

ESTTA Tracking number: **ESTTA285865**

Filing date: **05/26/2009**

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

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Anheuser-Busch, Incorporated
Granted to Date of previous extension	05/27/2009
Address	One Busch Place St. Louis, MO 63118 UNITED STATES

Attorney information	Andrea Anderson Holland & Hart LLP PO Box 8749 Denver, CO 80201 UNITED STATES docket@hollandhart.com, aanderson@hollandhart.com, achaselfeld@hollandhart.com, cshearer@hollandhart.com Phone:303-473-2700
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Applicant Information

Application No	77565556	Publication date	01/27/2009
Opposition Filing Date	05/26/2009	Opposition Period Ends	05/27/2009
Applicant	DiCenzo, Guy P. 109 Plymouth Drive Matthews, NC 28104 UNITED STATES		

Goods/Services Affected by Opposition

Class 032. All goods and services in the class are opposed, namely: Soft drinks
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Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	666367	Application Date	11/18/1957
Registration Date	08/26/1958	Foreign Priority Date	NONE
Word Mark	BUD		
Design Mark			

Description of Mark	NONE
Goods/Services	Class U048 (International Class 032). First use: First Use: 1939/06/00 First Use In Commerce: 1939/06/00 BEER

U.S. Registration No.	3259179	Application Date	11/03/2004
Registration Date	07/03/2007	Foreign Priority Date	NONE

Word Mark	BUD EXTRA
Design Mark	

Description of Mark	NONE
Goods/Services	Class 032. First use: First Use: 2006/11/30 First Use In Commerce: 2006/11/30 FLAVORED BEER

U.S. Registration No.	1261873	Application Date	09/20/1982
Registration Date	12/20/1983	Foreign Priority Date	NONE

Word Mark	BUD LIGHT
Design Mark	
Description of Mark	NONE
Goods/Services	Class 032. First use: First Use: 1982/04/01 First Use In Commerce: 1982/04/01 Beer

U.S. Registration No.	1567443	Application Date	02/06/1989
Registration Date	11/21/1989	Foreign Priority Date	NONE

Word Mark	BUD BOWL
Design Mark	
Description of Mark	NONE
Goods/Services	Class 032. First use: First Use: 1988/12/26 First Use In Commerce: 1989/01/01 BEER


U.S. Registration No.	1567446	Application Date	03/31/1989
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Registration Date	11/21/1989	Foreign Priority Date	NONE
Word Mark	BUD DRY		
Design Mark	BUD DRY		
Description of Mark	NONE		
Goods/Services	Class 032. First use: First Use: 1989/03/27 First Use In Commerce: 1989/03/27 BEER		

U.S. Registration No.	999817	Application Date	03/06/1974
Registration Date	12/17/1974	Foreign Priority Date	NONE
Word Mark	BUD MAN		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 032. First use: First Use: 1969/02/18 First Use In Commerce: 1969/03/18 BEER		

U.S. Registration No.	1332479	Application Date	06/21/1982
Registration Date	04/23/1985	Foreign Priority Date	NONE
Word Mark	THIS BUD'S FOR YOU		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 032. First use: First Use: 1980/03/01 First Use In Commerce: 1980/03/01 Beer		

U.S. Registration No.	952277	Application Date	11/01/1971
Registration Date	01/30/1973	Foreign Priority Date	NONE
Word Mark	BUDWEISER		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class U048 (International Class 032). First use: First Use: 1876/01/00 First Use In Commerce: 1876/01/00 BEER [AND MALT LIQUOR]		

U.S. Registration No.	3011229	Application Date	08/30/2004
Registration Date	11/01/2005	Foreign Priority Date	NONE
Word Mark	BUDWEISER SELECT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 032. First use: First Use: 2004/10/26 First Use In Commerce: 2004/10/26 BEER		

U.S. Registration No.	2643103	Application Date	06/25/1997
Registration Date	10/29/2002	Foreign Priority Date	NONE
Word Mark	BUDWEISER.COM		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 032. First use: First Use: 2001/05/11 First Use In Commerce: 2001/05/11 beer		

Attachments	78510440#TMSN.jpeg (1 page)(bytes) 73790282#TMSN.gif (1 page)(bytes) 78475474#TMSN.jpeg (1 page)(bytes) Notice of Opposition to 77565556 BUDWINE.pdf (5 pages)(21776 bytes) Exhibit A to Notice of Opposition to 77565556 BUDWINE.pdf (61 pages)(336556 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Annie C. Haselfeld/
Name	Annie Chu Haselfeld
Date	05/26/2009

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

ANHEUSER-BUSCH, INCORPORATED, Opposer, v. GUY P. DICENZO, Applicant.	Opposition No.: Mark: BUDWINE Serial No.: 77/565,556
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NOTICE OF OPPOSITION

Anheuser-Busch, Incorporated (“Opposer”), a corporation of Missouri, having a principal place of business at One Busch Place, St. Louis, Missouri, 63118, believes that it will be damaged by the registration of the mark BUDWINE shown in U.S. Trademark Application Serial No. 77/565,556 for “soft drinks” in Class 32 (“the Application”) and hereby opposes it. As grounds for its opposition, Opposer alleges that, upon actual knowledge with respect to itself and its own actions, and upon information and belief as to other matters:

1. Opposer is the leading brewer and marketer of beer in the United States, and Opposer and its predecessors have been marketing beer for more than a century.
2. Since well prior to the filing date of the Application, Opposer has used several BUD-formative marks in connection with the marketing and sale of its beer, including, but not limited to, BUDWEISER, BUDWEISER SELECT, BUDWEISER.COM, BUD, BUD LIGHT, BUD DRY, BUD EXTRA, BUD MAN, BUD BOWL, and THIS BUD’S FOR YOU (collectively, “the BUD Marks”).

