

ESTTA Tracking number: **ESTTA517255**

Filing date: **01/22/2013**

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 601 South Boulevard TAMPA, FL 33606 UNITED STATES jlake@tlolawfirm.com, tgilley@tlolawfirm.com
Submission	Plaintiff's Notice of Reliance
Filer's Name	James B. Lake
Filer's e-mail	jlake@tlolawfirm.com, tgilley@tlolawfirm.com
Signature	/s/ James B. Lake
Date	01/22/2013
Attachments	Notice of Reliance re tm registrations.pdf (36 pages)(1507821 bytes)

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

Publix Asset Management Company,

Opposer,

v.

Opposition No. 91186148

Opposition No. 91186863

The Great Atlantic & Pacific Tea
Company, Inc.,

Applicant.

NOTICE OF RELIANCE

Pursuant to Trademark Rule 2.122(d)(2), Opposer, Publix Asset Management Company (“Publix”), gives notice of reliance on U.S. Trademark Registration Nos. 2,520,595; 2,654,223; 2,729,423; 2,732,403; 3,328,951; 3,546,815; 3,753,274; 3,813,868; 3,813,886; 3,813,890; 3,813,937; 3,813,946; 3,813,950; and 3,813,952, all described more fully on the attached, current printouts from the Patent and Trademark Office TSDR database.

Respectfully submitted,

THOMAS & LOCICERO PL



Carol Jean LoCicero

Florida Bar No. 603030

James B. Lake

Florida Bar No. 0023477

jlake@tlolawfirm.com

601 South Boulevard (33606)

Tampa, FL 33601-2602

Telephone: (813) 984-3060

Attorneys for Opposer

CERTIFICATE OF SERVICE

I HEREBY CERTIFY that on January 22, 2013, a true and complete copy of the foregoing notice with attachments has been sent by E-mail Facsimile Express Mail Hand Delivery First Class U.S. Mail, postage pre-paid, to:

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



Attorney

STATUS DOCUMENTS

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Mark: GREENWISE

US Serial Number: 75592629

Application Filing Date: Nov. 19, 1998

US Registration Number: 2520595

Registration Date: Dec. 18, 2001

Register: Principal

Mark Type: Service Mark

Status: The registration has been renewed.

Status Date: Feb. 12, 2011

Publication Date: Nov. 23, 1999

Notice of Allowance Date: Feb. 15, 2000

▼ Mark Information

Mark Literal Elements: GREENWISE

[▲ Collapse All](#)

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Disclaimer: "MARKET"

▼ Goods and Services

Note:

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

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

For: retail grocery store services

International Class: 035 - Primary Class

U.S Class: 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 14, 2001

Use in Commerce: Mar. 14, 2001

▼ Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Amended Use: No

Filed ITU: Yes

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

▼ Current Owner(s) Information

Owner Name: Publix Asset Management Company

Owner Address: 3300 Publix Corporate Parkway
Lakeland, FLORIDA 33811
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: FLORIDA

▼ Attorney/Correspondence Information

Attorney of Record

Attorney Name: James B. Lake

Docket Number: 15-1

Correspondent

Correspondent James B. Lake
 Name/Address: Thomas & LoCicero PL
 PO Box 2602
 TAMPA, FLORIDA 33601-2602
 UNITED STATES

Phone: (813) 984-3060

Fax: (813) 984-3070

Correspondent e-mail: trademarks@tlolawfirm.com

Correspondent e-mail Yes
 Authorized:

Domestic Representative - Not Found

▼ Prosecution History

Date	Description	Proceeding Number
Feb. 12, 2011	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	71378
Feb. 12, 2011	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Feb. 04, 2011	TEAS SECTION 8 & 9 RECEIVED	
Jul. 06, 2007	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	71378
Jun. 11, 2007	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Jun. 11, 2007	TEAS SECTION 8 & 15 RECEIVED	
Jan. 04, 2007	CASE FILE IN TICRS	
Jun. 03, 2006	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Jun. 03, 2006	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jun. 03, 2006	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 09, 2006	PAPER RECEIVED	
Dec. 22, 2003	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 14, 2003	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Dec. 18, 2001	REGISTERED-PRINCIPAL REGISTER	
Aug. 27, 2001	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Aug. 23, 2001	ASSIGNED TO EXAMINER	69807
Aug. 22, 2001	STATEMENT OF USE PROCESSING COMPLETE	
Aug. 14, 2001	USE AMENDMENT FILED	
Feb. 13, 2001	EXTENSION 2 GRANTED	
Feb. 13, 2001	EXTENSION 2 FILED	
Oct. 04, 2000	EXTENSION 1 GRANTED	
Aug. 02, 2000	EXTENSION 1 FILED	
Feb. 15, 2000	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Nov. 23, 1999	PUBLISHED FOR OPPOSITION	
Oct. 22, 1999	NOTICE OF PUBLICATION	
Aug. 24, 1999	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 19, 1999	EXAMINER'S AMENDMENT MAILED	
Jun. 29, 1999	NON-FINAL ACTION MAILED	
Jun. 24, 1999	ASSIGNED TO EXAMINER	69807

Jun. 18. 1999 ASSIGNED TO EXAMINER

76743

▼ Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted
Affidavit of Incontestability: Section 15 - Accepted
Renewal Date: Dec. 18, 2011

▼ TM Staff and Location Information

TM Staff Information - None
File Location

Current Location: Not Found

Date in Location: Feb. 12, 2011

▼ Assignment Abstract of Title Information

▼ Conveyance Filter

Summary

Total Assignments: 1

Registrant: Publix Super Markets, Inc.

