement regarding their roles, responsibilities, and expectations?

Response not provided

CEO OVERSIGHT

Has the board conducted a formal, written assessment of the chief executive within the past year?

Response not provided

ETHICS & TRANSPARENCY

Have the board and senior staff reviewed the conflict-of-interest policy and completed and signed disclosure statements in the past year?

Response not provided

BOARD COMPOSITION

Does the board ensure an inclusive board member recruitment process that results in diversity of thought and leadership?

Response not provided

BOARD PERFORMANCE

Has the board conducted a formal, written self-assessment of its performance within the past three years?

Response not provided

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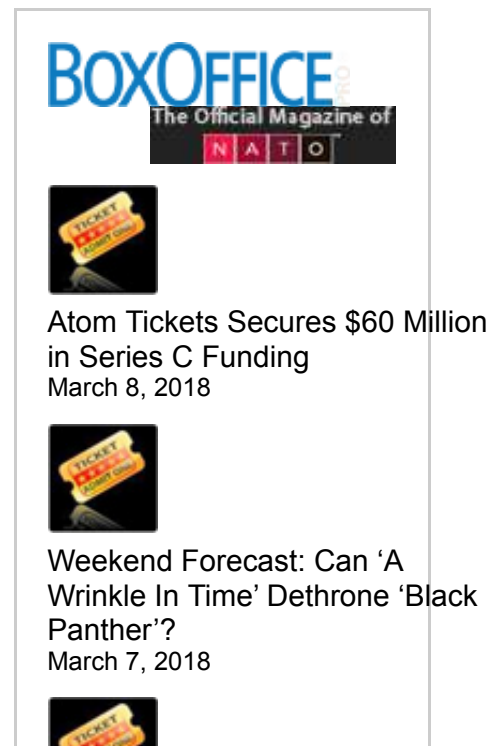
the largest and most important gathering of movie theater owners from around the world.

Since taking its first step in 2011, CinemaCon has evolved and grown to become the largest and most important gathering for the worldwide motion picture theater industry. CinemaCon is truly a global event attracting attendees from more than 80 countries.

On behalf of CinemaCon, the Official Convention of The National Association of Theatre Owners (NATO) , we extend our sincerest appreciation and gratitude to the entire motion picture theater industry for helping to make the past six years

so successful. The excitement continues when CinemaCon returns to Caesars Palace in Las Vegas from 23-26 April 2018 for what is sure to be our biggest convention to date. Read More...

SOCIAL MEDIA / NEWS FEEDS

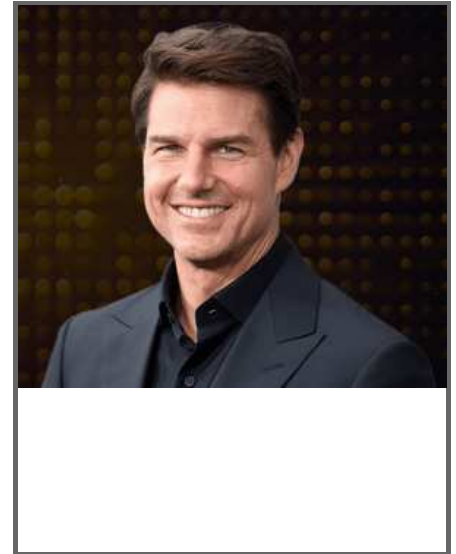


2017 PIONEER OF THE YEAR

Will Rogers Motion Picture Pioneers Foundation “Pioneer of the Year” Announcement

This year’s Pioneer of the Year Award recipient is Tom Cruise. The honoree dinner takes place on Wednesday, April 25th at CinemaCon in Las Vegas, Nevada.

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MOBILE APP

Easily access your way through CinemaCon from any web-enabled mobile device. Anywhere. Anytime.

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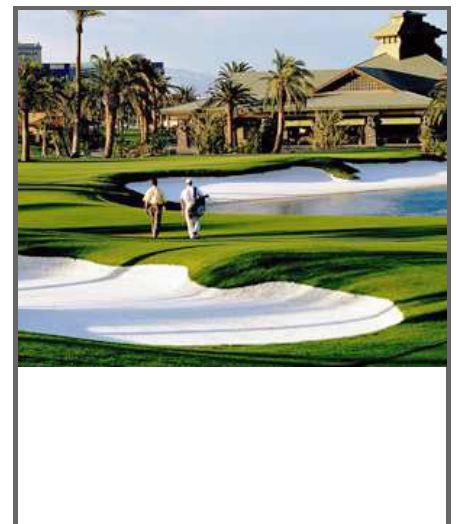
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- New calendar features for 2018
- Interactive floor maps
- Session and event schedules

The new and improved CinemaCon App is under development and will be ready for download in early 2018.

NAC CHARITY GOLF OUTING

Introducing The Re-Imagined NAC Charity Golf Outing

Support Variety, the Children’s Charity, The Will Rogers Motion Picture Pioneers Foundation, The Variety Boys and Girls Club of Los Angeles and NAC Educational Programs at the beautiful Bali Hai Golf Club. The course is just minutes from Caesars Palace RIGHT ON THE STRIP! The tournament is held each year on the first day of CinemaCon which in 2018 will be Monday, April 23rd. (Formerly known as Al Lapidus Classic)



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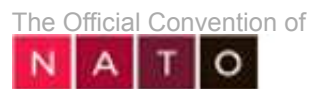


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Question: The National Association of Theatre Owners is the largest exhi...

3. (15 pts) The National Association of Theatre Owners is the largest exhibition trade organization in the world, representing more than 26,000 movie screens in all 50 states and in more than 20 countries world-wide. Its membership includes the largest cinema chains and hundreds of independent theatre owners. It publishes statistics concerning the movie sector of the economy. The file Flicks.xls contains data for 19 years on total US box office grosses (\$billion), total number of admissions (billions), average US ticket price (\$) and number of movie screens. Run the regression in which total US box office grosses (dependent variable) are predicted using all of the other variables (independent variables). [Assume normality]

a) Interpret each of the coefficients, and do they make "sense?"

b) Determine and interpret the range of plausible values for the change in box office grosses if the average ticket price were to be increased by \$1 (*ceteris paribus*). (Use a 96% confidence level) [Write all relevant numbers, interpretation, equation, etc... here – yes, I repeated this here!]

Year	Grosses	Admissions	AvePrices	Screens
2005	8.99	1.40	6.41	37092
2004	9.5	1.53	6.21	36012
2003	9.49	1.57	6.03	35361
2002	9.52	1.63	5.8	35170
2001	8.41	1.49	5.65	34490
2000	7.67	1.42	5.39	35567
1999	7.45	1.47	5.06	36448
1998	6.95	1.46	4.69	33418
1997	6.37	1.39	4.59	31050
1996	5.91	1.34	4.42	28905
1995	5.49	1.26	4.35	26995
1994	5.4	1.29	4.08	25830
1993	5.15	1.24	4.14	24789
1992	4.87	1.17	4.15	24344
1991	4.8	1.14	4.21	23740
1990	5.02	1.19	4.22	22904
1989	5.03	1.26	3.99	21907
1988	4.46	1.08	4.11	21632
1987	4.25	1.09	3.91	20595

Please show all work.

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Best answer

100% (1 rating)

Note: Shown below is the applicable Excel output for this analysis: Note: The following notation varies from book-to-book. (a) b0 = -6.905 --> The total US box office grosses is predicted to be -6.905 billion dollars if there are 0 billion total a... [view the full answer](#) >

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Manuscript Collection Descriptions

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National Association of Theatre Owners records

Dates: 1946–1978

Administrative papers, correspondence, meeting minutes, convention reports, research data, promotional material, model bills and proposed legislation, testimony and speech transcripts, legal filings, press releases, and internal publications. Also included are records of the American Theatre Association (ATA), 1946–47; Theatre Owners of America (TOA), 1947–65; and Council of Motion Picture Organization (COMPO) which were precursors to the NATO organization. The collection provides primary source materials on motion picture history from the viewpoint of the movie theatre owner and operator.

- **Extent:** 50 boxes (25 linear ft.). -- 1 oversize box (1 linear ft.)
- **Creator:** National Association of Theatre Owners (U.S.). -- Council of Motion Picture Organizations (U.S.). -- Theatre Owners of America
- **Call Number:** MSS 1446
- **Repository:** L. Tom Perry Special Collections; Arts & Communications Archives; 1130 Harold B. Lee Library; Brigham Young University; Provo, Utah 84602; <http://sc.lib.byu.edu/>
- **Access Restrictions:** Open for public research.

Languages and Scripts

English

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Custodial History

The NATO collection came from the office files maintained at the organization's New York City headquarters by the NATO executive Director, Joseph G. Alterman.

Other Finding Aids

File-level inventory available online. <http://files.lib.byu.edu/ead/XML/MSS1446.xml>

Subject Terms

Arts, Humanities, and Social Sciences; Performing Arts; Motion picture industry--United States--History; Motion picture industry--Public relations--United States--History; Motion picture theaters--Law and legislation--United States--History; Motion picture theater managers--United States--History; Motion picture theaters--United States--Management--History; National Association of Theatre Owners (U.S.); Council of Motion Picture Organizations (U.S.); Theatre Owners of America; Council of Motion Picture Organizations (U.S.)--History; National Association of Theatre Owners (U.S.)--History; Theatre Owners of America--History

Genre / Form

Business records; Letters

Appraisal Information

Utah and the American West and LDS cultural, social, and religious history (20th century Western & Mormon Manuscripts collection development policy, 5.VII, 2007).

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Administrative History

The National Association of Theatre Owners (NATO) is a nationwide trade association of motion picture exhibitors representing 33 state and regional theatre organizations and more than 8,000 independent theatres and theatre circuits. It came into existence in 1966 from a merger of the Theatre Owners of America (TOA) and the Allied States Association of Motion Picture Exhibitors. NATO provides a united front in efforts to influence national and local legislation in favor of motion-picture theatre operators.

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National Association of Theatre Owners

From Infogalactic: the planetary knowledge core

The **National Association of Theatre Owners (NATO)** is a trade organization based in the United States whose members are the owners of movie theaters. Most major theatre chains are members, as are many independent theatre operators; collectively, they account for the operation of over 32,000 motion picture screens in all 50 U.S. states and 81 other countries.

NATO was founded in 1965 by the merger of the largest movie theater trade organizations, the Theater Owners of America and the Allied States Association of Motion Picture Exhibitors.^[1]

The official magazine of NATO is *Boxoffice*.

Contents

- 1 Events
 - 1.1 CinemaCon (formerly ShoWest)
 - 1.2 Other Conventions
 - 1.3 American Movie Awards
 - 1.3.1 CinemaCon Awards 2011^[6]
 - 1.3.2 CinemaCon Awards 2012^[6]
- 2 See also
- 3 References
- 4 External links

Events

CinemaCon (formerly ShoWest)

As ShoWest, the convention was formerly one of four major worldwide annual events owned by the Film Group unit of Nielsen Business Media before being sold in 2011 to e5 Global Media and operated exclusively by NATO.

Renamed CinemaCon in 2011, the convention is NATO's only official convention of theater owners controlled by the organization itself. The first gathering took place March 2011 at Caesars Palace in Las Vegas, Nevada, with the second held April 23–26, 2012, at the same venue.^[2]

CinemaCon is now a standalone movie theater industry trade show or exposition originally established by NATO in 1975, usually held in Las Vegas in early March.^[3]

Other Conventions

The remaining Nielsen Media event properties include CineEurope held in Barcelona, Spain in June, CineAsia held in early December in varying locations throughout Southeast Asia, and ShowEast, held in late October or early November in the Southeastern United States, usually somewhere in the Miami-Dade area.

Apart from CinemaCon, as presented on the website for the Nielsen Media Film Group, hosted by Nielsen Business Media,

The Nielsen Film Group events — CineEurope, ShowEast and CineAsia — are the only conventions and tradeshow dedicated to the needs of the movie theatre industry worldwide. Our events bring together the key decision makers from every major, regional and independent theatre circuit with the major International Film Distributors, as well as the manufacturers of products, services and technologies for the movie theatre industry. All of our events include screenings of upcoming films, product reel presentations, educational seminars, special events and awards galas.^[3]

According to Rick Lyman, of *The New York Times*, all four events are "the largest and most important gathering of theatre operators" in the world, at which "the theatrical distribution business takes stock of its problems, which have been legion, and assesses its future, always through the rosier glasses available."^[4]

American Movie Awards

In 1980, NATO initiated the American Movie Awards, held at the Wilshire Theater, Beverly Hills, California, and broadcast on NBC, with the winners selected based on voting by theater patrons.^[5] Various legal difficulties prevented the awards from being presented in 1981, and the event was discontinued after the 1982 awards due to competition from other awards shows.

CinemaCon Awards 2011^[6]

- Cameron Diaz - Female Star of the Year Award
- Vin Diesel - Action Star of the Year Award
- Rosie Huntington-Whiteley - Female Star of Tomorrow Award
- Chris Hemsworth - Male Star of Tomorrow Award
- Blake Lively - Breakthrough Performer of the Year Award
- Ryan Reynolds - Male Star of the Year Award
- Harry Potter Film Franchise - Hall of Fame Award
- Helen Mirren - Career Achievement Award
- Russell Brand - Comedy Star of the Year Award
- Morgan Spurlock - Documentary Filmmaker of the Year Award
- Tyler Perry - Visionary Award
- Jason Momoa - Rising Star of 2011 Award (male)
- Julianne Hough - Rising Star of 2011 Award (female)

- Sid Ganis - Inter-Society's 2011 Ken Mason Award
- Miky Lee - Global Achievement in Exhibition Award
- Richard Fox - CinemaCon Passepartout Award
- Dick Cook - Pioneer of the Year

CinemaCon Awards 2012^[6]

- Jennifer Garner - Female Star of the Year Award
- Jeremy Renner - Male Star of the Year Award
- Dwayne Johnson - Action Star of the Year Award
- Anna Faris - Comedy Star of the Year Award
- Chloë Grace Moretz - Female Star of Tomorrow Award
- Taylor Kitsch - Male Star of Tomorrow Award
- Josh Hutcherson - Breakthrough Performer of the Year Award
- Charlize Theron - Distinguished Decade of Achievement in Film Award
- Michelle Pfeiffer - Cinema Icon Award
- Sylvester Stallone - Career Achievement Award
- Judd Apatow - Award of Excellence in Filmmaking
- Timur Bekmambetov - International Filmmaker of the Year Award
- Universal Pictures International's Jack Ledwith - Passepartout Award
- Ted Pemas - NATO Marquee Award
- Delfin Fernandez - International Achievement in Exhibition Award
- Jeffrey Katzenberg - Pioneer of the Year

See also

- Nielsen Business Media (Nielsen Media Film Group)

References

1. "Merger Approved by Theater Owners". *The New York Times* (print). The New York Times Company. September 9, 1965. p. 15.
2. CinemaCon (<http://www.cinemacon.com/>) (official site). Retrieved May 3, 2012. Archived (<http://www.webcitation.org/67OIBIzrl>) from the original on May 3, 2012
3. "Nielsen Film Group" (<http://www.showest.com/filmexpo/index.jsp>) (Web). Retrieved 2008-08-17.
4. Rick Lyman (2001-03-12). "Media: A Partly Cloudy Forecast for Theater Owners" (<http://query.nytimes.com/gst/fullpage.html?res=9E0CE5DD133AF931A25750C0A9679C8B63>) (Web). *The New York Times, Business*. The New York Times Company. Retrieved 2008-08-17.
5. "American MovieAwards: Awards Summary: Marquee" (http://www.imdb.com/Sections/Awards/American_Movie_Awards/awards_summary) (Web). *IMDb.com*. Internet Movie Database. Retrieved 2008-08-17.
6. "2011 Press Releases" (<http://www.cinemacon.com/media/press-release/2011/>), CinemaCon.com. Archived (<http://www.webcitation.org/67OIhPG45>) from the original on May 23, 2012

External links

- NATO Online (<http://www.natoonline.org/>) - Official site
- Nielsen Business Media (<http://www.nielsenbusinessmedia.com/b.html>) – Official site
 - Nielsen Media Film Group (<http://www.showest.com/filmexpo/index.jsp>) – Official site (Index page) of host of ShoWest, ShoEast, and related film expositions (conventions and trade shows)
 - ShoWest (<http://www.showest.com/>) – Official site published by Nielsen Media Film Group (a division of Nielsen Business Media)
- allbusiness.com (<http://www.allbusiness.com/north-america/united-states-louisiana-parishes-west/1136064-1.html>)

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THE PRACTICAL REALITIES OF IMMERSIVE AUDIO

What to watch for when considering the latest in sound technology

by Mark Mayfield

■ In real life, our experience of sound is omnidirectional; it comes from all around us. Unlike our visual sense, we perceive sounds that happen anywhere within an imaginary sphere around our heads, whether our head is turned in the direction of the source or not.

