

ESTTA Tracking number: **ESTTA367400**

Filing date: **09/09/2010**

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

Proceeding	91186148
Party	Plaintiff Publix Asset Management Company
Correspondence Address	JAMES B LAKE THOMAS & LOCICERO PL 400 N ASHLEY DR SUITE 1100 (33602), POST OFFICE BOX 2602 TAMPA, FL 33601-2602 UNITED STATES jlake@tlolawfirm.com
Submission	Motion to Amend Pleading/Amended Pleading
Filer's Name	James B. Lake
Filer's e-mail	jlake@tlolawfirm.com, tgilley@tlolawfirm.com
Signature	/James B. Lake/
Date	09/09/2010
Attachments	Unoppsed Motion for Leave to File Amended Notice of Opposition.pdf ( 53 pages )(1366707 bytes )

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

Publix Asset Management Company,  
Opposer,

v.

Opposition Nos. 91186148 & 91186863

The Great Atlantic & Pacific Tea Company, Inc.,  
Applicant.

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UNOPPOSED MOTION FOR LEAVE TO FILE AMENDED NOTICE OF OPPOSITION

Pursuant to 37 C.F.R. § 2.107 and Federal Rule of Civil Procedure 15, Opposer, Publix Asset Management Company (“Publix”), moves for leave to file the attached Amended Notice of Opposition in these consolidated proceedings. Applicant, The Great Atlantic & Pacific Tea Company, Inc. (“A&P”), does not oppose this motion. As grounds for this motion, Publix states:

1. These consolidated proceedings concern A&P’s plans for the mark Green Way, which Publix contends is confusingly similar to the registered mark GreenWise®. In Publix’s original notices of opposition, Publix cited several then-existing GreenWise® registrations. During the pendency of these proceedings, the Patent and Trademark Office has issued additional GreenWise® registrations, and the parties exchanged documents concerning these additional registrations. The purpose of the amended notice is to bring all of the current GreenWise® registrations before the Board’s attention. A copy of the proposed Amended Notice of Opposition is attached to this motion.

2. Publix has conferred with A&P’s counsel regarding this amendment. A&P’s counsel has stated that A&P does not oppose this motion.

3. The Board allowed a similar amendment in Space Base Inc. v. Stadis Corp., 17 U.S.P.Q.2d 1216, 1216-17 & n.1 (TTAB 1990) (allowing opposer to amend notice during testimony period to include registration issued during opposition proceeding).

4. This amendment will not delay these proceedings. A&P has moved for summary judgment, and Publix intends to serve its response to that motion this week, in accordance with TBMP Section 528.02.

5. This amendment is germane to the pending summary judgment motion and, therefore, is proper. See TBMP § 528.03 (motion for leave to amend a party's pleading is germane to a motion for summary judgment and, therefore, may be filed while summary judgment motion is pending); United States Olympic Committee v. O-M Bread Inc., 26 U.S.P.Q.2d 1221, 1222 (TTAB 1993) (allowing amendment in response to motion for summary judgment, and finding that amendment was "essentially just an expansion of [opposer's] initial allegation"). Finally, the amendment will not prejudice A&P, as shown by the fact that A&P has agreed to the amendment.

WHEREFORE, Publix requests leave to file the attached Amended Notice of Opposition.

Respectfully submitted,

THOMAS & LOCICERO PL



Carol Jean LoCicero

Florida Bar No. 603030

James B. Lake

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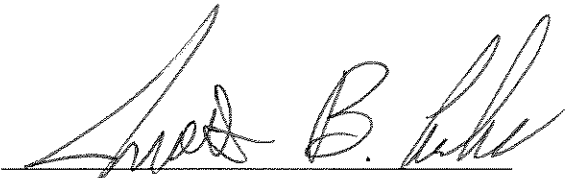
Attorneys for Opposer

Publix Asset Management Company

**CERTIFICATE OF SERVICE**

I HEREBY CERTIFY that on September 9, 2010, a true and complete copy of the foregoing motion with the attached Amended Notice of Opposition has been sent by  E-mail  Facsimile  Federal Express Overnight Delivery  First Class U.S. Mail, postage pre-paid, to:

Arlana S. Cohen, Esq.  
ASC@cll.com  
Cowan, Liebowitz & Latman  
1133 Avenue of the Americas  
New York, NY 10036

  
\_\_\_\_\_  
Attorney

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

Publix Asset Management Company,  
Opposer,

v.

Opposition Nos. 91186148 & 91186863

The Great Atlantic & Pacific Tea Company, Inc.,  
Applicant.

---

AMENDED NOTICE OF OPPOSITION

Publix Asset Management Company believes it will be damaged by registration to The Great Atlantic & Pacific Tea Company, Inc. (“A&P”) of the mark GREEN WAY, Serial Nos. 77/409,725 and 77/349,246, for the goods listed in A&P’s applications and hereby opposes registration of that mark for those goods. As grounds for this opposition, Publix Asset Management Company alleges:

*Background*

1. Publix Asset Management Company and Publix Super Markets, Inc. (collectively “Publix”) are corporations duly organized and existing under the laws of the State of Florida. Their principal place of business is Lakeland, Florida.
2. Upon information and belief, Applicant The Great Atlantic & Pacific Tea Company, Inc. (“A&P”) is a Maryland corporation with an address of 2 Paragon Drive, Montvale, NJ 07645.
3. Publix Super Markets, Inc., is the largest and fastest-growing employee-owned supermarket company in the United States. Founded in 1930, Publix Super Markets, Inc., has grown into a Fortune 500 company with more than 900 stores.
4. Publix Asset Management Company is related to Publix Super Markets, Inc., and owns and manages trademarks that are licensed to Publix Super Markets, Inc.
5. For example, Publix Asset Management Company owns the following

GREENWISE trademark registrations:

- Reg. No. 2,520,595, for retail grocery store services, with a first-use date of March 14, 2001;
- Reg. No. 2,654,223, for a newsletter in the field of health and nutrition, with a first-use date of February 26, 2001;
- Reg. No. 2,732,403, for food products, namely, breakfast cereals, grain-based chips, sauces, honey, and tomato sauce, with a first-use date of March 14, 2001;
- Reg. No. 2,729,423, for food products, namely, eggs, milk, flavored milk, chocolate milk, fresh and processed seafood and shellfish, processed nuts, edible processed seeds, dried fruits, dried beans, fresh and processed meat and poultry, and tomato paste, with a first-use date of March 14, 2001;
- Reg. No. 3,328,951, for paper products, namely, bathroom tissue, facial tissue, paper napkins and paper towels, with a first-use date of March 31, 2003;
- Reg. No. 3,546,815, for laundry bleach, with a first-use date of October 31, 2007;
- Reg. No. 3,753,274, for vitamins and nutritional supplements, with a first use date of July 1, 2009;
- Reg. No. 3,813,868, for wood chips for smoking and grilling; charcoal briquettes, with a first use date of March 5, 2008;
- Reg. No. 3,813,886, for food products, namely, soy milk, applesauce, garden salad mix, processed vegetables and fruits, processed mushrooms, canned vegetables, packaged fresh entrees consisting primarily of meat, fish, poultry or vegetables, with a first use date of April 12, 2003;
- Reg. No. 3,813, 890, for fruit juices; tomato juice, with a first use date of October 23, 2003;
- Reg. No. 3,813,937, for food products, namely, ketchup, mustard, salsa, vinegar, flavored vinegar, wine vinegar, crackers, and candy, namely, chocolate covered raisins, with a first use date of January 2007;
- Reg. No. 3,813,946, for cat litter; unprocessed vegetables and fruits; unprocessed mushrooms, with a first use date of July 11, 2007;
- Reg. No. 3,813,950, for retail store services featuring chocolate confectionery, candy and edible gifts, delicatessens, bakery items, wines, organic wines, and beers, with a first use date of September 27, 2007; and

- Reg. No. 3,813,952, for cafe, restaurant, delicatessen and coffee bar services, in-store and for carry out, with a first use date of September 27, 2007.

PTO information concerning these registrations is attached as Composite Exhibit A.

6. In addition to the rights conferred by these registrations, Publix Asset Management Company has established common law rights through its use of the GREENWISE mark for these goods and services.

7. As these registrations demonstrate, Publix has used and uses the GREENWISE mark extensively and to refer to a variety of consumer goods in numerous classes. Publix's GREENWISE products are sold in hundreds of retail grocery stores, and the product line is constantly expanding.

8. Publix Asset Management Company requested and was granted 90-day extensions of time in which to oppose the GREEN WAY applications. Publix Asset Management Company then filed notices of opposition initiating these proceedings prior to the expiration of the 90-day periods. These oppositions, therefore, are timely.

*A&P's application*

9. A&P operates approximately 450 retail stores, including full-service supermarkets featuring fresh produce, seafood, meat, deli, groceries, floral products, and pharmacies.

10. A&P "was a pioneer in developing a series of products that were sold under an A&P label and that were only available in A&P stores." *U.S. v. Topco Associates, Inc.*, 405 U.S. 596, 599 n. 3. (1972). Now, the breadth of the pending application suggests, A&P is planning another mark – GREEN WAY – to be used on products sold in retail stores.

11. A&P filed the pending applications approximately seven years after Publix began using its GREENWISE mark.

12. A&P's application numbered 77/349,246 seeks registration of GREEN WAY as

follows:

- In International Class 029, for olive oil, canned tomatoes, canned beans, broth, soups, applesauce, jams, fruit preserves, peanut butter, soybean milk, milk, butter, cheese, frozen entrees consisting primarily of meat or cheese, frozen vegetables, namely, peas, broccoli, cauliflower, green beans and mixed vegetables, frozen fruits, pre-cut vegetable salad;
- In International Class 030, for balsamic vinegar, pasta, pasta sauce, salad dressing, salsa, macaroni and cheese, breakfast cereals, coffee, tortilla chips, cheese flavored snacks, namely, cheese puffs and cheese curls, popcorn, pretzels, crackers, cookies, ravioli, frozen entrees consisting primarily of rice or pasta, burritos, enchiladas, ice cream, ice cream sandwiches, sorbets; frozen corn;
- In International Class 031, for fresh vegetables; and
- In International Class 032, for fruit juices and fruit drinks, soft drinks.

13. A&P's application numbered 77/409,725 seeks registration of GREEN WAY as

follows:

- In International Class 003, for shampoos and hair conditioners; skin moisturizers; human body conditioners; skin treatment lotions and creams; anti-aging and stretch mark creams; non-medicated lotions and creams for hands, nails, skin, face, hair, foot and leg muscles and joints; depilatory lotions and creams; shaving lotions and creams; non-medicated skin care preparation, namely, lotions and creams for treating dry and damaged skin, anti-aging, firming, anti-wrinkle, stretch marks, under eye and eyelid firming; gels, namely, depilatory gels, shaving gels, shower gels; oils, namely, body oils, non-medicated human body serums; soaps; liquid soaps; bar soaps; anti-bacterial liquid soaps; anti-bacterial bar soaps; body washing soaps; bubble bath; body and facial scrubs; masks, namely, beauty masks, facial masks, body masks, gel eye masks, skin masks, and skin moisturizer masks; non-medicated skin care preparations, namely, face peels; cosmetic sun protection creams and lotions, sun creams and lotions; sun block; soaps and detergents for household use for the purposes of cleaning and maintenance without harm to the environment.
- In International Class 004, for charcoal; white birch firewood; fire wood chips for use as fuel; fireplace logs.
- In International Class 005, for hand sanitizing preparations; dietary food supplements.
- In International Class 008, for disposable forks, knives, and spoons.
- In International Class 009, for batteries.
- In International Class 011, for compact fluorescent electric light bulbs.



- In International Class 016, for paper towels; paper table cloths; paper napkins; bathroom tissue; notebooks; notebook paper; and facial tissues.
- In International Class 020, for reeds, namely, diffuser reeds.
- In International Class 021, for paper plates and paper cups.
- In International Class 029, for frozen hamburger patties; processed edible seeds; processed nuts; dried fruits; raisins; trail mix, namely, snack mixes primarily consisting of processed fruits, processed nuts, pretzels; potato chips.
- In International Class 030, for teas; sesame sticks; chocolate coated nuts; yogurt coated nuts; macaroni and cheese; pesto sauce; bread; tortillas; tortillas chips.
- In International Class 031, for pet food.
- In International Class 032, for soda pop.

14. The goods listed in A&P's pending applications are the kinds of goods sold in retail supermarkets, such as A&P's and Publix's.