3. Since well prior to the filing date of the Application, Opposer established a family of marks in its BUD Marks.

4. Opposer has sold billions of dollars worth of its beverages under the BUD Marks, and has spent hundreds of millions of dollars advertising and promoting its beverages under these marks.

5. As a result of Opposer's extensive marketing and promotion of beverages under the BUD Marks coupled with the overwhelming commercial success of these products, Opposer's BUD Marks have become famous and well known.

6. Opposer is the owner of, among others, the following United States trademark registrations for the BUD Marks covering beer (printouts for the PTO TESS/TARR database are attached as Exhibit A):

MARK	REG. NO.	REG. DATE	GOODS
BUD	666,367	8/26/1958	Beer
BUD EXTRA	3,259,179	7/3/2007	Flavored Beer
BUD LIGHT	1,261,873	12/20/1983	Beer
BUD BOWL	1,567,443	11/21/1989	Beer
BUD DRY	1,567,446	11/21/1989	Beer
BUD MAN	999,817	12/17/1974	Beer
THIS BUD'S FOR YOU	1,332,479	4/23/1985	Beer
BUDWEISER	952,277	1/30/1973	Beer
BUDWEISER SELECT	3,011,229	11/1/2005	Beer
BUDWEISER.COM	2,643,103	10/29/2002	Beer

7. These registrations are valid and subsisting and constitute prima facie evidence of the validity of the marks and registrations, and of Opposer's ownership of and exclusive right to use the marks in connection with the goods set forth in the registrations.

8. Currently, with the exception of Registration Nos. 3,011,229 and 3,259,179, all of these registrations are incontestable pursuant to 15 U.S.C. §§ 1065 and 1115(b). Therefore, these registrations constitute conclusive evidence of the validity of the marks and registrations, and of Opposer's exclusive right to use the marks in connection with the goods set forth in the registrations.

9. Applicant's BUDWINE mark incorporates Opposer's famous BUD mark in its entirety.

COUNT I
Likelihood of Confusion
15 U.S.C. § 1052(d)

10. Opposer realleges and incorporates by reference the preceding allegations of its Notice of Opposition.

11. Applicant's BUDWINE mark so resembles Opposer's prior used and registered BUD Marks as to be likely, when used in connection with the goods set forth in the Application, to cause confusion, or to cause mistake, or to deceive under Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d).

COUNT II
Likelihood of Dilution
15 U.S.C. § 1125(c)

12. Opposer realleges and incorporates by reference the preceding allegations of its Notice of Opposition.

13. Well prior to the filing date of the Application, Opposer's marks BUDWEISER and BUD and each of its BUD Marks became distinctive and famous under 15 U.S.C. § 1125(c).

14. Applicant's proposed use of the mark BUDWINE in connection with the goods set forth in the Application is likely to cause dilution of Opposer's famous

BUDWEISER, BUD, and BUD Marks by blurring under section 43(c) of the Lanham Act, 15 U.S.C. § 1125(c).

WHEREFORE, Opposer believes that it will be damaged by registration of the mark shown in Application Serial No. 77/565,556 and respectfully requests that the opposition be sustained, and that registration to Applicant be refused.

The filing fee in the amount of \$300 is being transmitted electronically with this submission. Any deficiency in the fee should be charged to Deposit Account No. 08-2623.

Dated this 26th day of May, 2009.

Respectfully submitted,



Andrea Anderson
Annie Chu Haselfeld
HOLLAND & HART LLP
One Boulder Plaza
1800 Broadway, Suite 300
Boulder, CO 80302
(303) 473-2861 (phone)
(303) 473-2720 (fax)

**Attorneys for Opposer
Anheuser-Busch, Incorporated**

CERTIFICATE OF SERVICE

I certify that on May 26, 2009, I served a copy of the above NOTICE OF OPPOSITION to the following by:

- | | |
|-------------------------------------|----------------------------|
| <input checked="" type="checkbox"/> | U.S. Mail, postage prepaid |
| <input type="checkbox"/> | Hand Delivery |
| <input type="checkbox"/> | Fax |

Guy DiCenzo
109 Plymouth Drive
Matthews, NC 28104-5403

/Chris Shearer/

Exhibit A



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Typed Drawing

Word Mark	BUD
Goods and Services	IC 032. US 048. G & S: BEER. FIRST USE: 19390600. FIRST USE IN COMMERCE: 19390600
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	72040799
Filing Date	November 18, 1957
Current Filing Basis	1A
Original Filing Basis	1A
Registration Number	0666367
International Registration Number	0836819
Registration Date	August 26, 1958
Owner	(REGISTRANT) ANHEUSER-BUSCH, INCORPORATED CORPORATION MISSOURI ONE BUSCH PLACE ST. LOUIS MISSOURI 63118
Attorney of Record	Scott D. Miller
Prior Registrations	0013064;0549180;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECTION 8(10-YR) 20080822.
Renewal	3RD RENEWAL 20080822
Live/Dead Indicator	LIVE

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Serial Number: 72040799 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 666367

Mark (words only): BUD

Standard Character claim: No

Current Status: [This registration has been renewed](#).

