

ESTTA Tracking number: **ESTTA769956**

Filing date: **09/12/2016**

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

| | |
|------------------------|--|
| Proceeding | 91229269 |
| Party | Defendant The Laclede Group, Inc. |
| Correspondence Address | THOMAS A. POLCYN THOMPSON COBURN LLP ONE US BANK PLAZA ST. LOUIS, MO 63101 ipdocket@thompsoncoburn.com |
| Submission | Answer |
| Filer's Name | Thomas A. Polcyn |
| Filer's e-mail | tpolcyn@thompsoncoburn.com, hal-shathir@thompsoncoburn.com, urogers@thompsoncoburn.com, ipdocket@thompsoncoburn.com |
| Signature | /Thomas A. Polcyn/ |
| Date | 09/12/2016 |
| Attachments | answer and defenses.pdf(105416 bytes) Exhibit A.pdf(349835 bytes) |

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

Cellular South, Inc.,)
)
 Opposer,) TTAB Opp. No. 91229269
)
 v.) U.S. Serial Nos. 86/864,712; 86/864,721;
) 86/864,729
 Spire Inc.,)
)
 Applicant.)

Spire Inc.’s Answer and Defenses

Answer

This is Applicant Spire Inc.’s¹ (“Applicant”) Answer to the Notice of Opposition filed by Opposer Cellular South, Inc. (“Opposer”). To the extent any allegation of the Notice of Opposition is not expressly and specifically admitted, that allegation is hereby denied.

Applicant answers the Notice of Opposition as follows:

1. Applicant filed U.S. Serial Nos. 86/864,712; 86/864,721; and 86/864,729. The applications are public record and speak for themselves. Applicant denies any allegation in paragraph 1 that is inconsistent therewith.
2. Applicant admits the allegations of paragraph 2.
3. Applicant admits that Opposer has opposed (TTAB Opp. No. 91227574) Applicant’s application to register the mark SPIRE, INC. (U.S. Serial No. 86/751,779).
4. Applicant admits that it has rebranded or intends to rebrand all of its businesses, including its subsidiaries, to marks including the term SPIRE. Applicant further admits that the SPIRE marks, including the marks shown in U.S. Serial Nos. 86/864,712, 86/864,721, and

¹ On June 14, 2016, a change of name, from The Laclede Group, Inc. to Spire Inc., was recorded with the USPTO. The change of name is indexed on Reel/Frame 5812/0990.

86/864,729, are used or intended to be used in connection with all of the services identified in the applications. Applicant states that the wording “and more” is so vague and ambiguous that it lacks knowledge or information sufficient to understand what Opposer is alleging, and therefore, denies the allegations related to this wording.

5. Applicant denies that Opposer’s goods and services are “similar to those identified in the Applications [.]” Applicant lacks knowledge or information sufficient to form a belief about the truth of the remaining allegations of paragraph 5 and therefore denies them.

6. Applicant lacks knowledge or information sufficient to form a belief about the truth of the allegations of paragraph 6 and therefore denies them.

7. Applicant lacks knowledge or information sufficient to form a belief about the truth of the allegations of paragraph 7 and therefore denies them.

8. Applicant lacks knowledge or information sufficient to form a belief about the truth of the allegations of paragraph 8 and therefore denies them.

9. Applicant lacks knowledge or information sufficient to form a belief about the truth of the allegations of paragraph 9 and therefore denies them.

10. Applicant lacks knowledge or information sufficient to form a belief about the truth of the allegations of paragraph 10 and therefore denies them.

11. Applicant lacks knowledge or information sufficient to form a belief about the truth of the allegations of paragraph 11 and therefore denies them.

12. Applicant lacks knowledge or information sufficient to form a belief about the truth of the allegations of paragraph 12 and therefore denies them.

13. Applicant lacks knowledge or information sufficient to form a belief about the truth of the allegations of paragraph 13 and therefore denies them.

14. Applicant lacks knowledge or information sufficient to form a belief about the truth of the allegations of paragraph 14 and therefore denies them.

15. Applicant lacks knowledge or information sufficient to form a belief about the truth of the allegations of paragraph 15 and therefore denies them.

16. Applicant lacks knowledge or information sufficient to form a belief about the truth of the allegations of paragraph 16 and therefore denies them.

17. Applicant lacks knowledge or information sufficient to form a belief about the truth of the allegations of paragraph 17 and therefore denies them.

18. Applicant lacks knowledge or information sufficient to form a belief about the truth of the allegations of paragraph 18 and therefore denies them.

19. Applicant denies the allegations of paragraph 19.

20. Applicant lacks knowledge or information sufficient to form a belief about the truth of the allegations of paragraph 20 and therefore denies them.

21. Applicant lacks knowledge or information sufficient to form a belief about the truth of the allegations of paragraph 21 and therefore denies them.

22. Applicant admits that it is based in St. Louis, Missouri, and that in March 2016, it announced a rebranding of all its businesses, including its subsidiaries, to marks including the term SPIRE.

23. Applicant admits that it has executed a contract to acquire the parent company of Mobile Gas and Willmut Gas from a unit of Sempra Energy, and that the transaction is expected to close in 2016, subject to customary closing conditions and regulatory approval. Applicant admits that Mobile Gas is headquartered in Mobile, Alabama, and serves around 89,000 customers in Alabama. Applicant admits that Willmut Gas is headquartered in Hattiesburg,

Mississippi, and serves around 19,000 customers in Mississippi. Applicant admits that it intends to rebrand Mobile Gas and Willmut Gas to marks including the term SPIRE sometime following closing. Applicant lacks knowledge or information sufficient to form a belief about the truth of the allegations regarding Opposer's affiliate, Telepak Networks, Inc dba C Spire Fiber, and therefore denies them.

24. Applicant denies the allegations of paragraph 24.

25. Applicant denies the allegations of paragraph 25.

26. Applicant admits that it provides natural gas services, and that it currently provides or plans to provide such services in Alabama and Mississippi. Applicant denies that Opposer is in the utility business in Mississippi and Alabama. Applicant denies that Opposer's activities and Applicant's business are "similar[.]" Applicant lacks knowledge or information sufficient to form a belief about the truth of the remaining allegations of paragraph 26 and therefore denies them.

27. Applicant denies that there is "overlap" and that "the potential for confusion is obvious." Applicant lacks knowledge or information sufficient to form a belief about the truth of the remaining allegations of paragraph 27 and therefore denies them.

28. Applicant denies that the consuming public would conclude that Opposer's goods and services would include Applicant's goods and services. Applicant denies that Opposer is in the home utility business. Applicant lacks knowledge or information sufficient to form a belief about the truth of the remaining allegations of paragraph 28 and therefore denies them.

29. Applicant denies the allegations of paragraph 29.

30. Applicant denies the allegations of paragraph 30.

31. Applicant denies the allegations of paragraph 31.

32. Applicant lacks knowledge or information sufficient to form a belief about the truth of the allegations of paragraph 32 and therefore denies them.

33. Paragraph 33 states a legal conclusion to which no response is required. To the extent a response is required, Applicant denies the allegations of paragraph 33.

34. Applicant denies the allegations of paragraph 34.

35. Applicant denies the allegations of paragraph 35.

36. Applicant admits that it is not connected with Opposer or its goods and services. Applicant denies the remaining allegations of paragraph 36.

37. Applicant denies the allegations of paragraph 37.

38. Applicant denies the allegations of paragraph 38.

Defenses

For its defenses, Applicant states:

1. Opposer's Notice of Opposition fails to state a claim upon which relief may be granted. The Notice of Opposition fails to set forth facts sufficient to entitle Opposer to the relief sought.

2. There is no likelihood of confusion between Applicant's marks and Opposer's marks. Among other reasons, the parties' respective industries (telecommunications vs. natural gas) are so unrelated that consumers will not be confused as to the source of the parties' respective goods and services. Applicant's marks will not be used for any services that are likely to be confused with any alleged goods or services of Opposer.

3. Applicant's marks are not likely to dilute Opposer's marks by blurring. Among other reasons, Opposer cannot prove that its marks are famous because they are not widely recognized by the general consuming public of the United States. On information and belief,

Opposer's goods and services are only provided in a limited geographic region and not throughout the entire United States. Moreover, Applicant's marks cannot dilute Opposer's marks by blurring, because the SPIRE element is already diluted. There are many uses of SPIRE as a mark across a wide variety of industries. To illustrate, attached as *Exhibit A* is a chart of use-based applications and registrations on the U.S. Principal Register for marks including the term SPIRE. The marks include:

- SPIRE for *providing a patient-accessible internet portal that provides patient health and medical records*
- SPIRE for *antennas for wireless communication applications*
- SPIRE for *construction materials, namely, non-metal piles*
- SPIRE for *conducting fitness classes*
- SPIRE for *led light fixtures, namely, internally lighted poles*
- SPIRE for *wine*
- SPIRE for *hotel, bar, delicatessen and café services*
- SPIRE for *electronic cigarettes*
- SPIRE for *all terrain vehicles*
- SPIRE for *advertising and marketing services*
- SPIRE for *study guides*
- SPIRE for *financial services*

4. Applicant's marks do not falsely suggest a connection with Opposer. Among other reasons, Applicant's marks do not point uniquely and unmistakably to Opposer. As reflected in *Exhibit A*, the term SPIRE points to a number of different sources, across a wide range of industries. Moreover, Applicant's marks are not C SPIRE.

5. Opposer's claims are barred by the doctrines of unclean hands and trademark misuse. Among other reasons, the parties' respective fields are so completely unrelated that Opposer cannot reasonably allege a likelihood of confusion. Moreover, Opposer cannot reasonably allege dilution by blurring because its marks are not used nationally and there are many third parties using SPIRE marks for a wide variety of goods and services, as reflected in *Exhibit A*. Opposer also cannot reasonably allege a false suggestion of connection, as Applicant's marks are not C SPIRE, and the term SPIRE points to a wide variety of different sources. Opposer's claims, therefore, are an overzealous and unreasonable enforcement of its alleged trademark rights.

6. Opposer's claims are barred by the doctrines of acquiescence, waiver, estoppel and laches. Applicant has been using SPIRE in connection with natural gas services since December 2013. Applicant owns U.S. Reg. No. 4548479 for the mark SPIRE for "natural gas vehicle fueling services" in Class 37, which was registered on June 10, 2014 and has not been challenged by Opposer. During this time period, Applicant has made significant investments in its SPIRE marks. Opposer's inexcusable delay in challenging Applicant's rights in SPIRE has materially prejudiced Applicant.

7. Opposer's claims are barred by the *Morehouse* defense. Opposer cannot be "damaged" within the meaning of Lanham Act § 13 by registration of Applicant's marks for the applied-for services because Applicant owns an existing registration for the same or substantially identical mark for the same or substantially identical services. Applicant owns U.S. Reg. No. 4548479 for the mark SPIRE for "natural gas vehicle fueling services" in Class 37. Applicant's registered mark SPIRE is substantially identical to Applicant's marks. The "natural gas vehicle fueling services" for which SPIRE is already registered are substantially identical to the services

identified in U.S. Serial Nos. 86/864,712; 86/864,721; and 86/864,729. Opposer has not challenged the registration.

8. Applicant reserves its right to amend its answer to assert any defense or counterclaim that is later discovered in this proceeding.

ACCORDINGLY, Applicant respectfully requests that the Board enter judgment in Applicant's favor, dismiss the Notice of Opposition with prejudice, and grant all other and further relief to which Applicant is entitled.