15. A&P's applications did not allege actual use of the GREEN WAY mark in commerce.

16. A&P's claimed mark is confusingly similar to GREENWISE, a well-established brand name that Publix uses to identify a variety of similar and identical goods sold in the same industry. Under these circumstances, consumer confusion is quite likely.

17. In particular, confusion is likely because the marks at issue are so similar. A&P's proposed mark copies the primary element of Publix's mark – i.e., the word GREEN – and adds to that word a one-syllable suffix that begins with the letter “W.” The marks, therefore, are quite similar in sight, sound, and meaning. This similarity is likely to cause confusion.

18. The strength of Publix's GREENWISE mark also weighs against A&P. Publix has used the mark since early 2001, and the PTO has already recognized the incontestability of Publix's rights in GREENWISE for retail grocery store services and newsletters. *See* Reg. Nos. 2,520,595 & 2,654,223. Because these registrations are incontestable, Publix's GREENWISE

mark is presumptively strong. *See AutoZone, Inc. v. Tandy Corp.*, 373 F.3d 786, 794 (6th Cir. 2004) (incontestable marks are presumed to be strong marks); *Wynn Oil Co. v. American Way Service Corp.*, 943 F.2d 595, 600 (6th Cir. 1991) (equating mark's incontestability with strength). "Strong marks are given strong protection over a wide range of related products and services." *Turner Greenberg Assoc, Inc. v. C & C Imports, Inc.*, 320 F. Supp. 2d 1317, 1332 (S.D. Fla. 2004) (citing *John H. Harland Co. v. Clarke Checks, Inc.*, 711 F.2d 966, 973 (11th Cir. 1983)). The GREENWISE mark has been the subject of extensive marketing and advertising by Publix since its introduction in 2001. As a result, the GREENWISE mark is strong, and that strength supports a finding that confusion is likely if A&P's proposed GREENWAY mark is registered.

19. In addition, the parties' goods and services are sufficiently similar to cause confusion. Both A&P and Publix operate retail grocery stores. Not surprisingly, therefore, Publix's GREENWISE mark identifies a wide range of consumer goods that are sold in grocery stores, and many of those goods also are listed in A&P's application. Specifically, GREENWISE is registered for processed nuts, processed edible seeds, dried fruits, processed fruits, bathroom tissue, facial tissues, paper napkins, paper towels, charcoal, wood chips, applesauce, soy milk, milk, vinegar, breakfast cereals, crackers, fresh vegetables and fruit juices. A&P now intends to use GREENWAY for those same goods. A&P also has plans for GREENWAY pesto sauce, much like Publix's GREENWISE sauces. And numerous other goods on the A&P application are closely related to Publix's GREENWISE products, such as A&P's proposed paper table cloths and Publix's paper napkins; A&P's proposed dietary food supplements and Publix's vitamins and nutritional supplements; A&P's proposed tortilla chips and Publix's grain-based chips, A&P's proposed canned tomatoes and canned beans and Publix's canned

vegetables, and A&P's proposed pet food and Publix's cat litter. Such duplication of goods will inevitably foster consumer confusion.

20. Because A&P and Publix both operate retail grocery stores, the parties also operate in similar channels of trade. Publix's GREENWISE goods and services are sold in retail grocery stores, just as A&P apparently plans to sell its own GREEN WAY goods in retail grocery stores. Certainly nothing in A&P's application limits its sales channels or suggests the goods will not be sold in the same manner as Publix's GREENWISE goods and services. Accordingly, the fact that the parties utilize identical trade channels – i.e., direct sales to consumers in grocery stores – further suggest a likelihood of confusion.

21. Finally, because A&P filed intent-to-use applications and, upon information and belief, only recently began use of GREEN WAY, a lack of actual confusion at this point would not be significant. The Patent & Trademark Office is not required to wait for confusion to occur before rejecting a proposed confusing mark.

22. For all of these reasons, A&P's proposed GREEN WAY mark is likely to cause confusion with Publix's very similar GREENWISE mark.

23. In addition, registration of GREEN WAY is likely to dilute and to tarnish Publix's GREENWISE mark. A&P plans to adopt a mark very similar to Publix's famous GREENWISE mark. A&P's planned use of that very similar mark threatens to dilute the quality of Publix's mark by diminishing the mark's capacity to identify and to distinguish Publix's goods.

#### *Damage to Publix*

24. Publix believes that it would be damaged by registration of GREEN WAY to A&P. As discussed above, GREENWISE is an important mark that has been used extensively for years. Registration of the GREEN WAY mark to A&P would constitute prima facie

evidence that A&P has an exclusive right to use GREEN WAY to refer to goods that are similar to Publix's GREENWISE goods and services. Such an exclusive right would be inconsistent with Publix's established exclusive right to use GREENWISE to refer to its goods and services.

*Conclusion*

Publix will be damaged by registration of the mark shown in Serial No. 77/409,725 and 77/409,725 and, therefore, opposes registration. Registration must be denied.

Respectfully submitted,

THOMAS & LOCICERO PL

A handwritten signature in black ink, appearing to read "Carol Jean LoCicero", is written over a horizontal line.

Carol Jean LoCicero

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Attorneys for Opposer

Publix Asset Management Company

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2010-08-31 11:47:08 ET**

**Serial Number:** 75592629 Assignment Information      Trademark Document Retrieval

**Registration Number:** 2520595

**Mark (words only):** GREENWISE

**Standard Character claim:** No

**Current Status:** Section 8 and 15 affidavits have been accepted and acknowledged.

**Date of Status:** 2007-07-06

**Filing Date:** 1998-11-19

**Transformed into a National Application:** No

**Registration Date:** 2001-12-18

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 111

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov**

**Current Location:** 830 -Post Registration

**Date In Location:** 2007-07-06

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**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. Publix Asset Management Company

**Address:**

Publix Asset Management Company  
3300 Publix Corporate Parkway  
Lakeland, FL 33811  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Florida

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**GOODS AND/OR SERVICES**

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**International Class:** 035

**Class Status:** Active

**Composite  
Exhibit A**

retail grocery store services

**Basis:** 1(a)

**First Use Date:** 2001-03-14

**First Use in Commerce Date:** 2001-03-14

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### ADDITIONAL INFORMATION

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**Disclaimer:** "MARKET"