Date of Status: 2008-08-22

Filing Date: 1957-11-18

Transformed into a National Application: No

Registration Date: 1958-08-26

Register: [Principal](#)

Law Office Assigned: (NOT AVAILABLE)

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Current Location: 40S -Scanning On Demand

Date In Location: 2009-01-16

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

1. [ANHEUSER-BUSCH, INCORPORATED](#)

Address:

[ANHEUSER-BUSCH, INCORPORATED](#)
[ONE BUSCH PLACE](#)
[ST. LOUIS, MO 63118](#)
[United States](#)

Legal Entity Type: [Corporation](#)

State or Country of Incorporation: [Missouri](#)

GOODS AND/OR SERVICES

U.S. Class: [048 \(International Class 032\)](#)

Class Status: [Active](#)

BEER

Basis: 1(a)

First Use Date: 1939-06-00

First Use in Commerce Date: 1939-06-00

ADDITIONAL INFORMATION

Prior Registration Number(s):

13064

549180

MADRID PROTOCOL INFORMATION

USPTO Reference Number: [Z1231574](#)

International Registration Number: 0836819

International Registration Date: 2004-09-30

Original Filing Date with USPTO: 2004-09-30

International Registration Status: [Application For IR Registered By IB](#)

Date of International Registration Status: 2004-12-09

International Registration Renewal Date: 2014-09-30

Irregularity Reply by Date: (DATE NOT AVAILABLE)

Madrid History:

[12-09-2004 - 12:41:41 - Application For IR Registered By IB](#)

[10-01-2004 - 13:03:46 - Manually Certified](#)

[09-30-2004 - 14:29:29 - New Application For IR Received](#)

PROSECUTION HISTORY

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

[2009-01-16 - Case File In TICRS](#)

[2008-08-22 - Third renewal 10 year](#)

[2008-08-22 - Section 8 \(10-year\) accepted/ Section 9 granted](#)

[2008-07-22 - Assigned To Paralegal](#)

[2008-07-11 - TEAS Section 8 & 9 Received](#)

[1998-05-18 - Second renewal 10 year](#)

[1998-04-02 - Section 9 filed/check record for Section 8](#)

[1978-08-26 - First renewal](#)

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Scott D. Miller

Correspondent

Scott D. Miller

ANHEUSER-BUSCH COMPANIES INC

One Busch Place

ST LOUIS MO 63118-1852

Phone Number: 314-577-2648

Fax Number: 314-588-3835



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BUD EXTRA

Word Mark	BUD EXTRA
Goods and Services	IC 032. US 045 046 048. G & S: FLAVORED BEER. FIRST USE: 20061130. FIRST USE IN COMMERCE: 20061130
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	78510440
Filing Date	November 3, 2004
Current Filing Basis	1A
Original Filing Basis	1B
Published for Opposition	December 27, 2005
Registration Number	3259179
Registration Date	July 3, 2007
Owner	(REGISTRANT) ANHEUSER-BUSCH, INCORPORATED CORPORATION MISSOURI 202-6 ONE BUSCH PLACE ST. LOUIS MISSOURI 63118
Attorney of Record	DEBBIE NORMAN
Prior Registrations	0666367;1401344
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "EXTRA" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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Serial Number: 78510440 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 3259179

Mark

BUD EXTRA

(words only): [BUD EXTRA](#)

Standard Character claim: [Yes](#)

Current Status: [Registered](#).

Date of Status: [2007-07-03](#)

Filing Date: [2004-11-03](#)

Transformed into a National Application: [No](#)

Registration Date: [2007-07-03](#)

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: [650 -Publication And Issue Section](#)

Date In Location: [2007-05-31](#)

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

1. [ANHEUSER-BUSCH, INCORPORATED](#)

Address:

[ANHEUSER-BUSCH, INCORPORATED](#)
[202-6 ONE BUSCH PLACE](#)

ST. LOUIS, MO 63118
United States
Legal Entity Type: Corporation
State or Country of Incorporation: Missouri
Phone Number: 314 577-7088
Fax Number: 314 577-3835

GOODS AND/OR SERVICES

International Class: 032
Class Status: Active
FLAVORED BEER
Basis: 1(a)
First Use Date: 2006-11-30
First Use in Commerce Date: 2006-11-30

ADDITIONAL INFORMATION

Disclaimer: "EXTRA"

Prior Registration Number(s):
666367
1401344

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.