Other factors—such as the physical shape of our ears, the time arrival of the sound to each of our two ears, and cognitive processing—help determine the actual direction of the sound source. This is what we call “localization.”

With movies, our sense of localization is simulated and then re-created using loudspeakers and signal processing. In the earliest days of sound in cinema, the front of the screen acted as the only source of sound. Any sense of sound localization came from room acoustics and reflections from surfaces in the room coming in at random. There was no chance of re-creating an acoustical environment that matched the one seen on the screen. This all changed in the 1940s and '50s, when loudspeakers started appearing on the walls

around the audience, in what was eventually dubbed “surround sound.”

Surround sound, the experience of sound in multi-dimensions with realistic localization, has made great strides since then, but let's face it: just as a computer is still no match for the human brain, approximating our natural hearing mechanism with technology still has a long way to go before the experience feels completely realistic. The most recent leap in this effort is immersive audio.

WHAT IS IMMERSIVE AUDIO, REALLY?

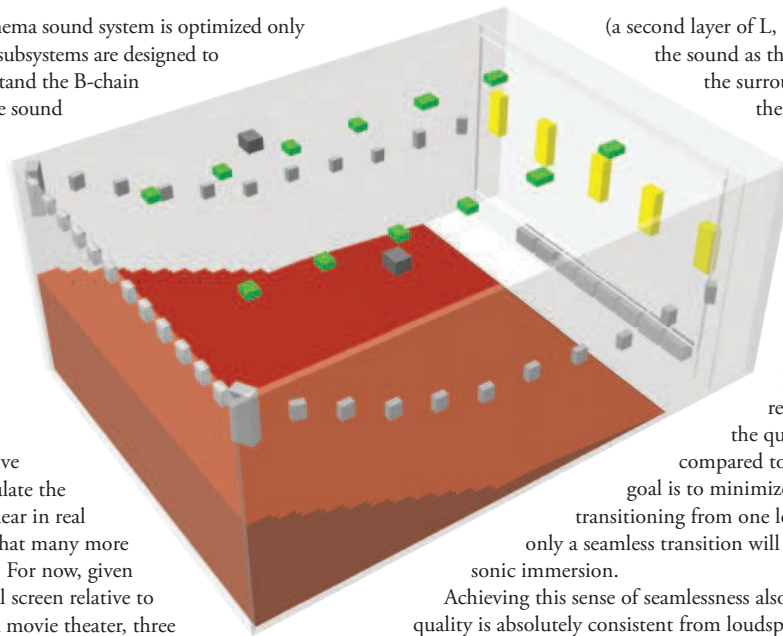
Achieving a true immersive experience in a movie theater is not a trivial matter. At its most basic level, it's a two-stage process. First, the sonic reality is simulated and stored during the creation of the film in the post-production process. Then that simulation is reproduced in an acoustically neutral movie theater. Today, there is no single standard for accomplishing either of these stages, but one thing is certain: it takes a lot of sound sources to simulate any single acoustic scene, let alone the dozens of environments dictated by many changing scenes in a typical movie.

Today's immersive audio processes are either channel-based (5.1, 7.1, 11.1), object-based (each sound is a discrete digital object that is directed to one or more loudspeakers via “metadata” stored on the DCP), or a combination of both. All of these methods have a significant impact on the digital cinema B-chain.

Like any system, a cinema sound system is optimized only when all components or subsystems are designed to work together. To understand the B-chain implications of immersive sound in cinema, it's helpful to break the system down to its three main sections: signal processing, amplification, and loudspeakers. For practical purposes, let's look at each of these sections in reverse order.

IMPLICATIONS FOR LOUSPEAKERS

Since a truly immersive experience needs to simulate the seamless experience we hear in real environments, it's clear that many more loudspeakers are needed. For now, given the small area of a typical screen relative to the other three walls in a movie theater, three screen channel loudspeakers positioned at Left, Center, and Right seem to provide an adequate sense of localization for the action on an average-sized screen. In some cases, five (including Left-extra and Right-extra) or six



For most immersive formats, many more surround loudspeakers are mounted around the perimeter and sometimes ceiling of the typical cinema.

(a second layer of L, C, R) are used to simulate the sound as the filmmaker intended. For the surround loudspeakers lining the other three walls, the immersive experience requires many more loudspeakers that are more closely spaced, since a sound may be required to originate in just one loudspeaker or potentially all of them simultaneously. In some cases this may require two to three times the quantity of loudspeakers compared to 5.1/7.1 systems. The goal is to minimize any perception of sound transitioning from one loudspeaker to the next; only a seamless transition will sustain the sense of total sonic immersion.

Achieving this sense of seamlessness also requires that the sound quality is absolutely consistent from loudspeaker to loudspeaker.

This depends on manufacturing processes of the loudspeaker itself, as well as intelligent application of signal processing that is specific to that loudspeaker model, as determined in a well-controlled laboratory environment. And



since each loudspeaker might receive a different sound channel or object, each loudspeaker must be individually wired.

Recognizing that we also hear sounds above our heads in nature, some immersive systems use loudspeakers suspended from the ceiling. While this might raise concerns of patron safety for some theater operators, safely suspending loudspeakers overhead is about as complicated as suspending large light fixtures. Some of the keys to safe overhead mounting include:

- First, consult a mechanical or structural engineer to determine mounting points capable of supporting the load with an appropriate safety factor.

- Be sure the loudspeaker enclosure itself is structurally capable of supporting its own weight with an appropriate safety factor. Multi-density fiber enclosures are great for side-wall and behind-screen loudspeakers, but overhead mounting calls for a well-built enclosure of multiple-layer plywood.
- Always use a secondary means of support, such as a safety cable attached to the loudspeaker and the mounting structure.

Conventional installation practice for behind-screen loudspeaker mounting involves placing them on a platform. This practice works well for any immersive sound installation, except when the format requires a second layer of Left, Center, and Right for “height” channels behind the screen. In this case, consider suspending the top layer; some manufacturers provide their most popular screen channel loudspeaker models in versions that are purpose-built for suspension from safe “hang points” in the ceiling. Again, this requires the input from a structural or mechanical engineer.

IMPLICATIONS FOR POWER AMPLIFIERS AND SIGNAL PROCESSING

Immersive audio also places greater demands on your power amplifier and signal processing decisions. Realizing that the number of surround loudspeakers could be double (or more) compared to traditional 5.1/7.1, and that each loudspeaker may need to deliver a discrete full-bandwidth sound source, it's obvious that each loudspeaker also requires its own channel of amplification. This means more individual power amplifiers, which also increases the amount of “rackspace” in an already shrinking projection booth. There may also be increased AC mains power requirements and cooling for these electronic devices.

Fortunately, power amplifier technology has advanced significantly in recent years, and there are some elegant ways of addressing these demands. Amplifier efficiency (the amount of power from the wall that's actually converted into power to make sound) has dramatically increased with new breed “class D” power amplifiers with switching power supplies. This translates into lower power requirements to the building, saving energy costs and infrastructure. Since they don't require large power transformers, these more efficient amplifiers can also be much smaller (which equals less rackspace) and produce far less heat (equals less cooling) compared to conventional amplifiers. These new designs also allow more channels to be packed into the physical chassis, enabling amplifier models to be built with four or even eight channels in a single chassis.

It's a fact of physics: to make bass, you need to move a lot of air. The most effective way is to use larger loudspeakers. For behind-screen loudspeakers, this is no problem since they can be hidden behind the screen. But to avoid breaking the sense of “immersion”



in the action happening on-screen, surround loudspeakers need to be as unobtrusive as possible. Fortunately, we can use the psychoacoustics of human hearing to our advantage; bass frequencies are naturally less “localizable”—it’s hard to tell where they’re coming from. The loudspeakers for bass frequencies can be physically located apart from the main surround loudspeakers. In fact, bass frequency content from multiple wall-mounted surround loudspeakers can be combined and produced by a smaller number of low-frequency loudspeakers mounted in less visually obvious locations. This is the main idea behind bass management, which is accomplished through the system’s signal processing.

Getting the sound source from the DCP to the listener through an immersive system with up to 64 or more loudspeaker locations is a complicated feat of networking. Signal routing for most immersive formats requires sophisticated digital signal processing and significant processing power. Remember that each sound object may be delivered to any single loudspeaker or group of loudspeakers—or all of them simultaneously. Since we are still in the early days of immersive audio, there exists no single standard, and any system investment must consider future-proofing to the extent possible with today’s products. Make sure that your system’s signal processing supports any currently available immersive audio format and will be capable of supporting any future offerings.

Besides signal routing capabilities, achieving a seamless sound field objective also requires that the system’s digital signal processing is able to correctly shape the sound to each specific loudspeaker model, using laboratory pre-sets. “In-situ” or automatic equalization that attempts to correct for room acoustic anomalies is simply no substitute for a well-designed loudspeaker that is lab-corrected for any performance anomalies and intrinsically delivers consistent power response into that room.

THE FUTURE OF IMMERSIVE AUDIO IN THE THEATER

Despite all of these new considerations, immersive audio has the potential to become the next big differentiator of the in-theater experience. The biggest obstacles at the moment are the lack of a commonly accepted industry-wide standard and the cost of implementation. Technology providers are working on the cost equation, and industry groups such as SMPTE are working to develop and promote standards. The two issues are related and the success or failure of any new cinema format depends on the support of filmmakers and studios to create great content that audiences want to experience in the movie theater. ■

Mark Mayfield is an experienced cinema audio expert and has worked with and consulted for many leading audio manufacturers including Bose, JBL Professional, and Eastern Acoustic Works. He is currently director of global marketing for Cinema at QSC, LLC.

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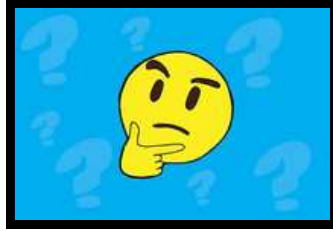
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The North Atlantic Treaty

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The Parties to this Treaty reaffirm their faith in the purposes and principles of the Charter of the United Nations and their desire to live in peace with all peoples and all governments.

They are determined to safeguard the freedom, common heritage and civilisation of their peoples, founded on the principles of democracy, individual liberty and the rule of law. They seek to promote stability and well-being in the North Atlantic area.

They are resolved to unite their efforts for collective defence and for the preservation of peace and security. They therefore agree to this North Atlantic Treaty :

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The Parties undertake, as set forth in the Charter of the United Nations, to settle any international dispute in which they may be involved by peaceful means in such a manner that international peace and security and justice are not endangered, and to refrain in their international relations from the threat or use of force in any manner inconsistent with the purposes of the United Nations.

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Article 4

The Parties will consult together whenever, in the opinion of any of them, the territorial integrity, political independence or security of any of the Parties is threatened.

Article 5

The Parties agree that an armed attack against one or more of them in Europe or North America shall be considered an attack against them all and consequently they agree that, if such an armed attack occurs, each of them, in exercise of the right of individual or collective self-defence recognised by Article 51 of the Charter of the United Nations, will assist the Party or Parties so attacked by taking forthwith, individually and in concert with the other Parties, such action as it deems necessary, including the use of armed force, to restore and maintain the security of the North Atlantic area.

Any such armed attack and all measures taken as a result thereof shall immediately be reported to the Security Council. Such measures shall be terminated when the Security Council has taken the measures necessary to restore and maintain international peace and security .

Article 6 ¹

For the purpose of Article 5, an armed attack on one or more of the Parties is deemed to include an armed attack:

- on the territory of any of the Parties in Europe or North America, on the Algerian Departments of France ², on the territory of or on the Islands under the jurisdiction of any of the Parties in the North Atlantic area north of the Tropic of Cancer;
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Article 12

After the Treaty has been in force for ten years, or at any time thereafter, the Parties shall, if any of them so requests, consult together for the purpose of reviewing the Treaty, having regard for the factors then affecting peace and security in the North Atlantic area, including the development of universal as well as regional arrangements under the Charter of the United

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Article 13

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AUGUST REINISCH is Professor of Public International Law and EC Law at the University of Vienna Law School, and a lecturer at the Austrian Diplomatic Academy in Vienna and at the SAIS/Johns Hopkins University in Bologna.

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Contents

<i>Preface</i>	<i>page</i> xi
<i>Acknowledgements</i>	xii
<i>Table of cases</i>	xvii
<i>Table of legal instruments</i>	lv
<i>List of abbreviations</i>	lxv
1 Purpose, subject and methodology of this study	1
Introduction	1
Subject of the study	4
Survey of existing material and literature	17
Methods	21
PART I DESCRIPTIVE ANALYSIS	
2 Avoidance techniques	35
Non-recognition as a legal person under domestic law	37
Non-recognition of a particular act of an international organization – <i>ultra vires</i> acts and non-attributability	70
Prudential judicial abstention through doctrines concerning act of state, political questions, and non-justiciability	84
Lack of adjudicative power of domestic courts	99
No case or controversy	124
Judicial discretion to prevent harassing lawsuits and mock trials	126
According immunity to international organizations	127

viii CONTENTS

3 Strategies of judicial involvement	169
Non-qualification as international organization	170
No delegation of immunity	172
Recognition of an international organization as a legal person under domestic law	175
Denying immunity	177
Restricting the scope of immunity	185
Broad waiver interpretation	214

PART II POLICY ISSUES

4 Rationales for judicial abstention	233
The protection of the functioning and independence of an international organization	233
A counterbalance to the relative weakness of international organizations	238
The influence of states on an international organization should be channelled through its 'internal law'	239
Equality of the member states of an international organization	241
Securing uniformity in dispute settlement	243
Derived or delegated state sovereignty	245
Immunity as an inherent quality of international legal personality	246
Lack of territory	248
Precedent and prestige	250
5 Reasons for asserting jurisdiction	252
Judicial protection as a public good sought by and against international organizations	252
Making sense of immunity qualifications	253
Encroachment on the territorial sovereignty of the forum state	254
Higher degree of integration: the federal state analogy	255
Enhancing the creditworthiness of international organizations as a functional reason to limit immunity	255
No immunity for <i>iure gestionis</i> activities: the same immunity standard as the one used for states	258
Fairness to third parties	262
Human rights and constitutional limits	278

PART III FUTURE DEVELOPMENTS

6 Do national courts provide an appropriate forum for disputes involving international organizations?	317
Critical appraisal of the quality of the existing case law	317
The broader framework	318
The parameters	324
Possible solutions	328
7 Conclusions	391
<i>Bibliography</i>	394
<i>Index</i>	444

Preface

My interest in the subject-matter of this book arose rather incidentally when I attended the 1992 Centre for Studies and Research seminar of the Hague Academy of International Law on 'The External Debt'. It was my task there to focus on responsibility issues concerning debt rescheduling and the international debts crisis; one of the side issues that emerged from this investigation was whether international organizations could be made responsible or liable for part of the crisis and, if so, whether international or national fora would be available to adjudicate such claims. As far as the latter were concerned, it was apparent that immunity from jurisdiction could impede the enforcement of liability. At first, I simply assumed that international organizations would enjoy a similar degree of immunity as states. After a second look, I realized, however, that most applicable international agreements and domestic statutes provided for functional and/or absolute immunity without making explicit what this difference implied. Later on, I found that some national courts, in particular, in the US and Italy, are in fact using a state immunity standard. It appeared that no predictions about any judicial outcomes could be readily made.