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### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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### PROSECUTION HISTORY

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**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2007-07-06 - Section 8 (6-year) accepted & Section 15 acknowledged

2007-06-11 - Section 8 (6-year) and Section 15 Filed

2007-06-11 - TEAS Section 8 & 15 Received

2007-01-04 - Case File In TICRS

2006-06-03 - Applicant/Correspondence Changes (Non-Responsive) Entered

2006-06-03 - TEAS Change Of Owner Address Received

2006-06-03 - TEAS Change Of Correspondence Received

2006-03-09 - PAPER RECEIVED

2003-12-22 - TEAS Change Of Correspondence Received

2003-08-14 - TEAS Change Of Correspondence Received

2001-12-18 - Registered - Principal Register

2001-08-27 - Allowed for Registration - Principal Register (SOU accepted)

2001-08-23 - Assigned To Examiner

2001-08-22 - Statement Of Use Processing Complete

2001-08-14 - Use Amendment Filed

2001-02-13 - Extension 2 granted

2001-02-13 - Extension 2 filed

2000-10-04 - Extension 1 granted  
2000-08-02 - Extension 1 filed  
2000-02-15 - NOA Mailed - SOU Required From Applicant  
1999-11-23 - Published for opposition  
1999-10-22 - Notice of publication  
1999-08-24 - Approved For Pub - Principal Register  
1999-08-19 - Examiner's amendment mailed  
1999-06-29 - Non-final action mailed  
1999-06-24 - Assigned To Examiner  
1999-06-18 - Assigned To Examiner

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**ATTORNEY/CORRESPONDENT INFORMATION**

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**Attorney of Record**

James B. Lake

**Correspondent**

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Thomas & LoCicero  
P.O. Box 2602  
Tampa FL 33601-2602  
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Fax Number: (813) 984-3070

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**Serial Number:** 76356569 Assignment Information      Trademark Document Retrieval

**Registration Number:** 2654223

**Mark (words only):** GREENWISE

**Standard Character claim:** No

**Current Status:** Section 8 and 15 affidavits have been accepted and acknowledged.

**Date of Status:** 2008-01-16

**Filing Date:** 2002-01-09

**Transformed into a National Application:** No

**Registration Date:** 2002-11-26

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 107

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov**

**Current Location:** 40S -Scanning On Demand

**Date In Location:** 2008-06-27

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#### LAST APPLICANT(S)/OWNER(S) OF RECORD

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1. Publix Asset Management Company

**Address:**

Publix Asset Management Company

3300 Publix Corporate Parkway

Lakeland, FL 33811

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Florida

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#### GOODS AND/OR SERVICES

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**International Class:** 016

**Class Status:** Active



newsletter in the field of health and nutrition

**Basis:** 1(a)

**First Use Date:** 2001-02-26

**First Use in Commerce Date:** 2001-02-26

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### ADDITIONAL INFORMATION

(NOT AVAILABLE)

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### MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

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### PROSECUTION HISTORY

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2008-06-27 - Case File In TICRS

2008-01-16 - Section 8 (6-year) accepted & Section 15 acknowledged

2008-01-09 - Assigned To Paralegal

2008-01-07 - TEAS Section 8 & 15 Received

2006-06-03 - Applicant/Correspondence Changes (Non-Responsive) Entered

2006-06-03 - TEAS Change Of Owner Address Received

2006-06-03 - TEAS Change Of Correspondence Received

2006-03-09 - PAPER RECEIVED

2003-12-22 - TEAS Change Of Correspondence Received

2003-08-19 - TEAS Change Of Correspondence Received

2002-11-26 - Registered - Principal Register

2002-09-03 - Published for opposition

2002-08-14 - Notice of publication

2002-04-30 - Approved for Pub - Principal Register (Initial exam)

2002-04-23 - Assigned To Examiner

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### ATTORNEY/CORRESPONDENT INFORMATION

**Attorney of Record**

Carol Jean LoCicero

**Correspondent**

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Thomas & LoCicero

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Fax Number: (813) 984-3070

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2010-08-31 11:44:49 ET**

**Serial Number:** 75592641 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 2732403

**Mark (words only):** GREENWISE

**Standard Character claim:** No

**Current Status:** Section 8 and 15 affidavits have been accepted and acknowledged.

**Date of Status:** 2009-03-13

**Filing Date:** 1998-11-19

**Transformed into a National Application:** No

**Registration Date:** 2003-07-01

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 111

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 830 -Post Registration

**Date In Location:** 2009-03-13

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#### LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. PUBLIX ASSET MANAGEMENT COMPANY

**Address:**

PUBLIX ASSET MANAGEMENT COMPANY  
3300 PUBLIX CORPORATE PARKWAY  
LAKELAND, FL 33811

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Florida

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#### GOODS AND/OR SERVICES

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**International Class:** 030

**Class Status:** Active

food products, namely, breakfast cereals, grain-based chips, sauces, honey, and tomato sauce

**Basis:** 1(a)

**First Use Date:** 2001-03-14

**First Use in Commerce Date:** 2001-03-14

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### ADDITIONAL INFORMATION

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(NOT AVAILABLE)

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### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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### PROSECUTION HISTORY

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**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2009-03-13 - Section 8 (6-year) accepted & Section 15 acknowledged

2009-03-09 - Assigned To Paralegal

2009-03-05 - TEAS Section 8 & 15 Received

2008-06-17 - Case File In TICRS

2006-06-03 - Applicant/Correspondence Changes (Non-Responsive) Entered

2006-06-03 - TEAS Change Of Owner Address Received

2006-06-03 - TEAS Change Of Correspondence Received

2006-03-09 - PAPER RECEIVED

2003-12-22 - TEAS Change Of Correspondence Received

2003-08-14 - TEAS Change Of Correspondence Received

2003-07-01 - Registered - Principal Register

2003-05-05 - Allowed for Registration - Principal Register (SOU accepted)