2007-07-03 - Registered - Principal Register
2007-04-19 - Law Office Registration Review Completed
2007-04-17 - Assigned To LIE
2007-03-27 - Allowed for Registration - Principal Register (SOU accepted)
2007-03-19 - Statement of use processing complete
2007-03-19 - Extension 2 granted
2007-01-03 - Amendment to Use filed
2007-03-12 - Extension 2 filed

2007-03-13 - TEAS Extension Received
2007-01-03 - TEAS Statement of Use Received
2006-09-18 - Extension 1 granted
2006-08-16 - Extension 1 filed
2006-08-16 - TEAS Extension Received
2006-03-21 - Noa Mailed - SOU Required From Applicant
2006-02-07 - Assigned To Examiner
2005-12-27 - Published for opposition
2005-12-07 - Notice of publication
2005-11-08 - Law Office Publication Review Completed
2005-11-04 - Assigned To LIE
2005-11-01 - Approved for Pub - Principal Register (Initial exam)
2005-10-27 - Teas/Email Correspondence Entered
2005-10-17 - Communication received from applicant
2005-10-17 - TEAS Response to Office Action Received
2005-06-09 - Non-final action e-mailed
2005-06-09 - Non-Final Action Written
2005-06-08 - Assigned To Examiner
2004-11-10 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
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Correspondent
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1 BUSCH PL # 2026
SAINT LOUIS, MO 63118-1852
Phone Number: 314 577-7088

Fax Number: 314 577-3835



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Word Mark	BUD LIGHT
Goods and Services	IC 032. US 048. G & S: Beer. FIRST USE: 19820401. USED IN ANOTHER FORM as to "Bud" Apr. 1, 1939. FIRST USE IN COMMERCE: 19820401
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73386660
Filing Date	September 20, 1982
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	September 27, 1983
Registration Number	1261873
Registration Date	December 20, 1983
Owner	(REGISTRANT) Anheuser-Busch, Incorporated CORPORATION MISSOURI One Busch Pl. St. Louis MISSOURI 63118
Attorney of Record	ARCH M. AHERM, JR.
Prior Registrations	0013064;0666367;AND OTHERS
Disclaimer	No claim is made to the exclusive right to use the word "Light", apart from the mark as shown.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20040109.
Renewal	1ST RENEWAL 20040109
Live/Dead Indicator	LIVE

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Serial Number: 73386660 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 1261873

Mark (words only): BUD LIGHT

Standard Character claim: No

Current Status: [This registration has been renewed](#).

Date of Status: 2004-01-09

Filing Date: 1982-09-20

Transformed into a National Application: No

Registration Date: 1983-12-20

Register: [Principal](#)

Law Office Assigned: (NOT AVAILABLE)

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: 2008-05-01

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

1. [Anheuser-Busch, Incorporated](#)

Address:

[Anheuser-Busch, Incorporated](#)

[One Busch Pl.](#)

[St. Louis, MO 63118](#)

[United States](#)

Legal Entity Type: [Corporation](#)

State or Country of Incorporation: [Missouri](#)

GOODS AND/OR SERVICES

International Class: [032](#)

Class Status: [Active](#)

Beer

Basis: 1(a)

First Use Date: 1982-04-01

First Use in Commerce Date: 1982-04-01

Used Anywhere in Another Form: as to "Bud" Apr. 1, 1939

Used in Commerce in Another Form: as to "Bud" Apr. 1, 1939

ADDITIONAL INFORMATION

Disclaimer: No claim is made to the exclusive right to use the word "Light", apart from the mark as shown.

Prior Registration Number(s):

130640

6663670

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.

2008-05-01 - Case File In TIGRS

2004-01-09 - First renewal 10 year

2004-01-09 - Section 8 (10-year) accepted/ Section 9 granted

2003-10-30 - Combined Section 8 (10-year)/Section 9 filed

2003-10-30 - TEAS Section 8 & 9 Received

1989-03-30 - Section 8 (6-year) accepted & Section 15 acknowledged

1988-12-27 - Section 8 (6-year) and Section 15 Filed

1983-12-20 - Registered - Principal Register

1983-09-27 - Published for opposition

1983-12-20 - Registered - Principal Register

1983-09-27 - Published for opposition

1983-09-27 - Published for opposition

1983-08-23 - Notice of publication

1983-08-22 - Notice of publication

1983-07-15 - Approved for Pub - Principal Register (Initial exam)

1983-05-23 - Communication received from applicant

1983-04-12 - Non-final action mailed

1983-02-25 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

ARCH M. AHERM, JR.

Correspondent

JANET FLYNN

ANHEUSER-BUSCH, INC.