To some extent my book is an attempt to find answers to this puzzle. Its subject was soon broadened to include all the various types of reasoning employed by national courts when they have to decide whether or not they will hear cases involving international organizations. It also reflects my preference for 'real world' problems which should hopefully make it a useful companion for the practitioner. At the same time it will evidence my attempt to use strict systematic standards in classifying the types and rationales of judicial responses. If it thereby combines elements of a Common Law inspired case analysis with a more formal Civil Law approach, this was not wholly unintended.

I have attempted to make the study current to spring 1998. This inevitably implies that important later developments could not be covered.

August Reinisch

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My main debt of gratitude goes to Professor Hanspeter Neuhold, who did not only take up the arduous task of presiding over the faculty committee which accepted my thesis in 1998, but who also gave me constant encouragement and practical advice, initially, when delimiting the scope of my study and, later, when confirming my decision to wind it up without venturing into new fields. Equally, I benefited from the wise counsel and valuable comments of Professors Karl Zemanek and Gerhard Hafner. Special mention must also be made of emeritus Professor Ignaz Seidl-Hohenveldern from whose unique experience in the particular subject-matter of my work I benefited when discussing with him various aspects of my work.

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As regards my work in Washington D.C., particular thanks must go to Professor Christoph Schreuer, with whom I had many discussions on the

legal status of international organizations and whose hospitality at the Paul H. Nitze School of Advanced International Studies, Johns Hopkins University, enabled me to immediately start with my research. This work was further facilitated by the SAIS staff, all of whom I would like to thank, singling out Betty Glover for a particular recognition of her help.

I should also like to express my gratitude to Charlotte Ku for the American Society of International Law and to Michael Byers for the British Branch of the International Law Association for inviting me to present parts of my still unfinished study at Tillar House, Washington D.C., and at Jesus College, Oxford. These presentations and the ensuing debates helped me to develop and improve the arguments contained in this book.

My gratitude is further extended to Professor James Crawford, who carefully read my original manuscript, provided a wealth of highly valuable suggestions, which I have largely followed, and did not exasperate over my persistent objections to some others. I can only guess that his role in the decision of the Press Syndicate of Cambridge University Press to include my study in the International and Comparative Law Series was all but marginal. Likewise, I am indebted to the anonymous Reader A who also reviewed my draft manuscript for Cambridge University Press. His valuable comments helped to improve the book. I am particularly grateful to Finola O'Sullivan for preparing the publication of this book in a most efficient and professional manner. And my sincere admiration goes to Martin Gleeson, who helped me to avoid many technical imperfections of the text at the copy-editing stage.

Of course, all the errors and mistakes remain my exclusive responsibility. On the institutional side, I would like to express my gratitude to the Paul H. Nitze School of Advanced International Studies of Johns Hopkins University in Washington D.C. where I was invited to do research as a visiting scholar in 1995/96. The Erwin-Schrödinger-scholarship, which was awarded to me by the Austrian Science Fund, was a *sine qua non* for carrying out this research plan in the United States. Equally, the assistance of the Emil-Boral-Foundation has been instrumental in enabling me to complete my study.

On a personal level, I have relied very much on the support of my family. I am grateful to my mother and father, Herta and August Reinisch, who have enabled me to pursue my studies and who have always encouraged me in my work. Finally, and most importantly, I have to express my thanks to my wife, Elisabeth, for her support and patience with which she endured my passion for tracking down obscure case-

quotations and cryptic footnotes which often made me less available for my family than I wished to be, especially during our 1995/96 stay in Washington D.C. This book is dedicated to her and to our wonderful children, Johanna and August, who have grown up splendidly, while I was writing, without having to worry about 'international organizations before national courts'.

August Reinisch

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Argentina

Araya v. Institute for Latin-American Integration/Inter-American Development Bank, Labour Court, 1974; A. N. Vorkink and M. C. Hakuta, *Lawsuits Against International Organizations – Cases in National Courts Involving Staff and Employment* (Washington DC, World Bank Legal Department, 1985), 25

137 note 531

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139 note 539

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136 note 527, 163 note 673, 277

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166

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28 note 125, 39, 48, 82, 99, 214, 222, 276, 279f, 289, 333 note 52, 346

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Weiss v. Institute for Intellectual Cooperation, Conseil d'Etat, 20 February 1953, (1954) 81 *Journal de droit international (Clunet)* 745; Case Note by Huet, (1954) 81 *Journal de droit international (Clunet)* 747–51 98f, 116

Germany

Brunner et al. v. European Union Treaty (Constitutionality of the Maastricht Treaty), German Federal Constitutional Court, 12 October 1993, BVerfGE 89, 155; EuGRZ (1993), 429–46; [1994] 1 CMLR 57; (1994) 31 *Common Market Law Review* 251–62 293 note 186, 353 note 128

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Eurocontrol-Flight Charges II, Federal Constitutional Court, Second Chamber, 23 June 1981, BVerfGE 58, 1; (1982) *Neue Juristische Wochenschrift* 507–12 27 note 122, 108, 184 note 86, 291, 292f, 310

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 29 note 131, 100 note 337, 291f, 309 note 277, 310, 368 note 187
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 292, 311, 387 note 260
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 292, 311, 307 note 260
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Greece

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India

Mathew v. International Crops Research Institute for the Semi-Arid Tropics (ICRISAT) and the Government of India, High Court of Andhra Pradesh, 18 August 1982; A. N. Vorkink and M. C. Hakuta, *Lawsuits Against International Organizations – Cases in National Courts Involving Staff and Employment* (Washington DC, World Bank Legal Department, 1985), 46 135 note 521

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Ireland

Mary O'Brien v. Ireland, the Attorney-General and the Minister for Defence, High Court, 26 August 1994, [1995] 1 ILRM 22 158 note 655

Italy

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Baruffati v. SACLANT ASW Research Center, Pretore La Spezia, 4 February 1977, (1977) *Rivista di Diritto Internazionale Privato e Processuale* 876; (1978–9)

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 26 note 118, 117f, 196f, 224
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 29 note 130, 112f, 118, 193, 212
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 103 note 349
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 103 note 349
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 136 note 528, 145 note 571, 152, 195, 248
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 25 note 113, 111
- De Langlade v. Ministero tesoro*, Corte di Cassazione, 12 July 1968, No. 2452; (1969) 52 *Rivista di diritto internazionale* 583 97

xxviii TABLE OF CASES

FAO v. Colagrossi, Corte di Cassazione, 18 May 1992, No. 5942, (1992) 75 *Rivista di diritto internazionale* 407–12; (1995) 101 ILR 386–94
 83, 133, 162f, 294 note 194, 309

Food and Agriculture Organization of the United Nations v. Istituto Nazionale di Previdenze per i Dirigenti di Aziende Industriali (INPDAI), Tribunale Roma, 24 January 1981, (1982) *Rivista di Diritto Internazionale Privato e Processuale* 95; Corte di Cassazione, 18 October 1982, Case No. 5399, (1982) *Foro Italiano*, I, 2976; (1983) *Rivista di diritto internazionale* 187; (1983) *Rivista di Diritto Internazionale Privato e Processuale* 151; (1982) *United Nations Juridical Yearbook* 234; (1992) 87 ILR 1–10 26 note 119, 131ff, 163, 187f, 213, 295

Istituto Nazionale di Previdenze per i Dirigenti di Aziende Industriali (INPDAI) v. Food and Agriculture Organization of the United Nations, Pretore di Roma, 4 April 1984, (1984) *United Nations Juridical Yearbook* 201–8; (1995) 101 ILR 361–2 26 note 119, 188

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 136 note 528, 145 note 571, 152, 194f, 247f

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25 note 113

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110 note 380

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25 note 113, 29 note 130, 112

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113f, 190f, 193, 210

C v. ICEM, Corte di Cassazione, 7 June 1973, (1973) *United Nations Juridical Yearbook* 197, A. N. Vorkink and M. C. Hakuta, *Lawsuits Against International Organizations – Cases in National Courts Involving Staff and Employment* (Washington DC, World Bank Legal Department, 1985), 24

114 note 399

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117, 183, 368 note 188, 379 note 230

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294 note 194, 310

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Mininni v. Bari Institute, Pretore di Bari, 29 November 1980, (1981) 64 *Rivista di diritto internazionale* 681–5, Tribunale Bari, 20 June 1981, (1981) 64 *Rivista di diritto internazionale* 685–90, A. N. Vorkink and M. C. Hakuta, *Lawsuits Against International Organizations – Cases in National Courts Involving Staff and Employment* (Washington DC, World Bank Legal Department, 1985), 41; Corte di Cassazione, 4 April 1986, No. 2317, (1986) 69 *Rivista di diritto internazionale* 576–81; (1992) 87 ILR 29–37 164

Nacci v. Istituto di Bari del Centro internazionale di alti studi agronomici, Corte di Cassazione (Sezione Unite), 8 June 1994, (1994) 77 *Rivista di diritto internazionale* 837–48 25 note 113

Pelizon v. SETAF Headquarters, Corte d'Appello di Venezia, 19 April 1973, (1974) 97 *Foro Italiano*, I, 537; (1977) 3 *Italian Yearbook of International Law* 338–42 110 note 380

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Sindicato scuola UIL (Bari Branch) v. Istituto di Bari del Centro internazionale di alti studi agronomici mediterranei, Corte di Cassazione (Sezione Unite), 4 June 1986, No. 3732, (1987) *Rivista di diritto internazionale* 184; (1992) 87 ILR 37–8 113

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United States v. Porciello, Corte di Cassazione, 27 January 1977, Case No. 400, (1978) 14 *Rivista di Diritto Internazionale Privato e Processuale* 346; (1978–9) 4 *Italian Yearbook of International Law* 174–7 110 note 380, 359

Viecelli v. IRO, Tribunale Trieste, 20 July 1951, (1953) 36 *Rivista di diritto internazionale* 470–2; Case Note by Monaco, (1953) 36 *Rivista di diritto internazionale* 472 108f, 181

Jordan

Y v. UNRWA, Magistrate Court, January 1954, *Annual Report of the Director of UNRWA*, 9 UN GAOR, Supp. (No. 17) 31, UN Doc. A/2717 (1954); *Annual Report of the Director of UNRWA*, 10 UN GAOR, Supp. (No. 15) 35, UN Doc. A/2978 (1955); *Annual Report of the Director of UNRWA*, 11 UN GAOR, Supp. (No. 14) 40, UN Doc. A/3212 (1956); *Annual Report of the Director of UNRWA*, 13 UN GAOR, Supp. (No. 14) 42, UN Doc. A/3931 (1958); A. N. Vorkink and M. C. Hakuta, *Lawsuits Against International Organizations – Cases in National Courts Involving Staff and Employment* (Washington DC, World Bank Legal Department, 1985), 13 183

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Luxembourg

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Malaysia

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Mexico

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Netherlands

Algemene Bank Nederland v. Minister for Economic Affairs, Council of State, 11 June 1987, KG (1987) No. 350, (1988) 19 *Netherlands Yearbook of International Law* 445–9; (1994) 96 ILR 348–50 158 note 655

Algemene Bank Nederland v. KF and others, Court of Appeal of The Hague, 26 January 1989, Supreme Court, 22 December 1989, RvdW (1990) No. 13; NJ (1990) No. 779; (1991) 22 *Netherlands Yearbook of International Law* 387–98; (1994) 96 ILR 344–58 158 note 655

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the Netherlands, 20 December 1985, (1985) 483 NJ 1691–702; (1987) 18 *Netherlands Yearbook of International Law* 357; (1994) 94 ILR 327–30

6 note 21, 10 note 37, 82, 157, 167, 171 note 8, 192, 195f, 208, 299

Eckhardt v. Eurocontrol, Local Court of Sittard, 25 June 1976, (1978) 9 *Netherlands Yearbook of International Law* 276–8; District Court of Maastricht, 12 January 1984, (1985) 16 *Netherlands Yearbook of International Law* 464–71; (1994) 94 ILR 331–8 106f, 354 note 131, 384 note 253

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328 note 31

Trans-Mediterranean Airways v. Eurocontrol, Royal Decree (administrative decision of the Crown), 16 January 1974 No. 33, AB (1975) No. 22; (1977) 8 *Netherlands Yearbook of International Law* 258–9

27 note 122, 184, note 86, 291 note 177

UNRRA v. Daan, Cantonal Court Amersfoort, 16 June 1948, District Court Utrecht, 23 February 1949, Supreme Court (Hoge Raad) of the Netherlands, 19 May 1950, (1951) NJ 150; (1955) 82 *Journal de droit international* (Clunet) 855–87; (1949) 16 ILR 337–8 40, 45 note 45, 48

New Zealand

L v. The Crown, Supreme Court, Auckland, 12 September 1977, (1985) 68 ILR 175 362 note 167

Nigeria

African Reinsurance Corporation v. Abate Fantaye, Supreme Court, 20 June 1986, [1986] 3 NWLR 811; (1991) 86 ILR 655–91 166, 223f, 262, 364 note 176

Philippines

Cohen v. Presiding Judge, Pedro C. Navarro et al., Philippine Supreme Court, 19 January 1976, GR No. 41698; A. N. Vorkink and M. C. Hakuta, *Lawsuits Against International Organizations – Cases in National Courts Involving Staff*

and Employment (Washington DC, World Bank Legal Department, 1985),
 28 129 note 486

United States Lines Inc. v. World Health Organization, Intermediate Appellate
 Court, 30 September 1983, (1983) *United Nations Juridical Yearbook* 232;
 (1997) 107 ILR 182–5 26 note 116, 178, 223

International Catholic Migration Commission v. Pura Calleja, Philippine Su-
 preme Court, 28 September 1990, GR No. 85750, (1991) 1 *Asian Yearbook of*
International Law 170; (1996) 102 ILR 149–62 11 note 47, 171 note 9

Kapisanan Ng Manggagawa AT Tac Sa IRRI (International Rice Research Institute)
v. Secretary of Labor and Employment, Philippine Supreme Court, 28 Septem-
 ber 1990, GR No. 89331, (1991) 1 *Asian Yearbook of International Law* 171;
 (1996) 102 ILR 149–62 11 note 47, 172 note 9

Southeast Asian Fisheries Development Center-Aquaculture Department v. Nation-
al Labor Relations Commission, Philippine Supreme Court, 14 February 1992,
 206 SCRA 283, (1993) 3 *Asian Yearbook of International Law* 213 168

Velasquez v. Asian Development Bank, Ministry of Labor, Region IV, Manila,
 25 November 1979 Case No. RB-IV-AB-1841–79; A. N. Vorkink and M. C.
 Hakuta, *Lawsuits Against International Organizations – Cases in National Courts*
Involving Staff and Employment (Washington DC, World Bank Legal Depart-
 ment, 1985), 38 177f