Respectfully submitted,

/s/ Thomas A. Polcyn
Thomas A. Polcyn
Hadi S. Al-Shathir
Thompson Coburn LLP
One US Bank Plaza
Saint Louis, MO 63101
Telephone: 314-552-6000
Facsimile: 314-552-7331
tpolcyn@thompsoncoburn.com
hal-shathir@thompsoncoburn.com

Edward W. Gray, Jr.
Alisa C. Simmons
Fitch, Even, Tabin & Flannery LLP
120 South LaSalle Street, Suite 1600
Chicago, IL 60603
Telephone: 312-577-7000
Facsimile: 312-577-7007
egray@fitcheven.com
asimmons@fitcheven.com

Attorneys for Applicant

CERTIFICATE OF SERVICE

The undersigned hereby certifies that a copy of the foregoing Spire Inc.'s Answer and Defenses was served by first class mail, postage prepaid, upon:

Karen E. Howell
Brunini, Grantham, Grower & Hewes, PLLC
Post Office Drawer 119
Jackson, MS 39205


Attorneys for Opposer


on this 12th day of September, 2016.

/s/ Hadi S. Al-Shathir

EXHIBIT A

| Mark | Status | Goods/Services | Owner |
|--|---|---|---|
| <p>SPIRE</p> <p>RN: 4721262 SN: 86166438</p> | <p>Registered April 14, 2015</p> <p>Int'l Class:42,44 First Use:January 15, 2014</p> <p>Filed: January 15, 2014 Application Published: June 17, 2014 Registered: April 14, 2015</p> | <p>(Int'l Class: 42) providing an internet portal featuring technology that enables internet users to collect, store, edit, organize, modify, review, analyze, transmit and share data and information in the fields of healthcare, social care, medicine; providing an internet portal featuring technology that enables healthcare providers to facilitate electronic documentation, store and analyze patients' health and healthcare records, patient records, clinical care information, facilities information and health provider administration, and prescribe medicines</p> <p>(Int'l Class: 44) providing a patient-accessible internet portal that provides patient health and medical records</p> | <p>Magnolia Ventures, Inc. (California Corp.) Suite #4 1150 Yale Street Santa Monica California 90403</p> |
| <p>SPIRE</p> <p>RN: 4529412 SN: 86080438</p> | <p>Registered May 13, 2014</p> <p>Int'l Class:19 First Use:August 12, 2013</p> <p>Filed: October 2, 2013 Application Published: February 25, 2014 Registered: May 13, 2014</p> | <p>(Int'l Class: 19) construction materials, namely, non-metal piles</p> | <p>Pilemedic, LLC (Arizona Limited Liability Company) 2055 E. 17th Street Tucson Arizona 85719</p> |
| <p>SPIRE</p> <p>RN: 4650303 SN: 86101614</p> | <p>Registered December 2, 2014</p> <p>Int'l Class:09,42,45 First Use:September 16, 2014</p> <p>Filed: October 25,</p> | <p>(Int'l Class: 09) downloadable mobile applications for consumers and organizational employees for sharing information on personal accomplishments and general activities; downloadable mobile applications for consumers and organizational employees for facilitating interaction with other members in the form of posting digital comments and sending digital messages; downloadable mobile applications for consumers and organizational employees for creating digital</p> | <p>Spire Labs, Inc. (Tennessee Corp.) 407 Broad Street Suite 203 Chattanooga Tennessee 37402</p> |


| Mark | Status | Goods/Services | Owner |
|---|--|--|--|
| | <p>2013 Application Published: May 20, 2014 Registered: December 2, 2014</p> | <p>teams based on shared interests and activities of interest, through which members can encourage each other and share information, tips, and advice (Int'l Class: 42) providing consumers and organizational employees an interactive web site featuring technology that allows them to share personal accomplishments and general activities; providing consumers and organizational employees an interactive web site featuring technology that facilitates interaction with other members, in the form of posting digital comments and sending digital messages; providing consumers and organizational employees an interactive web site featuring technology that allows members to create digital teams based on shared interests and activities of interest, through which members can encourage each other and share information, tips, and advice (Int'l Class: 45) online social networking services provided through a community website using digital community to develop positive and effective work culture, and increase employee productivity and relations</p> | |
| <p>SPIRE and Design</p>  <p>RN: 4551833 SN: 86115705</p> | <p>Registered June 17, 2014</p> <p>Int'l Class:35 First Use:May 1, 2000</p> <p>Filed: November 11, 2013 Application Published: April 1, 2014 Registered: June 17, 2014</p> | <p>(Int'l Class: 35) holistic market research-based consulting in the field of strategic growth and entry decision making in global emerging markets</p> | <p>Spire Research and Consulting Pte LTD. (Singapore Corp.) 78 Shenton Way #20-01 Singapore 079120 Singapore</p> |
| <p>SPIRE</p> <p>RN: 4729249 SN: 86328383</p> | <p>Registered April 28, 2015</p> <p>Int'l Class:09 First Use:November 21, 2014</p> | <p>(Int'l Class: 09) multifunctional electronic devices that measure, track, analyze, display, upload, and transmit physiological data related to physical activity, physical and mental fitness, and general health; wireless charging stations, carrying cases, and storage cases for the</p> | <p>Spire, Inc. (California Corp.) C/O Pranger Law Group 88 Guy Place, Suite 405 San Francisco</p> |


| Mark | Status | Goods/Services | Owner |
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| | <p>Filed: July 3, 2014 Application Published: November 18, 2014 Registered: April 28, 2015</p> | <p>aforementioned devices; multifunctional electronic devices that are affixed in clothing and that measure, track, analyze, display, upload, and transmit physiological data related to physical activity, physical and mental fitness, and general health</p> | <p>California 94105</p> |
| <p>SPIRE and Design</p>  <p>SN: 86332205</p> | <p>Pending - Suspended April 21, 2015</p> <p>Int'l Class:41 First Use:June 1, 2014</p> <p>Filed: July 9, 2014</p> | <p>(Int'l Class: 41) conducting fitness classes; physical fitness studio services, namely, providing exercise classes, body sculpting classes, and group fitness classes</p> | <p>Jv Cycle Holdings LLC (Wisconsin Limited Liability Company) 157 Congress St. #4 Brooklyn New York 11201</p> |
| <p>SPIRE</p> <p>SN: 86332181</p> | <p>Pending - Suspended April 21, 2015</p> <p>Int'l Class:41 First Use:June 1, 2014</p> <p>Filed: July 9, 2014</p> | <p>(Int'l Class: 41) conducting fitness classes; physical fitness studio services, namely, providing exercise classes, body sculpting classes, and group fitness classes</p> | <p>Jv Cycle Holdings LLC (Colorado Limited Liability Company) 157 Congress St. #4 Brooklyn New York 11201</p> |
| <p>SPIRE</p> <p>RN: 4958132 SN: 86333283</p> | <p>Registered May 17, 2016</p> <p>Int'l Class:11 First Use:June 23, 2013</p> <p>Filed: July 10, 2014 Application Published: March 1, 2016 Registered: May 17, 2016</p> | <p>(Int'l Class: 11) led light fixtures, namely, internally lighted poles</p> | <p>Insight Lighting, Inc. (New Mexico Corp.) 4341 Fulcrum Way, Ne Rio Rancho New Mexico 87144</p> |
| <p>SPIRE</p> | <p>Registered 8 &</p> | <p>(Int'l Class: 33)</p> | <p>Cuvaison Inc.</p> |

| Mark | Status | Goods/Services | Owner |
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| RN: 3958543 SN: 77785330 | 15 July 19, 2016 Int'l Class:33 First Use:March, 2011 Filed: July 20, 2009 Application Published: December 8, 2009 Registered: May 10, 2011 | wine | (California Corp.) 4550 Silverado Trail Calistoga California 94515 |
| SPIRE RN: 3583524 SN: 79046347 | Registered - Section 71 & 15 - Accepted & Acknowledged 8 & 15 March 2, 2015 Filed: October 5, 2007 Application Published: December 16, 2008 Registered: March 3, 2009 Int'l Reg Date: October 5, 2007 | (Int'l Class: 01) special aromatic polymers for use as thermoplastic resins or thermosetting precursors suited to the production of molded, laminated or extruded articles, in the form of fibers, foams, coatings and composites, excluding polypropylene and/or polyolefin resin | Solvay (No Country Provided Not Provided) Rue De Ransbeek 310 B-1120 Bruxelles Belgium |
| SPIRE RN: 4230203 SN: 76706470 | Registered October 23, 2012 Int'l Class:43 First Use:September 30, 2011 Filed: February 22, 2011 Application Published: January 17, 2012 | (Int'l Class: 43) hotel, bar, delicatessen and cafe services | Geneva Area Recreational, Educational and Athletic Trust (Ohio Limited Liability Company) 1822 South Broadway Geneva Ohio 44041 |


| Mark | Status | Goods/Services | Owner |
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| | Registered: October 23, 2012 | | |
| SPIRE RN: 4242152 SN: 76706471 | Registered November 13, 2012 Int'l Class:44 First Use:March 31, 2012 Filed: February 22, 2011 Application Published: January 24, 2012 Registered: November 13, 2012 | (Int'l Class: 44) physical rehabilitation; providing physical rehabilitation facilities; psychological counseling services in the field of sports; nutritional therapy services; physical therapy; health care services, namely, wellness programs; wellness and health-related consulting services; medical rehabilitation services | Geneva Area Recreational, Educational and Athletic Trust (Ohio Limited Liability Company) 1822 South Broadway Geneva Ohio 44041 |
| SPIRE SN: 76706475 | Allowed - Intent to Use Statement of Use Sent to Examiner August 17, 2016 Int'l Class:25 First Use:July 1, 2010 Filed: February 22, 2011 Application Published: September 8, 2015 | (Int'l Class: 25) sport coats, sport shirts, sport stockings, sports caps and hats, sports jackets, sports jerseys, sports pants, sports vests, athletic shoes, swimsuits, swim caps, warmup outfits and suits, and gloves | Geneva Area Recreational, Educational and Athletic Trust (Ohio Non-Profit Corporation) 5201 Spire Circle Geneva Ohio 44041 |
| SPIRE RN: 4246861 SN: 85351848 | Registered November 20, 2012 Int'l Class:34 First Use:October 1, 2011 | (Int'l Class: 34) electronic cigarettes | Jh Distribution Company, LLC (New York Limited Liability Company) 250 East 53rd Street, Suite 2101 New York |


| Mark | Status | Goods/Services | Owner |
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| | Filed: June 21, 2011 Application Published: November 8, 2011 Registered: November 20, 2012 | | New York 10022 |
| SPIRE SN: 85821185 | Pending - Suspended April 30, 2014 Int'l Class:41 First Use:September 18, 2012 Filed: January 11, 2013 | (Int'l Class: 41) educational services, namely, providing online and classroom courses and continuing education programs in the fields of life balance and emotional and physical well-being | Wholebeing Institute, Inc. (Massachusetts Corp.) 572 Jackson Road Hardwick Massachusetts 01037 |
| SPIRE RN: 4257799 SN: 85671148 | Registered December 11, 2012 Int'l Class:12 First Use:January 1, 2010 Filed: July 8, 2012 Application Published: September 25, 2012 Registered: December 11, 2012 | (Int'l Class: 12) all terrain vehicles (atvs); atvs (all terrain vehicles); utility terrain vehicles (utvs); utvs (utility terrain vehicles) | Bennche, Inc. (Texas Corp.) Www.Bennche.Co m 1434 Patton Place Ste 160 Carrollton Texas 75007 |
| SPIRE RN: 4426447 SN: 85682410 | Registered October 29, 2013 Int'l Class:41,42 First Use:March 15, 2013 | (Int'l Class: 41) conducting workshops and seminars in leadership development, team building, managerial development, professional development, and personal development; education services, namely, providing live and on-line workshops, seminars and classes in the | Gnulogic Solutions, LLC (Georgia Limited Liability Company) Po Box 888245 Atlanta |


