

Request for Reconsideration after Final Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	88019089
LAW OFFICE ASSIGNED	LAW OFFICE 125
MARK SECTION	
MARK	https://tmng-al.uspto.gov/resting2/api/img/88019089/large
LITERAL ELEMENT	SENECA VILLAGE RECORDINGS
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size or color.
ARGUMENT(S)	
<p>RESPONSE</p> <p><b>Section 2(d) Response:</b></p> <p>The present mark was refused under Section 2(d) of the Trademark Act because the Examining Attorney determined that the applied-for mark is likely to cause confusion with the mark in U.S. Reg. Nos. 4653019, 4649365, 4306841, and 4197248.</p> <p>As previously noted, applicant submits the following registered marks, U.S. Reg. Nos. 4212278, 5178107, 5147342, 4654297, 4918491, 4835587, 4884216, 4278967, 4402291, 3862643, 2381277, 5523118, 4861580, 5267573, owned by entities unrelated to the cited registrant herein containing the word “SENECA”, which evidences the weakness of the cited marks with the respective goods and services as well as all manner of goods and services.</p> <p>Furthermore, while the applicant respectfully disagrees with the Examining Attorneys conclusion that the applied-for mark is likely to cause confusion with the cited marks under Section 2(d) of the Trademark Act, the applicant has amended its identification of goods to overcome any possibility of confusion.</p> <p>In consideration of the above, it is respectfully requested that the Examining Attorney withdraw the Section 2(d) refusal.</p> <p><b>Amendment of the Identification of Goods:</b></p> <p>It is requested that the identification of goods be amended to the following:</p> <p>International Class 9: <b>Hip hop and rap music products</b>; musical sound recordings</p>	
EVIDENCE SECTION	

EVIDENCE FILE NAME(S)	
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DESCRIPTION OF EVIDENCE FILE	TSDR Printouts
<b>GOODS AND/OR SERVICES SECTION (current)</b>	
INTERNATIONAL CLASS	009
<b>DESCRIPTION</b>	
Audio and video recordings featuring music; musical sound recordings; musical video recordings; downloadable audio and video recordings featuring music	
FILING BASIS	Section 1(b)
<b>GOODS AND/OR SERVICES SECTION (proposed)</b>	
INTERNATIONAL CLASS	009
<b>TRACKED TEXT DESCRIPTION</b>	
<del>Audio and video recordings featuring music;</del> <a href="#">Hip hop and rap music products</a> ; musical sound recordings; <del>musical video recordings;</del> <del>downloadable audio and video recordings featuring music</del>	
FINAL DESCRIPTION	Hip hop and rap music products; musical sound recordings
FILING BASIS	Section 1(b)
<b>SIGNATURE SECTION</b>	
RESPONSE SIGNATURE	/dax alvarez/
SIGNATORY'S NAME	Dax Alvarez
SIGNATORY'S POSITION	Attorney of Record, CA Bar Member
SIGNATORY'S PHONE NUMBER	213.929.2500
DATE SIGNED	03/12/2019
AUTHORIZED SIGNATORY	YES
CONCURRENT APPEAL NOTICE FILED	YES
<b>FILING INFORMATION SECTION</b>	



<b>SUBMIT DATE</b>	Tue Mar 12 19:11:40 EDT 2019
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Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number.  
PTO Form 1960 (Rev 10/2011)  
OMB No. 0651-0050 (Exp 09/20/2020)

## Request for Reconsideration after Final Action

### To the Commissioner for Trademarks:

Application serial no. **88019089** SENECA VILLAGE RECORDINGS(Standard Characters, see <https://tmng-al.uspto.gov/resting2/api/img/88019089/large>) has been amended as follows:

#### ARGUMENT(S)

**In response to the substantive refusal(s), please note the following:**

#### RESPONSE

#### Section 2(d) Response:

The present mark was refused under Section 2(d) of the Trademark Act because the Examining Attorney determined that the applied-for mark is likely to cause confusion with the mark in U.S. Reg. Nos. 4653019, 4649365, 4306841, and 4197248.

As previously noted, applicant submits the following registered marks, U.S. Reg. Nos. 4212278, 5178107, 5147342, 4654297, 4918491, 4835587, 4884216, 4278967, 4402291, 3862643, 2381277, 5523118, 4861580, 5267573, owned by entities unrelated to the cited registrant herein containing the word “SENECA”, which evidences the weakness of the cited marks with the respective goods and services as well as all manner of goods and services.

Furthermore, while the applicant respectfully disagrees with the Examining Attorneys conclusion that the applied-for mark is likely to cause confusion with the cited marks under Section 2(d) of the Trademark Act, the applicant has amended its identification of goods to overcome any possibility of confusion.

In consideration of the above, it is respectfully requested that the Examining Attorney withdraw the Section 2(d) refusal.

#### Amendment of the Identification of Goods:

It is requested that the identification of goods be amended to the following:

International Class 9: **Hip hop and rap music products**; musical sound recordings

## **EVIDENCE**

Evidence in the nature of TSDR Printouts has been attached.

### **Original PDF file:**

[evi\\_10412919250-20190312185741116097\\_.87682807.pdf](#)

### **Converted PDF file(s) ( 5 pages)**

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

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### **Converted PDF file(s) ( 5 pages)**

[Evidence-1](#)

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[Evidence-3](#)

[Evidence-4](#)

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[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

[Evidence-6](#)

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**Converted PDF file(s)** ( 6 pages)

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**Converted PDF file(s)** ( 2 pages)

[Evidence-1](#)  
[Evidence-2](#)

**CLASSIFICATION AND LISTING OF GOODS/SERVICES**

**Applicant proposes to amend the following class of goods/services in the application:**

**Current:** Class 009 for Audio and video recordings featuring music; musical sound recordings; musical video recordings; downloadable audio and video recordings featuring music

Original Filing Basis:

**Filing Basis: Section 1(b), Intent to Use:** *For a trademark or service mark application:* As of the application filing date, the applicant had a

bona fide intention, and was entitled, to use the mark in commerce on or in connection with the identified goods/services in the application. ***For a collective trademark, collective service mark, or collective membership mark application:*** As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by members on or in connection with the identified goods/services/collective membership organization. ***For a certification mark application:*** As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by authorized users in connection with the identified goods/services, and the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant.

**Proposed:**

**Tracked Text Description:** ~~Audio and video recordings featuring music;~~ [Hip hop and rap music products](#); musical sound recordings; ~~musical video recordings;~~ ~~downloadable audio and video recordings featuring music~~

Class 009 for Hip hop and rap music products; musical sound recordings

**Filing Basis: Section 1(b), Intent to Use:** ***For a trademark or service mark application:*** As of the application filing date, the applicant had a bona fide intention, and was entitled, to use the mark in commerce on or in connection with the identified goods/services in the application. ***For a collective trademark, collective service mark, or collective membership mark application:*** As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by members on or in connection with the identified goods/services/collective membership organization. ***For a certification mark application:*** As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by authorized users in connection with the identified goods/services, and the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant.

**SIGNATURE(S)**

**Request for Reconsideration Signature**

Signature: /dax alvarez/ Date: 03/12/2019

Signatory's Name: Dax Alvarez

Signatory's Position: Attorney of Record, CA Bar Member

Signatory's Phone Number: 213.929.2500

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the owner's/holder's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the owner/holder in this matter: (1) the owner/holder has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the owner/holder has filed a power of attorney appointing him/her in this matter; or (4) the owner's/holder's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 88019089

Internet Transmission Date: Tue Mar 12 19:11:40 EDT 2019

TEAS Stamp: USPTO/RFR-XXX.XXX.XXX.XX-201903121911405

30183-88019089-6204d8f6dd4af606ed5a68d42

e8d162ecd5924df8413ca21d1c407b6a72189417

33-N/A-N/A-20190312185741116097

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Mark: SENECA



US Serial Number: 87682807

Application Filing Date: Nov. 13, 2017

US Registration Number: 5523118

Registration Date: Jul. 24, 2018

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Trademark, Service Mark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Jul. 24, 2018

Publication Date: May 08, 2018

## Mark Information

Mark Literal Elements: SENECA

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of three dots to the left of the stylized word "SENECA".

Color(s) Claimed: Color is not claimed as a feature of the mark.

Design Search Code(s): 26.01.15 - Circles, exactly three circles; Three circles  
26.01.21 - Circles that are totally or partially shaded.

26.05.09 - Triangles made of geometric figures, objects, humans, plants or animals

## Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

For: Custom manufacture of computers for others

International Class(es): 040 - Primary Class

U.S Class(es): 100, 103, 106

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 21, 2010

Use in Commerce: Apr. 21, 2010

For: Media players; electronic devices for use in video capturing; video processors, namely, computer hardware based wall controllers; video processors, namely, software based and video card controllers; video display panels; Computer workstations, namely, media players comprising computer hardware and software for controlling video and audio solutions for digital signage, kiosks, internet of things (IoT) gateways, security viewing stations and industrial automation; Servers, namely, computer servers and video servers; Video recorders; Computer software for monitoring, analyzing, reporting, and managing video surveillance; Computer storage devices, namely, computer hardware consisting of high capacity centralized storage appliances and software for operating the storage devices for security and commercial IT markets

International Class(es): 009 - Primary Class

U.S Class(es): 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 13, 2017

Use in Commerce: Nov. 13, 2017

## Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

## Current Owner(s) Information

**Owner Name:** Arrow Electronics, Inc.  
**Owner Address:** 9201 E. Dry Creek Road  
Centennial, COLORADO 80112  
UNITED STATES  
**Legal Entity Type:** CORPORATION  
**State or Country:** NEW YORK  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Larry H. Tronco  
**Docket Number:** 75755.00\_\_  
**Attorney Primary Email Address:** [docket@hollandhart.com](mailto:docket@hollandhart.com)  
**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** LARRY H. TRONCO  
HOLLAND & HART, LLP  
PO BOX 8749  
TRADEMARK DOCKETING  
DENVER, COLORADO 80201  
UNITED STATES

**Phone:** 303-473-2873

**Correspondent e-mail:** [docket@hollandhart.com](mailto:docket@hollandhart.com)  
[ltronco@hollandhart.com](mailto:ltronco@hollandhart.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Jul. 24, 2018	REGISTERED-PRINCIPAL REGISTER	
May 08, 2018	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
May 08, 2018	PUBLISHED FOR OPPOSITION	
Apr. 18, 2018	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Apr. 04, 2018	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 04, 2018	TEAS/EMAIL CORRESPONDENCE ENTERED	70633
Apr. 04, 2018	CORRESPONDENCE RECEIVED IN LAW OFFICE	70633
Apr. 03, 2018	ASSIGNED TO LIE	70633
Mar. 19, 2018	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Mar. 18, 2018	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Mar. 18, 2018	NON-FINAL ACTION E-MAILED	6325
Mar. 18, 2018	NON-FINAL ACTION WRITTEN	72505
Mar. 16, 2018	ASSIGNED TO EXAMINER	72505
Feb. 25, 2018	ASSIGNED TO EXAMINER	93680
Nov. 25, 2017	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Nov. 24, 2017	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Nov. 16, 2017	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

**TM Staff Information - None**

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Jul. 24, 2018



# United States of America

United States Patent and Trademark Office

## :Seneca

**Reg. No. 5,523,118**

**Registered Jul. 24, 2018**

**Int. Cl.: 9, 40**

**Service Mark**

**Trademark**

**Principal Register**

Arrow Electronics, Inc. (NEW YORK CORPORATION)  
9201 E. Dry Creek Road  
Centennial, COLORADO 80112

CLASS 9: Media players; electronic devices for use in video capturing; video processors, namely, computer hardware based wall controllers; video processors, namely, software based and video card controllers; video display panels; Computer workstations, namely, media players comprising computer hardware and software for controlling video and audio solutions for digital signage, kiosks, internet of things (IoT) gateways, security viewing stations and industrial automation; Servers, namely, computer servers and video servers; Video recorders; Computer software for monitoring, analyzing, reporting, and managing video surveillance; Computer storage devices, namely, computer hardware consisting of high capacity centralized storage appliances and software for operating the storage devices for security and commercial IT markets

FIRST USE 11-13-2017; IN COMMERCE 11-13-2017

CLASS 40: Custom manufacture of computers for others

FIRST USE 4-21-2010; IN COMMERCE 4-21-2010

The mark consists of three dots to the left of the stylized word "SENECA".