World Health Organization and Dr Leonce Verstuyft v. Hon. Benjamin Aquino et
al., Philippine Supreme Court, 29 November 1972, L-35131, 48 SCRA 242,
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– Cases in National Courts Involving Staff and Employment (Washington DC,
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X v. Deodato, Tribunal Constitucional, 28 September 1995, 140/1955. Case
 Note by Massicci/Alfárez, (1997) *Praxis des Internationalen Privat- und Verfah-*
rensrechts, 129 298f, 329f

Switzerland

Arab Organization for Industrialization, Arab British Helicopter Company and
Arab Republic of Egypt v. Westland Helicopters Ltd, United Arab Emirates, King-
dom of Saudi Arabia and State of Qatar, Court of Justice of Geneva, 23

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BRANDDB

1 - 100 / 135

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NATO	US TM	Inactive	8	US	Pearl 9 Group, LLC	86719229	2015-08-09	
NATO	US TM	Inactive	8	US	Pearl 9 Group, LLC	86719227	2015-08-09	
NATO	US TM	Inactive	8	US	Pearl 9 Group, LLC	86719225	2015-08-09	
NATO	US TM	Pending	8	US	INTERNATIONAL WATCHMAN INC.	86719231	2015-08-09	
NATO	US TM	Active	8	US	International Watchan, Inc.	86621583	2015-05-06	
NATO	US TM	Active	8	US	International Watchan, Inc.	86621594	2015-05-06	
NATO	US TM	Active	8	US	International Watchan, Inc.	86621600	2015-05-06	
NATO	US TM	Active	8	US	International Watchman, Inc.	86594916	2015-04-13	
NATO	DE TM	Inactive	8	DE	Zorlu, Patrick	DE302015002481	2015-01-08	
NATO	US TM	Active	8	US	Superabrasive Inc.	86486290	2014-12-19	
NATO	US TM	Active	8	US	International Watchman, Inc.	86455704	2014-11-17	
NATO	US TM	Active	8	US	International Watchman Inc.	86453309	2014-11-13	
NATO	AU TM	Active	8	AU	NATO STRAPS PTY LTD as Trustee For Nato & Zulu Group Trust	1656103	2014-11-03	
NATO	US TM	Active	8	US	National Association of Theatre Owners, Inc.	86150856	2013-12-23	US.26.09
NATO	AU TM	Active	8	AU	NATO STRAPS PTY LTD as Trustee For Nato & Zulu Group Trust	1542517	2013-02-22	
NATO	US TM	Inactive	8	US	International Watchman, Inc.	85786159	2012-11-23	
NATO	US TM	Active	8	US	International Watchman, Inc.	85786158	2012-11-23	
NATO	US TM	Active	8	US	International Watchman, Inc.	85786149	2012-11-23	
NATO	US TM	Inactive	8	US	International Watchman, Inc.	85737565	2012-09-25	
NATO	EM TM	Active	8	EM	Edward Platts	010812758	2012-04-17	
NATO	US TM	Inactive	8	US	International Watchman, Inc.	85586814	2012-04-02	
NATO	US TM	Active	8	US	International Watchman, Inc.	85586777	2012-04-02	
NATO	US TM	Inactive	8	US	International Watchman, Inc.	85560012	2012-03-05	
NATO	US TM	Active	8	US	International Watchman, Inc.	85547815	2012-02-21	
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NATO	US TM	Active	8	US	International Watchman, Inc.	85054829	2010-06-04	
NATO	MX TM	Active	8	MX	CORPORATIVO FERRIONI, S.A. DE C.V.	0119851088866	2010-05-12	
NATO	US TM	Active	8	US	National Association of Theatre Owners, Inc.	77893463	2009-12-15	

NATO	US TM	Inactive	8	US	National Association of Theatre Owners, Inc.	77893591	2009-12-15	US.25.03
NATO	US TM	Active	8	US	National Association of Theatre Owners, Inc.	77859451	2009-10-28	
NATO	US TM	Inactive	8	US	National Association of Theatre Owners, Inc.	77859512	2009-10-28	US.26.01
NATO	US TM	Active	8	US	National Association of Tobacco Outlets	78881646	2006-05-11	US.01.01
NATO	US TM	Inactive	8	US	Superabrasive, Inc.	78780918	2005-12-27	
NATO	ID TM	Inactive	8	ID	Kabushishiki Kaisha Sato	D002000007636	2000-11-14	
NATO	MX TM	Active	8	MX	AGROQUIMICOS VERSA, S.A. DE C.V.	0119850379845	1999-06-21	
nato's	EM TM	Inactive	8	EM	TOM-SHOES, S.L.	000675900	1997-12-11	VC.27.05
NATO	US TM	Inactive	8	US	National Association of Theatre Owners, The	75200905	1996-11-20	US.26.17
NATO	MY TM	Inactive	8	MY	KENTUCKY DAIRY & ICE CREAM SDN. BHD.	96008863	1996-08-02	
NATO	US TM	Inactive	8	US	Owen, Stanford A.	75107135	1996-05-20	
NATO	SG TM	Active	8	SG	KABUSHIKI KAISHA SATO	T9301918F	1993-03-18	
NATO	CH TM	Inactive	8	CH	Sodimo Trading Company SA	047271992	1992-06-18	
NATO	SG TM	Active	8	SG	KABUSHIKI KAISHA SATO	T8603350J	1986-08-01	
NATO	US TM	Inactive	8	US	General Nutrition, Incorporated	73475337	1984-04-13	
Nato	NZ TM	Inactive	8	NZ	JIGSAW CLOTHING LIMITED	136899	1981-04-24	
NATO	TH TM	Inactive	7	TH	นายสุชาติ เนตรวิชัย	484844	2002-04-10	VC.26.04, VC.26.07, VC.27.05
NATO	TH TM	Active	7	TH	บริษัท พี.เอ็น.อี. อินดัสทรีล จำกัด, ทะเบียนนิติบุคคลเลขที่ 1430/2532	231345	1992-07-27	
NATO	TH TM	Inactive	7	TH	นายสุชาติ เนตรวิชัย	206543	1990-09-04	VC.26.04, VC.26.07, VC.27.05
NATO	TH TM	Inactive	7	TH	นางสาวกมล ชยานัม	187182	1989-03-08	VC.01.03, VC.14.01, VC.25.12
NATO	TH TM	Inactive	7	TH	นายสุชาติ เนตรวิชัย	185120	1989-01-04	VC.26.01, VC.26.07, VC.27.01
NATO	TH TM	Inactive	7	TH	นายสุชาติ เนตรวิชัย	184262	1988-12-20	VC.26.04, VC.26.07
T.nato	KR TM	Inactive	5	KR	박승준	402015000058153	2015-08-05	
T.nato	KR TM	Inactive	5	KR	박승준	412015000037061	2015-08-05	
nato yan	KR TM	Inactive	5	KR	채수준	452001000000755	2001-02-28	
JULY & NATO	MX TM	Pending	5	MX	JILAE GONZALEZ BADILLO	0119851870624	2017-03-02	VC.24.03, VC.13.03, VC.01.15, VC.08.05, VC.27.05
NATO ROCK	ID TM	Pending	5	ID	PT. AMERINDO JAYA	D002016040885	2016-08-30	
TRY NATO	EM TM	Active	5	EM	Baltazar Costa & Irmãos, Lda.	014027411	2015-05-05	VC.27.05
TORTAS NATO	MX TM	Active	5	MX	PEDRO SILVA ALMARAZ	0119851403178	2013-08-14	
Type Nato	FR TM	Active	5	FR	M. Olivier TRICHARD	4014814	2013-06-24	
Esprit NATO	FR TM	Active	5	FR	M. Leroux Yann	4000791	2013-04-25	

bracelet <i>nato</i>	FR TM	Active	5	FR	PRODIPHAR, EURL	3796049	2011-01-10	
NEO <i>NATO</i>	ID TM	Active	5	ID	CAM IL MONDO DEL BAMBINO S.P.A.	D002010024235	2010-07-05	
NEO <i>NATO</i>	ID TM	Active	5	ID	CAM IL MONDO DEL BAMBINO S.P.A.	D002010024236	2010-07-05	
CONCERTINA <i>NATO</i>	EM TM	Active	5	EM	European Security Fencing SL	009043175	2010-04-21	VC.14.01
<i>NATO</i> (STYLIZED)	PH TM	Pending	5	PH	MULTI-PACK TRADING CORP.	42009004913	2009-05-19	VC.27.05, VC.29.01
SIMI <i>NATO</i>	MY TM	Active	5	MY	STSD AUTO SDN. BHD.	08023970	2008-12-03	VC.27.05
NEO <i>NATO</i>	ID TM	Pending	5	ID	SAMUEL HADI WINOTO, OEY	D002008036409	2008-10-13	
<i>NATO</i> -Infonet	DE TM	Inactive	5	DE	VICI-Connect GmbH	DE302008057080	2008-09-03	
<i>NATO</i> S	MX TM	Active	5	MX	MA. DEL CARMEN ALVAREZ RODRIGUEZ	0119850741449	2005-09-27	VC.27.05, VC.09.07
tío <i>NATO</i>	MX TM	Active	5	MX	HECTOR TENORIO RODRIGUEZ	0119850686730	2004-10-26	VC.24.03, VC.05.07, VC.27.05, VC.25.01
<i>NATO</i> HAWK	EM TM	Inactive	5	EM	Northrop Grumman Systems Corporation	003881075	2004-06-11	
<i>NATO</i> QR	US TM	Inactive	5	US	Point Blank Body Armor, Inc.	76426169	2002-06-28	
RE- <i>NATO</i>	US TM	Inactive	5	US	Re-Nato Water Filtration Corp.,	76205967	2001-02-05	
NEO <i>NATO</i>	US TM	Inactive	5	US	ASPI Associazione Specialisti Prima Infanzia	75773069	1999-08-11	US.26.03, US.26.17
PRIMO <i>NATO</i>	CH TM	Active	5	CH	Wein-Import	049411994	1994-07-14	
<i>NATO</i> CAMLOCK	NZ TM	Inactive	5	NZ	FLEXIBLE HOSES LIMITED	140042	1981-12-10	
Pyongan Hi- <i>Nato</i>	KR TM	Active	4	KR	정재수	402002000027550	2002-06-14	VC.26.04
<i>NATO</i> START WWW.NATOSTART.COM	US TM	Inactive	4	US	DC Matic Enterprises, Incorporated	87377295	2017-03-20	US.14.01, US.26.11
<i>NATO</i> DI UNA DONNA	CH TM	Pending	4	CH		505012018	2018-01-15	3,
<i>NATO</i> SMART MOUNT	US TM	Pending	4	US	Nato Apps, Inc.	87628571	2017-09-29	
<i>NATO</i> MAXX 70	MX TM	Pending	4	MX	PROMOTORA TECNICA INDUSTRIAL, S.A. DE C.V.	0119851897989	2017-06-05	
NM <i>NATO</i> MILITARY	AU TM	Pending	4	AU	AMSR Services Pty Ltd	1835784	2017-04-02	
NVM <i>NATO</i> . VIVET. MORIETUR.	CH TM	Active	4	CH	Soufiane Nedraoui	658602015	2015-12-17	
<i>NATO</i> G10	AU TM	Active	4	AU	NATO STRAPS PTY LTD as Trustee For Nato & Zulu Group Trust	1577132	2013-08-28	
LIBERO. <i>NATO</i> DIGITALE	EM TM	Active	4	EM	ITALIAONLINE S.R.L.	011710531	2013-04-04	VC.27.05
<i>NATO</i> -G10	US TM	Active	4	US	International Watchman, Inc.	85370184	2011-07-13	
DESARROLLO DE PRODUCTOS <i>NATO</i>	MX TM	Active	4	MX	ALBERTO GUTIERREZ ZETINA DIEZ DE SOLLANO	0119851180254	2011-05-24	VC.26.04, VC.25.05, VC.26.01, VC.21.03, VC.29.01
<i>NATO</i> FASHION STRAPS	FR TM	Active	4	FR	Monsieur Paul BERKMANN	3793749	2010-12-28	VC.26.04
<i>NATO</i> SSEC	KHTM	Inactive	4	KH	Agrotech Co., Ltd.	KH3487609	2009-09-14	VC.26.04, VC.26.11, VC.29.01

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BRANDDB

101 - 135 / 135

	Brand	Source	Status	Relevance	Origin	Holder	Number	App. Date	Image Class
	NATO'S CHICKEN INASAL	PH TM	Inactive	4	PH	DANILO P VITAN, JR.	42009004468	2009-05-08	
	Jean-Michel <i>Nato</i>	FR TM	Active	4	FR	Nato Jean-Michel et Marie Claude LAPORTE son épouse	3597872	2008-09-11	VC.29.02, VC.26.04
	NATO-Musikfest Mönchengladbach	DE TM	Inactive	4	DE	Marketing Gesellschaft Mönchengladbach mbH	DE302008021999	2008-04-03	VC.01.01, VC.26.01, VC.27.05, VC.29.01
	NATO - NATURAL BEAUTY	AU TM	Inactive	4	AU	Rosemary Sacristan	1029623	2004-11-15	
	MACI' NATO ICE	EM TM	Inactive	4	EM	CASUAL FOOD GROUP, S.L.	003676129	2004-02-20	
	CHI NATO PURO	ES TM	Active	4	ES	GUSTAVO HELLING PERLINI	M2550399	2003-07-01	VC.27.05
	RE-NATO WATER	US TM	Inactive	4	US	Pristine Water Co. Inc.	76022426	2000-04-10	
	NATO SCREW-RAM	US TM	Inactive	4	US	NATIONAL AUTOMATIC TOOL COMPANY, INC.	72134896	1961-12-29	US.14.03, US.26.03, US.26.05, US.26.11
	NATOGears	US TM	Pending	4	US	Natogears LLC	87794307	2018-02-12	
	No Verbal Elements	US TM	Pending	4	US	Nato Apps, Inc.	87628598	2017-09-29	US.01.15, US.26.01
	NATODIVER	US TM	Inactive	4	US	ZHU GUORONG	86884976	2016-01-25	
	NATACOAT	US TM	Active	4	US	Epic Metals Corporation	78253802	2003-05-23	
	NATO Communications and Information Organization	CA TM	Active	4		NATO Communications and Information Organization	973403	2016-03-31	
	CENTRO COMERCIAL PASEO PATR NATO	CL TM	Active	4	CL	SOCIEDAD INMOBILIARIA EL CONVENTO LTDA.	889071	2009-12-21	
	CENTRO COMERCIAL PASEO PATR NATO	CL TM	Active	4	CL	SOCIEDAD INMOBILIARIA EL CONVENTO LTDA.	889074	2009-12-21	
	CENTRO COMERCIAL PASEO PATR NATO	CL TM	Active	4	CL	SOCIEDAD INMOBILIARIA EL CONVENTO LTDA.	889069	2009-12-21	
	CENTRO COMERCIAL PASEO PATR NATO	CL TM	Inactive	4	CL	SOCIEDAD INMOBILIARIA EL CONVENTO LTDA.	889072	2009-12-21	
	CENTRO COMERCIAL PASEO PATR NATO	CL TM	Active	4	CL	SOCIEDAD INMOBILIARIA EL CONVENTO LTDA.	889073	2009-12-21	
	CENTRO COMERCIAL PASEO PATR NATO	CL TM	Active	4	CL	SOCIEDAD INMOBILIARIA EL CONVENTO LTDA.	889070	2009-12-21	
	NATO Communications and Information Organization	WO Emblem	Active	4	QO	NATO Communications and Information Organization	QO1654		
	OUTLAW REBEL SOCIETY OLRS LAVORO NATO LEGGENDA	US TM	Active	3	US	Adderley, Shawn	86332718	2014-07-09	US.01.01, US.02.01, US.03.17, US.05.13, US.20.01, US.24.09, US.24.11, US.26.03
	CENTRO COMERCIAL CALLES DE PATR NATO	CL TM	Active	3	CL	SOCIEDAD INMOBILIARIA EL CONVENTO LTDA.	889066	2009-12-21	
	CENTRO COMERCIAL CALLES DE PATR NATO	CL TM	Active	3	CL	SOCIEDAD INMOBILIARIA EL CONVENTO LTDA.	889063	2009-12-21	
	CENTRO COMERCIAL CALLES DE PATR NATO	CL TM	Active	3	CL	SOCIEDAD INMOBILIARIA EL CONVENTO LTDA.	889065	2009-12-21	
	CENTRO COMERCIAL CALLES DE PATR NATO	CL TM	Active	3	CL	SOCIEDAD INMOBILIARIA EL CONVENTO LTDA.	889067	2009-12-21	
	CENTRO COMERCIAL CALLES DE PATR NATO	CL TM	Active	3	CL	SOCIEDAD INMOBILIARIA EL CONVENTO LTDA.	889068	2009-12-21	
	CENTRO COMERCIAL CALLES DE PATR NATO	CL TM	Active	3	CL	SOCIEDAD INMOBILIARIA EL CONVENTO LTDA.	889064	2009-12-21	