| Mark | Status | Goods/Services | Owner |
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| | <p>Filed: July 20, 2012 Application Published: January 8, 2013 Registered: October 29, 2013</p> | <p>fields of leadership development, team building, managerial development, professional development, and personal development; life coaching services in the fields of leadership development, professional development, managerial development, team building and personal development; personal coaching services in the fields of leadership development, professional development, managerial development, team building, and personal development; professional coaching services in the fields of leadership development, professional development, managerial development, team building development and personal development; providing group coaching in the fields of leadership development, team building, managerial development, professional development, and personal development (Int'l Class: 42) providing a website that enables users to subscribe to coaching, mentoring, and/or educational services and to enable users to author and publish instructional content for others</p> | <p>Georgia 30356</p> |
| <p>SPIRE and Design</p>  <p>RN: 4758165 SN: 85714936</p> | <p>Registered June 23, 2015</p> <p>Int'l Class:41 First Use:September 30, 2011</p> <p>Filed: August 28, 2012 Application Published: July 23, 2013 Registered: June 23, 2015</p> | <p>(Int'l Class: 41) sports training and education programs, namely, programs for athletes to improve athletic performance; educational services, namely, four year high school curriculum courses relating to sports and athletics, instruction and training in swimming, soccer, track and field, lacrosse, volleyball; training programs to improve physical athletic performance; providing seminars, workshops, and classes in the field of sports, and the publication and distribution of course materials in connection therewith; sports refereeing and officiating, providing instruction in sports refereeing and officiating; providing courses of instruction in the field of sports management, physical training, sports medicine, broadcasting relating to sports and athletics, and journalism relating to sports and athletics; providing training in the field of mental conditioning for athletes for improved performance in sports and athletic activities, physical fitness training services; physical fitness conditioning classes; life skills training, namely, providing mentoring and training to athletes, to improve personal character traits,</p> | <p>Geneva Area Recreational, Educational and Athletic Trust (Ohio Non-Profit Corporation) 1822 South Broadway Geneva Ohio 44041</p> |

| Mark | Status | Goods/Services | Owner |
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| | | <p>namely, organization, community service, etiquette, sportsmanship, and cultural awareness; providing information relating to sports, arts and entertainment by means of a web site of the global computer network and electronic media; organizing, arranging, and staging, sports contests, athletic competitions and events, concerts, and award ceremonies, and general entertainment shows not related to education; entertainment services, namely, production and distribution of television programs, films, video programs, dvd and video tapes in the fields of sports, and general entertainment not related to education; publishing services, namely, publishing of printed publications, books and magazines relating to sports and athletics; sport camps; providing facilities for recreation activities, sports and sports tournaments, and an array of sporting events, sports and athletic competitions and awards programs not related to education; and providing club, league, tournament and event functions not related to education</p> | |
| <p>SPIRE and Design</p>  <p>RN: 4331478 SN: 85714976</p> | <p>Registered May 7, 2013</p> <p>Int'l Class:44 First Use:March 31, 2012</p> <p>Filed: August 28, 2012 Application Published: February 19, 2013 Registered: May 7, 2013</p> | <p>(Int'l Class: 44) physical rehabilitation; providing physical rehabilitation facilities; psychological counseling services in the field of sports; nutritional therapy services; physical therapy; health care services, namely, wellness programs; wellness and health-related consulting services; medical rehabilitation services</p> | <p>Geneva Area Recreational, Educational and Athletic Trust (Ohio Non-Profit Corporation) 1822 South Broadway Geneva Ohio 44041</p> |
| <p>SPIRE</p> <p>RN: 4944339 SN: 86576108</p> | <p>Registered April 26, 2016</p> <p>Int'l Class:35 First Use:March 31, 2005</p> <p>Filed: March 25, 2015 Application</p> | <p>(Int'l Class: 35) advertising and marketing; advertising and marketing services provided by means of indirect methods of marketing communications, namely, social media, search engine marketing, inquiry marketing, internet marketing, mobile marketing, blogging and other forms of passive, sharable or viral communications channels; advertising and marketing services, namely, promoting the</p> | <p>Brand Current, LLC (Texas Limited Liability Company) Suite 400 15950 N. Dallas Parkway Dallas Texas</p> |

| Mark | Status | Goods/Services | Owner |
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| | <p>Published: February 9, 2016 Registered: April 26, 2016</p> | <p>goods and services of others; branding services, namely, consulting, development, management and marketing of brands for businesses and/or individuals; business management consulting with relation to strategy, marketing, sales, operation, product design particularly specializing in the use of analytic and statistic models for the understanding and predicting of consumers, businesses, and market trends and actions; business marketing consulting services; business marketing services; business monitoring and consulting services, namely, tracking web sites and applications of others to provide strategy, insight, marketing, sales, operation, product design, particularly specializing in the use of analytic and statistic models for the understanding and predicting of consumers, businesses, and market trends and actions; creative marketing design services; development of marketing strategies and concepts; development of marketing strategies, concepts and tactics, namely, audience development, brand awareness, customer relations, online community building and digital word of mouth communications; development of marketing strategies, concepts and tactics, namely, audience development, brand awareness, online community building and digital word of mouth communications; direct marketing advertising for others; direct marketing consulting services; direct marketing services; marketing and branding services, namely, providing customized communication programs to obtain consumer insights and develop branding strategies; marketing consulting; marketing consulting, namely, design and development of marketing campaigns for others; tracking and reporting online marketing activities of others; creative marketing design services, namely, development of branding, marketing and communications strategies and implementation of marketing tactics and creative marketing services; marketing plan development; marketing research services; marketing services; marketing the goods and services of others; providing business marketing information; providing marketing consulting in the field of social media; social media strategy and marketing consultancy focusing on helping clients create and extend their product and brand strategies by building virally engaging</p> | 75248 |

| Mark | Status | Goods/Services | Owner |
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| | | marketing solutions | |
| SPIRE and Design  RN: 4784715 SN: 86409043 | Registered August 4, 2015 Int'l Class:35,42 First Use:July 29, 2014 Filed: September 29, 2014 Application Published: May 19, 2015 Registered: August 4, 2015 | (Int'l Class: 35) providing an internet website portal featuring information provided by proprietary satellites in the field of tracking, locating and monitoring maritime vessels for commercial purposes; electronic data collection for business purposes using proprietary satellites in the field of maritime vessel movement (Int'l Class: 42) providing an internet website portal featuring information provided by proprietary satellites in the field of weather patterns; software as a service (saas) services featuring data collection software using proprietary satellites for collecting, transferring, evaluating and analyzing weather data | Spire Global, Inc. (Delaware Corp.) 33 Norfolk Street San Francisco California 94103 |
| SPIRE RN: 4876062 SN: 86610508 | Registered December 22, 2015 Int'l Class:09 First Use:July 24, 2015 Filed: April 27, 2015 Application Published: August 18, 2015 Registered: December 22, 2015 | (Int'l Class: 09) software and hardware for recording, processing, mixing, playing, exporting, and performing of audio, sound, and music | Izotope, Inc. (Delaware Corp.) 60 Hampshire Street Cambridge Massachusetts 02139 |
| SPIRE RN: 5016502 SN: 86822690 | Registered August 9, 2016 Int'l Class:11 First Use:September 21, 2015 Filed: November 17, 2015 Application Published: May 24, 2016 | (Int'l Class: 11) air filtration units for industrial applications | Great Lakes Air Systems, Inc. (Michigan Corp.) 37900 Mound Road Sterling Heights Michigan 48310 |


| Mark | Status | Goods/Services | Owner |
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| | Registered: August 9, 2016 | | |
| SPIRE SN: 87072560 | Pending - Initialized June 18, 2016 Int'l Class:16 First Use:May 1, 2016 Filed: June 15, 2016 | (Int'l Class: 16) study guides | Lcr Publishing, LLC (Texas Limited Liability Company) 17203 Nw Military Hwy, Apt. 6305 San Antonio Texas 78257 |
| SPIRE RN: 1176925 SN: 73148775 | Renewed November 10, 2011 Int'l Class:09 First Use:July 16, 1977 Filed: November 16, 1977 Application Published: August 18, 1981 Registered: November 10, 1981 Last Renewal: November 10, 2011 | (Int'l Class: 09) physics apparatus-namely, semi-conductor elements, particle accelerators, power pulsers, dosimetry analyzers, electron beam generators, solar cells, and plasma generators | Spire Corporation (Massachusetts Corp.) |
| SPIRE and Design  RN: 1114835 SN: 73148874 | Renewed March 13, 2009 Int'l Class:09 First Use:July 16, 1976 Filed: November 16, 1977 Application Published: December 19, 1978 Registered: | (Int'l Class: 09) [particle accelerators, power pulsers, dosimetry analyzers, electron beam generators,] solar cells, [metal impregnated graphite for reentry vehicle ablation protection,] diodes, and plasma generators; electronic devices for altering the physical characteristics of all of the following: semiconductor devices, metals and dielectrics, ion implanation devices, [nuclear radiation sources, pulsed electron beam devices, electrostatic bonding devices and electronic pulsers] | Spire Solar, LLC (Massachusetts Corp.) C/O Mclane Middleton, Professional Association 300 Tradecenter, Suite 7000 Woburn Massachusetts 01801 |



| Mark | Status | Goods/Services | Owner |
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| | March 13, 1979 Last Renewal: March 13, 2009 | | |
| SPIRE and Design  RN: 2968353 SN: 78238067 | Renewed July 12, 2015 Int'l Class:09 First Use:June 1, 1999 Filed: April 15, 2003 Application Published: June 22, 2004 Registered: July 12, 2005 Last Renewal: July 12, 2015 | (Int'l Class: 09) central processing unit (cpu) cooler and parts and fittings for the aforesaid goods | Bytecom Fanner B.V. (Netherlands Limited Liability Company) Rondven 38 6026Px, Maarheeze Netherlands |
| SPIRE RN: 3108193 SN: 78584230 | Registered 8 & 15 February 17, 2012 Int'l Class:19 First Use:January, 2005 Filed: March 10, 2005 Application Published: December 20, 2005 Registered: June 20, 2006 | (Int'l Class: 19) flooring accessories, namely, vinyl wall base, rubber wall base | Tarkett Usa Inc. (Delaware Corp.) 16910 Munn Rd. Chagrin Falls Ohio 44023 |
| SPIRE RN: 3224968 SN: 78897411 | Registered 8 & 15 March 13, 2013 Int'l Class:09 First Use:February 14, 2005 Filed: | (Int'l Class: 09) computer software analyzing the effect of variable interest rates on both assets and liabilities associated with structuring residential mortgage backed securities (rmbs) and to determine whether or not a particular rmbs structure passes rating scenario stresses, all available via cd-rom and downloadable online | Standard & Poor's Financial Services LLC (Delaware Limited Liability Company) 55 Water Street New York New York 10041 |