SER. NO. 87-682,807, FILED 11-13-2017



*Andrei Iancu*

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>.

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Mark: SENECA FARMS

SENECA FARMS

US Serial Number: 87150182

Application Filing Date: Aug. 25, 2016

US Registration Number: 5267573

Registration Date: Aug. 15, 2017

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Aug. 15, 2017

Publication Date: Nov. 29, 2016

Notice of Allowance Date: Jan. 24, 2017

## Mark Information

Mark Literal Elements: SENECA FARMS

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "FARMS"

## Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

For: Ready-to-eat cereals; Ready-to-eat meals consisting primarily of rice, pasta or processed cereals

International Class(es): 030 - Primary Class

U.S Class(es): 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 31, 2016

Use in Commerce: Oct. 31, 2016

For: Ready-to-eat meals consisting primarily of vegetables, meats or cheeses

International Class(es): 029 - Primary Class

U.S Class(es): 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 31, 2016

Use in Commerce: Oct. 31, 2016

## Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

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## Current Owner(s) Information

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Owner Name: SENECA FOODS CORPORATION

Owner Address: 3736 South Main Street  
Marion, NEW YORK UNITED STATES 14505

Legal Entity Type: CORPORATION

State or Country: NEW YORK  
Where Organized:

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## Attorney/Correspondence Information

---

### Attorney of Record

Attorney Name: Frank P. Presta

Docket Number: FPP-3146-315

Attorney Primary Email Address: [nixonptomail@nixonvan.com](mailto:nixonptomail@nixonvan.com)

Attorney Email Authorized: Yes

### Correspondent

Correspondent Name/Address: FRANK P. PRESTA  
NIXON & VANDERHYE P.C.  
901 N. GLEBE RD.  
11TH FLOOR  
ARLINGTON, VIRGINIA UNITED STATES 22203

Phone: 703-816-4000

Fax: 703-816-4100

Correspondent e-mail: [nixonptomail@nixonvan.com](mailto:nixonptomail@nixonvan.com) [fpp@nixonvan.com](mailto:fpp@nixonvan.com)

Correspondent e-mail Authorized: Yes

### Domestic Representative - Not Found

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## Prosecution History

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Date	Description	Proceeding Number
Aug. 15, 2017	REGISTERED-PRINCIPAL REGISTER	
Jul. 14, 2017	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Jul. 13, 2017	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jul. 12, 2017	STATEMENT OF USE PROCESSING COMPLETE	76538
Jun. 14, 2017	USE AMENDMENT FILED	76538
Jul. 11, 2017	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76538
Jun. 14, 2017	TEAS STATEMENT OF USE RECEIVED	
Jan. 24, 2017	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Nov. 29, 2016	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Nov. 29, 2016	PUBLISHED FOR OPPOSITION	
Nov. 09, 2016	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Oct. 21, 2016	LAW OFFICE PUBLICATION REVIEW COMPLETED	66213
Oct. 17, 2016	ASSIGNED TO LIE	66213
Sep. 30, 2016	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 30, 2016	EXAMINER'S AMENDMENT ENTERED	88888
Sep. 30, 2016	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Sep. 30, 2016	EXAMINERS AMENDMENT E-MAILED	6328
Sep. 30, 2016	EXAMINERS AMENDMENT -WRITTEN	70729
Sep. 29, 2016	ASSIGNED TO EXAMINER	70729
Aug. 30, 2016	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Aug. 29, 2016	NEW APPLICATION ENTERED IN TRAM	

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## TM Staff and Location Information

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**TM Staff Information - None**

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Jul. 13, 2017

# United States of America

United States Patent and Trademark Office

## SENECA FARMS

**Reg. No. 5,267,573**

**Registered Aug. 15, 2017**

**Int. Cl.: 29, 30**

**Trademark**

**Principal Register**

SENECA FOODS CORPORATION (NEW YORK CORPORATION)  
3736 South Main Street  
Marion, NY 14505

CLASS 29: Ready-to-eat meals consisting primarily of vegetables, meats or cheeses

FIRST USE 10-31-2016; IN COMMERCE 10-31-2016

CLASS 30: Ready-to-eat cereals; Ready-to-eat meals consisting primarily of rice, pasta or processed cereals

FIRST USE 10-31-2016; IN COMMERCE 10-31-2016

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 the following apart from the mark as shown:  
"FARMS"

SER. NO. 87-150,182, FILED 08-25-2016  
ZHALEH SYBIL DELANEY, EXAMINING ATTORNEY



*Joseph Matol*

Performing the Functions and Duties of the  
Under Secretary of Commerce for  
Intellectual Property and 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>.



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Mark: THE TAO OF SENECA

THE TAO OF SENECA

US Serial Number: 86981732

Application Filing Date: Oct. 27, 2015

US Registration Number: 5178107

Registration Date: Apr. 04, 2017

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Trademark, Service Mark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Apr. 04, 2017

Publication Date: Feb. 09, 2016

Notice of Allowance Date: Apr. 05, 2016

## Mark Information

Mark Literal Elements: THE TAO OF SENECA

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

## Related Properties Information

Child Of: 86801179

## Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

For: Providing a website featuring information regarding philosophy and ethics

International Class(es): 045 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 22, 2016

Use in Commerce: Jan. 22, 2016

For: Audiobooks in the field of philosophy and ethics, and commentary on philosophical works

International Class(es): 009 - Primary Class

U.S Class(es): 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 19, 2016

Use in Commerce: Jan. 19, 2016

## Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Amended Use: No

Filed ITU: Yes

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No  
Filed 66A: No  
Filed No Basis: No

Currently 44E: No  
Currently 66A: No  
Currently No Basis: No

Amended 44E: No

## Current Owner(s) Information

Owner Name: KRISA PERFORMANCE, LLC  
Owner Address: 3112 WINDSOR ROAD, #508  
AUSTIN, TEXAS 78703  
UNITED STATES  
Legal Entity Type: LIMITED LIABILITY COMPANY  
State or Country Where Organized: DELAWARE

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: Patchen M. Haggerty  
Docket Number: 112641-4000.  
Attorney Primary Email Address: [pctrademarks@perkinscoie.com](mailto:pctrademarks@perkinscoie.com)  
Attorney Email Authorized: Yes

### Correspondent

Correspondent Name/Address: PATCHEN M. HAGGERTY  
PERKINS COIE LLP  
1201 THIRD AVENUE, SUITE 4900  
SEATTLE, WASHINGTON 98101  
UNITED STATES  
Phone: (206) 359-8000  
Fax: (206) 359-9000  
Correspondent e-mail: [pctrademarks@perkinscoie.com](mailto:pctrademarks@perkinscoie.com)  
Correspondent e-mail Authorized: Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Mar. 21, 2018	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Apr. 04, 2017	REGISTERED-PRINCIPAL REGISTER	
Feb. 28, 2017	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Feb. 27, 2017	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Feb. 22, 2017	STATEMENT OF USE PROCESSING COMPLETE	66230
Feb. 01, 2017	USE AMENDMENT FILED	66230
Feb. 22, 2017	DIVISIONAL PROCESSING COMPLETE	
Feb. 01, 2017	DIVISIONAL REQUEST RECEIVED	
Feb. 18, 2017	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66230
Feb. 01, 2017	TEAS REQUEST TO DIVIDE RECEIVED	
Feb. 01, 2017	TEAS STATEMENT OF USE RECEIVED	
Oct. 04, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Sep. 30, 2016	EXTENSION 1 GRANTED	98765
Sep. 30, 2016	EXTENSION 1 FILED	98765
Sep. 30, 2016	TEAS EXTENSION RECEIVED	
Apr. 05, 2016	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Feb. 09, 2016	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Feb. 09, 2016	PUBLISHED FOR OPPOSITION	
Jan. 20, 2016	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jan. 05, 2016	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 04, 2016	ASSIGNED TO EXAMINER	82430
Oct. 31, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Oct. 30, 2015	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Feb. 27, 2017

## Assignment Abstract Of Title Information

### Summary

Total Assignments: 1

Registrant: Krisa Performance, LLC

### Assignment 1 of 1

Conveyance: ENTITY CONVERSION

Reel/Frame: [6287/0604](#)

Pages: 7

Date Recorded: Mar. 08, 2018

Supporting Documents: [assignment-tm-6287-0604.pdf](#)

### Assignor

Name: [KRISA PERFORMANCE, LLC](#)

Execution Date: Nov. 16, 2017

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country: CALIFORNIA  
Where Organized:

### Assignee

Name: [KRISA PERFORMANCE, LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country: DELAWARE  
Where Organized:

Address: 3112 WINDSOR ROAD, #508  
AUSTIN, TEXAS 78703

### Correspondent

Correspondent Name: PATCHEN M. HAGGERTY, PERKINS COIE LLP

Correspondent Address: 1201 3RD AVE STE 4900  
SEATTLE, WA 98101

Domestic Representative - Not Found

# United States of America

United States Patent and Trademark Office

## THE TAO OF SENECA

**Reg. No. 5,178,107**

**Registered Apr. 04, 2017**

**Int. Cl.: 9, 45**

**Service Mark**

**Trademark**

**Principal Register**

Krisa Performance, LLC (CALIFORNIA LIMITED LIABILITY COMPANY)  
60 29th Street, No. 105  
San Francisco, CA 94110

CLASS 9: Audiobooks in the field of philosophy and ethics, and commentary on philosophical works

FIRST USE 1-19-2016; IN COMMERCE 1-19-2016

CLASS 45: Providing a website featuring information regarding philosophy and ethics

FIRST USE 1-22-2016; IN COMMERCE 1-22-2016

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

SER. NO. 86-981,732, FILED 10-27-2015  
FRANK J LATTUCA, 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>.

