

ESTTA Tracking number: **ESTTA367735**

Filing date: **09/10/2010**

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	Opposition/Response to Motion
Filer's Name	James B. Lake
Filer's e-mail	jlake@tlolawfirm.com, tgilley@tlolawfirm.com
Signature	/James B. Lake/
Date	09/10/2010
Attachments	Irby Declaration Redacted_ExC_D.pdf (42 pages)(1089303 bytes)

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

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

**Composite
Exhibit C**

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 11:20:21 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

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 11:25:28 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

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 11:26:22 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

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

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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

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 11:28:24 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

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 11:29:27 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

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

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 11:44:49 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

Current Location: 830 -Post Registration

Date In Location: 2009-03-13

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: 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

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.

2009-03-13 - 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

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 11:45:39 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 11:22:42 ET

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

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

**Composite
Exhibit D**

United States

Legal Entity Type: Corporation

State or Country of Incorporation: Florida

GOODS AND/OR SERVICES

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

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)

2010-02-19 - 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

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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 11:23:39 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

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: 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

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

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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 11:43:41 ET

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

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

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

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.

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

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

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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

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: 035

Class Status: Active

retail grocery store services

Basis: 1(a)

First Use Date: 2001-03-14

First Use in Commerce Date: 2001-03-14

ADDITIONAL INFORMATION

Disclaimer: "MARKET"

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.

2007-07-06 - 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

ATTORNEY/CORRESPONDENT INFORMATION

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