| Mark | Status | Goods/Services | Owner |
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| | <p>May 31, 2006 Application Published: December 5, 2006 Registered: April 3, 2007</p> | | |
| <p>SPIRE RN: 1396276 SN: 73529852</p> | <p>Renewed June 10, 2006 Int'l Class:01,07,09, 40,42 First Use:1983 Filed: April 1, 1985 Application Published: March 18, 1986 Registered: June 10, 1986 Last Renewal: June 10, 2006</p> | <p>(Int'l Class: 01) chemicals and chemical compositions, namely, semiconductor, electronic and thin film compositions, namely, silicon, processed amorphous silicon, cast silicon substrate, polysilicon film, recrystallized thin film silicon, silicon heterostructures, epitaxial silicon film, graphoepitaxy, gallium arsenide, germanium, plasma deposited thin film, chemical vapor deposited thin film, vacuum vapor deposited thin film, ion implanted compositions, namely, silicon, platinum, chromium, tantalum, carbon, nitrogen, aluminum, yttrium, titanium, ion beam deposition compositions and coatings, cubic boron nitride, annealed compositions, sintered compositions, photolithographed compositions, sputtered compositions, etched compositions, and electrostatic compositions, for use in the research, manufacture, and processing of materials, products, and devices by the photovoltaics, electronics and metal surface modification industries (Int'l Class: 07) manufacturing systems, namely, automated and manual manufacturing machines for production of solar cells, photovoltaic arrays and photovoltaic modules, and laminating machines (Int'l Class: 09) scientific, electronic, and photovoltaic systems and devices, namely, solar cells, concentrator solar cells, thin film solar cells, solar cell modules, solar cell arrays, all composed of silicon and gallium arsenide; power transistors, pressure sensors, texture etchers, photodiode arrays, light emitting diodes, metal oxide semiconductor structures, junction field effect transistors, and varactor diodes; and, materials processing devices, namely, ion implanters, pulsed electron beam processors, electrostatic bonders, electron beam evaporators, metalorganic chemical vapor deposition reactors, plasma deposition instruments, ion beam deposition processors, industrial x-ray</p> | <p>Spire Solar, LLC (Massachusetts Corp.) C/O Mclane Middleton, Professional Association 300 Tradecenter, Suite 7000 Woburn Massachusetts 01801</p> |

| Mark | Status | Goods/Services | Owner |
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| | | sources, electron particle accelerators, dosimetry analyzers, electron beam generators, plasma generators, photovoltaic module laminators, photovoltaic module testing instruments, semiconductor testers (Int'l Class: 40) physical/chemical processing services, namely, ion implantation services, ion beam deposition services, epitaxial deposition services, ion beam sputtering services, plasma deposition services, pulsed electron beam processing, semiconductor dosing services (Int'l Class: 42) material wear testing services; semiconductor material and module testing services | |
| SPIRE RN: 1987499 SN: 74514542 | Renewed July 16, 2006 Int'l Class:31 First Use:February 18, 1993 Filed: April 20, 1994 Application Published: July 11, 1995 Registered: July 16, 1996 Last Renewal: July 16, 2006 | (Int'l Class: 31) live columnar apple trees | Cbta Acquisition, Inc. (Illinois Corp.) 630 East Jefferson Street Rockford Illinois 61107 |
| SPIRE RN: 2534546 SN: 75688292 | Renewed January 29, 2012 Int'l Class:09 First Use:December 14, 1998 Filed: April 21, 1999 Application Published: December 28, 1999 Registered: January 29, | (Int'l Class: 09) antennas for wireless communication applications | Hand Held Products, Inc. (Delaware Corp.) 700 Visions Drive Skaneateles Falls New York 13153 |

| Mark | Status | Goods/Services | Owner |
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| | 2002 Last Renewal: January 29, 2012 | | |
| SPIRE RN: 3273795 SN: 77020951 | Registered 8 & 15 June 14, 2013 Int'l Class:36 First Use:April, 2000 Filed: October 13, 2006 Application Published: May 22, 2007 Registered: August 7, 2007 | (Int'l Class: 36) financial services namely, raising money for private equity funds and managing and investing of private equity funds | Spire Capital Management, Inc. (Delaware Corp.) 1500 Broadway, Suite 1811 New York New York 10036 |
| SPIRE RN: 3142487 SN: 76384383 | Registered 8 & 15 September 14, 2012 Int'l Class:09 First Use:May 1, 1999 Filed: March 18, 2002 Application Published: November 22, 2005 Registered: September 12, 2006 | (Int'l Class: 09) peripheral computer equipment, namely, cooling and ventilation units, and parts and fittings for the aforesaid goods | Bytecom Fanner B.V. (Netherlands Corp.) Rondven 3A & 3B 6026 Px Maarheze Netherlands |
| SPIRE RN: 3502538 SN: 77180729 | Registered 8 & 15 October 10, 2013 Int'l Class:36 First Use:March 31, 2008 | (Int'l Class: 36) credit union and banking services | Spire Federal Credit Union (Minnesota Federal Credit Union) P.O. Box 130670 Roseville Minnesota 55113 |

| Mark | Status | Goods/Services | Owner |
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| | <p>Filed: May 14, 2007 Application Published: October 23, 2007 Registered: September 16, 2008</p> | | |
| <p>SPIRE RN: 2198963 SN: 75216196</p> | <p>Renewed October 20, 2008 Int'l Class:40,42 First Use:June 5, 1997 Filed: December 20, 1996 Application Published: October 7, 1997 Registered: October 20, 1998 Last Renewal: October 20, 2008</p> | <p>(Int'l Class: 40) photo retouching services (Int'l Class: 42) digital and offset printing services; graphic art design services; design of web sites for others; design of computers; and consultation in the field of printing</p> | <p>Desk Top Grapics, Inc., Db Graphics Express (Massachusetts Corp.) 65 Bay Street Boston Massachusetts 02125</p> |
| <p>SPIRE and Design  RN: 3539786 SN: 77408676</p> | <p>Registered 8 & 15 December 14, 2013 Int'l Class:36 First Use:March 31, 2008 Filed: February 28, 2008 Application Published: September 16, 2008 Registered: December 2, 2008</p> | <p>(Int'l Class: 36) credit union and banking services</p> | <p>Spire Federal Credit Union (Minnesota Federal Credit Union) 2025 Larpenteur Ave. W. Falcon Heights Minnesota 55113</p> |

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| <p>S.P.I.R.E.</p> <p>RN: 2048906 SN: 75062867</p> | <p>Renewed April 1, 2017</p> <p>Int'l Class:16,41 First Use:September 10, 1992</p> <p>Filed: February 26, 1996 Application Published: January 7, 1997 Registered: April 1, 1997 Last Renewal: April 1, 2017</p> | <p>(Int'l Class: 16) children's educational and instructional books, teachers guides, newsletters and manuals all featuring information on reading skills; flash cards, writing paper and printed charts (Int'l Class: 41) educational services, namely, [providing courses of instruction in the field of reading skills at the primary and secondary level; and educational services, namely,] providing seminars and workshops directed to educators featuring information on effectively teaching reading skills</p> | <p>Delta Education, LLC (Delaware Limited Liability Company) 80 Northwest Blvd. Nashua New Hampshire 03063</p> |
| <p>5 SPIRE and Design</p>  <p>RN: 4442315 SN: 85692709</p> | <p>Registered December 3, 2013</p> <p>Int'l Class:09,42 First Use:June 20, 2012</p> <p>Filed: August 1, 2012 Application Published: September 17, 2013 Registered: December 3, 2013</p> | <p>(Int'l Class: 09) computer software development tools; computer software for code generation and related work (Int'l Class: 42) computer programming and software design; computer software consultancy; computer software consulting; computer software development; consulting services in the field of computer-based information systems for businesses; consulting services in the field of design, selection, implementation and use of computer hardware and software systems for others; developing customized software for others</p> | <p>Nimblesoft LLC (Indiana Limited Liability Company) Suite 241 14074 Trade Ctr Dr. Fishers Indiana 46038</p> |
| <p>B BROADSPIRE and Design</p>  <p>RN: 3245844 SN: 76652744</p> | <p>Registered 8 & 15 June 12, 2013</p> <p>Int'l Class:35,36,45 First Use:October 15, 2003</p> <p>Filed: January 3, 2006 Application Published:</p> | <p>(Int'l Class: 35) insurance related services rendered to insurers, insured entities, and self-insured employers, namely claims management, namely, insurance claims auditing, workers' compensation and disability claims management, namely, tracking and monitoring insurance compliance, medical bill review, and medical utilization management and review, physician and other medical review services, namely, health care utilization review services; and transitional work programs, namely, employee placement services (Int'l Class: 36)</p> | <p>Broadspire Services, Inc. (Delaware Corp.)</p> |


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| | <p>March 13, 2007 Registered: May 29, 2007</p> | <p>insurance related services rendered to insurers, insured entities, and self-insured employers, namely, claims processing, administration, adjustment, workers' compensation claims administration, disability claims administration, administration of employee benefit plans, namely, management of medical leave of absence and risk management services (Int'l Class: 45) insurance related services rendered to insurers, insured entities, and self-insured employers, namely, investigation services related to insurance claims; and safety management service, namely consultation services in the field of safety needs of commercial and industrial companies; life care planning, namely, the coordination of necessary medical services and vocational issues for persons injured at work who require long-term care</p> | |
| <p>BLUESPIRE RN: 4407781 SN: 85524545</p> | <p>Registered September 24, 2013 Int'l Class:35,42 First Use:April 2, 2012 Filed: January 25, 2012 Application Published: October 16, 2012 Registered: September 24, 2013</p> | <p>(Int'l Class: 35) advertising services; public relations, branding and strategic marketing services, namely, promoting and marketing the goods and services of others through all public communication means; information, advisory, consulting, business research, business analytics and planning services relating to publicity, marketing communications, reputation management or business administration, including such services provided online or via the internet; content and e-mail marketing, namely, e-mail blast campaigns for others; providing marketing consulting in the field of social media; search engine marketing (Int'l Class: 42) content management system, namely, an electronic system for publishing, editing and modifying website content for others as well as to maintain the websites of others, namely, planning, design, development, maintenance and optimization of online websites for third parties; website design and development for others; web site hosting services</p> | <p>Bluespire, Inc. (Minnesota Corp.) 7650 Edinborough Way Suite 500 Edina Minnesota 55435</p> |
| <p>BROADSPIRE</p> | <p>Registered 8 & 15</p> | <p>(Int'l Class: 35) insurance related services rendered to</p> | <p>Broadspire Services, Inc.</p> |