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Mark: SENECA FALLS PICTURE COMPANY

SENECA FALLS PICTURE  
COMPANY

US Serial Number: 86652887

Application Filing Date: Jun. 05, 2015

US Registration Number: 5147342

Registration Date: Feb. 21, 2017

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Service Mark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Feb. 21, 2017

Publication Date: Apr. 26, 2016

Notice of Allowance Date: Jun. 21, 2016

## Mark Information

Mark Literal Elements: SENECA FALLS PICTURE COMPANY

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "PICTURE COMPANY"

## Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*...\* identify additional (new) wording in the goods/services.

For: Production of television programs, film, video and audio recordings production; entertainment services in the nature of script writing, development, recording, production and post-production services of television programs, video, film, music and multimedia entertainment content; editing and recording of video, sound and images

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 23, 2016

Use in Commerce: Sep. 23, 2016

## Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Amended Use: No

Filed ITU: Yes

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

## Current Owner(s) Information

Owner Name: Bella Vida Productions, Inc.

Owner Address: c/o Altman Greenfield & Selvaggi  
200 Park Ave South, 8th Fl  
CALIFORNIA 10003  
UNITED STATES

Legal Entity Type: CORPORATION

State or Country: CALIFORNIA  
Where Organized:

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: Mark A. Watkins

Docket Number: 070910-24

Attorney Primary [iplaw@vorys.com](mailto:iplaw@vorys.com)

Attorney Email: Yes

Email Address:

Authorized:

### Correspondent

Correspondent Name/Address: MARK A. WATKINS  
Vorys Sater Seymour and Pease LLP  
PO Box 2255  
Columbus, OHIO 43216-2255  
UNITED STATES

Phone: 330.208.1000

Fax: 202.533.9099

Correspondent e-mail: [iplaw@vorys.com](mailto:iplaw@vorys.com)

Correspondent e-mail Authorized: Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Feb. 21, 2017	REGISTERED-PRINCIPAL REGISTER	
Jan. 17, 2017	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Jan. 16, 2017	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jan. 13, 2017	STATEMENT OF USE PROCESSING COMPLETE	69302
Dec. 20, 2016	USE AMENDMENT FILED	69302
Jan. 13, 2017	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69302
Dec. 20, 2016	TEAS STATEMENT OF USE RECEIVED	
Jun. 21, 2016	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Apr. 26, 2016	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 26, 2016	PUBLISHED FOR OPPOSITION	
Apr. 06, 2016	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Mar. 16, 2016	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 15, 2016	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Mar. 15, 2016	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Mar. 15, 2016	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Sep. 16, 2015	NOTIFICATION OF PRIORITY ACTION E-MAILED	6326
Sep. 16, 2015	PRIORITY ACTION E-MAILED	6326
Sep. 16, 2015	PRIORITY ACTION WRITTEN	76851
Sep. 16, 2015	ASSIGNED TO EXAMINER	76851
Jun. 10, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jun. 09, 2015	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

### File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jan. 16, 2017



# United States of America

United States Patent and Trademark Office

## SENECA FALLS PICTURE COMPANY

**Reg. No. 5,147,342**

**Registered Feb. 21, 2017**

**Int. Cl.: 41**

**Service Mark**

**Principal Register**

Bella Vida Productions, Inc. (CALIFORNIA CORPORATION)  
c/o Altman Greenfield & Selvaggi  
200 Park Ave South, 8th Fl  
, CA 10003

CLASS 41: Production of television programs, film, video and audio recordings production; entertainment services in the nature of script writing, development, recording, production and post-production services of television programs, video, film, music and multimedia entertainment content; editing and recording of video, sound and images

FIRST USE 9-23-2016; IN COMMERCE 9-23-2016

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 the following apart from the mark as shown: "PICTURE COMPANY"

SER. NO. 86-652,887, FILED 06-05-2015  
ANDREA DAWN SAUNDERS, 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>.

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Mark: SENECA CYCLE WORKS

SENECA CYCLE WORKS

US Serial Number: 86546462

Application Filing Date: Feb. 26, 2015

US Registration Number: 4835587

Registration Date: Oct. 20, 2015

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Oct. 20, 2015

Publication Date: Aug. 04, 2015

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## Mark Information

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Mark Literal Elements: SENECA CYCLE WORKS

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "CYCLE WORKS"

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## Goods and Services

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Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*...\* identify additional (new) wording in the goods/services.

For: Bicycle frames; Bicycle parts, namely, forks; Bicycle wheels; Bicycles; Frames for bicycles; Touring bicycles

International Class(es): 012 - Primary Class

U.S Class(es): 019, 021, 023, 031, 035, 044

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 23, 2014

Use in Commerce: Jun. 23, 2014

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## Basis Information (Case Level)

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Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

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## Current Owner(s) Information

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Owner Name: Seneca Cycle Works LLC

Owner Address: 30 Bradford Drive  
Brattleboro, VERMONT 05301

UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country VERMONT  
Where Organized:

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: William Reid Morris

Attorney Primary Email Address: [wreidmorris@gmail.com](mailto:wreidmorris@gmail.com)

Attorney Email Yes  
Authorized:

### Correspondent

Correspondent Name/Address: William Reid Morris  
TRADEMARK LAB  
2885 N NEW TOWN DR NE  
GRAND RAPIDS, MICHIGAN 49525-3917  
UNITED STATES

Correspondent e-mail: [wreidmorris@gmail.com](mailto:wreidmorris@gmail.com)

Correspondent e-mail Yes  
Authorized:

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Oct. 27, 2015	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 20, 2015	REGISTERED-PRINCIPAL REGISTER	
Aug. 04, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Aug. 04, 2015	PUBLISHED FOR OPPOSITION	
Jul. 15, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jul. 08, 2015	ASSIGNED TO EXAMINER	68356
Jun. 26, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	68171
Jun. 25, 2015	ASSIGNED TO LIE	68171
Jun. 08, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 05, 2015	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 05, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jun. 05, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 05, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jun. 04, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jun. 04, 2015	NON-FINAL ACTION E-MAILED	6325
Jun. 04, 2015	NON-FINAL ACTION WRITTEN	69800
Jun. 03, 2015	ASSIGNED TO EXAMINER	69800
Mar. 11, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Mar. 02, 2015	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

### File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Oct. 20, 2015

# United States of America

United States Patent and Trademark Office

## SENECA CYCLE WORKS

**Reg. No. 4,835,587**

**Registered Oct. 20, 2015**

**Int. Cl.: 12**

**TRADEMARK**

**PRINCIPAL REGISTER**

SENECA CYCLE WORKS LLC (VERMONT LIMITED LIABILITY COMPANY)  
30 BRADFORD DRIVE  
BRATTLEBORO, VT 05301

FOR: BICYCLE FRAMES; BICYCLE PARTS, NAMELY, FORKS; BICYCLE WHEELS; BICYCLES; FRAMES FOR BICYCLES; TOURING BICYCLES, IN CLASS 12 (U.S. CLS. 19, 21, 23, 31, 35 AND 44).

FIRST USE 6-23-2014; IN COMMERCE 6-23-2014.

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

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

SER. NO. 86-546,462, FILED 2-26-2015.

KATHLEEN M. VANSTON, 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>.

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**Mark:** SENECA UNCONDITIONAL CARE

SENECA UNCONDITIONAL CARE

**US Serial Number:** 86473020

**Application Filing Date:** Dec. 05, 2014

**US Registration Number:** 4884216

**Registration Date:** Jan. 12, 2016

**Register:** Principal

**Mark Type:** Trademark, Service Mark

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** Jan. 12, 2016

**Publication Date:** Oct. 27, 2015

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## Mark Information

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**Mark Literal Elements:** SENECA UNCONDITIONAL CARE

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

**Disclaimer:** "CARE"

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## Related Properties Information

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**Claimed Ownership of US Registrations:** 3862643

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## Goods and Services

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**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [.] indicate deleted goods/services;
- Double parenthesis (..) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Providing emotional counseling and emotional support services for troubled and at-risk youth and their families generally though not exclusively referred by entities such as schools and social service agencies

**International Class(es):** 045 - Primary Class

**U.S Class(es):** 100, 101

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Apr. 2013

**Use in Commerce:** Apr. 2013

**For:** Mental health services for children and youth suffering from a variety of behavioral challenges, emotional challenges and related learning disabilities and their families, generally though not exclusively referred by entities such as schools and social service agencies

**International Class(es):** 044 - Primary Class

**U.S Class(es):** 100, 101

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Apr. 2013

**Use in Commerce:** Apr. 2013

**For:** Charitable services, namely, providing child care for special needs children and their siblings; Child welfare services, namely, providing residential homes and housing for at-risk children and youth; Emergency shelter services, namely, providing temporary housing

**International Class(es):** 043 - Primary Class

**U.S Class(es):** 100, 101

**Class Status:** ACTIVE

**Basis:** 1(a)



First Use: Apr. 2013

Use in Commerce: Apr. 2013

**For:** Education services, namely, providing classes, seminars, workshops and online training in the field of care for vulnerable children; Educational services in the nature of charter schools directed primarily toward education of vulnerable and special needs children; Providing educational mentoring services and programs in the field of care for vulnerable children; Provision of information relating to education services for vulnerable children and children with special needs; Training services in the field of child welfare, mental health of vulnerable and special needs children, special education of vulnerable and special needs children

**International Class(es):** 041 - Primary Class

**U.S Class(es):** 100, 101, 107

**Class Status:** ACTIVE

**Basis:** 1(a)

First Use: Apr. 2013

Use in Commerce: Apr. 2013

**For:** Printed educational publications, namely, books, instructional materials, workbooks, brochures in the field of care for vulnerable children

**International Class(es):** 016 - Primary Class

**U.S Class(es):** 002, 005, 022, 023, 029, 037, 038, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

First Use: Apr. 2013

Use in Commerce: Apr. 2013

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Amended Use:** No

**Filed ITU:** No

**Currently ITU:** No

**Amended ITU:** No

**Filed 44D:** No

**Currently 44D:** No

**Amended 44D:** No

**Filed 44E:** No

**Currently 44E:** No

**Amended 44E:** No

**Filed 66A:** No

**Currently 66A:** No

**Filed No Basis:** No

**Currently No Basis:** No

## Current Owner(s) Information

**Owner Name:** SENECA FAMILY OF AGENCIES

**Composed of:** Ken Berrick, Chief Executive Officer

**Owner Address:** 2275 ARLINGTON DR.  
SAN LEANDRO, CALIFORNIA 94578  
UNITED STATES

**Legal Entity Type:** non-profit corporation

**State or Country** CALIFORNIA  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Albin H. Gess

**Docket Number:** 99999.06901.

**Attorney Primary Email Address:** [ipocdocket@swlaw.com](mailto:ipocdocket@swlaw.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** ALBIN H. GESS  
SNELL & WILMER LLP  
600 ANTON BLVD STE 1400  
COSTA MESA, CALIFORNIA 92626-7689  
UNITED STATES