NATO-2 NORTH ATLANTIC TRADING ORGANIZATION	US TM	Inactive	3	US Weinberg, Marvin	74146763	1991-03-11	
NATO IN ITALY ICE CREAM AND SICILY CORNER	EM TM	Active	3	EM Simone Sassone	013008131	2014-06-18	VC.02.09
MINISTRES DE LA DEFENSE NATO OTAN DEFENSE MINISTERS NICE	FR TM	Inactive	3	FR ETAT FRANÇAIS REPRÉSENTÉ PAR LE MINISTÈRE DE LA DÉFENSE/DICOD : DÉLÉGATION À L'INFORMATION ET À LA COMMUNICATION DE LA DÉFENSE, ÉCOLE MILITAIRE	3352140	2005-03-30	VC.29.02, VC.06.03, VC.26.04, VC.25.05, VC.26.11, VC.01.01
MINISTRES DE LA DEFENSE NATO OTAN DEFENSE MINISTERS NICE	FR TM	Inactive	3	FR ETAT FRANÇAIS REPRÉSENTÉ PAR LE MINISTÈRE DE LA DÉFENSE / DICOD : DÉLÉGATION À L'INFORMATION ET À LA COMMUNICATION DE LA DÉFENSE ÉCOLE MILITAIRE	3352141	2005-03-30	VC.29.02, VC.01.01, VC.06.03, VC.25.05, VC.26.11, VC.26.04
THE WESTERN WORLD A NEWSLETTER ON WESTERN SECURITY AND NATO	US TM	Inactive	3	US NEFF, RICHARD ELY	73322941		
VETERANS REGROUPEMENT MILITAIRE FRANCAIS UN NATO OTAN PAYS FONDATEUR CANADA FRANCE	FR TM	Pending	2	FR M. philippe flamary	4344526	2017-03-09	VC.29.02, VC.25.01, VC.05.13, VC.05.03
ESTONIA MEMBER STATE OF NATO AND THE EU INTERNATIONAL BUSINESS HANDBOOK	EE TM	Inactive	2	EE Euroinformer	M200401317	2004-08-24	VC.27.05
NCIO	US TM	Active	2	US NATO Communications and Information Organization	89002050	2017-12-04	



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5	87646329		EPOE	TSDR	LIVE
6	87397161		EPOS COMICS	TSDR	LIVE
7	87544062		EPOS TAPE	TSDR	LIVE
8	87157738	5181081	EPOE	TSDR	LIVE
9	86542666		POLYEPO	TSDR	LIVE
10	85516593	4201639	EPO-BOOST	TSDR	LIVE
11	85131438	4013878	EPO	TSDR	LIVE
12	85516604	4196173	EPO-EQUINE	TSDR	LIVE
13	85239871	4025781	EPO BLAST	TSDR	LIVE
14	79162453	5043227	EPO SEARCH FOR LIFE	TSDR	LIVE
15	79120406	4374197	EPOS	TSDR	LIVE
16	78762081	3254292	EPO-LOCK	TSDR	LIVE
17	78633079	3902346	EPO	TSDR	LIVE
18	77635331	3672183	EPOS	TSDR	LIVE
19	77371851	3571520	EPO	TSDR	LIVE
20	76118611	2998527	EPOS SHOCK WAVE THERAPY	TSDR	LIVE
21	76443378	2887174	EOPRO	TSDR	LIVE
22	75566076	2466902	EPOS	TSDR	LIVE
23	75356605	2250967	EPO-FLEX	TSDR	LIVE

24	75262717	2176446	EPO DYNAWEIGHT BAL-I-FS	TSDR	LIVE
25	75260736	2176431	EPO DYNAWEIGHT BAL-XV-FS	TSDR	LIVE
26	75260734	2176429	EPO DYNAWEIGHT BAL-VI	TSDR	LIVE
27	75021699	2008572	EPO-GRIP	TSDR	LIVE
28	75021290	2008557	EPO-GEL	TSDR	LIVE
29	74479376	1872197	ULTRA EPO	TSDR	LIVE
30	74641475	1972607	EPOS	TSDR	LIVE
31	74222320	1905225	EPO-PLEX	TSDR	LIVE
32	74699379	2241417	DORNIER EPOS	TSDR	LIVE
33	73631591	1479212	EPO-ROK	TSDR	LIVE
34	73078053	1048356	EPOKWICK	TSDR	LIVE
35	73770274	1584192	EPO-THIN	TSDR	LIVE
36	73613878	1440589	EPO INTERNATIONAL	TSDR	LIVE
37	73132850	1105371	EPO-TEK	TSDR	LIVE
38	89001557		EPO	TSDR	LIVE
39	89001556		EPO	TSDR	LIVE
40	89000246		EPO	TSDR	LIVE
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5	87650239		WIND · SOLAR · ENERGY · EU	TSDR	LIVE
6	87734383		EU EVERGLADES UNIVERSITY	TSDR	LIVE
7	87734375		EU EVERGLADES UNIVERSITY	TSDR	LIVE
8	87734370		EU EVERGLADES UNIVERSITY	TSDR	LIVE
9	87734361		EU EVERGLADES UNIVERSITY	TSDR	LIVE
10	87734346		EU EVERGLADES UNIVERSITY	TSDR	LIVE
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21	86465341		FOONG'S KITCHEN	TSDR	LIVE
22	86931268		EU-U.S. PRIVACY SHIELD FRAMEWORK	TSDR	LIVE
23	86710314	5030038	EURAIL	TSDR	LIVE
24	86412474	5000968	EUSTILLNESS	TSDR	LIVE
25	86120548	4973572	EUAMO RIO .COM	TSDR	LIVE
26	86321698	4711135	U.S. EU SAFEHARBOR U.S. DEPARTMENT OF COMMERCE	TSDR	LIVE
27	86327643	4684656	EUBUY	TSDR	LIVE
28	86175335	4683777	EU	TSDR	LIVE
29	86184318	4597045	EU2BE	TSDR	LIVE
30	86065394	4521373	EU	TSDR	LIVE
31	85214640	4203017	EU	TSDR	LIVE
32	85217754	4206837	EU EVERGLADES UNIVERSITY	TSDR	LIVE
33	85217108	4206833	EU EVERGLADES UNIVERSITY	TSDR	LIVE
34	85217141	4206834	EU EVERGLADES UNIVERSITY	TSDR	LIVE
35	85273476	4664023	EVIS EUS	TSDR	LIVE
36	85654232	4408151	GET EU PASSPORT	TSDR	LIVE
37	85877920	4421555	EUCHIPS	TSDR	LIVE
38	85862216	4421281	EUCONTROLS	TSDR	LIVE
39	85583526	4580575	EU YAN SANG MENOEASE PILLS	TSDR	LIVE
40	85536217	4343469	EUMAG	TSDR	LIVE
41	85360789	4463086	UNIVERSAL AIR-EU	TSDR	LIVE
42	85055858	4064210	FACEHEPB.COM	TSDR	LIVE
43	79214125		ROBERTS.EU	TSDR	LIVE
44	79151336	4673607	RE-FER.EU	TSDR	LIVE
45	79214498		EUCLAIM	TSDR	LIVE
46	79218609		WORLD HIDDEN CASH	TSDR	LIVE
47	79157342	4857240	PORTUGAL SOU EU	TSDR	LIVE
48	79124086	4479337	PURESYS	TSDR	LIVE
49	79110047	4378092	PATA AB WWW.PATA-AB.EU	TSDR	LIVE
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	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
51	77504352	3772507	EU-ME1	TSDR	LIVE
52	77800065		O.EU	TSDR	LIVE
53	77199921	3521677	EU	TSDR	LIVE
54	77244655		O.EU	TSDR	LIVE
55	77211302	3460733	EUDEMONS ONLINE	TSDR	LIVE
56	76156696	2840663	EUS EXERA	TSDR	LIVE
57	76185199	2825588		TSDR	LIVE
58	75702445	2621738	EU YAN SANG	TSDR	LIVE
59	75766928	2712381	EU-TTG	TSDR	LIVE
60	75601782	2536996	EU YAN SANG	TSDR	LIVE
61	74241721	1746103	EURAILPASS	TSDR	LIVE
62	74241720	1755757	EURAIL	TSDR	LIVE
63	73703969	1526700	EU	TSDR	LIVE
64	89001813		EU-FISKERIKONTROLAGENTURET	TSDR	LIVE
65	89001564		EUROPEAN AGENCY FOR THE MANAGEMENT OF THE OPERATIONAL COOPERATION AT THE EXTERNAL BORDERS OF THE MEMBER STATES OF THE EUROPEAN UNION	TSDR	LIVE
66	89001047		EASHW AESST	TSDR	LIVE

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1 ~ 33)**

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Current Search: [\[\(live\)\[LD\] AND \(CENTO\)\[COMB\]](#) docs: 33 occ: 257

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	87117260	5279432	CENTO	TSDR	LIVE
2	87013010	5113125	CHEF CENTO	TSDR	LIVE
3	86291836	4848950	CENTO	TSDR	LIVE
4	86014936	5093505	CENTOS	TSDR	LIVE
5	86761572	5067114	LA CENTROAMERICANA	TSDR	LIVE
6	86293606	5050198	CENTO	TSDR	LIVE
7	86594475	4974610	CENTO EXPRESS WASH	TSDR	LIVE
8	86306925	4758730	CENTO ACCADEMIA DEI GRANDI CUOCHI THE ACADEMY OF CHEFS	TSDR	LIVE
9	85835409	5261345	CENTO	TSDR	LIVE
10	85850619	4815545	SAMSUNG CENTO	TSDR	LIVE
11	85790505	4739485	CENTO ACCADEMIA DEI GRANDI CUOCHI THE ACADEMY OF CHEFS	TSDR	LIVE
12	85862021	4483808	CENTO VINE RIPE TOMATOES NOT FROM CONCENTRATE FRESH PACK ALL-IN-ONE	TSDR	LIVE
13	85589690	4402432	CENTO NAPOLETANA PIZZA SAUCE C CENTO TRUST YOUR FAMILY WITH OUR FAMILY	TSDR	LIVE
14	85224774	4305734	ABITO CENTO PER CENTO LINO	TSDR	LIVE
15	85224759	4305733	ABITO CENTO PER CENTO LINO	TSDR	LIVE
16	85194912	4361757	CENTO	TSDR	LIVE
17	85194412	4425905	CENTO	TSDR	LIVE
18	79062815	3860786	CENTOGENE	TSDR	LIVE
19	78227830	3042436	CENTO	TSDR	LIVE

20	77924579	4444061	CENTO	TSDR	LIVE
21	76716481		CENTO	TSDR	LIVE
22	76657641	3210011	CENTO	TSDR	LIVE
23	76195908	2751749	CENTO	TSDR	LIVE
24	76406016	2923745	CENTO AUTHENTIC ITALIAN	TSDR	LIVE
25	76537723	2937287	AUTHENTIC ITALIAN COOKING BEGINS WITH CENTO	TSDR	LIVE
26	76212352	2591109	CENTO	TSDR	LIVE
27	76201492	2506862	CENTO	TSDR	LIVE
28	75739580	2343591	CENTO	TSDR	LIVE
29	74540868	1915227	CENTO C TRUST YOUR FAMILY WITH OUR FAMILY	TSDR	LIVE
30	74524849	1895233	CHEF CENTO	TSDR	LIVE
31	74213383	1794406	CENTO PER CENTO	TSDR	LIVE
32	73451830	1308207	CENTO	TSDR	LIVE
33	73361654	1255450	CENTO	TSDR	LIVE

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Current Search: (live)[LD] AND (METO)[COMB] docs: 12 occ: 57

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	87660356		METO	TSDR	LIVE
2	87581545		METO	TSDR	LIVE
3	85753917	4360492	BAYOU METO KENNEL	TSDR	LIVE
4	85037954	4376783	METOKOTE	TSDR	LIVE
5	79108412	4184872	METO	TSDR	LIVE
6	79018573	3272528	METOS	TSDR	LIVE
7	79097977	4123715	METO EAGLE	TSDR	LIVE
8	79089576	4027669	METO CLIP IN PLACE	TSDR	LIVE
9	74197749	1702863	METOLIFT	TSDR	LIVE
10	74722642	1993473	METOPRODUCTS AG	TSDR	LIVE
11	74071471	1837338	METO	TSDR	LIVE
12	72390789	0950316	METO	TSDR	LIVE

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List
At: OR to
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**58 Records(s) found (This page:
1 ~ 50)**

Refine Search

Current Search: (live)[LD] AND (CIA)[COMB] docs: 58 occ: 204

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	87243241	5419305	CIA	TSDR	LIVE
2	87456764		CANADIAN INSTITUTE OF ACTUARIES CIA INSTITUT CANADIEN DES ACTUAIRES	TSDR	LIVE
3	87681035		¡RE·SIS·TEN·CIA!	TSDR	LIVE
4	87243262	5408530	CIA	TSDR	LIVE
5	87723912		BONITO & CIA.	TSDR	LIVE
6	87713931		CIABOPPERS	TSDR	LIVE
7	87270401		TACTICAL RABBIT AMERICA'S PRIVATE CIA	TSDR	LIVE
8	87270399		AMERICA'S PRIVATE CIA	TSDR	LIVE
9	87708839		INTELLIGENCE MATTERS WITH MICHAEL MORELL FORMER ACTING DIRECTOR OF THE CIA	TSDR	LIVE
10	87464702		ALM CIA	TSDR	LIVE
11	87126660	5302931	KIDCIA	TSDR	LIVE
12	87084652	5140798	CIA BRASIL MAGAZINE	TSDR	LIVE
13	86449410	4916824	CORPORATE INSURANCE ADVISORS INSURING YOUR WORLD AT RISK CIA	TSDR	LIVE
14	86434561	4894236	CIA CANDI	TSDR	LIVE
15	86456019	4862119	CERTIFIED IN INFORMATION ASSURANCE, CIA	TSDR	LIVE
16	86330793	4819236	CIA PLASTICS	TSDR	LIVE
17	86008681	4735923	CM CIA.MARÍTIMA	TSDR	LIVE
18	86307797	4730495	CIA	TSDR	LIVE
19	86253729	4648698	IGLASS CIA LIVE MONITORING SOLUTION	TSDR	LIVE
20	85552479	4225174	CIA	TSDR	LIVE