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| RN: 3245843 SN: 76652731 | June 12, 2013 Int'l Class:35,36,45 First Use:October 15, 2003 Filed: January 3, 2006 Application Published: March 13, 2007 Registered: May 29, 2007 | insurers, insured entities, and self-insured employers, namely claims management, namely, insurance claims auditing, workers' compensation and disability claims management, namely, tracking and monitoring insurance compliance, medical bill review, and medical utilization management and review, physician and other medical review services, namely, health care utilization review services; and transitional work programs, namely, employee placement services (Int'l Class: 36) insurance related services rendered to insurers, insured entities, and self-insured employers, namely, claims processing, administration, adjustment, workers' compensation claims administration, disability claims administration, administration of employee benefit plans, namely, management of medical leave of absence and risk management services (Int'l Class: 45) insurance related services rendered to insurers, insured entities, and self-insured employers, namely, investigation services related to insurance claims; and safety management service, namely consultation services in the field of safety needs of commercial and industrial companies; life care planning, namely the coordination of necessary medical services and vocational issues for persons injured at work who require long-term care | (Delaware Corp.) |
| BROADSPIRE @HOME RN: 4192980 SN: 85347916 | Registered August 21, 2012 Int'l Class:44,45 First Use:April 25, 2011 Filed: June 16, 2011 Application Published: June 5, 2012 Registered: August 21, 2012 | (Int'l Class: 44) home health care services (Int'l Class: 45) medication management, namely, coordinating the procurement and administration of medication; in-home support services to injured workers, namely, case management services in the nature of the coordination of necessary services and personal care for injured workers | Crawford & Company (Georgia Corp.) |
| BROADSPIRE' S ORIGINAL | Registered June 12, 2012 | (Int'l Class: 36) insurance related services rendered to | Crawford & Company |

| Mark | Status | Goods/Services | Owner |
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| <p>LANDMARK DESIGN</p> <p>RN: 4158313 SN: 85044851</p> | <p>Int'l Class:36 First Use:June, 2010</p> <p>Filed: May 21, 2010 Application Published: July 5, 2011 Registered: June 12, 2012</p> | <p>insurers, insured entities, and self-insured employers supporting the administration and management of workers compensation claims and mitigation of medical cost drivers through a custom ppo network strategy, namely, claims processing, administration, adjustment, workers' compensation claims administration, disability claims administration, administration of employee benefit plans, namely, management of medical leave of absence and risk management services; providing an on-line computer database of workers compensation insurance information to insurers, insured entities, and self-insured employers</p> | <p>(Georgia Corp.)</p> |
| <p>CASTLE SPIRE</p> <p>RN: 3685332 SN: 77608548</p> | <p>Registered 8 & 15 March 12, 2015</p> <p>Int'l Class:31 First Use:April 1, 2005</p> <p>Filed: November 6, 2008 Application Published: March 31, 2009 Registered: September 22, 2009</p> | <p>(Int'l Class: 31) live plants, namely, hollies</p> | <p>Spring Meadow Nursery, Inc. (Michigan Corp.) 12601 120th Ave. Grand Haven Michigan 49417</p> |
| <p>CHICAGO SPIRE</p> <p>RN: 3496492 SN: 77088019</p> | <p>Registered 8 & 15 September 12, 2014</p> <p>Int'l Class:35,36 First Use:July, 2007</p> <p>Filed: January 22, 2007 Application Published: October 30, 2007 Registered: September 2,</p> | <p>(Int'l Class: 35) real estate marketing services in the field of condominiums (Int'l Class: 36) real estate investment</p> | <p>Shelbourne Development Group, Inc. (Delaware Corp.) Suite 1920 111 West Washington Boulevard Chicago Illinois 60602</p> |

| Mark | Status | Goods/Services | Owner |
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| | 2008 | | |
| CINESPIRE ENTERTAINMENT RN: 4324232 SN: 85718803 | Registered April 23, 2013 Int'l Class:41 First Use:January 8, 2007 Filed: August 31, 2012 Application Published: February 5, 2013 Registered: April 23, 2013 | (Int'l Class: 41) motion picture film production | Cinespire Entertainment LLC (California Limited Liability Company) 532 Spoleto Drive Pacific Palisades California 90272 |
| CITYSPIRE RN: 4253946 SN: 85605238 | Registered December 4, 2012 Int'l Class:36 First Use:December 31, 1988 Filed: April 23, 2012 Application Published: September 18, 2012 Registered: December 4, 2012 | (Int'l Class: 36) real estate services, namely, leasing, brokerage, management, consultation, and financing related to real estate; leasing of retail space, fully equipped executive office space | Cityspire, Inc. (Delaware Corp.) 45 Rockefeller Plaza New York New York 10011 |
| CLOUDSPYRE RN: 4514350 SN: 86058656 | Registered April 15, 2014 Int'l Class:42 First Use:September 6, 2013 Filed: September 8, 2013 Application | (Int'l Class: 42) information technology consulting services | Cloudspyre, LLC (Virginia Limited Liability Company) 13014 Shenvale Circle Bristow Virginia 20136 |


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| | Published: January 28, 2014 Registered: April 15, 2014 | | |
| COLOR SPIRES RN: 3069078 SN: 78338003 | Renewed March 14, 2016 Int'l Class:31 First Use:April 30, 2004 Filed: December 8, 2003 Application Published: September 13, 2005 Registered: March 14, 2006 Last Renewal: March 14, 2016 | (Int'l Class: 31) living plants, namely ornamental flowers | Proven Winners North America LLC (California Limited Liability Company) 45 North First Street, Suite B Campbell California 95008 |
| COOL SPIRE SN: 86903030 | Pending - Suspension Letter Mailed May 26, 2016 Int'l Class:25 First Use:July 31, 2015 Filed: February 10, 2016 | (Int'l Class: 25) clothing, namely, tops, bottoms, underwear and socks | Gildan Usa Inc. (Delaware Corp.) 1980 Clements Ferry Road Charleston South Carolina 29492 |
| FIRESPIRE RN: 4079125 SN: 85186391 | Registered January 3, 2012 Int'l Class:31 First Use:March 31, 2008 Filed: November 29, 2010 Application Published: | (Int'l Class: 31) live musclewood trees, also known as american hornbeam and blue beech trees | Jn Plant Selections, LLC (Wisconsin Limited Liability Company) 10903 W. Bobolink Avenue Milwaukee Wisconsin 53225 |

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| | October 18, 2011 Registered: January 3, 2012 | | |
| FLEETLOCATE GUIDED BY SPIREON and Design  RN: 4401293 SN: 85649320 | Registered September 10, 2013 Int'l Class:35 First Use:March 31, 2012 Filed: June 12, 2012 Application Published: November 20, 2012 Registered: September 10, 2013 | (Int'l Class: 35) providing gps tracking services and information concerning the location and speed of assets in transit, namely, vehicles, trailers, containers and cargo | Spireon, Inc. (Tennessee Corp.) |
| GRAFSPIRE RN: 4899204 SN: 86357911 | Registered February 9, 2016 Int'l Class:01,05 First Use:May 31, 2015 Filed: August 5, 2014 Application Published: March 17, 2015 Registered: February 9, 2016 | (Int'l Class: 01) composite materials comprising polyaryl ether ketone and graphene, for use in manufacturing airplanes, manufacturing automobiles, engineering plastics, engineering food processing parts, manufacturing construction material parts, for use in industry and science, excluding medical science (Int'l Class: 05) composite materials comprising polyaryl ether ketone and graphene, for use in manufacturing medical tables and medical clothing, for medical and veterinary use | Grafoid, Inc. (Canada Corp.) 912-130 Albert St. Ottawa Kip5g4 Canada |
| GREENSPIRE SN: 87009161 | Pending - Publication Review Complete September 20, 2016 Int'l Class:35,37 First Use:March 1, 2013 | (Int'l Class: 35) home energy assessment services for the purpose of determining energy efficiency or usage management; information in the field of energy efficiency; promoting the energy efficient products and services of others (Int'l Class: 37) home energy assessment services for the purpose of determining home improvements needed to improve energy use and efficiency; | Greenspire, LLC, Aka Home Savings Programs (Arizona Limited Liability Company) 1620 Wilshire Blvd, #410 Los Angeles California |

| Mark | Status | Goods/Services | Owner |
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| | Filed: April 21, 2016 Application Published: September 20, 2016 | installation of solar energy systems and alternative energy products for residential and commercial use; repair and installation services, namely, the installation of heating, cooling and environmental control systems primarily using solar energy, renewable energy resources and rainwater | 90025 |
| GREENSPIRE RN: 983591 SN: 72443558 | Renewed May 14, 2014 Int'l Class:1 First Use:August 10, 1961 Filed: December 12, 1972 Application Published: February 19, 1974 Registered: May 14, 1974 Last Renewal: May 14, 2014 | (Int'l Class: 1) linden trees, scions, buds, stem cuttings and root cuttings of the tilia cordata species | Princeton Nurserymen's Research Associates, Composed of William Flemer III, John W. Flemer, and Richard J. Henkel, All U.S. Citizens, Dba Princeton Nurseries (New Jersey Partnership) P.O. Box 34 Allentown New Jersey 08501 |
| HIGHSPIRE RN: 4679554 SN: 86005236 | Registered January 27, 2015 Int'l Class:33 First Use:October 23, 2014 Filed: July 9, 2013 Application Published: October 29, 2013 Registered: January 27, 2015 | (Int'l Class: 33) distilled spirits, namely, whiskey | Kindred Distilled Spirits, LLC (California Limited Liability Company) P.O. Box 652 Paso Robles California 93447 |
| HISPIRE | Registered July 5, 2016 | (Int'l Class: 35) business marketing consulting services; | Madtec LLC (New York Limited |


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| RN: 4993338 SN: 86824210 | Int'l Class:35,42 First Use:November 18, 2015 Filed: November 18, 2015 Application Published: April 19, 2016 Registered: July 5, 2016 | creative marketing design services; marketing advisory services; marketing consulting; marketing plan development; marketing services (Int'l Class: 42) computer software development; design and development of on-line computer software systems; design, development and implementation of software; planning, design, development and maintenance of online websites for third parties; website design and development for others; website design consultancy | Liability Company) 1982 77th Street East Elmhurst New York 11370 |
| HOMESPIRE RN: 4992766 SN: 86813754 | Registered July 5, 2016 Int'l Class:19,37 First Use:October 17, 2015 Filed: November 9, 2015 Application Published: April 19, 2016 Registered: July 5, 2016 | (Int'l Class: 19) non-metal windows (Int'l Class: 37) installation of windows; construction and repair of homes | Homespire Remodeling Group, LLC (Pennsylvania Limited Liability Company) 542 Industrial Road Lewisberry Pennsylvania 17339 |
| INFOSPIRE SN: 86947703 | Pending - Response After Non-Final Refusal August 13, 2016 Int'l Class:09 First Use:December 13, 2015 Int'l Class:35,42 First Use:November 4, 2015 Filed: March 21, 2016 | (Int'l Class: 09) computer software used to perform business operations and general office functions, namely, computer software to integrate document management, information management and data management for business processes; computer software for business process optimization and automation; computer software for scanning, collecting, capturing, extracting, manipulating, indexing, classifying, storing, transmitting, receiving, displaying and transforming images, text and data; open source software for scanning, collecting, capturing, extracting, manipulating, indexing, classifying, storing, transmitting, receiving, displaying and transforming images, text and data (Int'l Class: 35) business consulting, management, and | Infospire LLC (California Limited Liability Company) 7337 Hillsboro Street Goleta California 93117 |


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| | | <p>planning services in the field of enterprise information management (eim); compilation, research and analysis of business operations data and statistics; business consulting services in the field of business management and business planning; business process management and optimization, namely providing business efficiency expert services; enterprise information management (eim), namely, systematic collection of data and information in computer databases and information systems relating to the development, creating, programming, implementing, performance, production, distribution, sale, application, use, function, handling, modification, maintenance, rental, updating, design and outsourcing of computer software; data management, namely electronic data collection and data submission services business purposes in the field of computer software; business information management; digital strategy services, namely digital business strategy development (Int'l Class: 42)</p> <p>consulting services in the field of design, selection, implementation and use of computer-based information systems for businesses; consulting services in the field of information technology strategy and technological efficiency optimization for businesses; consulting services in the field of installation, preparation and maintenance of computer software; information technology consulting and research services in the field of workplace transformation, namely, document management standardization, information management, data management, upgrading and migrating to new systems and software, adoption and implementation of new technology; research in the field of information technology; computer and network security services, computer and network security consultancy, and updating of computer software relating to computer security and prevention of computer risks; enterprise architecture services to align business processes and strategies with technology solutions; non-downloadable software applications for scanning, collecting, capturing, extracting, manipulating, indexing, classifying, storing, transmitting, receiving, displaying and transforming images, text and data; computer systems design and strategy services, namely</p> | |