2003-02-27 - Statement Of Use Processing Complete

2003-02-27 - Use Amendment Filed

2003-02-27 - PAPER RECEIVED

2002-09-20 - Extension 5 granted

2002-08-23 - Extension 5 filed

2002-08-23 - PAPER RECEIVED  
2002-03-12 - Extension 4 granted  
2002-02-26 - Extension 4 filed  
2001-08-23 - Extension 3 granted  
2001-08-14 - Extension 3 filed  
2001-02-13 - Extension 2 granted  
2001-02-13 - Extension 2 filed  
2000-09-28 - Extension 1 granted  
2000-08-07 - Extension 1 filed  
2000-02-29 - NOA Mailed - SOU Required From Applicant  
1999-12-07 - Published for opposition  
1999-11-05 - Notice of publication  
1999-09-21 - Approved For Pub - Principal Register  
1999-09-16 - Examiner's amendment mailed  
1999-09-09 - Final refusal mailed  
1999-08-18 - Communication received from applicant  
1999-03-23 - Non-final action mailed  
1999-03-19 - Assigned To Examiner  
1999-03-17 - Assigned To Examiner

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#### ATTORNEY/CORRESPONDENT INFORMATION

---

**Attorney of Record**

Carol Jean LoCicero

**Correspondent**

Carol Jean LoCicero

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Fax Number: (813) 984-3070

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**This page was generated by the TARR system on 2010-08-31 11:45:39 ET**

**Serial Number:** 75592640 Assignment Information      Trademark Document Retrieval

**Registration Number:** 2729423

**Mark (words only):** GREENWISE

**Standard Character claim:** No

**Current Status:** Section 8 and 15 affidavits have been accepted and acknowledged.

**Date of Status:** 2009-03-13

**Filing Date:** 1998-11-19

**Transformed into a National Application:** No

**Registration Date:** 2003-06-24

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 111

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov**

**Current Location:** RSP -Registration Scanning Project

**Date In Location:** 2009-10-14

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. PUBLIX ASSET MANAGEMENT COMPANY

**Address:**

PUBLIX ASSET MANAGEMENT COMPANY  
3300 PUBLIX CORPORATE PARKWAY  
LAKELAND, FL 33811

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Florida

---

**GOODS AND/OR SERVICES**

---

**International Class:** 029

**Class Status:** Active

food products, namely, eggs, milk, flavored milk, chocolate milk, fresh and processed seafood and shellfish, processed nuts, edible processed seeds, dried fruits, dried beans, fresh and processed meat and poultry, and tomato paste

**Basis:** 1(a)

**First Use Date:** 2001-03-14

**First Use in Commerce Date:** 2001-03-14

---

### ADDITIONAL INFORMATION

(NOT AVAILABLE)

---

### MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

---

### PROSECUTION HISTORY

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2009-10-08 - Case File In TICRS

2009-03-13 - Section 8 (6-year) accepted & Section 15 acknowledged

2009-03-09 - Assigned To Paralegal

2009-03-05 - TEAS Section 8 & 15 Received

2006-06-03 - Applicant/Correspondence Changes (Non-Responsive) Entered

2006-06-03 - TEAS Change Of Owner Address Received

2006-06-03 - TEAS Change Of Correspondence Received

2006-03-09 - PAPER RECEIVED

2003-12-22 - TEAS Change Of Correspondence Received

2003-08-14 - TEAS Change Of Correspondence Received

2003-06-24 - Registered - Principal Register

2003-05-05 - Allowed for Registration - Principal Register (SOU accepted)

2003-02-27 - Statement Of Use Processing Complete

2003-02-27 - Use Amendment Filed

2003-02-27 - PAPER RECEIVED

2002-10-17 - Extension 5 granted

2002-09-06 - Extension 5 filed  
2002-09-06 - PAPER RECEIVED  
2002-03-11 - Extension 4 granted  
2002-02-26 - Extension 4 filed  
2001-09-22 - Extension 3 granted  
2001-09-06 - Extension 3 filed  
2001-03-29 - Extension 2 granted  
2001-03-07 - Extension 2 filed  
2000-11-30 - Extension 1 granted  
2000-09-07 - Extension 1 filed  
2000-03-07 - NOA Mailed - SOU Required From Applicant  
1999-12-14 - Published for opposition  
1999-11-12 - Notice of publication  
1999-09-08 - Approved For Pub - Principal Register  
1999-08-18 - Communication received from applicant  
1999-03-23 - Non-final action mailed  
1999-03-19 - Assigned To Examiner  
1999-03-17 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Carol Jean LoCicero

**Correspondent**

Carol Jean LoCicero

Thomas, LoCicero & Bralow

P.O. Box 2602

Tampa FL 33601-2602

Phone Number: (813) 984-3060

Fax Number: (813) 984-3070

---



Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2010-08-31 11:29:27 ET

Serial Number: 77145911 Assignment Information      Trademark Document Retrieval

Registration Number: 3328951

Mark

# GREENWISE

(words only): GREENWISE

Standard Character claim: Yes

Current Status: Registered.

Date of Status: 2007-11-06

Filing Date: 2007-04-02

Transformed into a National Application: No

Registration Date: 2007-11-06

Register: Principal

Law Office Assigned: LAW OFFICE 102

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: 650 -Publication And Issue Section

Date In Location: 2007-11-06

---

## LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. Publix Asset Management Company

**Address:**

Publix Asset Management Company  
3300 Publix Corporate Parkway  
Lakeland, FL 33811

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Florida

---

### GOODS AND/OR SERVICES

---

**International Class:** 016

**Class Status:** Active

paper products, namely, bathroom tissue, facial tissue, paper napkins and paper towels

**Basis:** 1(a)

**First Use Date:** 2003-03-31

**First Use in Commerce Date:** 2003-03-31

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### ADDITIONAL INFORMATION

---

**Prior Registration Number(s):**

2654223

2729423

2732403

---

### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

### PROSECUTION HISTORY

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2007-11-06 - Registered - Principal Register

2007-08-21 - Published for opposition

2007-08-01 - Notice of publication

2007-07-14 - Law Office Publication Review Completed

2007-07-14 - Assigned To LIE

2007-06-10 - Approved for Pub - Principal Register (Initial exam)

2007-06-10 - Assigned To Examiner

2007-04-06 - Notice Of Pseudo Mark Mailed

2007-04-05 - New Application Entered In Tram

---

### ATTORNEY/CORRESPONDENT INFORMATION

---

**Attorney of Record**

James B. Lake

**Correspondent**

JAMES B. LAKE

THOMAS & LOCICERO PL

PO BOX 2602

TAMPA, FL 33601-2602

Phone Number: 813-984-3060

Fax Number: 813-984-3070

---

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2010-08-31 11:28:24 ET

Serial Number: 77476248 Assignment Information      Trademark Document Retrieval

Registration Number: 3546815

Mark

**GREENWISE**

(words only): GREENWISE

Standard Character claim: Yes

Current Status: Registered.