**Phone:** 714-427-7020

**Fax:** 714-427-7799

**Correspondent e-mail:** [ipocdocket@swlaw.com](mailto:ipocdocket@swlaw.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
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Apr. 27, 2016	CERTIFICATE OF CORRECTION ISSUED	76985
Apr. 25, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76985
Feb. 12, 2016	TEAS SECTION 7 REQUEST RECEIVED	
Jan. 12, 2016	REGISTERED-PRINCIPAL REGISTER	
Oct. 27, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Oct. 27, 2015	PUBLISHED FOR OPPOSITION	
Oct. 07, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Sep. 18, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	74221
Sep. 18, 2015	ASSIGNED TO LIE	74221
Aug. 24, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 21, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Aug. 21, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Aug. 21, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Mar. 18, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Mar. 18, 2015	NON-FINAL ACTION E-MAILED	6325
Mar. 18, 2015	NON-FINAL ACTION WRITTEN	72471
Mar. 12, 2015	ASSIGNED TO EXAMINER	72471
Dec. 11, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Dec. 09, 2014	NEW APPLICATION ENTERED IN TRAM	

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## Maintenance Filings or Post Registration Information

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Change in Yes  
Registration:

Correction made to In the statement, Line 1, "SENECA CENTER" should be deleted, and SENECA FAMILY OF AGENCIES should be inserted.  
Registration:

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## TM Staff and Location Information

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TM Staff Information - None

File Location

Current Location: POST REGISTRATION

Date in Location: Apr. 27, 2016

# United States of America

United States Patent and Trademark Office

## SENECA UNCONDITIONAL CARE

**Reg. No. 4,884,216**

**Registered Jan. 12, 2016**

**Int. Cls.: 16, 41, 43, 44  
and 45**

**TRADEMARK**

**SERVICE MARK**

**PRINCIPAL REGISTER**

SENECA CENTER (CALIFORNIA NON-PROFIT CORPORATION)  
2275 ARLINGTON DR.  
SAN LEANDRO, CA 94578

FOR: PRINTED EDUCATIONAL PUBLICATIONS, NAMELY, BOOKS, INSTRUCTIONAL MATERIALS, WORKBOOKS, BROCHURES IN THE FIELD OF CARE FOR VULNERABLE CHILDREN, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 4-0-2013; IN COMMERCE 4-0-2013.

FOR: EDUCATION SERVICES, NAMELY, PROVIDING CLASSES, SEMINARS, WORKSHOPS AND ONLINE TRAINING IN THE FIELD OF CARE FOR VULNERABLE CHILDREN; EDUCATIONAL SERVICES IN THE NATURE OF CHARTER SCHOOLS DIRECTED PRIMARILY TOWARD EDUCATION OF VULNERABLE AND SPECIAL NEEDS CHILDREN; PROVIDING EDUCATIONAL MENTORING SERVICES AND PROGRAMS IN THE FIELD OF CARE FOR VULNERABLE CHILDREN; PROVISION OF INFORMATION RELATING TO EDUCATION SERVICES FOR VULNERABLE CHILDREN AND CHILDREN WITH SPECIAL NEEDS; TRAINING SERVICES IN THE FIELD OF CHILD WELFARE, MENTAL HEALTH OF VULNERABLE AND SPECIAL NEEDS CHILDREN, SPECIAL EDUCATION OF VULNERABLE AND SPECIAL NEEDS CHILDREN, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 4-0-2013; IN COMMERCE 4-0-2013.

FOR: CHARITABLE SERVICES, NAMELY, PROVIDING CHILD CARE FOR SPECIAL NEEDS CHILDREN AND THEIR SIBLINGS; CHILD WELFARE SERVICES, NAMELY, PROVIDING RESIDENTIAL HOMES AND HOUSING FOR AT-RISK CHILDREN AND YOUTH; EMERGENCY SHELTER SERVICES, NAMELY, PROVIDING TEMPORARY HOUSING, IN CLASS 43 (U.S. CLS. 100 AND 101).

FIRST USE 4-0-2013; IN COMMERCE 4-0-2013.

FOR: MENTAL HEALTH SERVICES FOR CHILDREN AND YOUTH SUFFERING FROM A VARIETY OF BEHAVIORAL CHALLENGES, EMOTIONAL CHALLENGES AND RELATED LEARNING DISABILITIES AND THEIR FAMILIES, GENERALLY THOUGH NOT EXCLUSIVELY REFERRED BY ENTITIES SUCH AS SCHOOLS AND SOCIAL SERVICE AGENCIES, IN CLASS 44 (U.S. CLS. 100 AND 101).



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

**Reg. No. 4,884,216** FIRST USE 4-0-2013; IN COMMERCE 4-0-2013.

FOR: PROVIDING EMOTIONAL COUNSELING AND EMOTIONAL SUPPORT SERVICES FOR TROUBLED AND AT-RISK YOUTH AND THEIR FAMILIES GENERALLY THOUGH NOT EXCLUSIVELY REFERRED BY ENTITIES SUCH AS SCHOOLS AND SOCIAL SERVICE AGENCIES, IN CLASS 45 (U.S. CLS. 100 AND 101).

FIRST USE 4-0-2013; IN COMMERCE 4-0-2013.

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

OWNER OF U.S. REG. NO. 3,862,643.

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

SER. NO. 86-473,020, FILED 12-5-2014.

MATTHEW KLINE, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

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

**Requirements in the First Ten Years\***

**What and When to File:**

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

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

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

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

**Grace Period Filings\***

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

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

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

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

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Mark: SENECA EYEWEAR

SENECA EYEWEAR

US Serial Number: 86174604

Application Filing Date: Jan. 24, 2014

US Registration Number: 4654297

Registration Date: Dec. 09, 2014

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark, Service Mark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Dec. 09, 2014

Publication Date: Jun. 03, 2014

Notice of Allowance Date: Jul. 29, 2014

## Mark Information

Mark Literal Elements: SENECA EYEWEAR

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "EYEWEAR"

## Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

For: On-line retail store services featuring eyewear and eye glasses

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul. 2014

Use in Commerce: Jul. 2014

For: Eye glasses; eyewear

International Class(es): 009 - Primary Class

U.S Class(es): 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul. 2014

Use in Commerce: Jul. 2014

## Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Amended Use: No

Filed ITU: Yes

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No  
Filed No Basis: No

Currently 66A: No  
Currently No Basis: No

## Current Owner(s) Information

Owner Name: Starkman, Steven D.  
Owner Address: 677 Anderson Avenue  
Cliffside Park, NEW JERSEY 07010  
UNITED STATES  
Legal Entity Type: INDIVIDUAL  
Citizenship: UNITED STATES

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: Joshua M. Gerben,  
Attorney Primary Email Address: [igerben@gerbenlawfirm.com](mailto:igerben@gerbenlawfirm.com)  
Attorney Email Authorized: Yes

### Correspondent

Correspondent Name/Address: JOSHUA M. GERBEN, ESQ.  
Gerben Law Firm, PLLC  
1050 Connecticut Ave. NW  
Suite 500  
Washington, DISTRICT OF COLUMBIA 20036-5334  
UNITED STATES  
Phone: 202-294-2287  
Correspondent e-mail: [igerben@gerbenlawfirm.com](mailto:igerben@gerbenlawfirm.com)  
Correspondent e-mail Authorized: Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Feb. 24, 2016	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Dec. 09, 2014	REGISTERED-PRINCIPAL REGISTER	
Nov. 06, 2014	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Nov. 05, 2014	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Sep. 17, 2014	STATEMENT OF USE PROCESSING COMPLETE	65362
Aug. 21, 2014	USE AMENDMENT FILED	65362
Sep. 16, 2014	CASE ASSIGNED TO INTENT TO USE PARALEGAL	65362
Aug. 21, 2014	TEAS STATEMENT OF USE RECEIVED	
Jul. 29, 2014	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Jun. 03, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jun. 03, 2014	PUBLISHED FOR OPPOSITION	
May 14, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Apr. 29, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 29, 2014	ASSIGNED TO EXAMINER	78478
Feb. 05, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jan. 28, 2014	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

### File Location

Current Location: PUBLICATION AND ISSUE SECTION  
Date in Location: Nov. 05, 2014

# United States of America

United States Patent and Trademark Office

## SENECA EYEWEAR

**Reg. No. 4,654,297**

**Registered Dec. 9, 2014**

**Int. Cls.: 9 and 35**

**TRADEMARK**

**SERVICE MARK**

**PRINCIPAL REGISTER**

STARKMAN, STEVEN D. (UNITED STATES INDIVIDUAL)  
677 ANDERSON AVENUE  
CLIFFSIDE PARK, NJ 07010

FOR: EYE GLASSES; EYEWEAR, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 7-0-2014; IN COMMERCE 7-0-2014.

FOR: ON-LINE RETAIL STORE SERVICES FEATURING EYEWEAR AND EYE GLASSES,  
IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 7-0-2014; IN COMMERCE 7-0-2014.

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

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

SN 86-174,604, FILED 1-24-2014.

RICHARD WHITE, EXAMINING ATTORNEY



*Michelle K. Lee*

Deputy Director of the United States  
Patent and Trademark Office



**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

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

**Requirements in the First Ten Years\***

**What and When to File:**

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

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

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

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

**Grace Period Filings\***

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

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

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

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

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Mark: E-SENECA

e-SENECA

US Serial Number: 85887415

Application Filing Date: Mar. 27, 2013

US Registration Number: 4918491

Registration Date: Mar. 15, 2016

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Mar. 15, 2016

Publication Date: Aug. 20, 2013

Notice of Allowance Date: Oct. 15, 2013

## Mark Information

Mark Literal Elements: E-SENECA

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

## Related Properties Information

Claimed Ownership of US Registrations: 2422894, 2460960, 2827776

## Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

For: Cigarette cases; Electric cigarettes; Electronic cigarette refill cartridges sold empty; Electronic cigarettes; Electronic cigarettes for use as an alternative to traditional cigarettes; Smokeless cigarette vaporizer pipe

International Class(es): 034 - Primary Class

U.S Class(es): 002, 008, 009, 017

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 29, 2013

Use in Commerce: Apr. 29, 2013

For: Batteries and battery chargers; Battery chargers; Electronic cigarette batteries

International Class(es): 009 - Primary Class

U.S Class(es): 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 18, 2013

Use in Commerce: Sep. 18, 2013

For: Cartridges sold filled with propylene glycol for electronic cigarettes

International Class(es): 001 - Primary Class

U.S Class(es): 001, 005, 006, 010, 026, 046

Class(es):

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 18, 2013

Use in Commerce: Sep. 18, 2013

## Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Amended Use: No

Filed ITU: Yes

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

## Current Owner(s) Information

Owner Name: 2249843 Ontario Inc.