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| | | computer systems design, and planning and implementation of computer systems for others | |
| IVYSPIRE RN: 4845919 SN: 86584743 | Registered November 3, 2015 Int'l Class:41 First Use:September 29, 2014 Filed: April 1, 2015 Application Published: August 18, 2015 Registered: November 3, 2015 | (Int'l Class: 41) admission consulting services, namely, consulting in the field of college admissions, specifically, college selection, completing admissions applications, and preparation for college admission interviews; career counseling, namely, providing advice concerning education options to pursue career opportunities; college counseling services, namely, assisting students who struggle academically due to learning disabilities in finding colleges and universities and completing the application process; conducting after school academic, foreign language and standardized test preparation tutoring programs; educational counseling services to assist students in planning and preparing for further education | Ivyspire LLC, Dba Ivyspire (Wyoming Limited Liability Company) 1621 Central Ave. Cheyenne Wyoming 82001 |
| JSPIRE RECRUITING and Design  SN: 87032746 | Pending - Initialized May 14, 2016 Int'l Class:35 First Use:January 1, 2016 Filed: May 11, 2016 | (Int'l Class: 35) consultancy of personnel recruitment; employment recruiting consultation; employment recruiting services; employment counseling and recruiting; employment hiring, recruiting, placement, staffing and career networking services; executive recruiting services; personnel recruitment; personnel recruitment services and employment agencies; personnel placement and recruitment; professional staffing and recruiting services | Jspire Recruiting Limited Liability Company (Texas Limited Liability Company) 14 Hidden Meadow Dr. The Woodlands Texas 773824103 |
| KALENASPIRE RN: 4962941 SN: 86704578 | Registered May 24, 2016 Int'l Class:41 First Use:May 15, 2013 Filed: July 24, 2015 Application Published: March 8, 2016 Registered: May 24, 2016 | (Int'l Class: 41) life coaching services in the field of health, nutrition, and lifestyle balance; personal coaching services in the field of health, nutrition, and lifestyle balance; providing a website featuring blogs and non-downloadable publications in the nature of online journals in the field(s) of health, nutrition, and lifestyle balance | Kalena Spire, Inc. (New York Corp.) Apt. #2 97 Summit Street Oyster Bay New York 11771 |


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| LIFESPIRE RN: 4388838 SN: 85493804 | Registered August 20, 2013 Int'l Class:09 First Use:October, 2012 Filed: December 13, 2011 Application Published: November 20, 2012 Registered: August 20, 2013 | (Int'l Class: 09) computer software for uploading, downloading, playing, transmitting, displaying and sharing of data, images, audio and video content over networks and the internet; computer hardware and software for remote monitoring of personal living environments and day-to-day activities of individuals; computer hardware and software for use in monitoring and maintaining the health and wellness of individuals from remote locations | Stonewedge Corporation (Delaware Corp.) 240 Andover Street Wilmington Massachusetts 01887 |
| MYLIFESPIRE RN: 4498544 SN: 85493806 | Registered March 18, 2014 Int'l Class:09 First Use:January, 2013 Filed: December 13, 2011 Application Published: November 20, 2012 Registered: March 18, 2014 | (Int'l Class: 09) computer software for uploading, downloading, playing, transmitting, displaying and sharing of data, images, audio and video content over networks and the internet; computer hardware and software for remote monitoring of personal living environments and day-to-day activities of individuals; computer hardware and software for use in monitoring and maintaining the health and wellness of individuals from remote locations | Stonewedge Corporation (Delaware Corp.) 240 Andover Street Wilmington Massachusetts 01887 |
| NSPIRE SPORTS LEAGUE SN: 87022599 | Pending August 18, 2016 Int'l Class:41 First Use:June 1, 2015 Filed: May 3, 2016 | (Int'l Class: 41) entertainment in the nature of competitions in the field of athletics, fitness, and body building | Nspire Sports League, LLC (Texas Limited Liability Company) 2707 2430 Victory Park Ln. Dallas Texas 75219 |
| NUSPIRE NETWORKS | Registered July 12, 2011 | (Int'l Class: 42) computer monitoring service which tracks | Nuspire Networks (Michigan Corp.) |


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| RN: 3993230 SN: 85182470 | Int'l Class:42 First Use:June 1, 1999 Filed: November 22, 2010 Application Published: April 26, 2011 Registered: July 12, 2011 | hardware performance and processes and sends out historical reports and alerts; computer network configuration services; computer security service, namely, restricting access to and by computer networks to and of undesired web sites, media and individuals and facilities; computer services, namely, monitoring, testing, analyzing, and reporting on the internet traffic control and content control of the web sites of others; providing information at the specific request of end-users by means of telephone or global computer networks; remote computer network technical monitoring and software maintenance services; technical support services, namely, 24x7 monitoring of network systems, servers and web and database applications and notification of related events and alerts | 3155 Dallavo Court Commerce Michigan 48390 |
| PEPSI SPIRE RN: 4701135 SN: 86164257 | Registered March 10, 2015 Int'l Class:11 First Use:May 17, 2014 Filed: January 13, 2014 Application Published: May 6, 2014 Registered: March 10, 2015 | (Int'l Class: 11) refrigerated beverage dispensing units | Pepsico, Inc. (North Carolina Corp.) 700 Anderson Hill Road Purchase New York 10577 |
| PRAIRIE SPIRE RN: 1837444 SN: 74417080 | Renewed May 24, 2014 Int'l Class:31 First Use:April 1, 1989 Filed: July 26, 1993 Application Published: March 1, 1994 Registered: May 24, 1994 Last Renewal: May 24, 2014 | (Int'l Class: 31) live plants; namely, ash, specifically; fraxinus pennsylvanica 'rugby' | North Dakota State University Research Foundation (North Dakota Corp.) Po Box 6050, Dept 4400 1735 Ndsu Research Park Dr. Fargo North Dakota 581086050 |


| Mark | Status | Goods/Services | Owner |
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| <p>RED SPIRE SOLUTIONS</p> <p>RN: 4002250 SN: 85199101</p> | <p>Registered July 26, 2011</p> <p>Int'l Class:35 First Use:February 15, 2010</p> <p>Filed: December 15, 2010 Application Published: May 10, 2011 Registered: July 26, 2011</p> | <p>(Int'l Class: 35) business consulting services relating to operations, personnel, customer service, and financial objectives of an organization</p> | <p>Dillon, Gail (United States Citizen) 7668 El Camino Real, No. 104-176 Carlsbad California 92009</p> |
| <p>SPIRE ARCHITECTURE AND DESIGN, PLLC and Design</p>  <p>RN: 3827317 SN: 77855056</p> | <p>Registered August 3, 2010</p> <p>Int'l Class:42 First Use:September 21, 2009</p> <p>Filed: October 22, 2009 Application Published: May 18, 2010 Registered: August 3, 2010</p> | <p>(Int'l Class: 42) architectural and engineering services; architectural consultancy; architectural consultation; architectural research; consulting in the fields of engineering and architecture; consulting services in the field of architectural design; landscape architectural design; providing a website featuring information about green architecture, interior design, sustainable community planning and infrastructure development; providing a website featuring information in the field of interior design and architecture for use by interior designers and architects</p> | <p>Spire Architecture and Design, PLLC (New York Limited Liability Company) 3286 Franklin Avenue, P.O. Box 1287 Millbrook New York 12545</p> |
| <p>SPIRE B</p> <p>RN: 2493293 SN: 75756086</p> | <p>Renewed September 25, 2011</p> <p>Int'l Class:32 First Use:January 12, 1994</p> <p>Filed: July 20, 1999 Application Published: February 1,</p> | <p>(Int'l Class: 32) extracts of hops for making beer</p> | <p>Millercoors LLC (Delaware Limited Liability Company) 250 South Wacker Drive Suite 800 Chicago Illinois 606065888</p> |


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| | 2000 Registered: September 25, 2001 Last Renewal: September 25, 2011 | | |
| SPIRE CAPITAL RN: 3273797 SN: 77020987 | Registered 8 & 15 June 14, 2013 Int'l Class:36 First Use:April, 2000 Filed: October 13, 2006 Application Published: May 22, 2007 Registered: August 7, 2007 | (Int'l Class: 36) financial services namely, raising money for private equity funds and managing and investing of private equity funds | Spire Capital Management, Inc. (Delaware Corp.) 1500 Broadway, Suite 1811 New York New York 10036 |
| SPIRE DIGITAL and Design  SN: 87008070 | Pending - Non- Final Action Mailed August 4, 2016 Int'l Class:42 First Use:September 28, 2015 Filed: April 20, 2016 | (Int'l Class: 42) design and development of computer software applications, internet web sites, electronic communication systems and digital information systems for use by others, also including consulting services for the use and exploitation of digital information technology by others | Spiremedia, Inc., Dba Spire Digital (Colorado Corp.) 2911 Walnut St Denver Colorado 80205 |
| SPIRE ENTERTAINME NT RN: 4422530 SN: 85524308 | Registered October 22, 2013 Int'l Class:41 First Use:January 1, 2012 Filed: January 24, 2012 | (Int'l Class: 41) arranging and conducting of concerts | Zufelt, William (United States Citizen) 2814 Isle St Rocklin California 95765 |

| Mark | Status | Goods/Services | Owner |
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| | Application Published: December 18, 2012 Registered: October 22, 2013 | | |
| SPIRE FITNESS SN: 86332222 | Pending - Suspended April 21, 2015 Int'l Class:41 First Use:June 1, 2014 Filed: July 9, 2014 | (Int'l Class: 41) conducting fitness classes; physical fitness studio services, namely, providing exercise classes, body sculpting classes, and group fitness classes | Jv Cycle Holdings LLC (Wisconsin Limited Liability Company) 157 Congress St. #4 Brooklyn New York 11201 |
| SPIRE FLIGHT SOLUTIONS RN: 4478939 SN: 85792001 | Registered February 4, 2014 Int'l Class:39 First Use:April 15, 2013 Filed: November 30, 2012 Application Published: April 16, 2013 Registered: February 4, 2014 | (Int'l Class: 39) flight planning services for airlines, aircraft companies, pilots and the military; flight planning services for airlines, aircraft companies, pilots and the military, namely, providing flight arrival and departure information, providing airport information, providing flight plans, navigational planning and charting assistance, flight scheduling, international flight coordination, overflight and landing clearance services, coordinating runway and landing slots, aircraft boarding and deplaning services, airport check-in services, aircraft crew scheduling, flight crew coordination services, coordinating flight catering, air traffic control services, aircraft handling, aircraft towing, push-back and taxi services, aircraft ramp supervision services, fastening and anchoring aircraft to airport tarmacs, providing weather briefings and information, providing security briefings, flight load planning, aircraft loading and unloading of cargo and luggage, airport baggage and cargo handling services, customs and agriculture notification, obtaining and coordinating diplomatic clearances, coordinating and obtaining visas | World Fuel Services, Inc. (Texas Corp.) 9800 Nw 41st Street, Suite 400 Miami Florida 33178 |
| SPIRE LISTEN. RESPOND. | Registered October 25, | (Int'l Class: 35) information and data compiling and analyzing | Spire, LLC (Connecticut) |