Assignment 1 of 1

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: 2661/0385

Pages: 3

Date Recorded: Jan. 27, 2003

Supporting Documents: assignment-tm-2661-0385.pdf

Assignor

Name: PUBLIX SUPER MARKETS, INC.

Execution Date: Jan. 20, 2003

Legal Entity Type: CORPORATION

State or Country Where Organized: FLORIDA

Assignee

Name: PUBLIX ASSET MANAGEMENT COMPANY

Legal Entity Type: CORPORATION

State or Country Where Organized: FLORIDA

Address: 3300 AIRPORT ROAD
LAKELAND, FLORIDA 33811

Correspondent

Correspondent Name: HOLLAND & KNIGHT LLP

Correspondent Address: THOMAS W. BROOKE
2099 PENNSYLVANIA AVE, N.W., SUITE 100
WASHINGTON, DC 20006

Domestic Representative - Not Found

STATUS DOCUMENTS

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Mark: GREENWISE

GREENWISE

US Serial Number: 76356569

Application Filing Date: Jan. 09, 2002

US Registration Number: 2654223

Registration Date: Nov. 26, 2002

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Dec. 18, 2012

Publication Date: Sep. 03, 2002

▼ Mark Information

Mark Literal Elements: GREENWISE

[▲ Collapse All](#)

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S)/LETTER(S)/NUMBER(S)

▼ Goods and Services

Note:

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

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

For: newsletter in the field of health and nutrition

International Class: 016 - Primary Class

U.S Class: 002, 005, 022, 023, 029, 037, 038, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 26, 2001

Use in Commerce: Feb. 26, 2001

▼ Basis Information (Case Level)

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

▼ Current Owner(s) Information

Owner Name: Publix Asset Management Company
 Owner Address: 3300 Publix Corporate Parkway
 Lakeland, FLORIDA 33811
 UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: FLORIDA

▼ Attorney/Correspondence Information

Attorney of Record

Attorney Name: Carol Jean LoCicero

Docket Number: 15-1

Correspondent

Correspondent: Carol Jean LoCicero
 Name/Address: Thomas & LoCicero PL
 P.O. BOX 2602
 TAMPA, FLORIDA 33601-2602
 UNITED STATES

Phone: (813) 984-3060

Fax: (813) 984-3070

Correspondent e-mail: trademarks@tlolawfirm.com

Correspondent e-mail Yes
 Authorized:

Domestic Representative - Not Found

▼ Prosecution History

Date	Description	Proceeding Number
Dec. 18, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Dec. 18, 2012	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	68502
Dec. 18, 2012	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	68502
Dec. 18, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68502
Nov. 26, 2012	TEAS SECTION 8 & 9 RECEIVED	
Jun. 27, 2008	CASE FILE IN TICRS	
Jan. 16, 2008	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	67723
Jan. 09, 2008	ASSIGNED TO PARALEGAL	67723
Jan. 07, 2008	TEAS SECTION 8 & 15 RECEIVED	
Jun. 03, 2006	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Jun. 03, 2006	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jun. 03, 2006	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 09, 2006	PAPER RECEIVED	
Dec. 22, 2003	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 19, 2003	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 26, 2002	REGISTERED-PRINCIPAL REGISTER	
Sep. 03, 2002	PUBLISHED FOR OPPOSITION	
Aug. 14, 2002	NOTICE OF PUBLICATION	
Apr. 30, 2002	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 23, 2002	ASSIGNED TO EXAMINER	62920

▼ Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted
 Affidavit of Incontestability: Section 15 - Accepted
 Renewal Date: Nov. 26, 2012

▼ TM Staff and Location Information

TM Staff Information - None
 File Location

Current Location: Not Found

Date in Location: Dec. 18, 2012

STATUS DOCUMENTS

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Mark: GREENWISE

US Serial Number: 75592640

Application Filing Date: Nov. 19, 1998

US Registration Number: 2729423

Registration Date: Jun. 24, 2003

Register: Principal

Mark Type: Trademark

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

Status Date: Mar. 13, 2009

Publication Date: Dec. 14, 1999

Notice of Allowance Date: Mar. 07, 2000

▼ Mark Information

Mark Literal Elements: GREENWISE

[▲ Collapse All](#)

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

▼ Goods and Services

Note:

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

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

For: food products, namely, eggs, [cheeses,] milk, flavored milk, chocolate milk, [sour cream, cottage cheese,] fresh and processed seafood and shellfish, [refrigerated yogurt, potato chips,] processed nuts, edible processed seeds, dried fruits, [jams, jellies,] dried beans, [peanut butter, cooking oil,] fresh and processed meat and poultry, and tomato paste

International Class: 029 - Primary Class

U.S. Class: 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 14, 2001

Use in Commerce: Mar. 14, 2001

▼ Basis Information (Case Level)

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

▼ Current Owner(s) Information

Owner Name: PUBLIX ASSET MANAGEMENT COMPANY

Owner Address: 3300 PUBLIX CORPORATE PARKWAY
LAKELAND, FLORIDA 33811
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: FLORIDA

▼ Attorney/Correspondence Information

Attorney of Record

Attorney Name: Carol Jean LoCicero

Docket Number: 15-1

Correspondent

Correspondent Carol Jean LoCicero

Name/Address: Thomas, LoCicero & Bralow
P.O. Box 2602
Tampa, FLORIDA 33601-2602
UNITED STATES

Phone: (813) 984-3060

Fax: (813) 984-3070

Correspondent e-mail: trademarks@tlolawfirm.com

Correspondent e-mail Yes
Authorized:

Domestic Representative - Not Found

▼ Prosecution History

Date	Description	Proceeding Number
Oct. 08, 2009	CASE FILE IN TICRS	97287
Mar. 13, 2009	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	65765
Mar. 09, 2009	ASSIGNED TO PARALEGAL	65765
Mar. 05, 2009	TEAS SECTION 8 & 15 RECEIVED	
Jun. 03, 2006	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Jun. 03, 2006	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jun. 03, 2006	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 09, 2006	PAPER RECEIVED	
Dec. 22, 2003	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 14, 2003	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 24, 2003	REGISTERED-PRINCIPAL REGISTER	
May 05, 2003	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Feb. 27, 2003	STATEMENT OF USE PROCESSING COMPLETE	
Feb. 27, 2003	USE AMENDMENT FILED	
Feb. 27, 2003	PAPER RECEIVED	
Oct. 17, 2002	EXTENSION 5 GRANTED	
Sep. 06, 2002	EXTENSION 5 FILED	
Sep. 06, 2002	PAPER RECEIVED	
Mar. 11, 2002	EXTENSION 4 GRANTED	
Feb. 26, 2002	EXTENSION 4 FILED	
Sep. 22, 2001	EXTENSION 3 GRANTED	
Sep. 06, 2001	EXTENSION 3 FILED	
Mar. 29, 2001	EXTENSION 2 GRANTED	
Mar. 07, 2001	EXTENSION 2 FILED	
Nov. 30, 2000	EXTENSION 1 GRANTED	
Sep. 07, 2000	EXTENSION 1 FILED	
Mar. 07, 2000	NOA MAILED - SOU REQUIRED FROM APPLICANT	

Dec. 14, 1999	PUBLISHED FOR OPPOSITION	
Nov. 12, 1999	NOTICE OF PUBLICATION	
Sep. 08, 1999	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 18, 1999	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Mar. 23, 1999	NON-FINAL ACTION MAILED	
Mar. 19, 1999	ASSIGNED TO EXAMINER	69807
Mar. 17, 1999	ASSIGNED TO EXAMINER	74856

▼ Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted
 Affidavit of Incontestability: Section 15 - Accepted

▼ TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: REGISTRATION SCANNING PROJECT Date in Location: Oct. 14, 2009

▼ Assignment Abstract of Title Information

Summary

Total Assignments: 1

▼ Conveyance Filter
 Registrant: Publix Super Markets, Inc.

Assignment 1 of 1

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: 2950/0867

Pages: 4

Date Recorded: Oct. 04, 2004

Supporting Documents: assignment-tm-2950-0867.pdf

Assignor

Name: PUBLIX SUPER MARKETS, INC.

Execution Date: Sep. 16, 2004

Legal Entity Type: CORPORATION

State or Country Where Organized: FLORIDA

Assignee

Name: PUBLIX ASSET MANAGEMENT COMPANY

State or Country Where Organized: FLORIDA

Legal Entity Type: CORPORATION

Address: 3300 AIRPORT ROAD
 LAKELAND, FLORIDA 33811

Correspondent

Correspondent Name: JAMES B. LAKE

Correspondent Address: P.O. BOX 1288
 TAMPA, FL 33601-1288

Domestic Representative - Not Found

STATUS DOCUMENTS

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Mark: GREENWISE

US Serial Number: 75592641

Application Filing Date: Nov. 19, 1998

US Registration Number: 2732403

Registration Date: Jul. 01, 2003

Register: Principal

Mark Type: Trademark

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

Status Date: Mar. 13, 2009

Publication Date: Dec. 07, 1999

Notice of Allowance Date: Feb. 29, 2000

▼ Mark Information

Mark Literal Elements: GREENWISE

[▲ Collapse All](#)

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

▼ Goods and Services

Note:

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

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

For: food products, namely, [bakery goods, breads,] breakfast cereals, [cakes, cereal derived food bars,] grain-based chips, [ground coffee, coffee beans, cookies, crackers, gravy mixes, salad dressings,] sauces, [spices, flour, sugar, herbal food beverages, herbal teas,] honey,[pasta, pretzels, rice-based snack foods, rice] and tomato sauce

International 030 - Primary Class
Class:

U.S Class: 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 14, 2001

Use in Commerce: Mar. 14, 2001

▼ Basis Information (Case Level)

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

▼ Current Owner(s) Information

Owner Name: PUBLIX ASSET MANAGEMENT COMPANY

Owner Address: 3300 PUBLIX COMPORATE PARKWAY
LAKELAND, FLORIDA 33811
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: FLORIDA

▼ **Attorney/Correspondence Information**

Attorney of Record

Attorney Name: Carol Jean LoCicero

Docket Number: 15-1

Correspondent

Correspondent Name/Address: Carol Jean LoCicero
Thomas, LoCicero & Bralow
P.O. Box 2602
Tampa, FLORIDA 33601-2602
UNITED STATES

Phone: (813) 984-3060

Fax: (813) 984-3070

Correspondent e-mail: trademarks@tlolawfirm.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

▼ **Prosecution History**

Date	Description	Proceeding Number
Mar. 13, 2009	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	65765
Mar. 09, 2009	ASSIGNED TO PARALEGAL	65765
Mar. 05, 2009	TEAS SECTION 8 & 15 RECEIVED	
Jun. 17, 2008	CASE FILE IN TICRS	
Jun. 03, 2006	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Jun. 03, 2006	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jun. 03, 2006	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 09, 2006	PAPER RECEIVED	
Dec. 22, 2003	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 14, 2003	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 01, 2003	REGISTERED-PRINCIPAL REGISTER	
May 05, 2003	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Feb. 27, 2003	STATEMENT OF USE PROCESSING COMPLETE	
Feb. 27, 2003	USE AMENDMENT FILED	
Feb. 27, 2003	PAPER RECEIVED	
Sep. 20, 2002	EXTENSION 5 GRANTED	
Aug. 23, 2002	EXTENSION 5 FILED	
Aug. 23, 2002	PAPER RECEIVED	
Mar. 12, 2002	EXTENSION 4 GRANTED	
Feb. 26, 2002	EXTENSION 4 FILED	
Aug. 23, 2001	EXTENSION 3 GRANTED	
Aug. 14, 2001	EXTENSION 3 FILED	
Feb. 13, 2001	EXTENSION 2 GRANTED	
Feb. 13, 2001	EXTENSION 2 FILED	
Sep. 28, 2000	EXTENSION 1 GRANTED	
Aug. 07, 2000	EXTENSION 1 FILED	
Feb. 29, 2000	NOA MAILED - SOU REQUIRED FROM APPLICANT	