21	85727159	4283177	CIA	TSDR	LIVE
22	85179519	3993125	CIAS	TSDR	LIVE
23	85179238	3996858	CIA IMPACTINDEX	TSDR	LIVE
24	85045299	3963503	CIA CARING IN ACTION	TSDR	LIVE
25	85331644	4302037	CIA	TSDR	LIVE
26	85331640	4199641	CIA	TSDR	LIVE
27	85652703	4951552	CIA COOL ICED ALCOHOL	TSDR	LIVE
28	85927881	4660380	CIA CONTIGUOUS IMPACT ABSORPTION	TSDR	LIVE
29	85915758	4777694	CÍA.	TSDR	LIVE
30	85928036	4496277	CIA CENTRAL INFUSION ALLIANCE	TSDR	LIVE
31	85817050	4424451	CIA - "CALLER IDENTIFICATION APP"	TSDR	LIVE
32	79216388		TEQUILA EL ÁGUILA CÍA.	TSDR	LIVE
33	79085216	4047498	ABC COMPRESSORS	TSDR	LIVE
34	79083893	3933879	CIAS	TSDR	LIVE
35	79064345	3825213	PÉREZ Y CÍA. AMÉRICAS	TSDR	LIVE
36	78643229	3401724	CIA	TSDR	LIVE
37	78940511	3356349	CIA IMPACTINDEX	TSDR	LIVE
38	78977511	3166824	CIA	TSDR	LIVE
39	78957288	3356425	CIA.MARÍTIMA BEACHWEAR	TSDR	LIVE
40	78474225	3130858	CIA	TSDR	LIVE
41	78474219	3230665	CIA	TSDR	LIVE
42	77819106	3842917	CIAS	TSDR	LIVE
43	77730167	3792237	MEDIAEDGE:CIA	TSDR	LIVE
44	77037415	3529668	COMPETITIVE INTERACTION ANALYSIS (CIA)	TSDR	LIVE
45	77023907	3296307	CIA CLEAN INDOOR AIR ALLIANCE	TSDR	LIVE
46	77111410	3395569	CIA SOPHISTICATED PALATE	TSDR	LIVE
47	76305839	2658713	CIAPAYEXPRESS	TSDR	LIVE
48	76610020	3019388	CIA	TSDR	LIVE
49	76670651	3373478	CIA LEARNING SYSTEM	TSDR	LIVE
50	76626739	3099785	EXCIA	TSDR	LIVE

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List **At:** **OR** **to** **record:** **58 Records(s) found (This page: 51 ~ 58)**

Refine Search

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	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
51	76554010	3458507	CIA CHEESESTEAK INSTITUTE OF AMERICA C.I.A. APPROVED	TSDR	LIVE
52	76507620	2888461	AF ARTURO FUENTE IMPORTED TABACALERA A-FUENTE Y COMPANIA GRAN MARCA REGISTRADA INTERNACIONAL GRAN RESERVA A. FUENTE Y CIA. ESTABLECIDA EN 1912	TSDR	LIVE
53	75435825	2382137	CIA	TSDR	LIVE
54	75130689	2075589	ARTHROGEN-CIA	TSDR	LIVE
55	74171757	1893637	CIA MARITIMA	TSDR	LIVE
56	74369045	1882539	CIA	TSDR	LIVE
57	74083542	1653219	CIA	TSDR	LIVE
58	89001610		CIA	TSDR	LIVE

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Current Search: (live)[LD] AND (FBI)[COMB] docs: 19 occ: 70

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	87411116		FBI FIRM BELIEVER IN JESUS	TSDR	LIVE
2	87491303		SOCIETY OF FBI ALUMNI, INC. UNITED IN FELLOWSHIP FOUNDED 1973	TSDR	LIVE
3	87492995		FOUNDATION OF FBI ALUMNI, INC. SPIRIT OF THE SOCIETY 1985	TSDR	LIVE
4	86722793	4950666	PET FBI	TSDR	LIVE
5	86975282	4725460	FBI	TSDR	LIVE
6	86178226	4600825	FBI BUILDINGS	TSDR	LIVE
7	86178220	4600823	FBI BUILDINGS	TSDR	LIVE
8	86178214	4600821	FBI BUILDINGS	TSDR	LIVE
9	86178209	4600820	FBI BUILDINGS	TSDR	LIVE
10	85164404	4037542	FBI	TSDR	LIVE
11	85573939	4288100	FBIAA	TSDR	LIVE
12	85811214	4473786	FBI FRY BREAD INCORPORATED DEPARTMENT OF DOUGH	TSDR	LIVE
13	85685401	4312368	FBI	TSDR	LIVE
14	85301410	4082827	FBI CITIZENS' ACADEMY ALUMNI ASSOCIATION	TSDR	LIVE
15	76720098	5331867	LIFE AFTER LAW ENFORCEMENT FBI NATIONAL ACADEMY ASSOCIATES A ROAD MAP TO YOUR FUTURE NA FBI NATIONAL ACADEMY KNOWLEDGE COURAGE INTEGRITY	TSDR	LIVE
16	75360897	2254930	FBI BUILDINGS, INC.	TSDR	LIVE
17	75360743	2254928	FBI BUILDINGS	TSDR	LIVE
18	75360742	2248888	FBI	TSDR	LIVE
19	75360739	2275355	FBI	TSDR	LIVE

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Current Search: [\(\[live\]\)\[LD\] AND \(Senate\)\[COMB\]](#) docs: 23 occ: 87

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	87821764		A WOMAN'S PLACE IS IN THE HOUSE AND "THE SENATE"	TSDR	LIVE
2	87800237		SENATE CONEY ISLAND	TSDR	LIVE
3	87660220		KID ROCK FOR SENATE	TSDR	LIVE
4	87526815		SENATE MAJORITY PAC	TSDR	LIVE
5	87421645	5329629	HESENATE	TSDR	LIVE
6	87408913	5338949	SENAT POULTRY	TSDR	LIVE
7	87408901	5338948	SENAT POULTRY	TSDR	LIVE
8	87176964	5186515	S	TSDR	LIVE
9	87169018	5186071	SENATE	TSDR	LIVE
10	86703669	5205462	SENTAI	TSDR	LIVE
11	86884487	5035684	SENATE SELECT INSURANCE	TSDR	LIVE
12	86477247	4878547	SPQR	TSDR	LIVE
13	86651008	4885344	SENAT	TSDR	LIVE
14	85951528	4477498	URBAN SENATE LLC	TSDR	LIVE
15	85276264	4208574	SENATE'S END	TSDR	LIVE
16	85072321	4042985	SENATE	TSDR	LIVE
17	78787259	3386577	SENATE	TSDR	LIVE
18	78609795	3092746	SENATE RECORDS	TSDR	LIVE
19	76711066	4376650	STONE SENATE	TSDR	LIVE
20	75186636	2168440	SENATE WHEEL CO	TSDR	LIVE
21	75186635	2168439	SENATE WHEEL CO	TSDR	LIVE

22	74635335	1988141	SENATE	TSDR	LIVE
23	89001299		DER PRÄSIDENT DES SENATS BREMEN	TSDR	LIVE

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TESS was last updated on Tue Mar 13 04:51:02 EDT 2018

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Current Search: (live)[LD] AND (Parliament)[COMB] docs: 50 occ: 166

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	87662606		PARLIAMENT ESPRESSO & COFFEE BAR	TSDR	LIVE
2	87737960		PARLIAMENT SANJEEVANI ORGANICS	TSDR	LIVE
3	87372618		PARLIAMENT OF THE WORLD'S RELIGIONS	TSDR	LIVE
4	87403345	5334253	PARLIAMENT INCOME FUND	TSDR	LIVE
5	87056513	5127912	PARLIAMENT FLOORS	TSDR	LIVE
6	86832166		PARLIAMENT ESPRESSO & COFFEE BAR	TSDR	LIVE
7	86772723		PARLIAMENT DELIVERY	TSDR	LIVE
8	86292968		PARLIAMENT BREWING COMPANY	TSDR	LIVE
9	86289935	4791693	PARLIAMENT	TSDR	LIVE
10	86075412	4525653	PARLIAMENT	TSDR	LIVE
11	86511995	4942523	WORLD'S CHILDREN'S PARLIAMENT	TSDR	LIVE
12	86580981	4850570	PPP	TSDR	LIVE
13	86323098	4681742	PARLIAMENT VACATION CLUB	TSDR	LIVE
14	86105346	4555564	COUNCIL FOR A PARLIAMENT OF THE WORLD'S RELIGIONS	TSDR	LIVE
15	86105323	4551268	COUNCIL FOR A PARLIAMENT OF THE WORLD'S RELIGIONS	TSDR	LIVE
16	85445512	4157349	PARLIAMENT	TSDR	LIVE
17	85445495	4157344	PARLIAMENT	TSDR	LIVE
18	85323919	4076994	PARLIAMENT	TSDR	LIVE
19	85959951	4532301	DESIGN PARLIAMENT	TSDR	LIVE
20	79158739		PARLIAMENT	TSDR	LIVE

21	78707362	3872880	PARLIAMENT GENUINE RUSSIAN VODKA	TSDR	LIVE
22	76600303	2991457	PARLIAMENT HOUSE	TSDR	LIVE
23	76613471	4225831	BALKAN SOBRANIE	TSDR	LIVE
24	76541345	2934376	PARLIAMENT	TSDR	LIVE
25	76232892	2578092	PARLIAMENT	TSDR	LIVE
26	73218844	1164854	PARLIAMENT RECESSED FILTER	TSDR	LIVE
27	89002164		EUROPEAN PARLIAMENT	TSDR	LIVE
28	89002163		EUROPEAN PARLIAMENT	TSDR	LIVE
29	89002161		EUROPEAN PARLIAMENT	TSDR	LIVE
30	89002160		EUROPEAN PARLIAMENT	TSDR	LIVE
31	89002159		EUROPEAN PARLIAMENT	TSDR	LIVE
32	89002158		EUROPEAN PARLIAMENT	TSDR	LIVE
33	89002157		EUROPEAN PARLIAMENT	TSDR	LIVE
34	89002156		EUROPEAN PARLIAMENT	TSDR	LIVE
35	89002155		EUROPEAN PARLIAMENT	TSDR	LIVE
36	89002154		EUROPEAN PARLIAMENT	TSDR	LIVE
37	89002153		EUROPEAN PARLIAMENT	TSDR	LIVE
38	89002152		EUROPEAN PARLIAMENT	TSDR	LIVE
39	89002151		EUROPEAN PARLIAMENT	TSDR	LIVE
40	89002150		EUROPEAN PARLIAMENT	TSDR	LIVE
41	89002149		EUROPEAN PARLIAMENT	TSDR	LIVE
42	89002148			TSDR	LIVE
43	89002147		EUROPEAN PARLIAMENT	TSDR	LIVE
44	89002146		EUROPEAN PARLIAMENT	TSDR	LIVE
45	89002145		EUROPEAN PARLIAMENT	TSDR	LIVE
46	89002144		EUROPEAN PARLIAMENT	TSDR	LIVE
47	89002143		EUROPEAN PARLIAMENT	TSDR	LIVE
48	89002142			TSDR	LIVE
49	89002141		EUROPEAN PARLIAMENT	TSDR	LIVE
50	71427832	0378340	PARLIAMENT	TSDR	LIVE

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	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	87820233		ATF	TSDR	LIVE
2	87666773		ATF	TSDR	LIVE
3	87548101		ATF	TSDR	LIVE
4	86079133		ATF	TSDR	LIVE
5	86940131		XCELL ATF	TSDR	LIVE
6	86862552	5174249	ATF FRANKLIN GOTHIC	TSDR	LIVE
7	86822826	5147749	ATF ADAPTIVE TRAINING FOUNDATION	TSDR	LIVE
8	86862581	5067355	ATF BRUSH	TSDR	LIVE
9	86862587	5067356	ATF HEADLINE GOTHIC	TSDR	LIVE
10	86862571	5044308	ATF POSTER GOTHIC	TSDR	LIVE
11	86862558	5044306	ATF ALTERNATE GOTHIC	TSDR	LIVE
12	86862593	5021848	ATF RAILROAD GOTHIC	TSDR	LIVE
13	86699791	4974923	ATF WEDDING GOTHIC	TSDR	LIVE
14	85896609	4591161	THESE ARE THE TIMES THAT TRY MEN'S SOULS IN HOC SIGNO VINCES VENI VIDI VICI FIGG ATF	TSDR	LIVE
15	85124068	4136260	ATF AEROSPACE	TSDR	LIVE
16	85839046	4370298	ATF	TSDR	LIVE
17	85564703	4337208	ADDICTED TO FRESHNESS ATF	TSDR	LIVE
18	78494923	3146573	MONTAGE PLUS ATF	TSDR	LIVE
19	78494894	3146572	MONTAGE ATF	TSDR	LIVE
20	78276262	3056207	ATF	TSDR	LIVE
21	77918249	3935564	ATF DW-1	TSDR	LIVE

22	77581371	3670813	ATF	TSDR	LIVE
23	77190362	3375557	ATF	TSDR	LIVE
24	77194687	3420906	CLASSIC ATF	TSDR	LIVE
25	77052660	3285233	ATF	TSDR	LIVE
26	76311655	2710719	ATF	TSDR	LIVE
27	75098285	2059184	MAX ATF	TSDR	LIVE
28	75466404	2512984	ATF + 4	TSDR	LIVE
29	74351703	1896893	ATF	TSDR	LIVE
30	73751370	1559511	ARCO ATF	TSDR	LIVE

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

Feb 14, 2018

NOTICE OF PUBLICATION

- | | |
|-------------------------------------|--|
| 1. Serial No.:
87-653,640 | 2. Mark:
MOD
(STANDARD CHARACTER MARK) |
| 3. International Class(es):
42 | |
| 4. Publication Date:
Mar 6, 2018 | 5. Applicant:
MOD Enterprises, Inc. |

The mark of the application identified appears to be entitled to registration. The mark will, in accordance with Section 12(a) of the Trademark Act of 1946, as amended, be published in the *Official Gazette* on the date indicated above for the purpose of opposition by any person who believes he will be damaged by the registration of the mark. If no opposition is filed within the time specified by Section 13(a) of the Statute or by rules 2.101 or 2.102 of the Trademark Rules, the Commissioner of Patents and Trademarks may issue a notice of allowance pursuant to section 13(b) of the Statute.