Owner Address: 1 King Street West, Suite 1500  
Hamilton, ON L8P4X8  
CANADA

Legal Entity Type: CORPORATION

State or Country: CANADA  
Where Organized:

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: Mark A. Koch

Docket Number: 52737-3325

Attorney Primary Email Address: [koch@lawkoch.com](mailto:koch@lawkoch.com)

Attorney Email Authorized: Yes

### Correspondent

Correspondent Name/Address: MARK A. KOCH  
RIDOUT & MAYBEE LLP  
5500 North Service Road, Suite 101  
BURLINGTON, ONTARIO L7L6W6  
CANADA

Phone: 905-363-3054

Fax: 905-363-0248

Correspondent e-mail: [mail@ridoutmaybee.com](mailto:mail@ridoutmaybee.com)

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jul. 04, 2018	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 15, 2016	REGISTERED-PRINCIPAL REGISTER	
Feb. 09, 2016	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Feb. 08, 2016	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jan. 16, 2016	STATEMENT OF USE PROCESSING COMPLETE	76538
Dec. 03, 2015	USE AMENDMENT FILED	76538
Jan. 15, 2016	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76538
Dec. 03, 2015	TEAS STATEMENT OF USE RECEIVED	
Oct. 10, 2015	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Oct. 08, 2015	EXTENSION 4 GRANTED	98765
Oct. 08, 2015	EXTENSION 4 FILED	98765
Oct. 08, 2015	TEAS EXTENSION RECEIVED	
Apr. 16, 2015	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Apr. 14, 2015	EXTENSION 3 GRANTED	98765

Apr. 14, 2015	EXTENSION 3 FILED	98765
Apr. 14, 2015	TEAS EXTENSION RECEIVED	
Sep. 30, 2014	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Sep. 28, 2014	EXTENSION 2 GRANTED	98765
Sep. 28, 2014	EXTENSION 2 FILED	98765
Sep. 28, 2014	TEAS EXTENSION RECEIVED	
Apr. 15, 2014	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Apr. 11, 2014	EXTENSION 1 GRANTED	98765
Apr. 11, 2014	EXTENSION 1 FILED	98765
Apr. 11, 2014	TEAS EXTENSION RECEIVED	
Oct. 15, 2013	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Aug. 20, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Aug. 20, 2013	PUBLISHED FOR OPPOSITION	
Jul. 31, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jul. 12, 2013	LAW OFFICE PUBLICATION REVIEW COMPLETED	70468
Jul. 12, 2013	ASSIGNED TO LIE	70468
Jun. 24, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 24, 2013	EXAMINER'S AMENDMENT ENTERED	88888
Jun. 24, 2013	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jun. 24, 2013	EXAMINERS AMENDMENT E-MAILED	6328
Jun. 24, 2013	EXAMINERS AMENDMENT -WRITTEN	74816
Jun. 22, 2013	ASSIGNED TO EXAMINER	74816
Apr. 01, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Mar. 30, 2013	NEW APPLICATION ENTERED IN TRAM	

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## TM Staff and Location Information

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TM Staff Information - None

File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Feb. 08, 2016

**United States of America**  
United States Patent and Trademark Office

**e-SENECA**

**Reg. No. 4,918,491**

**Registered Mar. 15, 2016**

**Int. Cls.: 1, 9, and 34**

**TRADEMARK**

**PRINCIPAL REGISTER**

2249843 ONTARIO INC. (CANADA CORPORATION)  
1 KING STREET WEST, SUITE 1500  
HAMILTON, ON, CANADA L8P4X8

FOR: CARTRIDGES SOLD FILLED WITH PROPYLENE GLYCOL FOR ELECTRONIC CIGARETTES, IN CLASS 1 (U.S. CLS. 1, 5, 6, 10, 26 AND 46).

FIRST USE 9-18-2013; IN COMMERCE 9-18-2013.

FOR: BATTERIES AND BATTERY CHARGERS; BATTERY CHARGERS; ELECTRONIC CIGARETTE BATTERIES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 9-18-2013; IN COMMERCE 9-18-2013.

FOR: CIGARETTE CASES; ELECTRIC CIGARETTES; ELECTRONIC CIGARETTE REFILL CARTRIDGES SOLD EMPTY; ELECTRONIC CIGARETTES; ELECTRONIC CIGARETTES FOR USE AS AN ALTERNATIVE TO TRADITIONAL CIGARETTES; SMOKELESS CIGARETTE VAPORIZER PIPE, IN CLASS 34 (U.S. CLS. 2, 8, 9 AND 17).

FIRST USE 4-29-2013; IN COMMERCE 4-29-2013.

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

OWNER OF U.S. REG. NOS. 2,422,894, 2,460,960, AND 2,827,776.

SN 85-887,415, FILED 3-27-2013.

MARC LEIPZIG, EXAMINING ATTORNEY



*Michelle K. Lee*

Director of the United States  
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

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**Requirements in the First Ten Years\***

**What and When to File:**

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

**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>.

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Mark: SENECA FALLS CONSULTING

SENECA FALLS CONSULTING

US Serial Number: 85634312

Application Filing Date: May 24, 2012

US Registration Number: 4278967

Registration Date: Jan. 22, 2013

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Service Mark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Jan. 22, 2013

Publication Date: Nov. 06, 2012

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## Mark Information

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Mark Literal Elements: SENECA FALLS CONSULTING

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "CONSULTING"

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## Goods and Services

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Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

For: Personal growth and motivation consulting services; Personal lifestyle consulting services; Providing information in the field of personal development, namely, self-improvement, self-fulfillment, and interpersonal communication; Providing information in the field of time management to individuals for personal purposes

International Class(es): 045 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 2010

Use in Commerce: May 01, 2012

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## Basis Information (Case Level)

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Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

---

## Current Owner(s) Information

---

Owner Name: THRIVEWELL COACHING, LLC

Owner Address: 6021 LANDON LANE  
BETHESDA, MARYLAND 20817  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country MARYLAND  
Where Organized:

## Attorney/Correspondence Information

Attorney of Record - None  
Correspondent

Correspondent SENECA FALLS CONSULTING, LLC  
Name/Address: 6021 LONDON LN  
BETHESDA, MARYLAND 20817-6256  
UNITED STATES

Phone: 202-368-1700

Correspondent e-mail: [klepper@senecafallsconsulting.com](mailto:klepper@senecafallsconsulting.com)

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Feb. 21, 2018	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jan. 22, 2018	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Jan. 22, 2013	REGISTERED-PRINCIPAL REGISTER	
Nov. 06, 2012	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Nov. 06, 2012	PUBLISHED FOR OPPOSITION	
Oct. 17, 2012	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Oct. 02, 2012	LAW OFFICE PUBLICATION REVIEW COMPLETED	74221
Oct. 01, 2012	ASSIGNED TO LIE	74221
Sep. 19, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 19, 2012	EXAMINER'S AMENDMENT ENTERED	88888
Sep. 19, 2012	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Sep. 19, 2012	EXAMINERS AMENDMENT E-MAILED	6328
Sep. 19, 2012	EXAMINERS AMENDMENT -WRITTEN	78199
Sep. 13, 2012	ASSIGNED TO EXAMINER	78199
May 31, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
May 28, 2012	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

TM Staff Information - None  
File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jan. 22, 2013

## Assignment Abstract Of Title Information

### Summary

Total Assignments: 1

Registrant: Seneca Falls Consulting, LLC

### Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: [6269/0704](#)

Pages: 3

Date Recorded: Feb. 08, 2018

Supporting Documents: [assignment-tm-6269-0704.pdf](#)

### Assignor

Name: [SENECA FALLS CONSULTING, LLC](#)

Execution Date: Dec. 22, 2015

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country MARYLAND  
Where Organized:

### Assignee



Name: [THRIVEWELL COACHING, LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country MARYLAND  
Where Organized:

Address: 6021 LONDON LANE  
BETHESDA, MARYLAND 20817

**Correspondent**

Correspondent Name: ARIANNE DE GOVIA

Correspondent Address: 1717 K ST. NW, SUITE 900  
WASHINGTON, DC 20006

**Domestic Representative - Not Found**

# United States of America

United States Patent and Trademark Office

## SENECA FALLS CONSULTING

**Reg. No. 4,278,967**

**Registered Jan. 22, 2013**

**Int. Cl.: 45**

**SERVICE MARK**

**PRINCIPAL REGISTER**

SENECA FALLS CONSULTING, LLC (MARYLAND LIMITED LIABILITY COMPANY)  
6021 LONDON LANE  
BETHESDA, MD 20817

FOR: PERSONAL GROWTH AND MOTIVATION CONSULTING SERVICES; PERSONAL LIFESTYLE CONSULTING SERVICES; PROVIDING INFORMATION IN THE FIELD OF PERSONAL DEVELOPMENT, NAMELY, SELF-IMPROVEMENT, SELF-FULFILLMENT, AND INTERPERSONAL COMMUNICATION; PROVIDING INFORMATION IN THE FIELD OF TIME MANAGEMENT TO INDIVIDUALS FOR PERSONAL PURPOSES, IN CLASS 45 (U.S. CLS. 100 AND 101).

FIRST USE 10-0-2010; IN COMMERCE 5-1-2012.

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 "CONSULTING", APART FROM THE MARK AS SHOWN.

SER. NO. 85-634,312, FILED 5-24-2012.

MAUREEN DALL, EXAMINING ATTORNEY



*David J. Kappas*

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>.