LEGAL DEPARTMENT

ONE BUSCH PLACE

ST. LOUIS, MISSOURI 63118



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For Serial Number: 73386660

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Typed Drawing

Word Mark	BUD BOWL
Goods and Services	IC 032. US 048. G & S: BEER. FIRST USE: 19881226. FIRST USE IN COMMERCE: 19890101
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73778954
Filing Date	February 6, 1989
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	August 29, 1989
Registration Number	1567443
Registration Date	November 21, 1989
Owner	(REGISTRANT) ANHEUSER-BUSCH, INCORPORATED CORPORATION MISSOURI ONE BUSCH PLACE ST. LOUIS MISSOURI 63118
Attorney of Record	VALERIE BENKERT PACI
Prior Registrations	0666367;0999816;0999817;1261873;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20090317.
Renewal	2ND RENEWAL 20090317
Live/Dead Indicator	LIVE

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Serial Number: 73778954 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 1567443

Mark (words only): BUD BOWL

Standard Character claim: No

Current Status: [This registration has been renewed](#).

Date of Status: 2009-03-17

Filing Date: 1989-02-06

Transformed into a National Application: No

Registration Date: 1989-11-21

Register: [Principal](#)

Law Office Assigned: (NOT AVAILABLE)

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: 2009-03-17

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

1. [ANHEUSER-BUSCH, INCORPORATED](#)

Address:

[ANHEUSER-BUSCH, INCORPORATED](#)
[ONE BUSCH PLACE](#)
[ST. LOUIS, MO 63118](#)
[United States](#)

Legal Entity Type: [Corporation](#)

State or Country of Incorporation: [Missouri](#)

GOODS AND/OR SERVICES

International Class: [032](#)

Class Status: [Active](#)

BEER

Basis: 1(a)

First Use Date: 1988-12-26

First Use in Commerce Date: 1989-01-01

ADDITIONAL INFORMATION

Prior Registration Number(s):

666367
999816
999817
1261873

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.

2009-03-17 - Second renewal 10 year

2009-03-17 - Section 8 (10-year) accepted/ Section 9 granted

2009-02-06 - Assigned To Paralegal

2009-02-03 - TEAS Section 8 & 9 Received

2008-11-25 - Case File In TICRS

2000-08-29 - First renewal 10 year

2000-08-29 - Section 8 (10-year) accepted/ Section 9 granted

2000-01-25 - Combined Section 8 (10-year)/Section 9 filed

1996-07-01 - Section 8 (6-year) accepted & Section 15 acknowledged

1995-11-16 - Section 8 (6-year) and Section 15 Filed

1989-11-21 - Registered - Principal Register

1989-08-29 - Published for opposition

1989-07-29 - Notice of publication

1989-07-29 - Notice of publication

1989-07-28 - Notice of publication

1989-06-21 - Approved for Pub - Principal Register (Initial exam)

1989-04-27 - Allowance/count withdrawn

1989-04-12 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

VALERIE BENKERT PACI

Correspondent

VALERIE BENKERT PACI

ANHEUSER-BUSCH COMPANIES, INC.

202-6

ONE BUSCH PLACE

ST. LOUIS MO 63118-1852

Phone Number: 314 577-9715

Fax Number: 314 577-3835



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Typed Drawing

Word Mark	BUD DRY
Goods and Services	IC 032. US 048. G & S: BEER. FIRST USE: 19890327. FIRST USE IN COMMERCE: 19890327
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73790282
Filing Date	March 31, 1989
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	August 29, 1989
Registration Number	1567446
Registration Date	November 21, 1989
Owner	(REGISTRANT) ANHEUSER-BUSCH, INCORPORATED CORPORATION MISSOURI ONE BUSCH PLACE 202-6 ST. LOUIS MISSOURI 63118
Attorney of Record	SCOTT MILLER
Prior Registrations	0666367;0720101;0999816;0999817;1261873;1332479;1415218;AND OTHERS
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DRY" APART FROM THE MARK AS SHOWN
Type of Mark Register	TRADEMARK PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20090303.
Renewal	1ST RENEWAL 20090303
Live/Dead Indicator	LIVE

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Serial Number: 73790282 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 1567446

Mark (words only): BUD DRY

Standard Character claim: No

Current Status: [This registration has been renewed](#).

Date of Status: 2009-03-03

Filing Date: 1989-03-31

Transformed into a National Application: No

Registration Date: 1989-11-21

Register: [Principal](#)

Law Office Assigned: (NOT AVAILABLE)

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: 2009-03-03

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

1. [ANHEUSER-BUSCH, INCORPORATED](#)

Address:

[ANHEUSER-BUSCH, INCORPORATED](#)
[ONE BUSCH PLACE 202-6](#)
[ST. LOUIS, MO 63118](#)
[United States](#)

Legal Entity Type: [Corporation](#)

State or Country of Incorporation: [Missouri](#)

GOODS AND/OR SERVICES

International Class: [032](#)

Class Status: [Active](#)

BEER

Basis: 1(a)

First Use Date: 1989-03-27

First Use in Commerce Date: 1989-03-27

ADDITIONAL INFORMATION

Disclaimer: "DRY"

Prior Registration Number(s):

666367

720101

999816

999817

1261873

1332479

1415218

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.