Dec. 07, 1999	PUBLISHED FOR OPPOSITION	
Nov 05, 1999	NOTICE OF PUBLICATION	
Sep. 21, 1999	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 16, 1999	EXAMINER'S AMENDMENT MAILED	
Sep. 09, 1999	FINAL REFUSAL MAILED	
Aug. 18, 1999	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Mar. 23, 1999	NON-FINAL ACTION MAILED	
Mar. 19, 1999	ASSIGNED TO EXAMINER	69807
Mar. 17, 1999	ASSIGNED TO EXAMINER	74856

▼ Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted
 Affidavit of Incontestability: Section 15 - Accepted

▼ TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: POST REGISTRATION

Date in Location: Mar. 13, 2009

▼ Assignment Abstract of Title Information

▼ Conveyance Filter

Summary

Total Assignments: 1

Registrant: Publix Super Markets, Inc.

Assignment 1 of 1

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: 2950/0867

Pages: 4

Date Recorded: Oct. 04, 2004

Supporting Documents: assignment-tm-2950-0867.pdf

Assignor

Name: PUBLIX SUPER MARKETS, INC.

Execution Date: Sep. 16, 2004

Legal Entity Type: CORPORATION

State or Country Where Organized: FLORIDA

Organized:

Assignee

Name: PUBLIX ASSET MANAGEMENT COMPANY

Legal Entity Type: CORPORATION

State or Country Where Organized: FLORIDA

Organized:

Address: 3300 AIRPORT ROAD
 LAKELAND, FLORIDA 33811

Correspondent

Correspondent Name: JAMES B. LAKE

Correspondent Address: P.O. BOX 1288
 TAMPA, FL 33601-1288

Domestic Representative - Not Found

STATUS DOCUMENTS

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Mark: GREENWISE

GREENWISE

US Serial Number: 77145911

Application Filing Date: Apr. 02, 2007

US Registration Number: 3328951

Registration Date: Nov. 06, 2007

Register: Principal

Mark Type: Trademark

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

Status Date: Jan. 11, 2013

Publication Date: Aug. 21, 2007

▼ Mark Information

Mark Literal Elements: GREENWISE

[▲ Collapse All](#)

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

▼ Related Properties Information

Claimed Ownership of US [2654223](#), [2729423](#), [2732403](#), and others Registrations:

▼ Goods and Services

Note:

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

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

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

International Class: 016 - Primary Class

U.S Class: 002, 005, 022, 023, 029, 037, 038, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 31, 2003

Use in Commerce: Mar. 31, 2003

▼ Basis Information (Case Level)

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

▼ Current Owner(s) Information

Owner Name: Publix Asset Management Company

Owner Address: 3300 Publix Corporate Parkway
Lakeland, FLORIDA 33811
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: FLORIDA

▼ Attorney/Correspondence Information

Attorney of Record

Attorney Name: James B. Lake

Docket Number: 15-1

Correspondent

Correspondent James B. Lake

Name/Address: THOMAS & LOCICERO PL
PO BOX 2602
TAMPA, FLORIDA 33601-2602
UNITED STATES

Phone: 813-984-3060

Fax: 813-984-3070

Correspondent e-mail: trademarks@tlolawfirm.com

Correspondent e-mail Yes
Authorized:

Domestic Representative - Not Found

▼ Prosecution History

Date	Description	Proceeding Number
Jan. 11, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jan. 11, 2013	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	77315
Jan. 11, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Dec. 12, 2012	TEAS SECTION 8 & 15 RECEIVED	
Nov. 06, 2007	REGISTERED-PRINCIPAL REGISTER	
Aug. 21, 2007	PUBLISHED FOR OPPOSITION	
Aug. 01, 2007	NOTICE OF PUBLICATION	
Jul. 14, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	77978
Jul. 14, 2007	ASSIGNED TO LIE	77978
Jun. 10, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 10, 2007	ASSIGNED TO EXAMINER	74845
Apr. 06, 2007	NOTICE OF PSEUDO MARK MAILED	
Apr. 05, 2007	NEW APPLICATION ENTERED IN TRAM	

▼ Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

▼ TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 102

Date in Location: Jan. 11, 2013

STATUS DOCUMENTS

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Mark: GREENWISE

GREENWISE

US Serial Number: 77476248

Application Filing Date: May 16, 2008

US Registration Number: 3546815

Registration Date: Dec. 16, 2008

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

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

Status Date: Dec. 16, 2008

Publication Date: Sep. 30, 2008

▼ Mark Information

Mark Literal Elements: GREENWISE

[▲ Collapse All](#)

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

▼ Related Properties Information

Claimed Ownership of US [2520595](#), [2729423](#), [3328951](#), and others

Registrations:

▼ Goods and Services

Note:

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

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

For: Laundry bleach

International Class: 003 - Primary Class

U.S Class: 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 19, 2007

Use in Commerce: Oct. 31, 2007

▼ Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

▼ Current Owner(s) Information

Owner Name: Publix Asset Management Company

Owner Address: 3300 Publix Corporate Parkway
 Lakeland, FLORIDA 33811
 UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: FLORIDA

▼ Attorney/Correspondence Information

Attorney of Record

Attorney Name: Carol Jean LoCicero

Docket Number: 15-1

Correspondent

Correspondent: CAROL JEAN LOCICERO
 Name/Address: THOMAS & LOCICERO PL
 PO BOX 2602
 TAMPA, FLORIDA 33601-2602
 UNITED STATES

Phone: 813-984-3060

Fax: 813-984-3070

Correspondent e-mail: trademarks@tlolawfirm.com

Correspondent e-mail No Authorized:

Domestic Representative - Not Found

▼ Prosecution History

Date	Description	Proceeding Number
Dec. 16, 2008	REGISTERED-PRINCIPAL REGISTER	
Sep. 30, 2008	PUBLISHED FOR OPPOSITION	
Sep. 10, 2008	NOTICE OF PUBLICATION	
Aug. 22, 2008	LAW OFFICE PUBLICATION REVIEW COMPLETED	74215
Aug. 22, 2008	ASSIGNED TO LIE	74215
Aug. 14, 2006	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 14, 2008	ASSIGNED TO EXAMINER	82416
May 21, 2008	NOTICE OF PSEUDO MARK MAILED	
May 20, 2008	NEW APPLICATION ENTERED IN TRAM	

▼ TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Dec. 16, 2008

STATUS DOCUMENTS

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Mark: GREENWISE

GREENWISE

US Serial Number: 77704349

Application Filing Date: Apr. 01, 2009

US Registration Number: 3753274

Registration Date: Feb. 23, 2010

Register: Principal

Mark Type: Trademark

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

Status Date: Feb. 23, 2010

Publication Date: Jul. 28, 2009

Notice of Allowance Date: Oct. 20, 2009

▼ **Mark Information**

Mark Literal Elements: GREENWISE

[▲ Collapse All](#)

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

▼ **Related Properties Information**

Claimed Ownership of US [2520595](#), [2729423](#), [2732403](#), and others Registrations:

▼ **Goods and Services**

Note:

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

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

For: vitamins and nutritional supplements

International Class: 005 - Primary Class

U.S Class: 006, 018, 044, 046, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul. 01, 2009

Use in Commerce: Jul. 01, 2009

▼ **Basis Information (Case Level)**

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

▼ **Current Owner(s) Information**

Owner Name: Publix Asset Management Company

Owner Address: 3300 Publix Corporate Parkway
Lakeland, FLORIDA 33811
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: FLORIDA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Carol Jean LoCicero

Docket Number: 15-1

Correspondent

Correspondent: CAROL JEAN LOCICERO
Name/Address: THOMAS, LOCICERO & BRALOW
PO BOX 2602
TAMPA, FLORIDA 33601-2602
UNITED STATES

Phone: 813-984-3060

Fax: 813-984-3070

Correspondent e-mail: trademarks@tlolawfirm.com

Correspondent e-mail No Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Feb. 23, 2010	REGISTERED-PRINCIPAL REGISTER	
Jan. 19, 2010	LAW OFFICE REGISTRATION REVIEW COMPLETED	74221
Jan. 12, 2010	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jan. 05, 2010	STATEMENT OF USE PROCESSING COMPLETE	71034
Nov. 13, 2009	USE AMENDMENT FILED	71034
Jan. 05, 2010	EXTENSION 1 GRANTED	71034
Nov. 13, 2009	EXTENSION 1 FILED	71034
Jan. 05, 2010	CASE ASSIGNED TO INTENT TO USE PARALEGAL	71034
Nov. 13, 2009	TEAS EXTENSION RECEIVED	
Nov. 13, 2009	TEAS STATEMENT OF USE RECEIVED	
Oct. 20, 2009	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jul. 28, 2009	PUBLISHED FOR OPPOSITION	
Jul. 08, 2009	NOTICE OF PUBLICATION	
Jun. 25, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	74221
Jun. 25, 2009	ASSIGNED TO LIE	74221
Jun. 20, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 20, 2009	ASSIGNED TO EXAMINER	77300
Apr. 07, 2009	NOTICE OF PSEUDO MARK MAILED	
Apr. 06, 2009	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Apr. 04, 2009	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jan. 19, 2010

STATUS DOCUMENTS

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Mark: GREENWISE

GREENWISE

US Serial Number: 77872082

Application Filing Date: Nov. 13, 2009

US Registration Number: 3813868

Registration Date: Jul. 06, 2010

Register: Principal

Mark Type: Trademark

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

Status Date: Jul. 06, 2010

Publication Date: Apr. 20, 2010

▼ Mark Information

Mark Literal Elements: GREENWISE

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

[▲ Collapse All](#)

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

▼ Related Properties Information

Claimed Ownership of US [2520595](#), [2729423](#), [2732403](#), and others Registrations:

▼ Goods and Services

Note:

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

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

For: wood chips for smoking and grilling; charcoal briquettes

International Class: 004 - Primary Class

U.S Class: 001, 006, 015

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 05, 2008

Use in Commerce: Mar. 05, 2008

▼ Basis Information (Case Level)

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

▼ Current Owner(s) Information

Owner Name: Publix Asset Management Company

Owner Address: 3300 Publix Corporate Parkway
Lakeland, FLORIDA 33811
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: FLORIDA

▼ Attorney/Correspondence Information

Attorney of Record

Attorney Name: Carol Jean LoCicero

Docket Number: 15-1

Correspondent

Correspondent CAROL JEAN LOCICERO
Name/Address: THOMAS, LOCICERO & BRALOW PL
PO BOX 2602
TAMPA, FLORIDA 33601-2602
UNITED STATES