| Mark | Status | Goods/Services | Owner |
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| <p>GROW. and Design</p>  <p>RN: 4045393 SN: 85283717</p> | <p>2011</p> <p>Int'l Class:35 First Use:March 4, 2009</p> <p>Filed: April 1, 2011 Application Published: August 9, 2011 Registered: October 25, 2011</p> | <p>relating to business management</p> | <p>Limited Liability Company) 500 Monroe Turnpike Monroe Connecticut 06468</p> |
| <p>SPIRE METERING TECHNOLOGY</p> <p>RN: 4302709 SN: 85577417</p> | <p>Registered March 12, 2013</p> <p>Int'l Class:09 First Use:December 16, 2010</p> <p>Filed: March 22, 2012 Application Published: September 4, 2012 Registered: March 12, 2013</p> | <p>(Int'l Class: 09) electric meters; flowmeters; gas meters; water meters</p> | <p>Spire Metering Technology, LLC (Massachusetts Limited Liability Company) 14B Craig Road Acton Massachusetts 01720</p> |
| <p>SPIRE REAL ESTATE</p> <p>RN: 5015972 SN: 86699080</p> | <p>Registered August 9, 2016</p> <p>Int'l Class:36 First Use:November 11, 2009</p> <p>Filed: July 21, 2015 Application Published: May 24, 2016 Registered: August 9, 2016</p> | <p>(Int'l Class: 36) real estate brokerage; real estate agency services; real estate investment services; real estate listing; real estate management services; real estate escrow services</p> | <p>Truitt, Benjamin (United States Citizen) 3170 Vallejo St Denver Colorado 80211</p> |
| <p>SPIRE SEARCH</p> | <p>Registered 8 & 15</p> | <p>(Int'l Class: 35) employment recruitment and counseling</p> | <p>Spire Search Partners, Inc.</p> |


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| PARTNERS and Design  RN: 3560663 SN: 77487429 | July 25, 2015 Int'l Class:35 First Use:December 21, 2007 Filed: May 30, 2008 Application Published: October 28, 2008 Registered: January 13, 2009 | services | (New Jersey Corp.) 935 Willow Avenue, Suite 2S Hoboken New Jersey 07030 |
| SPIRE SENSE RN: 5013866 SN: 86590616 | Registered August 2, 2016 Int'l Class:35 First Use:July 2, 2015 Filed: April 8, 2015 Application Published: September 1, 2015 Registered: August 2, 2016 | (Int'l Class: 35) providing an internet website portal featuring information provided by proprietary satellites in the field of tracking, locating and monitoring maritime vessels for commercial purposes; electronic data collection for business purposes using proprietary satellites in the field of maritime vessel movement | Spire Global, Inc. (Delaware Corp.) 33 Norfolk Street San Francisco California 94103 |
| SPIRE STOUT RN: 4470491 SN: 85960270 | Registered January 21, 2014 Int'l Class:32 First Use:June 7, 2013 Filed: June 14, 2013 Application Published: November 5, 2013 Registered: January 21, 2014 | (Int'l Class: 32) beer | Joey's, Inc. (Texas Corp.) 1414 S. Alamo, #105 San Antonio Texas 78210 |


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| SPIRE STOUT ORGANIC OATMEAL STOUT and Design  RN: 4733134 SN: 86283686 | Registered May 5, 2015 Int'l Class:32 First Use:January, 2014 Filed: May 16, 2014 Application Published: November 18, 2014 Registered: May 5, 2015 | (Int'l Class: 32) organic beer | Joey's, Inc. (Texas Corp.) 1414 S. Alamo, #105 San Antonio Texas 78210 |
| SPIRE STUDY SYSTEM SN: 87072510 | Pending - Initialized June 18, 2016 Int'l Class:16 First Use:May 1, 2016 Filed: June 15, 2016 | (Int'l Class: 16) study guides | Lcr Publishing, LLC (Texas Limited Liability Company) 17203 Nw Military Hwy, Apt. 6305 San Antonio Texas 78257 |
| SPIRE VISION RN: 3745681 SN: 77029816 | Registered February 9, 2010 Int'l Class:35 First Use:January 11, 2004 Filed: October 26, 2006 Application Published: November 24, 2009 Registered: February 9, 2010 | (Int'l Class: 35) business marketing consulting services, development of marketing strategies and concepts in the field of search, affiliate and permission-based email marketing | Ward Media, Inc. (Delaware Corp.) 185 Madison Avenue New York New York 10016 |
| SPIREDANCE and Design | Registered April 5, 2011 | (Int'l Class: 25) ballroom dancing shoes | Shih, Jared J (United States) |

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|  RN: 3940815 SN: 85102510 | Int'l Class:25 First Use:2009 Filed: August 7, 2010 Application Published: January 18, 2011 Registered: April 5, 2011 | | Citizen) 305 E 119th Street New York New York 10035 |
| SPIRELF RN: 1435301 SN: 73593556 | Renewed April 7, 2007 Filed: April 15, 1986 Application Published: January 13, 1987 Registered: April 7, 1987 Last Renewal: April 7, 2007 | (Int'l Class: 07) coils installed in heat exchangers for the permanent self-cleaning of heat exchanger pipes for use in machines (Int'l Class: 11) coils installed in heat exchangers for the permanent self-cleaning of heat exchanger pipes | Elf Aquitaine (France Limited Liability Company) 2 Place Jean Millier, La Defense 6 92400 Courbevoie France |
| SPIREMEDIA RN: 2890641 SN: 75908140 | Renewed October 5, 2014 Int'l Class:35,42 First Use:September 17, 1998 Filed: February 3, 2000 Application Published: June 10, 2003 Registered: October 5, 2004 Last Renewal: October 5, 2014 | (Int'l Class: 42) computer services, namely, the design, development, production, implementation and maintenance of web sites for others, and the design, development and implementation for others of software, operating on a global computer network, which permits users of the global computer network to order and pay for the goods and services of others | Spiremedia, Inc. (Colorado Corp.) 2911 Walnut St Denver Colorado 80205 |
| SPIREON | Registered October 2, 2012 | (Int'l Class: 42) software as a service (saas) services featuring | Spireon, Inc. (Tennessee |

| Mark | Status | Goods/Services | Owner |
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| RN: 4219542 SN: 85503230 | Int'l Class:42 First Use:March 22, 2012 Filed: December 23, 2011 Application Published: May 22, 2012 Registered: October 2, 2012 | software in the field of mobile resource management, mobile asset tracking and monitoring, and business data analytics related to mobile assets | Corp.) |
| SPIREON RN: 4219541 SN: 85503213 | Registered October 2, 2012 Int'l Class:38 First Use:March 22, 2012 Filed: December 23, 2011 Application Published: May 22, 2012 Registered: October 2, 2012 | (Int'l Class: 38) subscription based services, namely, electronic transmission of data and information via a global computer network for tracking the location of a wireless device and for monitoring or controlling functions of a mobile asset on which the wireless device is installed, such as an automobile, truck, fleet vehicle, trailer, or cargo container | Spireon, Inc. (Tennessee Corp.) |
| SPIREON RN: 4223337 SN: 85503147 | Registered October 9, 2012 Int'l Class:09 First Use:August 1, 2012 Filed: December 23, 2011 Application Published: May 22, 2012 Registered: October 9, 2012 | (Int'l Class: 09) wireless devices for mobile asset tracking and condition monitoring, namely, portable tracking units that combine gps and cellular technologies for determining mobile asset location information and environmental information, for transmitting the mobile asset location and environmental information, for transmitting alert messages when a mobile asset moves at a speed that exceeds a preset maximum speed, for transmitting alert messages when a mobile asset moves beyond a preset boundary, and for transmitting alert messages when an environmental condition of a mobile asset goes beyond a preset boundary for the environmental condition | Spireon, Inc. (Tennessee Corp.) |
| SPIREON | Registered October 2, 2012 | (Int'l Class: 35) providing business intelligence services in the | Spireon, Inc. (Tennessee |

| Mark | Status | Goods/Services | Owner |
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| RN: 4219540 SN: 85503169 | Int'l Class:35 First Use:March 22, 2012 Filed: December 23, 2011 Application Published: May 22, 2012 Registered: October 2, 2012 | fields of mobile resource management, mobile asset tracking and monitoring; providing business data analytics related to mobile assets; tracking, locating and monitoring of mobile assets for commercial purposes, namely, mobile asset tracking services for financial lending institutions in the nature of detecting the global position of a mobile asset which serves as collateral for a loan and transmitting the position information via wireless communication networks | Corp.) |
| SPIREON GUIDING BUSINESS INTELLIGENCE and Design  RN: 4235297 SN: 85504907 | Registered October 30, 2012 Int'l Class:38 First Use:March 22, 2012 Filed: December 28, 2011 Application Published: May 29, 2012 Registered: October 30, 2012 | (Int'l Class: 38) subscription based services, namely, electronic transmission of data and information via a global computer network for tracking the location of a wireless device and for monitoring or controlling functions of a mobile asset on which the wireless device is installed, such as an automobile, truck, fleet vehicle, trailer, or cargo container | Spireon, Inc. (Tennessee Corp.) |
| SPIREON GUIDING BUSINESS INTELLIGENCE and Design  RN: 4235298 SN: 85504918 | Registered October 30, 2012 Int'l Class:42 First Use:March 22, 2012 Filed: December 28, 2011 Application Published: May 29, 2012 Registered: October 30, 2012 | (Int'l Class: 42) software as a service (saas) services featuring software in the field of mobile resource management, mobile asset tracking and monitoring, and business data analytics related to mobile assets | Spireon, Inc. (Tennessee Corp.) |
| SPIREON | Registered | (Int'l Class: 09) | Spireon, Inc. |

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| <p>GUIDING BUSINESS INTELLIGENCE and Design</p>  <p>RN: 4227775 SN: 85504733</p> | <p>October 16, 2012</p> <p>Int'l Class:09 First Use:August 1, 2012</p> <p>Filed: December 28, 2011 Application Published: May 29, 2012 Registered: October 16, 2012</p> | <p>wireless devices for mobile asset tracking and condition monitoring, namely, portable tracking units that combine gps and cellular technologies for determining mobile asset location information and environmental information, for transmitting the mobile asset location and environmental information, for transmitting alert messages when a mobile asset moves at a speed that exceeds a preset maximum speed, for transmitting alert messages when a mobile asset moves beyond a preset boundary, and for transmitting alert messages when an environmental condition of a mobile asset goes beyond a preset boundary for the environmental condition</p> | <p>(Tennessee Corp.)</p> |
| <p>S.P.I.R.E. TOUCH PHONICS</p> <p>RN: 4993883 SN: 86303892</p> | <p>Registered July 5, 2016</p> <p>Int'l Class:09 First Use:October, 2014</p> <p>Filed: June 9, 2014 Application Published: December 29, 2015 Registered: July 5, 2016</p> | <p>(Int'l Class: 09) software for use on mobile devices by educators and children for building and reinforcing reading skills</p> | <p>School Specialty, Inc. (Delaware Corp.) P.O. Box 1579 Appleton Wisconsin 549131579</p> |
| <p>S.P.I.R.E. TOUCH PHONICS and Design</p>  <p>RN: 4993884</p> | <p>Registered July 5, 2016</p> <p>Int'l Class:09 First Use:October, 2014</p> <p>Filed: June 9, 2014 Application Published: December 29, 2015 Registered: July 5, 2016</p> | <p>(Int'l Class: 09) software for use on mobile devices by educators and children for building and reinforcing reading skills</p> | <p>School Specialty, Inc. (Delaware Corp.) P.O. Box 1579 Appleton Wisconsin 549131579</p> |