Copies of the trademark portion of the *Official Gazette* containing the publication of the mark may be obtained from:

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	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	87031222		PENTHOUSE SECRET SERVICE	TSDR	LIVE
2	87136010	5175689	SECRET SERVICE BEAUTY	TSDR	LIVE
3	86719526	4958849	GOD'S SECRET SERVICE AGENTS	TSDR	LIVE
4	86575653	4865863	SECRET SERVICE WAX	TSDR	LIVE
5	86296855	4674972	HAIRLIVERY HAIR DELIVERY SERVICE KEEPING YOUR BEAUTY SECRETS ... A SECRET	TSDR	LIVE
6	85107817	4261786	BARKLEY SECRET SERVICE DOG	TSDR	LIVE
7	85417198	4556284	SECRET SERVICE	TSDR	LIVE
8	85205686	4032796	SECRET SERVICE	TSDR	LIVE
9	85465405	4274244	THE SECRET COOKIE SERVICE	TSDR	LIVE
10	77760754	3897810	SECRET AIR SERVICE	TSDR	LIVE
11	77123994	3502344	SECRET SERVICE MICE	TSDR	LIVE
12	73728088	1528492	SPORTSERVICE SECRET STADIUM SAUCE	TSDR	LIVE
13	89001685		SECRET SERVICE UNIFORMED DIVISION	TSDR	LIVE

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	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	87368569	5306081	USAF THUNDERBIRDS	TSDR	LIVE
2	76658097	3204911	USAF US AIRCRAFT FINANCE	TSDR	LIVE

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	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	86820970	5011701	KREMLIN	TSDR	LIVE
2	86821480	4997200	KREMLEVSKAYA	TSDR	LIVE
3	79045425	3591372	KREMLIN	TSDR	LIVE
4	79188975	5206833	KREMLYOVS KAYA	TSDR	LIVE
5	79007917	3063910	LEGEND OF KREMLIN	TSDR	LIVE
6	79004615	3032477		TSDR	LIVE
7	79118719	4344844		TSDR	LIVE
8	79113696	4252241		TSDR	LIVE
9	79079397	4130178	KREMLIN AWARD	TSDR	LIVE

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	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	87593196		FOREIGN LEGION	TSDR	LIVE
2	87009975	5099828	FOREIGN LEGION	TSDR	LIVE
3	87009961	5090894	FOREIGN LEGION	TSDR	LIVE
4	75198317	2194169	FOREIGN LEGION	TSDR	LIVE

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United States of America

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Federales Cigars

Reg. No. 4,547,144

Registered June 10, 2014

Int. Cl.: 34

RC GADWAY, INC. (NEW HAMPSHIRE CORPORATION), DBA FEDERAL CIGAR
SUITE 23E
953 ISLINGTON STREET
PORTSMOUTH, NH 03801

FOR: CIGARS, IN CLASS 34 (U.S. CLS. 2, 8, 9 AND 17).

TRADEMARK

FIRST USE 2-1-1921; IN COMMERCE 5-15-2011.

PRINCIPAL REGISTER

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

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

THE ENGLISH TRANSLATION OF THE WORD "FEDERALES" IN THE MARK IS "FEDERAL".

SER. NO. 86-084,529, FILED 10-7-2013.

ALLISON HOLTZ, EXAMINING ATTORNEY



Michelle K. Lee

Deputy Director of the United States
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**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
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**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
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Requirements in the First Ten Years*

What and When to File:

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

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

Requirements in Successive Ten-Year Periods*

What and When to File:

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

Grace Period Filings*

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

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

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

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



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1	86188026	5093516	COLONEL MARCH OF SCOTLAND YARD	TSDR	LIVE
2	86188043	5082568	COLONEL MARCH OF SCOTLAND YARD	TSDR	LIVE
3	73531250	1369260	SCOTLAND YARD	TSDR	LIVE

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1	87730818		FORT KNOX FREIGHT INC	TSDR	LIVE
2	87211700	5217366	FORT KNOX FOR MUSICIANS BY MUSICIANS	TSDR	LIVE
3	86939104	5063948	FORT KNOX	TSDR	LIVE
4	86390378	4723416	FORT KNOX	TSDR	LIVE
5	78820423	3196473	FORT KNOX	TSDR	LIVE
6	78534095	3160373	FORT KNOX	TSDR	LIVE
7	77724228	3819507	FORT KNOX	TSDR	LIVE
8	76459231	2750038	FORT KNOX	TSDR	LIVE
9	75015310	2143114	FORT KNOX	TSDR	LIVE
10	74555948	1938138	FORT KNOX SELF STORAGE	TSDR	LIVE
11	73369288	1375456	FORT KNOX	TSDR	LIVE
12	73218935	1156311	FORT KNOX	TSDR	LIVE

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	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	87638510		TLTF AREA 51	TSDR	LIVE
2	87794488		AREA 51 PHARMS	TSDR	LIVE
3	87757123		AREA 51 PHARMS	TSDR	LIVE
4	87752282		AREA 51 PHARMS	TSDR	LIVE
5	87752175		AREA 51 PHARMS	TSDR	LIVE
6	87750419		AREA 51 PHARMS	TSDR	LIVE
7	87749029		AREA 51 PHARMS	TSDR	LIVE
8	87643730		AREA 51 SMOKE SHOP	TSDR	LIVE
9	87735165		AREA 51	TSDR	LIVE
10	87600119		AREA 51 FISHING	TSDR	LIVE
11	87369676		AREA 51	TSDR	LIVE
12	87091944	5293984	AOL AREA 51	TSDR	LIVE
13	87348067		AREA 51	TSDR	LIVE
14	86629855		AREA 51	TSDR	LIVE
15	86260868	5276672	BLACKSITE AREA 51	TSDR	LIVE
16	86964698	5081681	AREA 51	TSDR	LIVE
17	86280686	4824875	AREA 51 GENETICS	TSDR	LIVE
18	85459042	4220807	AREA51-ESG	TSDR	LIVE
19	85498005	4895937	AREA 51	TSDR	LIVE
20	85498004	4859960	AREA 51	TSDR	LIVE
21	85534618	4841637	AREA 51	TSDR	LIVE
22	77156214	3412472	AREA 51	TSDR	LIVE
23	76567967	3002398	AREA 51	TSDR	LIVE

24	76459731	2827184	AREA-51	TSDR	LIVE
25	76680836	3421162	AREA 51 SELF STORAGE	TSDR	LIVE
26	75122072	2404966	AREA 51	TSDR	LIVE
27	74529592	2006670	AREA 51	TSDR	LIVE

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List
At: OR to
record:

**45 Records(s) found (This page:
1 ~ 45)**

Refine Search

Current Search: (live)[LD] AND (CDC)[COMB] docs: 45 occ: 145

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	87541543		CDC CERTIFIED CAREER COACH	TSDR	LIVE
2	87784464		CDC DIVORCE TRANSITION AND RECOVERY COACH	TSDR	LIVE
3	87418745		CDC CASA DI COCCO	TSDR	LIVE
4	87583372		CDC DIGI	TSDR	LIVE
5	87136456	5208104	CDCS	TSDR	LIVE
6	87074797	5136882	CDC BIOFILM REACTOR	TSDR	LIVE
7	86158260	5184183	CDCS	TSDR	LIVE
8	86928157	5112491	CDC SOFTWARE	TSDR	LIVE
9	86646730	4976499	CDC COUP DE COIFF	TSDR	LIVE
10	85250725	4155135	CDC CERTIFIED DIVORCE COACH	TSDR	LIVE
11	85250727	4234647	CDC BOARD OF STANDARDS	TSDR	LIVE
12	85285268	4176677	CDC	TSDR	LIVE
13	85250736	4155136	CDC COLLEGE FOR DIVORCE COACHING	TSDR	LIVE
14	85250721	4155134	CDC	TSDR	LIVE
15	85836488	4376553	USS-CDC HTQ	TSDR	LIVE
16	85836101	4376551	USS-CDC	TSDR	LIVE
17	85739793	4346219	MONTANA CDC DOLLARS INTO DIFFERENCE	TSDR	LIVE
18	85467655	4208019	CDC ADVISORS	TSDR	LIVE
19	85467650	4208018	STATEWIDE CDC	TSDR	LIVE
20	85435867	4365338	CDC SYNERGY LENDER SERVICES	TSDR	LIVE
21	79058633	3752405	CDC SACHS	TSDR	LIVE
22	78654837	3179797	CDCNEWS	TSDR	LIVE

23	78923301	3356307	CDC CHURCH DEVELOPMENT CORPORATION	TSDR	LIVE
24	78775304	3500144	CDC COMPOSITE DIAMOND COATING	TSDR	LIVE
25	78361336	3088894	CDC SMALL BUSINESS FINANCE	TSDR	LIVE
26	78207961	2874367	CDC	TSDR	LIVE
27	77729779	3938448	CDC CONCEPT DEVELOPMENT CORPORATION	TSDR	LIVE
28	77883731	3831040	CHANGE HAPPENS, CDC COMMUNITY DEVELOPMENT CORP.	TSDR	LIVE
29	77935801	3967304	CDC	TSDR	LIVE
30	77644100	3704560	CDC CURTAIN WALL DESIGN & CONSULTING INC.	TSDR	LIVE
31	77771443	3852219	CDC	TSDR	LIVE
32	77644115	3672227	CDC CURTAINWALL DESIGN CONSULTING	TSDR	LIVE
33	76413349	2693095	CDC	TSDR	LIVE
34	76455837	2940514	CDC PNEUMATICS	TSDR	LIVE
35	76603000	3125385	COFFEE DISTRIBUTING CORP. CDC	TSDR	LIVE
36	75776048	2784521	CDC	TSDR	LIVE
37	75133905	2194577	PADI CDC CAREER DEVELOPMENT CENTER	TSDR	LIVE
38	74593880	1929869	CDC	TSDR	LIVE
39	74454859	1857761	CDC	TSDR	LIVE
40	74045739	1633683	CDC	TSDR	LIVE
41	73629674	1459789	CDC-10	TSDR	LIVE
42	73665411	1477415	CDC	TSDR	LIVE
43	73512012	1387787	CDC	TSDR	LIVE
44	73489244	1328931	CDC	TSDR	LIVE
45	72164557	0777747	CDC	TSDR	LIVE

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	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	87340975		FCC FLORIDA CAREER COLLEGE HOUSTON CAMPUS	TSDR	LIVE
2	87171221	5332908	FCC THE FRANCHISE CONSULTING COMPANY	TSDR	LIVE
3	87459000		ATL FCC	TSDR	LIVE
4	87446346		FCC	TSDR	LIVE
5	86936879		FCC	TSDR	LIVE
6	86629298	4870759	FCC	TSDR	LIVE
7	85253019	4037953	FCC FLORIDA CAREER COLLEGE	TSDR	LIVE
8	85940802	4595343	FCC	TSDR	LIVE
9	85699355	4341489	FCC	TSDR	LIVE
10	85582867	4318667	FCC	TSDR	LIVE
11	85563595	4225341	FCC	TSDR	LIVE
12	79013036	3174296	FCCTRAC	TSDR	LIVE
13	77825096	3964100	FCCS	TSDR	LIVE
14	77357248	3731965	FCC ENVIRONMENTAL	TSDR	LIVE
15	76422994	2813834	F.C.C. CLUTCH TECHNOLOGY	TSDR	LIVE
16	76354814	2782739	F.C.C. CLUTCH TECHNOLOGY	TSDR	LIVE
17	76065137	2551934	FCC-SIM	TSDR	LIVE
18	75039720	2033690	FCCS	TSDR	LIVE
19	74223746	1844777	FCC	TSDR	LIVE
20	73007033	0992803	FCC	TSDR	LIVE
21	73007032	0992802	FCC	TSDR	LIVE
22	73164419	1162188	FCC	TSDR	LIVE

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---------------------------	--------------------------	----------------------------	---------------------------	-----------------------------	---------------------------	---------------------------	---------------------------	----------------------------	---------------------	----------------------

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Refine Search

Current Search: (live)[LD] AND (FTC)[COMB] docs: 28 occ: 87

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1	87784469		FTC&L	TSDR	LIVE
2	87783670		FAI FTC	TSDR	LIVE
3	87610242		FTC	TSDR	LIVE
4	87645174		FTC FAIR TRADE CAB	TSDR	LIVE
5	86964279	5268846	FTC FORMA TU CUERPO HACE MUJERES CON CURVAS	TSDR	LIVE
6	86964283	5248619	FTC FORMA TU CUERPO HACE MUJERES CON CURVAS	TSDR	LIVE
7	86964272	5094613	FTC FORMA TU CUERPO HACE MUJERES CON CURVAS	TSDR	LIVE
8	86964268	5094612	FTC FORMA TU CUERPO HACE MUJERES CON CURVAS	TSDR	LIVE
9	86964257	5094611	FTC FORMA TU CUERPO HACE MUJERES CON CURVAS	TSDR	LIVE
10	86619410	4877284	FTC FOREFRONT OF FILTRATION TECHNOLOGY	TSDR	LIVE
11	85244680	4107769	FTC DIVERSIFIED	TSDR	LIVE
12	85341106	4238588	FTC AD SALES	TSDR	LIVE
13	85906792	4440079	FTC	TSDR	LIVE
14	79131692	4577978	FTC	TSDR	LIVE
15	78881173	3738267	FTC TORONTO	TSDR	LIVE
16	77860880	3839276	FTC	TSDR	LIVE
17	77647261	3631366	FTC	TSDR	LIVE
18	77770529	3744536	FTC	TSDR	LIVE

19	77468025	3634014	FTC SECURITY	TSDR	LIVE
20	77468008	3634013	FTC SECURITY	TSDR	LIVE
21	77110758	3573138	FTC VISION	TSDR	LIVE
22	77256658	3417985	FTC TRANSPORTATION, INC.	TSDR	LIVE
23	76601882	3043771	FTC TRANSPORTATION, INC.	TSDR	LIVE
24	75549254	2405148	FTC I.NET	TSDR	LIVE
25	75561345	2359406	FTC EXPRESS	TSDR	LIVE
26	75338054	2344338	FTC WIRELESS	TSDR	LIVE
27	75233725	2344285	FTC	TSDR	LIVE
28	74676450	1960493	FTC	TSDR	LIVE

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List **At:** **OR** **to** **record:** **18 Records(s) found (This page: 1 ~ 18)**

Refine Search

Current Search: (live)[LD] AND (nsa)[COMB] docs: 18 occ: 61

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	87694896		NSA NATIONAL SKATEBOARDING ASSOCIATION	TSDR	LIVE
2	87184007	5186548	NSA	TSDR	LIVE
3	86183499		NATIONAL SECURITY AGENCY UNITED STATES OF AMERICA NSA NOT SAFE ANYMORE	TSDR	LIVE
4	85017156	3922385	NSA	TSDR	LIVE
5	85782386	4375369	NSA NATIONAL SCRAP ALLIANCE	TSDR	LIVE
6	85224520	4248259	NATIONAL SPEAKERS ASSOCIATION CERTIFIED SPEAKING PROFESSIONAL NSA CSP	TSDR	LIVE
7	78244491	3000652	NSA	TSDR	LIVE
8	78390652	2963365	NSA	TSDR	LIVE
9	78383613	2963352	NSA	TSDR	LIVE
10	78383609	2963351	NSA	TSDR	LIVE
11	78323935	2899938	NSA LABS	TSDR	LIVE
12	77154391	3359161	NSA	TSDR	LIVE
13	76975326	2807368	NSA	TSDR	LIVE
14	75229695	2150527	NSA	TSDR	LIVE
15	75229589	2152095	NSA	TSDR	LIVE
16	75425499	2211207	NSA NORTHERN STATES AGENCY	TSDR	LIVE
17	75329314	2147919	NSA	TSDR	LIVE
18	73638411	1450625	NSA	TSDR	LIVE

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List
At: OR to
record: **49 Records(s) found (This page: 1 ~ 49)**