Phone: 813-984-3060

Fax: 813-984-3070

Correspondent e-mail: trademarks@tlblaw.com

Correspondent e-mail No Authorized:

Domestic Representative - Not Found

▼ Prosecution History

Date	Description	Proceeding Number
Jul. 06, 2010	REGISTERED-PRINCIPAL REGISTER	
Apr. 20, 2010	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 20, 2010	PUBLISHED FOR OPPOSITION	
Mar. 12, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	70633
Mar. 11, 2010	ASSIGNED TO LIE	70633
Feb. 20, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 19, 2010	ASSIGNED TO EXAMINER	82100
Nov. 20, 2009	NOTICE OF PSEUDO MARK MAILED	
Nov. 19, 2009	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Nov. 17, 2009	NEW APPLICATION ENTERED IN TRAM	

▼ TM Staff and Location Information

TM Staff information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jul. 06, 2010

STATUS DOCUMENTS

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Mark: GREENWISE

GREENWISE

US Serial Number: 77872282

Application Filing Date: Nov. 13, 2009

US Registration Number: 3813886

Registration Date: Jul. 06, 2010

Register: Principal

Mark Type: Trademark

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

Status Date: Jul. 06, 2010

Publication Date: Apr. 20, 2010

▼ Mark Information

Mark Literal Elements: GREENWISE

[▲ Collapse All](#)

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

▼ Related Properties Information

Claimed Ownership of US [2520595](#), [2729423](#), [2732403](#), and others Registrations:

▼ Goods and Services

Note:

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

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

For: 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

International Class: 029 - Primary Class

U.S Class: 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 12, 2003

Use in Commerce: Apr. 12, 2003

▼ Basis Information (Case Level)

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

▼ Current Owner(s) Information

Owner Name: Publix Asset Management Company

Owner Address: 3300 Publix Corporate Parkway
Lakeland, FLORIDA 33811
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: FLORIDA

▼ Attorney/Correspondence Information

Attorney of Record

Attorney Name: Carol Jean LoCicero

Docket Number: 15-1

Correspondent

Correspondent CAROL JEAN LOCICERO
Name/Address: THOMAS, LOCICERO AND BRALOW PL
PO BOX 2602
TAMPA, FLORIDA 33601-2602
UNITED STATES

Phone: 813-984-3060

Fax: 813-984-3070

Correspondent e-mail: trademarks@tlblaw.com

Correspondent e-mail No Authorized:

Domestic Representative - Not Found

▼ Prosecution History

Date	Description	Proceeding Number
Jul. 06, 2010	REGISTERED-PRINCIPAL REGISTER	
Apr. 20, 2010	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 20, 2010	PUBLISHED FOR OPPOSITION	
Mar. 12, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	78145
Mar. 12, 2010	ASSIGNED TO LIE	78145
Feb. 20, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 19, 2010	ASSIGNED TO EXAMINER	82100
Nov. 20, 2009	NOTICE OF PSEUDO MARK MAILED	
Nov. 19, 2009	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Nov. 17, 2009	NEW APPLICATION ENTERED IN TRAM	

▼ TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jul. 06, 2010

STATUS DOCUMENTS

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Mark: GREENWISE

GREENWISE

US Serial Number: 77872394

Application Filing Date: Nov. 13, 2009

US Registration Number: 3813890

Registration Date: Jul. 06, 2010

Register: Principal

Mark Type: Trademark

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

Status Date: Jul. 06, 2010

Publication Date: Apr. 20, 2010

▼ Mark Information

Mark Literal Elements: GREENWISE

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

[▲ Collapse All](#)

▼ Related Properties Information

Claimed Ownership of US [2520595](#), [2729423](#), [2732403](#), and others Registrations:

▼ Goods and Services

Note:

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

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

For: fruit juices; tomato juice

International Class: 032 - Primary Class

U.S Class: 045, 046, 048

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 23, 2003

Use in Commerce: Oct. 23, 2003

▼ Basis Information (Case Level)

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

▼ Current Owner(s) Information

Owner Name: Publix Asset Management Company

Owner Address: 3300 Publix Corporate Parkway
Lakeland, FLORIDA 33811
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: FLORIDA

▼ Attorney/Correspondence Information

Attorney of Record

Attorney Name: Carol Jean LoCicero

Docket Number: 15-1

Correspondent

Correspondent CAROL JEAN LOCICERO
Name/Address: THOMAS. LOCICERO & BRALOW, PL
PO BOX 2602
TAMPA, FLORIDA 33601-2602
UNITED STATES

Phone: (813) 984-3060

Fax: (813) 984-3070

Correspondent e-mail: trademarks@tlblaw.com

Correspondent e-mail No Authorized:

Domestic Representative - Not Found

▼ Prosecution History

Date	Description	Proceeding Number
Aug. 03, 2010	SEC 7 REQUEST FILED	59136
Aug. 13, 2010	CERTIFICATE OF CORRECTION ISSUED	59136
Aug. 04, 2010	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	59136
Aug. 03, 2010	TEAS SECTION 7 REQUEST RECEIVED	
Jul. 06, 2010	REGISTERED-PRINCIPAL REGISTER	
Apr. 20, 2010	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 20, 2010	PUBLISHED FOR OPPOSITION	
Mar. 13, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	78287
Mar. 13, 2010	ASSIGNED TO LIE	78287
Feb. 22, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 22, 2010	EXAMINER'S AMENDMENT ENTERED	88888
Feb. 22, 2010	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Feb. 22, 2010	EXAMINERS AMENDMENT E-MAILED	6328
Feb. 22, 2010	EXAMINERS AMENDMENT -WRITTEN	82100
Feb. 19, 2010	ASSIGNED TO EXAMINER	82100
Nov. 20, 2009	NOTICE OF PSEUDO MARK MAILED	
Nov. 19, 2009	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Nov. 17, 2009	NEW APPLICATION ENTERED IN TRAM	