2009-03-03 - First renewal 10 year

2009-03-03 - Section 8 (10-year) accepted/ Section 9 granted

2009-01-30 - Assigned To Paralegal

2009-01-28 - TEAS Section 8 & 9 Received

2008-11-25 - Case File In TICRS

2000-02-07 - First renewal 10 year

2000-02-07 - Section 9 granted/check record for Section 8

1999-10-19 - Combined Section 8 (10-year)/Section 9 filed

1995-11-16 - Section 8 (6-year) accepted & Section 15 acknowledged

1995-03-21 - Section 8 (6-year) and Section 15 Filed

1989-11-21 - Registered - Principal Register

1989-08-29 - Published for opposition

1989-07-29 - Notice of publication

1989-07-29 - Notice of publication

1989-07-28 - Notice of publication

1989-05-24 - Approved for Pub - Principal Register (Initial exam)

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

SCOTT MILLER

Correspondent

SCOTT MILLER

ANHEUSER-BUSCH COMPANIES, INC.

202-6

ONE BUSCH PLACE

ST. LOUIS MO 63118-1852

Phone Number: 314 577-7386

Fax Number: 314 577-3835



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Typed Drawing

Word Mark	BUD MAN
Goods and Services	IC 032. US 048. G & S: BEER. FIRST USE: 19690218. USED IN ANOTHER FORM PRIOR TO JUNE 1939, AS TO "BUD.". FIRST USE IN COMMERCE: 19690318
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73015113
Filing Date	March 6, 1974
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	September 24, 1974
Registration Number	0999817
Registration Date	December 17, 1974
Owner	(REGISTRANT) ANHEUSER-BUSCH, INCORPORATED CORPORATION MISSOURI ONE BUSCH PLACE ST. LOUIS MISSOURI 63118
Prior Registrations	0013064;0952277;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20050822.
Renewal	2ND RENEWAL 20050822
Live/Dead Indicator	LIVE

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Serial Number: 73015113 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 999817

Mark (words only): BUD MAN

Standard Character claim: No

Current Status: [This registration has been renewed](#).

Date of Status: 2005-08-22

Filing Date: 1974-03-06

Transformed into a National Application: No

Registration Date: 1974-12-17

Register: [Principal](#)

Law Office Assigned: (NOT AVAILABLE)

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: [834 -Post Registration](#)

Date In Location: 2005-08-22

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

1. [ANHEUSER-BUSCH, INCORPORATED](#)

Address:

[ANHEUSER-BUSCH, INCORPORATED](#)
[ONE BUSCH PLACE](#)
[ST. LOUIS, MO 63118](#)
[United States](#)

Legal Entity Type: [Corporation](#)

State or Country of Incorporation: [Missouri](#)

GOODS AND/OR SERVICES

International Class: [032](#)

Class Status: [Active](#)

BEER

Basis: 1(a)

First Use Date: 1969-02-18

First Use in Commerce Date: 1969-03-18

Used Anywhere in Another Form: PRIOR TO JUNE 1939, AS TO "BUD."

Used in Commerce in Another Form: PRIOR TO JUNE 1939, AS TO "BUD."

ADDITIONAL INFORMATION

Prior Registration Number(s):

13064

952277

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.

2005-08-22 - Second renewal 10 year

2005-08-22 - Section 8 (10-year) accepted/ Section 9 granted

2005-08-17 - Assigned To Paralegal

2005-05-26 - Combined Section 8 (10-year)/Section 9 filed

2005-05-26 - TEAS Section 8 & 9 Received

1995-01-18 - First renewal 10 year

1994-10-17 - Section 9 filed/check record for Section 8

1980-05-19 - Section 8 (6-year) accepted & Section 15 acknowledged

ATTORNEY/CORRESPONDENT INFORMATION

Correspondent

ANHEUSER-BUSCH, INCORPORATED

ONE BUSCH PLACE

ST. LOUIS, MO. 63101



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For Serial Number: 73015113

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Typed Drawing

Word Mark	THIS BUD'S FOR YOU
Goods and Services	IC 032. US 048. G & S: Beer. FIRST USE: 19800301. FIRST USE IN COMMERCE: 19800301
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73368350
Filing Date	June 21, 1982
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	April 19, 1983
Registration Number	1332479
Registration Date	April 23, 1985
Owner	(REGISTRANT) Anheuser-Busch, Incorporated CORPORATION MISSOURI One Busch Pl. St. Louis MISSOURI 63118
Prior Registrations	0064125;0666367;0922481;0952277;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20050822.
Renewal	1ST RENEWAL 20050822
Live/Dead Indicator	LIVE

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Serial Number: 73368350 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 1332479

Mark (words only): THIS BUD'S FOR YOU

Standard Character claim: No

Current Status: [This registration has been renewed](#).

Date of Status: 2005-08-22

Filing Date: 1982-06-21

Transformed into a National Application: No

Registration Date: 1985-04-23

Register: [Principal](#)

Law Office Assigned: (NOT AVAILABLE)

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: 2008-05-22

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

1. [Anheuser-Busch, Incorporated](#)

Address:

[Anheuser-Busch, Incorporated](#)

[One Busch Pl.](#)

[St. Louis, MO 63118](#)

[United States](#)

Legal Entity Type: [Corporation](#)

State or Country of Incorporation: [Missouri](#)

GOODS AND/OR SERVICES

International Class: [032](#)

Class Status: [Active](#)

Beer

Basis: 1(a)

First Use Date: 1980-03-01

First Use in Commerce Date: 1980-03-01

ADDITIONAL INFORMATION

Prior Registration Number(s):

64125

666367

922481

952277

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.