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Mark: SENECA

SENECA

US Serial Number: 85193880

Application Filing Date: Dec. 09, 2010

US Registration Number: 4402291

Registration Date: Sep. 17, 2013

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Sep. 17, 2013

Publication Date: Jul. 02, 2013

## Mark Information

Mark Literal Elements: SENECA

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

## Foreign Information

Foreign Registration Number: 2010/28611

Foreign Registration Date: Dec. 06, 2010

Foreign Application/Registration Country: SOUTH AFRICA

Foreign Expiration Date: Dec. 06, 2020

## Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

For: Wines

International Class(es): 033 - Primary Class

U.S Class(es): 047, 049

Class Status: ACTIVE

Basis: 44(e)

## Basis Information (Case Level)

Filed Use: No

Currently Use: No

Amended Use: No

Filed ITU: Yes

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: Yes

Amended 44E: Yes

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

## Current Owner(s) Information

**Owner Name:** L'Ormarins (Pty) Limited

**Owner Address:** Santam Building, Burg Street  
Cape Town  
SOUTH AFRICA

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country** SOUTH AFRICA  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Lawrence E. Apolzon

**Docket Number:** LRM 1006069

### Correspondent

**Correspondent Name/Address:** Lawrence E. Apolzon  
Fross Zelnick Lehrman & Zissu, P.C.  
4 TIMES SQUARE, 17TH FLOOR  
New York, NEW YORK 10036  
UNITED STATES

### Domestic Representative

**Domestic Representative Name:** Lawrence E. Apolzon

## Prosecution History

Date	Description	Proceeding Number
Apr. 05, 2017	REVIEW OF CORRESPONDENCE COMPLETE - ADDRESS UPDATED	88889
Jan. 31, 2017	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Feb. 10, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Feb. 10, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Sep. 17, 2013	REGISTERED-PRINCIPAL REGISTER	
Jul. 02, 2013	PUBLISHED FOR OPPOSITION	
Jun. 12, 2013	NOTICE OF PUBLICATION	
May 29, 2013	1(B) BASIS DELETED; NEW BASIS REQUESTED	65362
May 29, 2013	NOTICE OF ALLOWANCE CANCELLED	65362
May 07, 2013	ASSIGNED TO EXAMINER	78303
May 02, 2013	ATTORNEY REVIEW/DECISION ON AMENDMENT REQUIRED	
Apr. 05, 2013	44(e) PETITION - GRANTED	67832
Apr. 05, 2013	ASSIGNED TO PETITION STAFF	67832
Mar. 27, 2013	TEAS PETITION TO AMEND BASIS RECEIVED	1111
Sep. 20, 2012	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Sep. 19, 2012	EXTENSION 3 GRANTED	76985
Sep. 18, 2012	EXTENSION 3 FILED	76985
Sep. 18, 2012	TEAS EXTENSION RECEIVED	
May 12, 2012	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
May 11, 2012	EXTENSION 2 GRANTED	76985
Apr. 11, 2012	EXTENSION 2 FILED	76985
May 03, 2012	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76985
Apr. 11, 2012	TEAS EXTENSION RECEIVED	
Aug. 13, 2011	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Aug. 11, 2011	EXTENSION 1 GRANTED	98765
Aug. 11, 2011	EXTENSION 1 FILED	98765
Aug. 11, 2011	TEAS EXTENSION RECEIVED	
Jun. 14, 2011	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Apr. 19, 2011	PUBLISHED FOR OPPOSITION	
Mar. 30, 2011	NOTICE OF PUBLICATION	
Mar. 14, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 14, 2011	ASSIGNED TO EXAMINER	82089

Dec. 13, 2010 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM  
Dec. 13, 2010 NEW APPLICATION ENTERED IN TRAM

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**TM Staff and Location Information**

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TM Staff Information - None  
File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Sep. 17, 2013

**United States of America**  
United States Patent and Trademark Office

**SENECA**

**Reg. No. 4,402,291**

**Registered Sep. 17, 2013**

**Int. Cl.: 33**

**TRADEMARK**

**PRINCIPAL REGISTER**

L'ORMARINS (PTY) LIMITED (SOUTH AFRICA LIMITED LIABILITY COMPANY)  
SANTAM BUILDING, BURG STREET  
CAPE TOWN, SOUTH AFRICA

FOR: WINES, IN CLASS 33 (U.S. CLS. 47 AND 49).

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

OWNER OF SOUTH AFRICA REG. NO. 2010/28611, DATED 12-6-2010, EXPIRES 12-6-2020.

SER. NO. 85-193,880, FILED 12-9-2010.

DAYNA BROWNE, EXAMINING ATTORNEY



*Lucia M. H. Lee*

Deputy Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

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

**Requirements in the First Ten Years\***

**What and When to File:**

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

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

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

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

**Grace Period Filings\***

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

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

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**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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Mark: SENECA LAKE WINE TRAIL

SENECA LAKE WINE TRAIL

US Serial Number: 85192003

Application Filing Date: Dec. 07, 2010

US Registration Number: 4212278

Registration Date: Sep. 25, 2012

Register: Principal

Mark Type: Service Mark

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Jan. 26, 2018

Publication Date: Jul. 10, 2012

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## Mark Information

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Mark Literal Elements: SENECA LAKE WINE TRAIL

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Acquired Distinctiveness Claim: In whole

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## Related Properties Information

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Claimed Ownership of US Registrations: 2702636

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## Goods and Services

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Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

For: Entertainment services, namely, arranging and conducting wine festivals and special events; educational services, namely, conducting information programs in the fields of winemaking, viticulture, and wine appreciation

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 01, 1995

Use in Commerce: Mar. 01, 1995

For: Advertising services, namely, promoting and marketing the goods and services of others in the field of wine, tourism, lodging, and dining; promoting tourism in the Seneca Lake area

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 01, 1995

Use in Commerce: Mar. 01, 1995

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## Basis Information (Case Level)

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Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

## Current Owner(s) Information

Owner Name: Seneca Lake Winery Association, Inc.

Owner Address: 2 North Franklin Street - Suite 320  
Watkins Glen, NEW YORK 14891  
UNITED STATES

Legal Entity Type: CORPORATION

State or Country: NEW YORK  
Where Organized:

## Attorney/Correspondence Information

Attorney of Record - None

Correspondent

Correspondent: Seneca Lake Winery Association, Inc.

Name/Address: 2 North Franklin Street - Suite 320  
Watkins Glen, NEW YORK 14891  
UNITED STATES

Phone: 607-535-8080

Correspondent e-mail: [paul@senecalakewine.com](mailto:paul@senecalakewine.com)

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jan. 26, 2018	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jan. 26, 2018	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	77315
Jan. 24, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Jan. 03, 2018	TEAS SECTION 8 & 15 RECEIVED	
Jan. 03, 2018	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Sep. 25, 2017	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Aug. 27, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Sep. 25, 2012	REGISTERED-PRINCIPAL REGISTER	
Jul. 10, 2012	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jul. 10, 2012	PUBLISHED FOR OPPOSITION	
Jun. 20, 2012	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jun. 04, 2012	LAW OFFICE PUBLICATION REVIEW COMPLETED	66213
Jun. 04, 2012	ASSIGNED TO LIE	66213
May 16, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 17, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Apr. 17, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Apr. 17, 2012	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Oct. 19, 2011	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Oct. 19, 2011	NON-FINAL ACTION E-MAILED	6325
Oct. 19, 2011	NON-FINAL ACTION WRITTEN	81858
Sep. 19, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Sep. 17, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Sep. 17, 2011	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Mar. 18, 2011	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Mar. 18, 2011	NON-FINAL ACTION E-MAILED	6325

Mar. 18, 2011	NON-FINAL ACTION WRITTEN	81858
Mar. 11, 2011	ASSIGNED TO EXAMINER	81858
Dec. 10, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Dec. 10, 2010	NEW APPLICATION ENTERED IN TRAM	

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## Maintenance Filings or Post Registration Information

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**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

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## TM Staff and Location Information

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**TM Staff Information - None**

**File Location**

**Current Location:** TMEG LAW OFFICE 105

**Date in Location:** Jan. 26, 2018

# United States of America

United States Patent and Trademark Office

## SENECA LAKE WINE TRAIL

**Reg. No. 4,212,278**

**Registered Sep. 25, 2012**

**Int. Cls.: 35 and 41**

**SERVICE MARK**

**PRINCIPAL REGISTER**

SENECA LAKE WINERY ASSOCIATION, INC. (NEW YORK CORPORATION)  
2 NORTH FRANKLIN STREET - SUITE 320  
WATKINS GLEN, NY 14891

FOR: ADVERTISING SERVICES, NAMELY, PROMOTING AND MARKETING THE GOODS AND SERVICES OF OTHERS IN THE FIELD OF WINE, TOURISM, LODGING, AND DINING; PROMOTING TOURISM IN THE SENECA LAKE AREA, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 3-1-1995; IN COMMERCE 3-1-1995.

FOR: ENTERTAINMENT SERVICES, NAMELY, ARRANGING AND CONDUCTING WINE FESTIVALS AND SPECIAL EVENTS; EDUCATIONAL SERVICES, NAMELY, CONDUCTING INFORMATION PROGRAMS IN THE FIELDS OF WINEMAKING, VITICULTURE, AND WINE APPRECIATION, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 3-1-1995; IN COMMERCE 3-1-1995.

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

OWNER OF U.S. REG. NO. 2,702,636.

SEC. 2(F).

SER. NO. 85-192,003, FILED 12-7-2010.

TINA BROWN, EXAMINING ATTORNEY



*David J. Kappas*

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>.

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Mark: SENECA ENERGY SOFTWARE



US Serial Number: 79161581

Application Filing Date: Nov. 21, 2014

US Registration Number: 4861580

Registration Date: Dec. 01, 2015

Register: Principal

Mark Type: Trademark, Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Dec. 01, 2015

Publication Date: Sep. 15, 2015

## Mark Information

Mark Literal Elements: SENECA ENERGY SOFTWARE

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of the following: a representation of a light gray and dark gray circle with a three sided swirl design inside in white, and the word "SENECA" in dark gray, and below words "ENERGY SOFTWARE" in light gray.

Color Drawing: Yes

Color(s) Claimed: The color(s) white, light gray and dark gray is/are claimed as a feature of the mark.

Color Location: Representation of the circle and word "SENECA" in dark gray and words "ENERGY SOFTWARE" in light gray.

Disclaimer: "ENERGY SOFTWARE"

Design Search Code(s): 26.01.21 - Circles that are totally or partially shaded.  
26.01.26 - Spirals; Swirls; Coils

## Related Properties Information

International Registration Number: 1238556

International Registration Date: Nov. 21, 2014

## Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Scientific and technological services, as well as research and design related thereto in the field of energy; industrial analysis and research services, namely, scientific research, analysis and testing in the field of energy, environmental protection, technology architecture and infrastructures; professional consultancy relating to energy efficiency in buildings; research, design and development of computer hardware; design, development, updating and maintenance of software for energy management and efficiency; consultancy in the field of energy-saving; energy auditing; research in the field of energy; advisory services relating to energy consumption

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

**Class Status:** ACTIVE

**Basis:** 66(a)

**For:** Computer software for the management of energy efficiency, energy control devices, namely, electric power analyzers, fluorescence analyzers, flue gas analyzers, luminescence analyzers, photometric analyzers other than for medical use, sunshine recorders, electricity indicators, light sensors, thermosensitive temperature indicator strips, electric thermostats, thermal sensors

**International Class(es):** 009 - Primary Class

**U.S Class(es):** 021, 023, 026, 036, 038

**Class Status:** ACTIVE

**Basis:** 66(a)

## Basis Information (Case Level)

**Filed Use:** No

**Currently Use:** No

**Filed ITU:** No

**Currently ITU:** No

**Filed 44D:** No

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** Yes

**Filed 66A:** Yes

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** SENECA ENERGY SOFTWARE, S.L.