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| SN: 86303897 | | | |
| SELFSPIRE RN: 5023800 SN: 86661419 | Registered August 16, 2016 Int'l Class:36 First Use:June 1, 2015 Filed: June 12, 2015 Application Published: October 20, 2015 Registered: August 16, 2016 | (Int'l Class: 36) financial services, namely, providing, funding, origination and disbursement of student educational loans and the consolidation and refinancing of outstanding educational loans; and providing information and consultation to students, parents, financial aid professionals, financial institutions, schools and counselors in the field of student educational loans and the consolidation and refinancing of outstanding educational loans | Southeast Bank (Tennessee Chartered Bank) 12700 Kingston Pike Farragut Tennessee 37934 |
| SHESPIRE RN: 4994527 SN: 86611493 | Registered July 5, 2016 Int'l Class:42,45 First Use:April 21, 2015 Filed: April 27, 2015 Application Published: September 8, 2015 Registered: July 5, 2016 | (Int'l Class: 42) providing a website that enables users to subscribe to coaching, mentoring, and/or educational services and to enable users to author and publish instructional content for others (Int'l Class: 45) counseling in the field of personal development, namely, self-improvement, self-fulfillment, and interpersonal communication; providing counseling and information in the field of improvement of social skills; providing emotional counseling and emotional support services for women | Pamela R. Moya (United States Citizen) 4105 Hannett Ave. Ne Albuquerque New Mexico 87110 |
| SPIREON GUIDING BUSINESS INTELLIGENCE and Design  RN: 4235295 SN: 85504750 | Registered October 30, 2012 Int'l Class:35 First Use:March 22, 2012 Filed: December 28, 2011 Application Published: May 29, 2012 Registered: October 30, | (Int'l Class: 35) providing business intelligence services in the fields of mobile resource management, mobile asset tracking and monitoring; providing business data analytics related to mobile assets; tracking, locating and monitoring of mobile assets for commercial purposes, namely, mobile asset tracking services for financial lending institutions in the nature of detecting the global position of a mobile asset which serves as collateral for a loan and transmitting the position information via wireless communication networks | Spireon, Inc. (Tennessee Corp.) |

| Mark | Status | Goods/Services | Owner |
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| | 2012 | | |
| SPIREOPS EDV RN: 4432330 SN: 85893106 | Registered November 12, 2013 Int'l Class:09 First Use:March 1, 2013 Filed: April 2, 2013 Application Published: August 27, 2013 Registered: November 12, 2013 | (Int'l Class: 09) computer software for process and technology framework empowering business users, data management and it teams establish data quality and governance standards along with a platform of dashboards for data visualization; computer software for assisting in institutionalizing standardized, repeatable and simple workflow-based-processes to evaluate and monitor health and compliance of data and business processes across any enterprise | Spireops Inc. (Delaware Corp.) Suite 100 9 Mount Aire Farm Road Glen Mills Pennsylvania 19342 |
| SPIREWORKS SN: 86504834 | Pending - Suspended May 5, 2016 Int'l Class:09,42 First Use:December 31, 2010 Filed: January 15, 2015 | (Int'l Class: 09) providing temporary access to and control over a dynamic exterior lighting system installed on an architectural structure by means of offering a downloadable mobile application; providing temporary access to and use of a computer application that permits control of the lighting system and enables public communication of notice that the lights will be controlled by a certain user for a period of time by means of offering a downloadable mobile application (Int'l Class: 42) providing temporary access to and control over a dynamic exterior lighting system installed on an architectural structure by means of on-line non-downloadable software application; providing temporary access to and use of an on-line non-downloadable computer application that permits control of the lighting system and enables public communication of notice that the lights will be controlled by a certain user for a period of time | Royal Realty Corp. (New York Corp.) One Bryant Park New York New York 10036 |
| SPIREX RN: 4767838 SN: 86426525 | Registered July 7, 2015 Int'l Class:07 First Use:October 17, 2014 | (Int'l Class: 07) chain conveyors; conveyor lines; conveyors | Nercon Engineering and Manufacturing, Inc. (Wisconsin Corp.) Attn: Steve Anklam 600 South |

| Mark | Status | Goods/Services | Owner |
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| | Filed: October 17, 2014 Application Published: April 21, 2015 Registered: July 7, 2015 | | Commercial Street Neenah Wisconsin 54956 |
| SPIREX SN: 86830154 | Pending - Non- Final Action Mailed March 23, 2016 Int'l Class:07 First Use:November 6, 2014 Filed: November 24, 2015 | (Int'l Class: 07) centrifugal separators | Fluid Cooling Systems, LLC (Michigan Limited Liability Company) 1800 Production Drive Rochester Hills Michigan 48309 |
| STREETSPIRE RN: 4045072 SN: 85279662 | Registered October 25, 2011 Int'l Class:31 First Use:February 16, 2011 Filed: March 29, 2011 Application Published: August 9, 2011 Registered: October 25, 2011 | (Int'l Class: 31) living plants | J. Frank Schmidt & Son Co. (Oregon Corp.) P.O. Box 189 Boring Oregon 97009 |
| SUNSPIRE HEALTH RN: 4530957 SN: 86011567 | Registered May 13, 2014 Int'l Class:44 First Use:June 1, 2013 Filed: July 16, 2013 | (Int'l Class: 44) behavioral health services; chemical dependency and substance abuse treatment services; clinical mental health counseling services; mental health services; mental health therapy services; rehabilitation for substance abuse patients | Behavioral Health Solutions, LLC (Delaware Limited Liability Company) 160 Chubb Avenue, Suite 206 Lyndhurst New Jersey |

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| | Application Published: December 24, 2013 Registered: May 13, 2014 | | 07071 |
| THUMBSPiRE RN: 4882321 SN: 86270499 | Registered January 5, 2016 Int'l Class:35,41,42 First Use:March 14, 2014 Filed: May 2, 2014 Application Published: March 3, 2015 Registered: January 5, 2016 | (Int'l Class: 35) advertising, marketing, and promotion services; advertising and publicity services, namely, promoting the goods, services, brand identity and commercial information and news of third parties through print, audio, video, digital and on-line medium; advertising, marketing, and promotion services in the field of mobile applications and software; creation, compilation, production, and dissemination of advertising matter; consulting services and original content creation services provided to parties that are in the media and software industries, namely, public relations services, creation of content in the nature of writing of advertising and publicity texts, and creation, design, and updating of advertising material for others for marketing and advertising; business monitoring, analytics, and consulting services, namely, tracking and analyzing websites, software, and mobile applications of others to provide strategy, insight, marketing, sales, operation, product design, and product refinements, particularly specializing in the use of analytic and statistical models for the understanding and predicting of consumers, businesses, and market trends and actions; reporting of business information and business analytics for others, namely, reporting information regarding a company's advertising, brand appearance on-line, use in social media, product sales, and product design and improvements; distributorship services in the field of mobile computer software applications; publishing of printed marketing brochures for advertising purposes (Int'l Class: 41) electronic publishing services for others; digital video, audio, and multimedia publishing services; publishing of printed publications, namely, journal articles and reviews; multimedia publishing services, namely, multimedia publication of mobile computer software applications and website based software applications; electronic multimedia | Dada Entertainment, Inc. (Delaware Corp.) 205 Lexington Avenue, 12Th Floor New York New York 10016 |

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| | | <p>publishing services, namely, publishing the text and graphic works of others on-line in the form of mobile computer software applications featuring non-fiction articles about mobile computer software applications, and graphic art designs and that are accessible by web browsers, laptops, computers, tablets, and mobile devices; publishing of electronic publications (Int'l Class: 42) providing information related to developing and using computer software applications for virtual communities, social networks, electronic storage, and distribution of contents for use on mobile communications devices and electronic computer tablets; software as a service (saas) services featuring computer software for digital publishing</p> | |
| <p>TREND.SPIRE RN: 4787531 SN: 86976680</p> | <p>Registered August 4, 2015 Int'l Class:35 First Use:July 17, 2014 Filed: June 9, 2014 Application Published: October 28, 2014 Registered: August 4, 2015</p> | <p>(Int'l Class: 35) advertising and marketing services for consumer goods provided by means of indirect methods of marketing communications, namely, social media, inquiry marketing, internet marketing, blogging and other forms of passive, sharable or viral communications channels; retail department store services and online store services</p> | <p>Shopko Stores Operating Co., LLC (Delaware Limited Liability Company) 700 Pilgrim Way Green Bay Wisconsin 54304</p> |
| <p>WELLSPIRE RN: 4625294 SN: 85547748</p> | <p>Registered October 21, 2014 Int'l Class:44 First Use:June, 2014 Filed: February 20, 2012 Application Published: August 20, 2013 Registered: October 21,</p> | <p>(Int'l Class: 44) healthcare</p> | <p>M Qube Services Inc. (Texas Corp.) 8901 Fm 1960 Bypass Rd West Suite 101 Humble Texas 77338</p> |

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| | 2014 | | |
| WELLSPIRE HEALTHCARE RN: 4645499 SN: 85547767 | Registered November 25, 2014 Int'l Class:35 First Use:September 30, 2014 Filed: February 20, 2012 Application Published: August 20, 2013 Registered: November 25, 2014 | (Int'l Class: 35) healthcare management service organization (mso) services, namely, providing practice organization, management and administrative support services to individual physicians or small group practices | M Qube Services Inc. (Texas Corp.) 8901 Fm 1960 Bypass Rd West, Suite 101 Humble Texas 77338 |
| WELLSPIRE MEDICAL GROUP RN: 4625295 SN: 85547765 | Registered October 21, 2014 Int'l Class:44 First Use:June, 2014 Filed: February 20, 2012 Application Published: August 20, 2013 Registered: October 21, 2014 | (Int'l Class: 44) healthcare | M Qube Services Inc. (Texas Corp.) 8901 Fm 1960 Bypass Rd West Suite 101 Humble Texas 77338 |
| YOGASPIRE SN: 85821235 | Published August 23, 2016 Int'l Class:41 First Use:September 18, 2012 Filed: January 11, 2013 | (Int'l Class: 41) yoga instruction; educational and instructional services, namely, conducting classes, retreats, lectures, workshops and seminars relating to the link between physical yoga postures and psychological states | Wholebeing Institute, Inc. (Massachusetts Corp.) 572 Jackson Road Hardwick Massachusetts 01037 |

| Mark | Status | Goods/Services | Owner |
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| | Application Published: August 23, 2016 | | |
| Z-SPIRE RN: 4023029 SN: 77334861 | Registered September 6, 2011 Int'l Class:42 First Use:January 11, 2008 Filed: November 21, 2007 Application Published: April 22, 2008 Registered: September 6, 2011 | (Int'l Class: 42) providing temporary use of online non- downloadable computer software for quoting, rating and issuing commercial property and casualty insurance policies | Zurich Insurance Company LTD (Switzerland Corp.) Mythenquai 2 Zurich Switzerland |