Refine Search

Current Search: (live)[LD] AND (dea)[COMB] docs: 49 occ: 207

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	87820289		DEASUPPORTERS	TSDR	LIVE
2	87659092		DEA	TSDR	LIVE
3	87321076		THE GREATEST DETECTIVES IN THE WORLD CITY OF NEW YORK POLICE DETECTIVE DEA	TSDR	LIVE
4	87293082		DEALUNA	TSDR	LIVE
5	87726627		DEA NARCOS "PLATA O PLOMO"	TSDR	LIVE
6	87283581	5362940	MOREDEA	TSDR	LIVE
7	87439483	5346039	DEAGEA	TSDR	LIVE
8	87211557		DEA	TSDR	LIVE
9	87392107	5278652	DEAFLIX	TSDR	LIVE
10	87233835		DEA 13	TSDR	LIVE
11	86747505	4936614	DEA BELLA	TSDR	LIVE
12	86519030	4803971	DEA	TSDR	LIVE
13	86776898	5098423	DEA	TSDR	LIVE
14	86642211	5010814	DIGITAL EXPERTS ACADEMY	TSDR	LIVE
15	86035632	4595656	BONA DEA GLUTEN FREE GOODNESS	TSDR	LIVE
16	86238358	4640465	DEA	TSDR	LIVE
17	85179159	3989538	HIGHDEAS	TSDR	LIVE
18	85179213	3981547	HIGHDEAS	TSDR	LIVE
19	85237581	4191460	DG DEAGOURMET FOODDESIGN	TSDR	LIVE
20	85827453	4629268	DEA-ACO CERTIFIED INFOGARD EPCS APPLICATION	TSDR	LIVE
21	85175625	4188766	BELLE DEA	TSDR	LIVE

22	85588025	4253282	BONA DEA	TSDR	LIVE
23	85143016	4214542	DEA'	TSDR	LIVE
24	85473128	4174927	DOLCI DELLA DEA GODDESS SWEETS	TSDR	LIVE
25	85317550	4116258	INDI-CHIC BY MARGEUX DEAS	TSDR	LIVE
26	85313978	4343089	MODA DEA	TSDR	LIVE
27	85293568	4082774	LA DEA VITA	TSDR	LIVE
28	79214243		WOW!DEA	TSDR	LIVE
29	79093421	3988139	LA DEA BENDATA	TSDR	LIVE
30	79069596	3860819	MAGDEA	TSDR	LIVE
31	79111103	4255846	DEA SECURITY	TSDR	LIVE
32	79063163	3841527	DEA	TSDR	LIVE
33	79142744	4686338	DEA HOME	TSDR	LIVE
34	79088093	4030515	CADEA	TSDR	LIVE
35	79138661	4642959	DEA TERRA	TSDR	LIVE
36	79120297	4378232	I.DEAMIX	TSDR	LIVE
37	77223039	3958036	PELLA DEA	TSDR	LIVE
38	77370457	3558763	DEA	TSDR	LIVE
39	76641126	3280337	BRIGHT I-DEA	TSDR	LIVE
40	76034501	2546146	DEA	TSDR	LIVE
41	76168969	2653419	DEA	TSDR	LIVE
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43	75639425	2331983	FREEDEA	TSDR	LIVE
44	75536463	2315833	DEA'S FINE FOOD	TSDR	LIVE
45	75047301	2080209	EYE-DEAS	TSDR	LIVE
46	74048951	1820574	DEA	TSDR	LIVE
47	74259354	1767192	DEA	TSDR	LIVE
48	74039768	2223445	I-DEAS	TSDR	LIVE
49	89001688		DEA	TSDR	LIVE

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 [SITE INDEX](#) |
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List **At:** **OR** **to** **record:** **14 Records(s) found (This page: 1 ~ 14)**

Refine Search

Current Search: (live)[LD] AND (kgb)[COMB] docs: 14 occ: 46

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	86181712	5256569	KGB	TSDR	LIVE
2	86978069	5215121	KGB	TSDR	LIVE
3	86267660	4941920	KGB MAD	TSDR	LIVE
4	85296835	4210954	WE'VE GOT KGB DEAL APPEAL	TSDR	LIVE
5	78717519	3450947	KGB	TSDR	LIVE
6	77794302	3823999	KGB KGB	TSDR	LIVE
7	77783526	3915577	KGBKGB	TSDR	LIVE
8	77853738	3888694	KGB ANSWERS	TSDR	LIVE
9	77794321	4017549	KGB	TSDR	LIVE
10	77205868	3525085	KGB	TSDR	LIVE
11	77121132	3561728	KGB	TSDR	LIVE
12	77176844	3432376	KGB	TSDR	LIVE
13	75039154	2013906	KGB	TSDR	LIVE
14	75424403	2260639	KGB INTERNATIONAL	TSDR	LIVE

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List
At: OR to
record:

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1 ~ 21)**

Refine Search

Current Search: [\[\(live\)\[LD\] AND \(WIPO\)\[COMB\]](#) docs: 21 occ: 64

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	85857495	4492428	BOTANAS WIPOS RRRRRRICAS!!	TSDR	LIVE
2	89001800		WIPO	TSDR	LIVE
3	89001799		WIPO	TSDR	LIVE
4	89001798		WIPO	TSDR	LIVE
5	89001797		WIPO	TSDR	LIVE
6	89001792		WIPO WORLD INTELLECTUAL PROPERTY ORGANIZATION	TSDR	LIVE
7	89001791		WIPO WORLD INTELLECTUAL PROPERTY ORGANIZATION	TSDR	LIVE
8	89001640		WIPO	TSDR	LIVE
9	89001631		WIPO	TSDR	LIVE
10	89001619		WIPO	TSDR	LIVE
11	89001607		WIPO	TSDR	LIVE
12	89001605		WIPO OMPI	TSDR	LIVE
13	89001603		WIPO OMPI	TSDR	LIVE
14	89001597		WIPO	TSDR	LIVE
15	89001596		WIPO	TSDR	LIVE
16	89001595		WIPO OMPI WORLD INTELLECTUAL PROPERTY ORGANIZATION ORGANISATION MONDIALE DE LA PROPRIETE INTELLECTUELLE	TSDR	LIVE
17	89001594		WIPO OMPI WORLD INTELLECTUAL PROPERTY ORGANIZATION ORGANISATION MONDIALE DE LA PROPRIETE INTELLECTUELLE	TSDR	LIVE
18	89001579		WIPO OMPI WORLD INTELLECTUAL PROPERTY ORGANIZATION ORGANIZACION MUNDIAL DE LA PROPIEDAD INTELECTUAL	TSDR	LIVE
19	89001578		WIPO OMPI WORLD INTELLECTUAL PROPERTY ORGANIZATION ORGANIZACION MUNDIAL DE LA PROPIEDAD INTELECTUAL	TSDR	LIVE

20	89000276	WIPO	TSDR	LIVE
21	89000269	WIPO	TSDR	LIVE

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[HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)

Applicant incorporates by reference all of the listed live issued and pending registrations within the USPTO database list. In any event, however, Applicant reserves the right to later submit, via hard copy or otherwise, to the USPTO and/or the TTAB each live issued or pending trademark registration listed herein.

United States of America

United States Patent and Trademark Office

VISUAL NAFTA

Reg. No. 4,944,241

Registered Apr. 26, 2016

Int. Cl.: 42

SERVICE MARK

PRINCIPAL REGISTER

MSR CUSTOMS CORPORATION (DELAWARE CORPORATION)
C/O SELINA KWAN
1 PEACE BRIDGE PLAZA
BUFFALO, NY 14123

FOR: SOFTWARE AS A SERVICE (SAAS) SERVICES FEATURING SOFTWARE FOR EXECUTING A WORKFLOW TO MANAGE IMPORT AND EXPORT CERTIFICATES OF ORIGIN, IMPORTED AND EXPORTED ITEM CLASSIFICATIONS AND QUALIFICATION OF BILLS OF MATERIALS FOR THE NORTH AMERICAN FREE TRADE AGREEMENT (NAFTA) AND OTHER TRADE AGREEMENTS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 0-0-2003; IN COMMERCE 0-0-2003.

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

OWNER OF U.S. REG. NOS. 3,824,362, 4,731,514 AND OTHERS.

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

SEC. 2(F).

SER. NO. 86-561,222, FILED 3-11-2015.

MARY ROSSMAN, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

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

Requirements in the First Ten Years*

What and When to File:

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

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

Requirements in Successive Ten-Year Periods*

What and When to File:

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

Grace Period Filings*

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

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

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

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

United States of America

United States Patent and Trademark Office

NAFTA Works

Reg. No. 4,233,395

Registered Oct. 30, 2012

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

SECRETARIA DE ECONOMIA (MINISTRY OF ECONOMY) (MEXICO FOREIGN SOVEREIGN GOVERNMENT)

NAFTA AND TRADE OFFICE EMBASSY OF MEXICO
1911 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, DC 20006

FOR: DOWNLOADABLE ELECTRONIC MONTHLY NEWSLETTERS RELATED TO TRADE ISSUES , IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-1-1996; IN COMMERCE 1-1-1996.

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

OWNER OF U.S. REG. NO. 2,105,040.

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

SER. NO. 85-563,355, FILED 3-7-2012.

LINDA POWELL, EXAMINING ATTORNEY



David J. Kyjars

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

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

Requirements in the First Ten Years*

What and When to File:

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

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

Requirements in Successive Ten-Year Periods*

What and When to File:

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

Grace Period Filings*

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

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

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

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

Int. Cls.: 35 and 42

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

United States Patent and Trademark Office

Reg. No. 2,866,593

Registered July 27, 2004

**SERVICE MARK
PRINCIPAL REGISTER**

NAFTA NAVIGATOR

EXPEDITORS INTERNATIONAL OF WASHINGTON INC. (WASHINGTON CORPORATION)
1015 THIRD AVENUE, 12TH FLOOR
SEATTLE, WA 981041190

FOR: BUSINESS CONSULTATION IN THE FIELD OF FREIGHT MANAGEMENT, IMPORTING AND EXPORTING OF GOODS, GOVERNMENT TRADE REGULATIONS, AND COMPLIANCE WITH GOVERNMENT IMPORT AND EXPORT REGULATIONS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 1-2-2003; IN COMMERCE 1-2-2003.

FOR: PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE FOR USE IN IMPORTING AND EXPORTING OF GOODS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 1-2-2003; IN COMMERCE 1-2-2003.

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

SER. NO. 78-198,288, FILED 12-27-2002.

MICHAEL KAZAZIAN, EXAMINING ATTORNEY

DECLARATION
OF
JOSEPH VERBOVSZKY

I, Joseph Verbovszky ("Declarant"), declare, certify and state under penalty of perjury under the Laws of the United States of America that the following is true and correct.

1. I am of legal age of majority and am not under any legal disability.
2. I have first-hand knowledge of the facts set forth in this Declaration.
3. I am the experience and education as outlined in the Curriculum Vitae attached hereto as Appendix A and incorporated by reference fully.
4. As part of my education, I have been familiarized with the functioning of Organisation du Traité de l'Atlantique Nord (OTAN) aka North Atlantic Treaty Organization (NATO).
5. I attended the "NATO School Oberammergau" in southern Germany, identified as NATO's key training facility on the operational level.
6. As part of my previous employment, I functioned on behalf of a supplier to Alliance members and partners on subjects related to NATO's policies, strategies, missions and operations. I currently conduct research on NATO procurement policies as part of my Doctoral Studies at the University of the German Bundeswehr (German Armed Forces).
7. The Organisation du Traité de l'Atlantique Nord (OTAN) aka North Atlantic Treaty Organization (NATO) does not sell, manufacture, offer for sale, or otherwise transmit or distribute any goods of any kind whatsoever.
8. The assignation of a NATO Stock Number (NSN) does not indicate the supplier/manufacturer of the item in question.
9. Specifically, the Organisation du Traité de l'Atlantique Nord (OTAN) aka North Atlantic Treaty Organization (NATO) does not sell, manufacture, offer for sale, or otherwise transmit

or distribute any of the following: flashlights of any kind, metal bottle caps, metal dog tags, canopies comprised primarily of tensile fabric membranes; canopies of textile or synthetic materials, tents, tents made of textile materials, canvas canopies.

10. The Organisation du Traité de l'Atlantique Nord (OTAN) aka North Atlantic Treaty Organization (NATO) does not offer the following services publicly and in commerce: communication services, namely, providing electronic transmission of information stored in a database via interactively communicating computer systems; Electronic exchange of data stored in databases accessible via telecommunication networks; Providing access to databases; Providing telecommunication connections to the internet or databases; Providing telecommunications connections to the internet or databases; Transmission and reception of database information via the telecommunication network; Transmission of database information via telecommunications networks.
11. There are many differing uses of the acronym "NATO" or the term "NATO" / "nato", not all of which are inherently associated with the North Atlantic Treaty Organization.
12. Consumers, including myself and, in my opinion, many of those with whom I work, would to associate term "NATO" as a brand signifier with Organisation du Traité de l'Atlantique Nord. This may be because, in part, due to the Omega Watch Company of Bienne.
13. The North Atlantic Treaty Organization's use of the acronym "NATO" is not so famous that it points uniquely and unmistakably to the North Atlantic Treaty Organization.
 1. Consumers and sellers of NATO watch bands in Switzerland do not associate the use of the term "NATO" with the North Atlantic Treaty Organization.
14. The use of the term NATO by others does not cause confusion with any functions or operations of Organisation du Traité de l'Atlantique Nord or their member States.

15. The fame of the North Atlantic Treaty Organization is not such that a connection with the organization can be presumed when a third party uses the term "NATO" in connection with its goods and/or services.

Executed on 26 October 2018 by:

Declarant:

By: 

October 26, 2018

Name: Joseph Verbovsky

The foregoing was sworn to and subscribed in my presence on October ____, 2018.

Notary Public

JOSEPH VERBOVSZKY

Gwattstrasse 140, Thun, Schweiz 3645 • jverbov1@jhu.edu • +41765845665

EDUCATION

- Universität der Bundeswehr (Neubiberg)**
PhD
Title of Dissertation: German Structural Pacifism
Munich, Germany
02/2018-Present
- Johns Hopkins University**
School of Advanced International Studies (SAIS)
Master of Arts - International Relations and Economics
• Academic concentrations: European and Eurasian Studies, Strategic Studies
Washington, DC, USA
Bologna, Italy
05/2016
- Case Western Reserve University**
Master of Arts, History
Thesis: Leopold von Mildenstein and the Jewish Question
Bachelor of Arts - History, Political Science
• Academic concentrations: Political Violence and Conflict
Cleveland, Ohio, USA
05/2013

EXPERIENCE

- RUAG Schweiz AG**
Strategic Analyst
• Analyze market, competitor, compliance and geo-political data and prepare reports for decision makers in the company.
• Topics covered: Robotics (AI), Military Communications Systems (Analog and Digital), Interoperable Training Systems.
Thun, Switzerland
08/2016 – Present
- Munich Security Conference**
Protocol Team Member
• Organized and oversaw execution of logistics for transport to and from the Bayrischer Hof.
• Oversaw side-events at the conference in coordination with event organizers.
Munich, Germany
02/2017-Present
- Deutscher Bundestag**
Praktikant Office of Dr. Bernd Fabritius CDU-CSU
• Researched content-related topics such as EU, Eastern Partnership, Human Rights, Transatlantic Partnership.
• Assisted with speechwriting and responding to citizen inquiries; Organized events.
Berlin, Germany
03/2014 – 07/2014
- Case Western Reserve University**
Elections Analyst
• Assembled, analyzed and interpreted data from European and Eurasian national elections.
• Compiled data into reports and provided recommendations to the professor.
Cleveland, Ohio, USA
09/2010 – 05/2013

SEMINARS AND COURSES

- Digitalizing Diplomacy – American Academy Holbrooke Forum**
Participant
• Participated in a forum on the challenges of digitalization for foreign and security policy.
• Resulting publication – “Networked-Geopolitics”
Tallinn, Estonia
06/11/2017-07/11/2017
- NATO School Oberammergau**
M5-41-A-15 NATO European Security Cooperation Course
Oberammergau, Germany
02/2015

ADDITIONAL INFORMATION

Languages:
English (Native), German (Native), Hungarian (Fluent), Russian (Intermediate)
Hobbies:
Horse Riding, Sailing