**Owner Address:** Ortega y Gasset, nº 28 1ª A  
E-28006 MADRID  
SPAIN

**Legal Entity Type:** SOCIEDAD LIMITADA

**State or Country** SPAIN  
**Where Organized:**

## Attorney/Correspondence Information

**Attorney of Record - None**

**Correspondent**

**Correspondent Name/Address:** AROCHI & LINDNER, S.L.  
Gonzalo Barboza  
C/ Serrano 28, 1º C  
E-28001 Madrid SPAIN

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Mar. 25, 2016	FINAL DECISION TRANSACTION PROCESSED BY IB	
Mar. 04, 2016	FINAL DISPOSITION NOTICE SENT TO IB	
Mar. 04, 2016	FINAL DISPOSITION PROCESSED	67445
Mar. 01, 2016	FINAL DISPOSITION NOTICE CREATED, TO BE SENT TO IB	
Dec. 01, 2015	REGISTERED-PRINCIPAL REGISTER	
Sep. 15, 2015	PUBLISHED FOR OPPOSITION	
Sep. 12, 2015	NOTIFICATION PROCESSED BY IB	
Aug. 26, 2015	NOTIFICATION OF POSSIBLE OPPOSITION SENT TO IB	
Aug. 26, 2015	NOTICE OF START OF OPPOSITION PERIOD CREATED, TO BE SENT TO IB	
Aug. 26, 2015	NOTICE OF PUBLICATION	
Aug. 12, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	66213
Aug. 11, 2015	ASSIGNED TO LIE	66213
Jul. 29, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 28, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jul. 28, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jul. 28, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	

Jul. 21, 2015	NON-FINAL ACTION MAILED	
Jul. 21, 2015	NON-FINAL ACTION WRITTEN	76136
Jul. 20, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jul. 20, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jul. 20, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Apr. 04, 2015	REFUSAL PROCESSED BY IB	
Mar. 17, 2015	APPLICATION FILING RECEIPT MAILED	
Mar. 16, 2015	NON-FINAL ACTION MAILED - REFUSAL SENT TO IB	
Mar. 16, 2015	REFUSAL PROCESSED BY MPU	72629
Mar. 15, 2015	NON-FINAL ACTION (IB REFUSAL) PREPARED FOR REVIEW	
Mar. 14, 2015	NON-FINAL ACTION WRITTEN	76136
Mar. 13, 2015	ASSIGNED TO EXAMINER	76136
Mar. 13, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Mar. 12, 2015	SN ASSIGNED FOR SECT 66A APPL FROM IB	

## International Registration Information (Section 66a)

<b>International Registration Number:</b>	1238556	<b>International Registration Date:</b>	Nov. 21, 2014
<b>Intl. Registration Status:</b>	REQUEST FOR EXTENSION OF PROTECTION PROCESSED	<b>Date of International Registration Status:</b>	Mar. 12, 2015
<b>Notification of Designation Date:</b>	Mar. 12, 2015	<b>Date of Automatic Protection:</b>	Sep. 12, 2016
<b>International Registration Renewal Date:</b>	Nov. 21, 2024		
<b>First Refusal Flag:</b>	Yes		

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Dec. 01, 2015



# United States of America

United States Patent and Trademark Office



**Reg. No. 4,861,580**  
**Registered Dec. 1, 2015**  
**Int. Cls.: 9 and 42**

**TRADEMARK**

**SERVICE MARK**

**PRINCIPAL REGISTER**

SENECA ENERGY SOFTWARE, S.L. (SPAIN SOCIEDAD LIMITADA)  
ORTEGA Y GASSET, N° 28 1ª A  
E-28006 MADRID  
SPAIN

FOR: COMPUTER SOFTWARE FOR THE MANAGEMENT OF ENERGY EFFICIENCY, ENERGY CONTROL DEVICES, NAMELY, ELECTRIC POWER ANALYZERS, FLUORESCENCE ANALYZERS, FLUE GAS ANALYZERS, LUMINESCENCE ANALYZERS, PHOTOMETRIC ANALYZERS OTHER THAN FOR MEDICAL USE, SUNSHINE RECORDERS, ELECTRICITY INDICATORS, LIGHT SENSORS, THERMOSENSITIVE TEMPERATURE INDICATOR STRIPS, ELECTRIC THERMOSTATS, THERMAL SENSORS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FOR: SCIENTIFIC AND TECHNOLOGICAL SERVICES, AS WELL AS RESEARCH AND DESIGN RELATED THERETO IN THE FIELD OF ENERGY; INDUSTRIAL ANALYSIS AND RESEARCH SERVICES, NAMELY, SCIENTIFIC RESEARCH, ANALYSIS AND TESTING IN THE FIELD OF ENERGY, ENVIRONMENTAL PROTECTION, TECHNOLOGY ARCHITECTURE AND INFRASTRUCTURES; PROFESSIONAL CONSULTANCY RELATING TO ENERGY EFFICIENCY IN BUILDINGS; RESEARCH, DESIGN AND DEVELOPMENT OF COMPUTER HARDWARE; DESIGN, DEVELOPMENT, UPDATING AND MAINTENANCE OF SOFTWARE FOR ENERGY MANAGEMENT AND EFFICIENCY; CONSULTANCY IN THE FIELD OF ENERGY-SAVING; ENERGY AUDITING; RESEARCH IN THE FIELD OF ENERGY; ADVISORY SERVICES RELATING TO ENERGY CONSUMPTION, IN CLASS 42 (U.S. CLS. 100 AND 101).

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

OWNER OF INTERNATIONAL REGISTRATION 1238556 DATED 11-21-2014, EXPIRES 11-21-2024.

THE COLOR(S) WHITE, LIGHT GRAY AND DARK GRAY IS/ARE CLAIMED AS A FEATURE OF THE MARK.

REPRESENTATION OF THE CIRCLE AND WORD "SENECA" IN DARK GRAY AND WORDS "ENERGY SOFTWARE" IN LIGHT GRAY.



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

**Reg. No. 4,861,580** THE MARK CONSISTS OF THE FOLLOWING: A REPRESENTATION OF A LIGHT GRAY AND DARK GRAY CIRCLE WITH A THREE SIDED SWIRL DESIGN INSIDE IN WHITE, AND THE WORD "SENECA" IN DARK GRAY, AND BELOW WORDS "ENERGY SOFTWARE" IN LIGHT GRAY.

SER. NO. 79-161,581, FILED 11-21-2014.

CAROLYN CATALDO, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

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

**Requirements in the First Ten Years\***

**What and When to File:**

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

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

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

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

**Grace Period Filings\***

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

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

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

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

Generated on: This page was generated by TSDR on 2019-03-12 17:18:56 EDT

Mark: SENECA CENTER



US Serial Number: 77794452

Application Filing Date: Jul. 31, 2009

US Registration Number: 3862643

Registration Date: Oct. 19, 2010

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark, Service Mark

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Dec. 28, 2016

Publication Date: Aug. 03, 2010

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## Mark Information

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Mark Literal Elements: SENECA CENTER

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of a blue circle. Inside the blue circle are two blue silhouetted adults on the left holding hands with two blue silhouetted children on the right. The words "Seneca Center" in blue next to the design element. The color white represents transparent area and is not part of the mark.

Color Drawing: Yes

Color(s) Claimed: The color(s) blue is/are claimed as a feature of the mark.

Disclaimer: "CENTER"

Design Search Code(s): 02.01.02 - Men depicted as shadows or silhouettes of men; Silhouettes of men  
02.05.02 - Silhouettes of children; Children depicted in silhouettes or profiles of children  
02.05.04 - Children, girl(s); Girls  
02.05.05 - Boys; Children, boy(s)  
02.07.04 - Families (adults and children); Groups, adults and children, including family groups  
26.03.01 - Ovals as carriers and single line borders

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## Goods and Services

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Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*...\* identify additional (new) wording in the goods/services.

For: Providing emotional counseling and emotional support services for troubled and at-risk youth and their families generally though not exclusively referred by entities such as schools and social service agencies

International Class(es): 045 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 01, 1995

Use in Commerce: Jan. 01, 1995

For: Mental health services for children and youth suffering from a variety of behavioral challenges, emotional challenges and related learning disabilities and their families, generally though not exclusively referred by entities such as schools and social service agencies

International Class(es): 044 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

**Basis:** 1(a)

**First Use:** Jan. 01, 1995

**Use in Commerce:** Jan. 01, 1995

**For:** Charitable services, namely, providing child care for special needs children and their siblings; Child welfare services, namely, providing residential homes and housing for at-risk children and youth; Emergency shelter services, namely, providing temporary housing

**International Class(es):** 043 - Primary Class

**U.S Class(es):** 100, 101

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jan. 01, 1995

**Use in Commerce:** Jan. 01, 1995

**For:** Education services, namely, providing classes, seminars, workshops and online training in the field of care for vulnerable children; Educational services in the nature of charter schools directed primarily toward education of vulnerable and special needs children; Providing educational mentoring services and programs in the field of care for vulnerable children; Provision of information relating to education services for vulnerable children and children with special needs; Training services in the field of child welfare, mental health of vulnerable and special needs children, special education of vulnerable and special needs children

**International Class(es):** 041 - Primary Class

**U.S Class(es):** 100, 101, 107

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jan. 01, 1995

**Use in Commerce:** Jan. 01, 1995

**For:** Charitable services, namely, providing financial assistance to meet the physical, psychological, social and other special needs of children

**International Class(es):** 036 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jan. 01, 1995

**Use in Commerce:** Jan. 01, 1995

**For:** Charitable services, namely, providing administration and management of care facilities, housing facilities, and nursing home facilities for others, namely, the elderly, children in need, and adults with disabilities

**International Class(es):** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jan. 01, 1995

**Use in Commerce:** Jan. 01, 1995

**For:** Printed educational publications, namely, books, instructional materials, workbooks, brochures in the field of care for vulnerable children

**International Class(es):** 016 - Primary Class

**U.S Class(es):** 002, 005, 022, 023, 029, 037, 038, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jan. 01, 1995

**Use in Commerce:** Jan. 01, 1995

**For:** Computer software for maintaining mental health records for children and youth with behavioral issues, emotional issues and associated learning disabilities and for related mental health care practice management

**International Class(es):** 009 - Primary Class

**U.S Class(es):** 021, 023, 026, 036, 038

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jan. 01, 1995

**Use in Commerce:** Jan. 01, 2004

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Amended Use:** No

**Filed ITU:** No

**Currently ITU:** No

**Amended ITU:** No

**Filed 44D:** No

**Currently 44D:** No

**Amended 44D:** No

**Filed 44E:** No

**Currently 44E:** No

**Amended 44E:** No



Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

## Current Owner(s) Information

**Owner Name:** SENECA FAMILY OF AGENCIES

**DBA, AKA, Formerly:** DBA Seneca Center

**Owner Address:** 2275 Arlington Drive  
San Leandro, CALIFORNIA 94578  
UNITED STATES

**Legal Entity Type:** NON-PROFIT CORPORATION

**State or Country** CALIFORNIA  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Albin H. Gess

**Docket Number:** 99999.06901

**Attorney Primary Email Address:** [ipocdocket@swlaw.com](mailto:ipocdocket@swlaw.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** ALBIN H. GESS  
SNELL & WILMER L.L.P.  
600 ANTON BLVD STE 1400  
COSTA MESA, CALIFORNIA 92626  
UNITED STATES