Date of Status: 2008-12-16

Filing Date: 2008-05-16

Filed as TEAS Plus Application: Yes

Currently TEAS Plus Application: Yes

Transformed into a National Application: No

Registration Date: 2008-12-16

Register: Principal

Law Office Assigned: LAW OFFICE 101

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: 650 -Publication And Issue Section

Date In Location: 2008-12-16

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. Publix Asset Management Company

**Address:**

Publix Asset Management Company  
3300 Publix Corporate Parkway  
Lakeland, FL 33811  
United States

**Legal Entity Type:** Corporation**State or Country of Incorporation:** Florida

---

**GOODS AND/OR SERVICES**

---

**International Class:** 003**Class Status:** Active

Laundry bleach

**Basis:** 1(a)**First Use Date:** 2007-09-19**First Use in Commerce Date:** 2007-10-31

---

**ADDITIONAL INFORMATION**

---

**Prior Registration Number(s):**

2520595

2729423

3328951

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

---

**NOTE:** To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2008-12-16 - Registered - Principal Register

2008-09-30 - Published for opposition

2008-09-10 - Notice of publication

2008-08-22 - Law Office Publication Review Completed

2008-08-22 - Assigned To LIE

2008-08-14 - Approved for Pub - Principal Register (Initial exam)

2008-08-14 - Assigned To Examiner

2008-05-21 - Notice Of Pseudo Mark Mailed

2008-05-20 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Carol Jean LoCicero

**Correspondent**

CAROL JEAN LOCICERO

THOMAS & LOCICERO PL

PO BOX 2602

TAMPA, FL 33601-2602

Phone Number: 813-984-3060

Fax Number: 813-984-3070

---

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2010-08-31 11:27:27 ET

Serial Number: 77704349 Assignment Information      Trademark Document Retrieval

Registration Number: 3753274

Mark

# GREENWISE

(words only): GREENWISE

Standard Character claim: Yes

Current Status: Registered.

Date of Status: 2010-02-23

Filing Date: 2009-04-01

Transformed into a National Application: No

Registration Date: 2010-02-23

Register: Principal

Law Office Assigned: LAW OFFICE 102

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: 650 -Publication And Issue Section

Date In Location: 2010-01-19

---

## LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. Publix Asset Management Company

**Address:**

Publix Asset Management Company  
3300 Publix Corporate Parkway  
Lakeland, FL 33811

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Florida

---

### GOODS AND/OR SERVICES

---

**International Class:** 005

**Class Status:** Active

vitamins and nutritional supplements

**Basis:** 1(a)

**First Use Date:** 2009-07-01

**First Use in Commerce Date:** 2009-07-01

---

### ADDITIONAL INFORMATION

---

**Prior Registration Number(s):**

2520595

2729423

2732403

---

### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

### PROSECUTION HISTORY

---

**NOTE:** To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2010-02-23 - Registered - Principal Register

2010-01-19 - Law Office Registration Review Completed

2010-01-12 - Allowed for Registration - Principal Register (SOU accepted)

2010-01-05 - Statement Of Use Processing Complete

2009-11-13 - Use Amendment Filed

2010-01-05 - Extension 1 granted

2009-11-13 - Extension 1 filed

2010-01-05 - Case Assigned To Intent To Use Paralegal

2009-11-13 - TEAS Extension Received

2009-11-13 - TEAS Statement of Use Received

2009-10-20 - NOA Mailed - SOU Required From Applicant



2009-07-28 - Published for opposition

2009-07-08 - Notice of publication

2009-06-25 - Law Office Publication Review Completed

2009-06-25 - Assigned To LIE

2009-06-20 - Approved For Pub - Principal Register

2009-06-20 - Assigned To Examiner

2009-04-07 - Notice Of Pseudo Mark Mailed

2009-04-06 - New Application Office Supplied Data Entered In Tram

2009-04-04 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Carol Jean LoCicero

**Correspondent**

CAROL JEAN LOCICERO

THOMAS, LOCICERO & BRALOW

PO BOX 2602

TAMPA, FL 33601-2602

Phone Number: 813-984-3060

Fax Number: 813-984-3070

---

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2010-08-31 11:26:22 ET

**Serial Number:** 77872082 Assignment Information      Trademark Document Retrieval

**Registration Number:** 3813868

**Mark**

# GREENWISE

**(words only):** GREENWISE

**Standard Character claim:** Yes

**Current Status:** Registered.

**Date of Status:** 2010-07-06

**Filing Date:** 2009-11-13

**Transformed into a National Application:** No

**Registration Date:** 2010-07-06

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 107

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2010-07-06

---

## LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. Publix Asset Management Company

**Address:**

Publix Asset Management Company  
3300 Publix Corporate Parkway  
Lakeland, FL 33811

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Florida

---

### GOODS AND/OR SERVICES

---

**International Class:** 004

**Class Status:** Active

wood chips for smoking and grilling; charcoal briquettes

**Basis:** 1(a)

**First Use Date:** 2008-03-05

**First Use in Commerce Date:** 2008-03-05

---

### ADDITIONAL INFORMATION

---

**Prior Registration Number(s):**

2520595

2729423

2732403

---

### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

### PROSECUTION HISTORY

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2010-07-06 - Registered - Principal Register

2010-04-20 - Notice Of Publication E-Mailed

2010-04-20 - Published for opposition

2010-03-12 - Law Office Publication Review Completed

2010-03-11 - Assigned To LIE

2010-02-20 - Approved for Pub - Principal Register (Initial exam)

2010-02-19 - Assigned To Examiner

2009-11-20 - Notice Of Pseudo Mark Mailed

2009-11-19 - New Application Office Supplied Data Entered In Tram

2009-11-17 - New Application Entered In Tram

**ATTORNEY/CORRESPONDENT INFORMATION**

**Attorney of Record**

Carol Jean LoCicero

**Correspondent**

CAROL JEAN LOCICERO

THOMAS, LOCICERO & BRALOW PL

PO BOX 2602

TAMPA, FL 33601-2602

Phone Number: 813-984-3060

Fax Number: 813-984-3070

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2010-08-31 11:25:28 ET

Serial Number: 77872282 Assignment Information      Trademark Document Retrieval

Registration Number: 3813886

Mark

# GREENWISE

(words only): GREENWISE

Standard Character claim: Yes

Current Status: Registered.