▼ Maintenance Filings or Post Registration Information

Change in Registration: Yes

Correction made to In the statement, lines 5 through 9 should be deleted, and "FIRST USE 10-23-2003: IN COMMERCE 10-23-2003" should be inserted.
Registration:

▼ TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: POST REGISTRATION

Date in Location: Sep. 22, 2010

STATUS DOCUMENTS

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Mark: GREENWISE

GREENWISE

US Serial Number: 77873054

Application Filing Date: Nov. 16, 2009

US Registration Number: 3813937

Registration Date: Jul. 06, 2010

Register: Principal

Mark Type: Trademark

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

Status Date: Jul. 06, 2010

Publication Date: Apr. 20, 2010

▼ Mark Information

Mark Literal Elements: GREENWISE

[▲ Collapse All](#)

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

▼ Related Properties Information

Claimed Ownership of US [2520595](#), [2729423](#), [2732403](#), and others Registrations:

▼ Goods and Services

Note

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

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

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

International Class: 030 - Primary Class

U.S Class: 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 2007

Use in Commerce: Jan. 2007

▼ Basis Information (Case Level)

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

▼ Current Owner(s) Information

Owner Name: Publix Asset Management Company

Owner Address: 3300 Publix Corporate Parkway
Lakeland, FLORIDA 33811
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: FLORIDA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Carol Jean LoCicero

Docket Number: 15-1

Correspondent

Correspondent CAROL JEAN LOCICERO
Name/Address: THOMAS LOCICERO & BRALOW PL
PO BOX 2602
TAMPA, FLORIDA 33601-2602
UNITED STATES

Phone: (813) 984-3060

Fax: (813) 984-3070

Correspondent e-mail: trademarks@tlblaw.com

Correspondent e-mail No Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jul. 06, 2010	REGISTERED-PRINCIPAL REGISTER	
Apr. 20, 2010	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 20, 2010	PUBLISHED FOR OPPOSITION	
Mar. 13, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	65864
Mar. 13, 2010	ASSIGNED TO LIE	65864
Feb. 22, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 22, 2010	EXAMINER'S AMENDMENT ENTERED	88888
Feb. 22, 2010	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Feb. 22, 2010	EXAMINERS AMENDMENT E-MAILED	6328
Feb. 22, 2010	EXAMINERS AMENDMENT -WRITTEN	82100
Feb. 19, 2010	ASSIGNED TO EXAMINER	82100
Nov. 21, 2009	NOTICE OF PSEUDO MARK MAILED	
Nov. 20, 2009	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Nov. 19, 2009	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jul. 06, 2010

STATUS DOCUMENTS

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Mark: GREENWISE

GREENWISE

US Serial Number: 77873112

Application Filing Date: Nov. 16, 2009

US Registration Number: 3813946

Registration Date: Jul. 06, 2010

Register: Principal

Mark Type: Trademark

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

Status Date: Jul. 06, 2010

Publication Date: Apr. 20, 2010

▼ Mark Information

Mark Literal Elements: GREENWISE

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

[▲ Collapse All](#)

▼ Related Properties Information

Claimed Ownership of US [2520595](#), [2729423](#), [2732403](#), and others

Registrations:

▼ Goods and Services

Note:

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

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

For: cat litter; unprocessed vegetables and fruits; unprocessed mushrooms

International Class: 031 - Primary Class

U.S Class: 001, 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul. 11, 2007

Use in Commerce: Jul. 11, 2007

▼ Basis Information (Case Level)

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

▼ Current Owner(s) Information

Owner Name: Publix Asset Management Company

Owner Address: 3300 Publix Corporate Parkway
Lakeland, FLORIDA 33811
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: FLORIDA

▼ Attorney/Correspondence Information

Attorney of Record

Attorney Name: Carol Jean LoCicero

Docket Number: 15-1

Correspondent

Correspondent JAMES B. LAKE
Name/Address: THOMAS & LOCICERO
PO BOX 2602
TAMPA, FLORIDA 33601
UNITED STATES

Phone: 813-984-3060

Fax: 813-984-3070

Correspondent e-mail: trademarks@tlblaw.com

Correspondent e-mail No Authorized:

Domestic Representative - Not Found

▼ Prosecution History

Date	Description	Proceeding Number
Aug. 13, 2010	REVIEW OF CORRESPONDENCE COMPLETE	75184
Aug. 13, 2010	REPRINTING REGISTRATION CERTIFICATE	
Aug. 02, 2010	SEC 7 REQUEST FILED	75184
Aug. 13, 2010	CERTIFICATE OF CORRECTION ISSUED	75184
Aug. 02, 2010	TEAS SECTION 7 REQUEST RECEIVED	
Jul. 15, 2010	POST REGISTRATION ACTION MAILED - SEC. 7	75184
Jul. 15, 2010	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	75184
Jul. 13, 2010	TEAS SECTION 7 REQUEST RECEIVED	
Jul. 06, 2010	REGISTERED-PRINCIPAL REGISTER	
Apr. 21, 2010	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Apr. 20, 2010	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 20, 2010	PUBLISHED FOR OPPOSITION	
Mar. 16, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	66213
Mar. 16, 2010	ASSIGNED TO LIE	66213
Feb. 26, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 22, 2010	ASSIGNED TO EXAMINER	80807
Nov. 21, 2009	NOTICE OF PSEUDO MARK MAILED	
Nov. 20, 2009	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Nov. 19, 2009	NEW APPLICATION ENTERED IN TRAM	