**Phone:** 714-427-7020

**Fax:** 714-427-7799

**Correspondent e-mail:** [ipocdocket@swlaw.com](mailto:ipocdocket@swlaw.com)

**Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Dec. 28, 2016	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Dec. 28, 2016	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	76293
Dec. 28, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76293
Oct. 19, 2016	TEAS SECTION 8 & 15 RECEIVED	
Apr. 28, 2016	CERTIFICATE OF CORRECTION ISSUED	67723
Apr. 25, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67723
Feb. 12, 2016	TEAS SECTION 7 REQUEST RECEIVED	
Oct. 19, 2015	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Oct. 19, 2010	REGISTERED-PRINCIPAL REGISTER	
Aug. 03, 2010	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Aug. 03, 2010	PUBLISHED FOR OPPOSITION	
Jul. 01, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	73296
Jun. 30, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 30, 2010	EXAMINER'S AMENDMENT ENTERED	88888
Jun. 30, 2010	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jun. 30, 2010	EXAMINERS AMENDMENT E-MAILED	6328
Jun. 30, 2010	EXAMINERS AMENDMENT -WRITTEN	68356
Jun. 11, 2010	TEAS/EMAIL CORRESPONDENCE ENTERED	73296
Jun. 11, 2010	CORRESPONDENCE RECEIVED IN LAW OFFICE	73296
Jun. 11, 2010	ASSIGNED TO LIE	73296
Jun. 02, 2010	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 04, 2009	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Dec. 04, 2009	NON-FINAL ACTION E-MAILED	6325
Dec. 04, 2009	NON-FINAL ACTION WRITTEN	68356

Nov. 30, 2009	ASSIGNED TO EXAMINER	68356
Nov. 04, 2009	ASSIGNED TO EXAMINER	82429
Aug. 05, 2009	NOTICE OF DESIGN SEARCH CODE MAILED	
Aug. 04, 2009	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Aug. 04, 2009	NEW APPLICATION ENTERED IN TRAM	

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## Maintenance Filings or Post Registration Information

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**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Change in Registration:** Yes

**Correction made to Registration:** In the statement, Lines 1-3, are deleted, and SENECA FAMILY OF AGENCIES dba SENECA CENTER (CALIFORNIA NON-PROFIT CORPORATION) 2275 ARLINGTON DRIVE, SAN LEANDRO, CALIFORNIA 94578 should be inserted.

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## TM Staff and Location Information

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TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 107

Date in Location: Dec. 28, 2016

# United States of America

United States Patent and Trademark Office



**Reg. No. 3,862,643**

**Registered Oct. 19, 2010**

**Int. Cls.: 9, 16, 35, 36, 41, 43, 44 and 45**

**TRADEMARK**

**SERVICE MARK**

**PRINCIPAL REGISTER**

SENECA CENTER (CALIFORNIA CORPORATION), DBA SENECA CENTER  
2275 ARLINGTON DRIVE  
SAN LEANDRO, CA 94578

FOR: COMPUTER SOFTWARE FOR MAINTAINING MENTAL HEALTH RECORDS FOR CHILDREN AND YOUTH WITH BEHAVIORAL ISSUES, EMOTIONAL ISSUES AND ASSOCIATED LEARNING DISABILITIES AND FOR RELATED MENTAL HEALTH CARE PRACTICE MANAGEMENT, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-1-1995; IN COMMERCE 1-1-2004.

FOR: PRINTED EDUCATIONAL PUBLICATIONS, NAMELY, BOOKS, INSTRUCTIONAL MATERIALS, WORKBOOKS, BROCHURES IN THE FIELD OF CARE FOR VULNERABLE CHILDREN, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 1-1-1995; IN COMMERCE 1-1-1995.

FOR: CHARITABLE SERVICES, NAMELY, PROVIDING ADMINISTRATION AND MANAGEMENT OF CARE FACILITIES, HOUSING FACILITIES, AND NURSING HOME FACILITIES FOR OTHERS, NAMELY, THE ELDERLY, CHILDREN IN NEED, AND ADULTS WITH DISABILITIES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 1-1-1995; IN COMMERCE 1-1-1995.

FOR: CHARITABLE SERVICES, NAMELY, PROVIDING FINANCIAL ASSISTANCE TO MEET THE PHYSICAL, PSYCHOLOGICAL, SOCIAL AND OTHER SPECIAL NEEDS OF CHILDREN, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 1-1-1995; IN COMMERCE 1-1-1995.

FOR: EDUCATION SERVICES, NAMELY, PROVIDING CLASSES, SEMINARS, WORKSHOPS AND ONLINE TRAINING IN THE FIELD OF CARE FOR VULNERABLE CHILDREN; EDUCATIONAL SERVICES IN THE NATURE OF CHARTER SCHOOLS DIRECTED PRIMARILY TOWARD EDUCATION OF VULNERABLE AND SPECIAL NEEDS CHILDREN; PROVIDING EDUCATIONAL MENTORING SERVICES AND PROGRAMS IN THE FIELD OF CARE FOR VULNERABLE CHILDREN; PROVISION OF INFORMATION RELATING TO EDUCATION SERVICES FOR VULNERABLE CHILDREN AND CHILDREN WITH SPECIAL NEEDS; TRAINING SERVICES IN THE FIELD OF CHILD WELFARE, MENTAL HEALTH OF VULNERABLE AND SPECIAL NEEDS CHILDREN, SPECIAL EDUCATION OF VULNERABLE AND SPECIAL NEEDS CHILDREN, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 1-1-1995; IN COMMERCE 1-1-1995.



*David J. Kappas*

Director of the United States Patent and Trademark Office



**Reg. No. 3,862,643** FOR: CHARITABLE SERVICES, NAMELY, PROVIDING CHILD CARE FOR SPECIAL NEEDS CHILDREN AND THEIR SIBLINGS; CHILD WELFARE SERVICES, NAMELY, PROVIDING RESIDENTIAL HOMES AND HOUSING FOR AT-RISK CHILDREN AND YOUTH; EMERGENCY SHELTER SERVICES, NAMELY, PROVIDING TEMPORARY HOUSING, IN CLASS 43 (U.S. CLS. 100 AND 101).

FIRST USE 1-1-1995; IN COMMERCE 1-1-1995.

FOR: MENTAL HEALTH SERVICES FOR CHILDREN AND YOUTH SUFFERING FROM A VARIETY OF BEHAVIORAL CHALLENGES, EMOTIONAL CHALLENGES AND RELATED LEARNING DISABILITIES AND THEIR FAMILIES, GENERALLY THOUGH NOT EXCLUSIVELY REFERRED BY ENTITIES SUCH AS SCHOOLS AND SOCIAL SERVICE AGENCIES, IN CLASS 44 (U.S. CLS. 100 AND 101).

FIRST USE 1-1-1995; IN COMMERCE 1-1-1995.

FOR: PROVIDING EMOTIONAL COUNSELING AND EMOTIONAL SUPPORT SERVICES FOR TROUBLED AND AT-RISK YOUTH AND THEIR FAMILIES GENERALLY THOUGH NOT EXCLUSIVELY REFERRED BY ENTITIES SUCH AS SCHOOLS AND SOCIAL SERVICE AGENCIES, IN CLASS 45 (U.S. CLS. 100 AND 101).

FIRST USE 1-1-1995; IN COMMERCE 1-1-1995.

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

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

THE MARK CONSISTS OF A BLUE CIRCLE. INSIDE THE BLUE CIRCLE ARE TWO BLUE SILHOUETTED ADULTS ON THE LEFT HOLDING HANDS WITH TWO BLUE SILHOUETTED CHILDREN ON THE RIGHT. THE WORDS "SENECA CENTER" IN BLUE NEXT TO THE DESIGN ELEMENT. THE COLOR WHITE REPRESENTS TRANSPARENT AREA AND IS NOT PART OF THE MARK.

SER. NO. 77-794,452, FILED 7-31-2009.

KATHLEEN M. VANSTON, EXAMINING ATTORNEY

**Int. Cl.: 9**

**Prior U.S. Cls.: 21, 23, 26, 36 and 38**

**Reg. No. 2,381,277**

**United States Patent and Trademark Office**

**Registered Aug. 29, 2000**

**TRADEMARK  
PRINCIPAL REGISTER**

**SENECA**

BERTHOLD TYPES LIMITED (ILLINOIS CORPORATION)  
47 WEST POLK #100-340  
CHICAGO, IL 60605

FOR: TYPEFACE FONTS, NAMELY, ALPHABET SYMBOLS AND GRAPHIC FONTS, RECORDED ON MAGNETIC MEDIA FOR REPRODUCTION AND DUPLICATION FOR THE CREATION OF TEXTS USING GRAPHIC TECHNIQUES; DIGITALLY STORED TYPEFACES, IN PARTICULAR ON ELECTRIC AND/OR MAGNETIC DATA CARRIERS, MAGNETIC DISCS, CD ROMS AND DISKETTES; COMPUTER

SOFTWARE IN THE FIELD OF DESKTOP PUBLISHING; COMPUTER SOFTWARE DOWNLOADABLE FROM GLOBAL COMPUTER INFORMATION NETWORKS FOR GENERATION OF TYPEFACES AND FONTS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 9-0-1997; IN COMMERCE 9-0-1997.  
OWNER OF U.S. REG. NO. 1,734,715.

SER. NO. 75-787,318, FILED 8-27-1999.

JENNIFER MARTIN, EXAMINING ATTORNEY

**Int. Cl.: 9**

**Prior U.S. Cls.: 21, 23, 26, 36 and 38**

**Reg. No. 2,381,277**

**United States Patent and Trademark Office**      **Registered Aug. 29, 2000**

**TRADEMARK  
PRINCIPAL REGISTER**

**SENECA**

BERTHOLD TYPES LIMITED (ILLINOIS CORPORATION)  
47 WEST POLK #100-340  
CHICAGO, IL 60605

FOR: TYPEFACE FONTS, NAMELY, ALPHABET  
SYMBOLS AND GRAPHIC FONTS, RECORDED ON  
MAGNETIC MEDIA FOR REPRODUCTION AND DU-  
PLICATION FOR THE CREATION OF TEXTS USING  
GRAPHIC TECHNIQUES; DIGITALLY STORED  
TYPEFACES, IN PARTICULAR ON ELECTRIC AND/  
OR MAGNETIC DATA CARRIERS, MAGNETIC  
DISCS, CD ROMS AND DISKETTES; COMPUTER

SOFTWARE IN THE FIELD OF DESKTOP PUB-  
LISHING; COMPUTER SOFTWARE  
DOWNLOADABLE FROM GLOBAL COMPUTER IN-  
FORMATION NETWORKS FOR GENERATION OF  
TYPEFACES AND FONTS, IN CLASS 9 (U.S. CLS.  
21, 23, 26, 36 AND 38).

FIRST USE 9-0-1997; IN COMMERCE 9-0-1997.  
OWNER OF U.S. REG. NO. 1,734,715.

SER. NO. 75-787,318, FILED 8-27-1999.

JENNIFER MARTIN, EXAMINING ATTORNEY