2008-05-22 - Case File In TICRS

2005-08-22 - First renewal 10 year

2005-08-22 - Section 8 (10-year) accepted/ Section 9 granted

2005-05-12 - Combined Section 8 (10-year)/Section 9 filed

2005-08-17 - Assigned To Paralegal

2005-05-12 - TEAS Section 8 & 9 Received

1991-09-13 - Section 8 (6-year) accepted & Section 15 acknowledged

1991-08-26 - Response received for Post Registration action

1991-05-29 - Post Registration action mailed Section 8 & 15

1991-01-18 - Section 8 (6-year) and Section 15 Filed

1985-04-23 - Registered - Principal Register

1985-02-25 - Opposition terminated for Proceeding

1984-11-27 - Opposition dismissed for Proceeding

1983-08-11 - Opposition instituted for Proceeding

1983-04-19 - Published for opposition

1983-04-19 - Published for opposition

1983-03-14 - Notice of publication

1983-03-04 - Approved for Pub - Principal Register (Initial exam)

1983-02-22 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Correspondent

ANHEUSER-BUSCH, INCORPORATED
ONE BUSCH PL.
ST. LOUIS MO 63118



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Typed Drawing

Word Mark	BUDWEISER
Goods and Services	IC 032. US 048. G & S: BEER [AND MALT LIQUOR]. FIRST USE: 18760100. FIRST USE IN COMMERCE: 18760100
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	72406443
Filing Date	November 1, 1971
Current Filing Basis	1A
Original Filing Basis	1A
Registration Number	0952277
International Registration Number	0835837
Registration Date	January 30, 1973
Owner	(REGISTRANT) ANHEUSER-BUSCH, INCORPORATED CORPORATION MISSOURI ONE BUSCH PLACE ST. LOUIS MISSOURI 63118
Attorney of Record	JANET M. FLYNN
Prior Registrations	0013064;0895176;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECTION 8(10-YR) 20030227.
Renewal	1ST RENEWAL 20030227
Live/Dead Indicator	LIVE

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Serial Number: 72406443 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 952277

Mark (words only): BUDWEISER

Standard Character claim: No

Current Status: [This registration has been renewed](#).

Date of Status: 2003-02-27

Filing Date: 1971-11-01

Transformed into a National Application: No

Registration Date: 1973-01-30

Register: [Principal](#)

Law Office Assigned: (NOT AVAILABLE)

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: 2005-12-21

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

1. [ANHEUSER-BUSCH, INCORPORATED](#)

Address:

[ANHEUSER-BUSCH, INCORPORATED](#)
[ONE BUSCH PLACE](#)
[ST. LOUIS, MO 63118](#)
[United States](#)

Legal Entity Type: [Corporation](#)

State or Country of Incorporation: [Missouri](#)

GOODS AND/OR SERVICES

U.S. Class: [048 \(International Class 032\)](#)

Class Status: [Active](#)

BEER

Basis: 1(a)

First Use Date: 1876-01-00

First Use in Commerce Date: 1876-01-00

ADDITIONAL INFORMATION

Prior Registration Number(s):

13064

895176

MADRID PROTOCOL INFORMATION

USPTO Reference Number: [Z1231573](#)

International Registration Number: [0835837](#)

International Registration Date: [2004-09-30](#)

Original Filing Date with USPTO: [2004-09-30](#)

International Registration Status: [Application For IR Registered By IB](#)

Date of International Registration Status: [2004-12-02](#)

International Registration Renewal Date: [2014-09-30](#)

Irregularity Reply by Date: (DATE NOT AVAILABLE)

Madrid History:

[12-02-2004 - 14:03:32 - Application For IR Registered By IB](#)

[10-01-2004 - 12:56:26 - Manually Certified](#)

[09-30-2004 - 14:23:19 - New Application For IR Received](#)

PROSECUTION HISTORY

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[2005-12-21 - Case File In TICRS](#)

[2003-02-27 - First renewal 10 year](#)

[2003-02-27 - Section 8 \(10-year\) accepted/ Section 9 granted](#)

[2002-11-18 - Combined Section 8 \(10-year\)/Section 9 filed](#)

[2002-11-18 - PAPER RECEIVED](#)

[1992-09-22 - First renewal 10 year](#)

[1992-08-07 - Section 9 filed/check record for Section 8](#)

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For Serial Number: 72406443

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Word Mark	BUDWEISER SELECT
Goods and Services	IC 032. US 045 046 048. G & S: BEER. FIRST USE: 20041026. FIRST USE IN COMMERCE: 20041026
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	78475474
Filing Date	August 30, 2004
Current Filing Basis	1A
Original Filing Basis	1B
Published for Opposition	August 9, 2005
Registration Number	3011229
Registration Date	November 1, 2005
Owner	(REGISTRANT) ANHEUSER-BUSCH, INCORPORATED CORPORATION MISSOURI 202-6 ONE BUSCH PLACE ST. LOUIS MISSOURI 63118
Attorney of Record	DEBBIE NORMAN
Prior Registrations	0922481;2844072
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SELECT" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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Serial Number: 78475474 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 3011229

Mark

BUDWEISER SELECT

(words only): [BUDWEISER SELECT](#)

Standard Character claim: [Yes](#)

Current Status: [Registered](#).