▼ Maintenance Filings or Post Registration Information

Change in Registration: Yes

Correction made to In the statement, line 1, "Greenwise" is deleted and "Publix Asset Management Company", should be inserted.
Registration:

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: POST REGISTRATION

Date in Location: Sep. 22, 2010

Assignment Abstract of Title Information

Conveyance Filter

Summary

Total Assignments: 1

Registrant: Publix Asset Management Company

Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: 4185/0881

Pages: 3

Date Recorded: Apr. 14, 2010

Supporting Documents: [assignment-tm-4185-0881.pdf](#)

Assignor

Name: GREENWISE

Execution Date: Apr. 14, 2010

Legal Entity Type: ENTITY DOES NOT EXIST. DATA ENTRY ERROR ON ORIGINAL TRADEMARK APPLICATION.

State or Country Where Organized: No Place Where Organized Found

Assignee

Name: PUBLIX ASSET MANAGEMENT COMPANY

Legal Entity Type: CORPORATION

State or Country Where Organized: FLORIDA

Address: 3300 PUBLIX CORPORATE PARKWAY
LAKELAND, FLORIDA 33811

Correspondent

Correspondent Name: KAREN LEE

Correspondent Address: PO BOX 2602
TAMPA, FL 33601

Domestic Representative - Not Found

STATUS DOCUMENTS

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Mark: GREENWISE

GREENWISE

US Serial Number: 77873152

Application Filing Date: Nov. 16, 2009

US Registration Number: 3813950

Registration Date: Jul. 06, 2010

Register: Principal

Mark Type: Service Mark

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

Status Date: Jul. 06, 2010

Publication Date: Apr. 20, 2010

▼ Mark Information

Mark Literal Elements: GREENWISE

▲ Collapse All

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

▼ Related Properties Information

Claimed Ownership of US [2520595](#), [2729423](#), [2732403](#), and others

Registrations:

▼ Goods and Services

Note:

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

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

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

International Class: 035 - Primary Class

U.S Class: 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 27, 2007

Use in Commerce: Sep. 27, 2007

▼ Basis Information (Case Level)

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

▼ Current Owner(s) Information

Owner Name: Publix Asset Management Company

Owner Address: 3300 Publix Corporate Parkway
 Lakeland, FLORIDA 33811
 UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: FLORIDA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Carol Jean LoCicero

Docket Number: 15-1

Correspondent

Correspondent: CAROL JEAN LOCICERO
Name/Address: THOMAS. LOCICERO & BRALOW PL
 PO BOX 2602
 TAMPA, FLORIDA 33601-2602
 UNITED STATES

Phone: 813-984-3060

Fax: 813-984-3070

Correspondent e-mail: trademarks@tlblaw.com

Correspondent e-mail No Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jul. 06, 2010	REGISTERED-PRINCIPAL REGISTER	
Apr. 20, 2010	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 20, 2010	PUBLISHED FOR OPPOSITION	
Mar. 13, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	73296
Mar. 13, 2010	ASSIGNED TO LIE	73296
Feb. 22, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 22, 2010	EXAMINER'S AMENDMENT ENTERED	88888
Feb. 22, 2010	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Feb. 22, 2010	EXAMINERS AMENDMENT E-MAILED	6328
Feb. 22, 2010	EXAMINERS AMENDMENT -WRITTEN	82100
Feb. 19, 2010	ASSIGNED TO EXAMINER	82100
Nov. 21, 2009	NOTICE OF PSEUDO MARK MAILED	
Nov. 20, 2009	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Nov. 19, 2009	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jul. 06, 2010

STATUS DOCUMENTS

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Mark: GREENWISE

GREENWISE

US Serial Number: 77873171

Application Filing Date: Nov. 16, 2009

US Registration Number: 3813952

Registration Date: Jul. 06, 2010

Register: Principal

Mark Type: Service Mark

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

Status Date: Jul. 06, 2010

Publication Date: Apr. 20, 2010

▼ Mark Information

Mark Literal Elements: GREENWISE

[▲ Collapse All](#)

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

▼ Related Properties Information

Claimed Ownership of US [2520595](#), [2729423](#), [2732403](#), and others
Registrations:

▼ Goods and Services

Note:

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

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

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

International Class: 043 - Primary Class

U.S Class: 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 27, 2007

Use in Commerce: Sep. 27, 2007

▼ Basis Information (Case Level)

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

▼ Current Owner(s) Information

Owner Name: Publix Asset Management Company

Owner Address: 3300 Publix Corporate Parkway
Lakeland, FLORIDA 33811
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: FLORIDA

▼ Attorney/Correspondence Information

Attorney of Record

Attorney Name: Carol Jean LoCicero

Docket Number: 15-1

Correspondent

Correspondent: CAROL JEAN LOCICERO
Name/Address: THOMAS, LOCICERO & BRALOW, PL
PO BOX 2602
TAMPA, FLORIDA 33601-2602
UNITED STATES

Phone: 813-984-3060

Fax: 813-984-3070

Correspondent e-mail: trademarks@tlblaw.com

Correspondent e-mail No Authorized:

Domestic Representative - Not Found

▼ Prosecution History

Date	Description	Proceeding Number
Jul. 06, 2010	REGISTERED-PRINCIPAL REGISTER	
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Nov. 21, 2009	NOTICE OF PSEUDO MARK MAILED	
Nov. 20, 2009	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Nov. 19, 2009	NEW APPLICATION ENTERED IN TRAM	

▼ TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jul. 06, 2010