Date of Status: 2010-07-06

Filing Date: 2009-11-13

Transformed into a National Application: No

Registration Date: 2010-07-06

Register: Principal

Law Office Assigned: LAW OFFICE 107

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: 650 -Publication And Issue Section

Date In Location: 2010-07-06

---

## LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. Publix Asset Management Company

**Address:**

Publix Asset Management Company  
3300 Publix Corporate Parkway  
Lakeland, FL 33811

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Florida

---

### GOODS AND/OR SERVICES

---

**International Class:** 029

**Class Status:** Active

food products, namely, soy milk, applesauce, garden salad mix, processed vegetables and fruits, processed mushrooms, canned vegetables, packaged fresh entrees consisting primarily of meat, fish, poultry or vegetables

**Basis:** 1(a)

**First Use Date:** 2003-04-12

**First Use in Commerce Date:** 2003-04-12

---

### ADDITIONAL INFORMATION

---

**Prior Registration Number(s):**

2520595

2729423

2732403

---

### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

### PROSECUTION HISTORY

---

**NOTE:** To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2010-07-06 - Registered - Principal Register

2010-04-20 - Notice Of Publication E-Mailed

2010-04-20 - Published for opposition

2010-03-12 - Law Office Publication Review Completed

2010-03-12 - Assigned To LIE

2010-02-20 - Approved for Pub - Principal Register (Initial exam)

2010-02-19 - Assigned To Examiner

2009-11-20 - Notice Of Pseudo Mark Mailed

2009-11-19 - New Application Office Supplied Data Entered In Tram

2009-11-17 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Carol Jean LoCicero

**Correspondent**

CAROL JEAN LOCICERO  
THOMAS, LOCICERO AND BRALOW PL  
PO BOX 2602  
TAMPA, FL 33601-2602  
Phone Number: 813-984-3060  
Fax Number: 813-984-3070

---

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2010-08-31 11:20:21 ET**

**Serial Number:** 77872394 Assignment Information      Trademark Document Retrieval

**Registration Number:** 3813890

**Mark**

**GREENWISE**

**(words only):** GREENWISE

**Standard Character claim:** Yes

**Current Status:** Registered.

**Date of Status:** 2010-07-06

**Filing Date:** 2009-11-13

**Transformed into a National Application:** No

**Registration Date:** 2010-07-06

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 107

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov**

**Current Location:** L70 -TMEG Law Office 107

**Date In Location:** 2010-08-13

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. Publix Asset Management Company

**Address:**

Publix Asset Management Company  
3300 Publix Corporate Parkway  
Lakeland, FL 33811



United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Florida

---

### GOODS AND/OR SERVICES

---

**International Class:** 032

**Class Status:** Active

fruit juices; tomato juice

**Basis:** 1(a)

**First Use Date:** 2003-10-23

**First Use in Commerce Date:** 2003-10-23

---

### ADDITIONAL INFORMATION

---

**Prior Registration Number(s):**

2520595

2729423

2732403

---

### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

### PROSECUTION HISTORY

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2010-08-03 - Section 7 amendment filed

2010-08-13 - Section 7 correction issued

2010-08-04 - Case Assigned To Post Registration Paralegal

2010-08-03 - TEAS Section 7 Request Received

2010-07-06 - Registered - Principal Register

2010-04-20 - Notice Of Publication E-Mailed

2010-04-20 - Published for opposition

2010-03-13 - Law Office Publication Review Completed

2010-03-13 - Assigned To LIE

2010-02-22 - Approved for Pub - Principal Register (Initial exam)

2010-02-22 - Examiner's Amendment Entered

2010-02-22 - Notification Of Examiners Amendment E-Mailed  
2010-02-22 - Examiners amendment e-mailed  
2010-02-22 - Examiners Amendment -Written  
2010-02-19 - Assigned To Examiner  
2009-11-20 - Notice Of Pseudo Mark Mailed  
2009-11-19 - New Application Office Supplied Data Entered In Tram  
2009-11-17 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**  
Carol Jean LoCicero

**Correspondent**  
CAROL JEAN LOCICERO  
THOMAS, LOCICERO & BRALOW, PL  
PO BOX 2602  
TAMPA, FL 33601-2602  
Phone Number: (813) 984-3060  
Fax Number: (813) 984-3070

---

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2010-08-31 11:24:39 ET

Serial Number: 77873054 Assignment Information      Trademark Document Retrieval

Registration Number: 3813937

Mark

# GREENWISE

(words only): GREENWISE

Standard Character claim: Yes

Current Status: Registered.

Date of Status: 2010-07-06

Filing Date: 2009-11-16

Transformed into a National Application: No

Registration Date: 2010-07-06

Register: Principal

Law Office Assigned: LAW OFFICE 107

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: 650 -Publication And Issue Section

Date In Location: 2010-07-06

---

## LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. Publix Asset Management Company

**Address:**

Publix Asset Management Company  
3300 Publix Corporate Parkway  
Lakeland, FL 33811

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Florida

---

### GOODS AND/OR SERVICES

---

**International Class:** 030

**Class Status:** Active

food products, namely, ketchup, mustard, salsa, vinegar, flavored vinegar, wine vinegar, crackers, and candy, namely, chocolate covered raisins

**Basis:** 1(a)

**First Use Date:** 2007-01-00

**First Use in Commerce Date:** 2007-01-00

---

### ADDITIONAL INFORMATION

---

**Prior Registration Number(s):**

2520595

2729423

2732403

---

### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

### PROSECUTION HISTORY

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2010-07-06 - Registered - Principal Register

2010-04-20 - Notice Of Publication E-Mailed

2010-04-20 - Published for opposition

2010-03-13 - Law Office Publication Review Completed

2010-03-13 - Assigned To LIE

2010-02-22 - Approved for Pub - Principal Register (Initial exam)