Date of Status: [2005-11-01](#)

Filing Date: [2004-08-30](#)

Transformed into a National Application: [No](#)

Registration Date: [2005-11-01](#)

Register: [Principal](#)

Law Office Assigned: [LAW OFFICE 112](#)

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: [2005-11-01](#)

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

1. [ANHEUSER-BUSCH, INCORPORATED](#)

Address:

[ANHEUSER-BUSCH, INCORPORATED](#)
[202-6 ONE BUSCH PLACE](#)

ST. LOUIS, MO 63118
United States
Legal Entity Type: Corporation
State or Country of Incorporation: Missouri
Phone Number: 314 577-7088
Fax Number: 314 577-3835

GOODS AND/OR SERVICES

International Class: 032
Class Status: Active
BEER
Basis: 1(a)
First Use Date: 2004-10-26
First Use in Commerce Date: 2004-10-26

ADDITIONAL INFORMATION

Disclaimer: "SELECT"

Prior Registration Number(s):
922481
2844072

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.

2005-11-01 - Registered - Principal Register
2005-08-09 - Published for opposition
2005-07-20 - Notice of publication
2005-04-26 - Law Office Publication Review Completed
2005-04-26 - Assigned To LIE
2005-04-13 - Approved for Pub - Principal Register (Initial exam)
2005-04-13 - Amendment to Use approved
2005-04-13 - Teas/Email Correspondence Entered

2005-03-30 - Communication received from applicant

2005-03-30 - Amendment to use processing complete

2005-03-30 - Amendment to Use filed

2005-03-30 - TEAS Amendment of Use Received

2005-03-29 - Assigned To Examiner

2004-09-08 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

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Typed Drawing

Word Mark	BUDWEISER.COM
Goods and Services	IC 032. US 045 046 048. G & S: beer. FIRST USE: 20010511. FIRST USE IN COMMERCE: 20010511
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75314360
Filing Date	June 25, 1997
Current Filing Basis	1A
Original Filing Basis	1B
Published for Opposition	March 3, 1998
Registration Number	2643103
Registration Date	October 29, 2002
Owner	(REGISTRANT) Anheuser-Busch, Incorporated CORPORATION MISSOURI One Busch Place St. Louis MISSOURI 63118
Attorney of Record	VALERIE BENKERT PACI
Prior Registrations	0952277;2033725;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR).
Live/Dead Indicator	LIVE

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Serial Number: 75314360 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 2643103

Mark (words only): BUDWEISER.COM

Standard Character claim: No

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

Date of Status: 2008-12-01

Filing Date: 1997-06-25

Transformed into a National Application: No

Registration Date: 2002-10-29

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: 830 -Post Registration

Date In Location: 2008-12-01

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

1. [Anheuser-Busch, Incorporated](#)

Address:

[Anheuser-Busch, Incorporated](#)

[One Busch Place](#)

[St. Louis, MO 63118](#)

[United States](#)

Legal Entity Type: [Corporation](#)

State or Country of Incorporation: [Missouri](#)

GOODS AND/OR SERVICES

International Class: [032](#)

Class Status: [Active](#)

beer

Basis: 1(a)

First Use Date: 2001-05-11

First Use in Commerce Date: 2001-05-11

ADDITIONAL INFORMATION

Prior Registration Number(s):

952277

2033725

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.

2008-12-01 - Section 8 (6-year) accepted & Section 15 acknowledged

2008-11-03 - Assigned To Paralegal

2008-10-31 - TEAS Section 8 & 15 Received

2008-02-13 - Case File In TICRS

2002-10-29 - Registered - Principal Register

2002-08-13 - Allowed for Registration - Principal Register (SOU accepted)

2002-04-24 - Communication received from applicant

2002-04-24 - PAPER RECEIVED

2001-11-02 - Non-final action mailed

2001-11-02 - Assigned To Examiner

2001-09-17 - Statement of use processing complete

2001-05-23 - Amendment to Use filed

2001-09-14 - Extension 5 granted

2000-10-30 - Extension 5 filed

2000-10-29 - Extension 4 granted

2000-05-17 - Extension 4 filed
1999-12-13 - Extension 3 granted
1999-11-02 - Extension 3 filed
1999-05-05 - Extension 2 granted
1999-04-07 - Extension 2 filed
1998-12-11 - Extension 1 granted
1998-11-10 - Extension 1 filed
1998-05-26 - Noa Mailed - SOU Required From Applicant
1998-03-03 - Published for opposition
1998-01-30 - Notice of publication
1997-12-30 - Approved for Pub - Principal Register (Initial exam)
1997-12-24 - Assigned To Examiner
1997-12-19 - Assigned To Examiner
1997-12-10 - Assigned To Examiner

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