2010-02-22 - Examiner's Amendment Entered

2010-02-22 - Notification Of Examiners Amendment E-Mailed

2010-02-22 - Examiners amendment e-mailed

2010-02-22 - Examiners Amendment -Written

2010-02-19 - Assigned To Examiner

2009-11-21 - Notice Of Pseudo Mark Mailed

2009-11-20 - New Application Office Supplied Data Entered In Tram

2009-11-19 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Carol Jean LoCicero

**Correspondent**

CAROL JEAN LOCICERO

THOMAS LOCICERO & BRALOW PL

PO BOX 2602

TAMPA, FL 33601-2602

Phone Number: (813) 984-3060

Fax Number: (813) 984-3070

---

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2010-08-31 11:19:02 ET

**Serial Number:** 77873112 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** 3813946

**Mark**

**GREENWISE**

**(words only):** GREENWISE

**Standard Character claim:** Yes

**Current Status:** Registered.

**Date of Status:** 2010-07-06

**Filing Date:** 2009-11-16

**Transformed into a National Application:** No

**Registration Date:** 2010-07-06

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 115

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

**Current Location:** M60 -TMO Law Office 115

**Date In Location:** 2010-08-13

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. Publix Asset Management Company

**Address:**

Publix Asset Management Company  
3300 Publix Corporate Parkway  
Lakeland, FL 33811

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Florida

---

### GOODS AND/OR SERVICES

---

**International Class:** 031

**Class Status:** Active

cat litter; unprocessed vegetables and fruits; unprocessed mushrooms

**Basis:** 1(a)

**First Use Date:** 2007-07-11

**First Use in Commerce Date:** 2007-07-11

---

### ADDITIONAL INFORMATION

---

**Prior Registration Number(s):**

2520595

2729423

2732403

---

### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

### PROSECUTION HISTORY

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2010-08-13 - Review Of Correspondence Complete

2010-08-13 - Reprinting Registration Certificate

2010-08-02 - Section 7 amendment filed

2010-08-13 - Section 7 correction issued

2010-08-02 - TEAS Section 7 Request Received

2010-07-15 - Post Registration action mailed - Section 7

2010-07-15 - Case Assigned To Post Registration Paralegal

2010-07-13 - TEAS Section 7 Request Received

2010-07-06 - Registered - Principal Register

2010-04-21 - Assignment Of Ownership Not Updated Automatically

2010-04-20 - Notice Of Publication E-Mailed

2010-04-20 - Published for opposition  
2010-03-16 - Law Office Publication Review Completed  
2010-03-16 - Assigned To LIE  
2010-02-26 - Approved for Pub - Principal Register (Initial exam)  
2010-02-22 - Assigned To Examiner  
2009-11-21 - Notice Of Pseudo Mark Mailed  
2009-11-20 - New Application Office Supplied Data Entered In Tram  
2009-11-19 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Carol Jean LoCicero

**Correspondent**

JAMES B. LAKE  
THOMAS & LOCICERO  
PO BOX 2602  
TAMPA, FL 33601  
Phone Number: 813-984-3060  
Fax Number: 813-984-3070

---



**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2010-08-31 11:23:39 ET**

**Serial Number:** 77873152 [Assignment Information](#)      [Trademark Document Retrieval](#)

**Registration Number:** 3813950

**Mark**

**GREENWISE**

**(words only):** GREENWISE

**Standard Character claim:** Yes

**Current Status:** Registered.

**Date of Status:** 2010-07-06

**Filing Date:** 2009-11-16

**Transformed into a National Application:** No

**Registration Date:** 2010-07-06

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 107

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2010-07-06

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. Publix Asset Management Company

**Address:**

Publix Asset Management Company  
3300 Publix Corporate Parkway  
Lakeland, FL 33811

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Florida

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### GOODS AND/OR SERVICES

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**International Class:** 035

**Class Status:** Active

retail store services featuring chocolate confectionery, candy and edible gifts, delicatessens, bakery items, wines, organic wines, and beers

**Basis:** 1(a)

**First Use Date:** 2007-09-27

**First Use in Commerce Date:** 2007-09-27

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### ADDITIONAL INFORMATION

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**Prior Registration Number(s):**

2520595

2729423

2732403

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### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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### PROSECUTION HISTORY

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**NOTE:** To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2010-07-06 - Registered - Principal Register

2010-04-20 - Notice Of Publication E-Mailed

2010-04-20 - Published for opposition

2010-03-13 - Law Office Publication Review Completed

2010-03-13 - Assigned To LIE

2010-02-22 - Approved for Pub - Principal Register (Initial exam)

2010-02-22 - Examiner's Amendment Entered

2010-02-22 - Notification Of Examiners Amendment E-Mailed

2010-02-22 - Examiners amendment e-mailed

2010-02-22 - Examiners Amendment -Written

2010-02-19 - Assigned To Examiner

2009-11-21 - Notice Of Pseudo Mark Mailed

2009-11-20 - New Application Office Supplied Data Entered In Tram

2009-11-19 - New Application Entered In Tram

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**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Carol Jean LoCicero

**Correspondent**

CAROL JEAN LOCICERO  
THOMAS, LOCICERO & BRALOW PL  
PO BOX 2602  
TAMPA, FL 33601-2602  
Phone Number: 813-984-3060  
Fax Number: 813-984-3070

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Serial Number: 77873171 Assignment Information      Trademark Document Retrieval

Registration Number: 3813952

Mark

# GREENWISE

(words only): GREENWISE

Standard Character claim: Yes

Current Status: Registered.

Date of Status: 2010-07-06

Filing Date: 2009-11-16

Transformed into a National Application: No

Registration Date: 2010-07-06

Register: Principal

Law Office Assigned: LAW OFFICE 107

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: 650 -Publication And Issue Section

Date In Location: 2010-07-06

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## LAST APPLICANT(S)/OWNER(S) OF RECORD

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1. Publix Asset Management Company

**Address:**

Publix Asset Management Company  
3300 Publix Corporate Parkway  
Lakeland, FL 33811

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Florida

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### GOODS AND/OR SERVICES

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**International Class:** 043

**Class Status:** Active

cafe, restaurant, delicatessen and coffee bar services, in-store and for carry out

**Basis:** 1(a)

**First Use Date:** 2007-09-27

**First Use in Commerce Date:** 2007-09-27

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### ADDITIONAL INFORMATION

---

**Prior Registration Number(s):**

2520595

2729423

2732403

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### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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### PROSECUTION HISTORY

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