

ESTTA Tracking number: **ESTTA827036**

Filing date: **06/14/2017**

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

## Notice of Opposition

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

### Opposer Information

Name	Advertising Specialty Institute Inc.		
Entity	Corporation	Citizenship	Pennsylvania
Address	4800 Street Road Bucks County Technology Park Trevose, PA 19053 UNITED STATES		

Attorney information	Roberta Jacobs-Meadway Eckert Seamans Cherin & Mellott, LLC 50 South 16th Street Two Liberty Place, 22nd Floor Philadelphia, PA 19102 UNITED STATES rjacobsmeadway@eckertseamans.com, rlalonde@eckertseamans.com, ipdock- et@eckertseamans.com Phone:215-851-8522		
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### Applicant Information

Application No	87307419	Publication date	06/13/2017
Opposition Filing Date	06/14/2017	Opposition Period Ends	07/13/2017
Applicant	R & J OLSEN, INC. 10965 SW Commerce Circle, Suite F Wilsonville, OR 97070 UNITED STATES		

### Goods/Services Affected by Opposition

Class 040. First Use: 2017/01/15 First Use In Commerce: 2017/01/15 All goods and services in the class are opposed, namely: customized printing of company names and logos for marketing, promotional and advertising purposes on the goods of others; custom imprinting of paper goods
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### Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
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### Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	1176093	Application Date	07/02/1979
Registration Date	11/03/1981	Foreign Priority Date	NONE
Word Mark	ASI		
Design Mark			
Description of	NONE		

Mark	
Goods/Services	Class 016. First use: First Use: 1950/09/00 First Use In Commerce: 1950/09/00 Printed Material-Namely, Reports, Directories, Indices, Newsletters, Magazines, Catalogues and Brochures Class 035. First use: First Use: 1950/09/00 First Use In Commerce: 1950/09/00 Preparing Specialty Advertising for Others; Rental of Mailing Lists to Others; and Business Consultation for Others in Connection with Advertising

U.S. Registration No.	1729220	Application Date	05/07/1990
Registration Date	11/03/1992	Foreign Priority Date	NONE
Word Mark	ASI QUARTERLY REGISTER		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 016. First use: First Use: 1990/04/00 First Use In Commerce: 1990/04/00 printed directories comprising information about specialty advertising companies		

U.S. Registration No.	2160263	Application Date	03/14/1997
Registration Date	05/26/1998	Foreign Priority Date	NONE
Word Mark	ASI CENTRAL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 1996/07/00 First Use In Commerce: 1996/07/00 computer services, namely, providing anon-line bulletin board in the field of the promotion products industry and providing on-line facilities for real-time interaction with other computer users concerning the promotional products industry, including scheduled discussions featuring prominent people in the promotional-products industry		

U.S. Registration No.	4193073	Application Date	06/29/2011
Registration Date	08/21/2012	Foreign Priority Date	NONE
Word Mark	ASI		
Design Mark			
Description of Mark	NONE		

Goods/Services	<p>Class 035. First use: First Use: 1995/11/00 First Use In Commerce: 1995/11/00 Marketing services, namely, providing on-line non-downloadable software that permits distributors to locate products and suppliers, program providing supplier data over a wireless device, creating and maintaining Internet sites for suppliers and distributors; Publishing of magazines and catalogs for the advertising specialty/promotional products industry; Promoting, advertising and marketing the on-line electronic publications of others; Membership club services, namely, providing training to members in the field of advertising/promotional products industry; Advertising, promotion and marketing services based on consumer credit reports and scores of others</p> <p>Class 036. First use: First Use: 1995/11/00 First Use In Commerce: 1995/11/00 On-line financial credit scoring services that report on the paying habits of distributors</p> <p>Class 041. First use: First Use: 1997/10/00 First Use In Commerce: 1997/10/00 Publishing of magazines and catalogs for the advertising specialty/promotional products industry; Non-downloadable electronic publications in the nature of promotional products distributorship in the field of advertising specialty/promotional products; Membership club services, namely, providing training to members in the field of business and professional development; Conducting, arranging, and organizing trade shows for commercial and advertising purposes; Educational services, namely, providing on-line classes, seminars, workshops in the field of advertising specialty/promotional products</p> <p>Class 042. First use: First Use: 1995/11/00 First Use In Commerce: 1995/11/00 Providing a website featuring non-downloadable software that permits distributors to locate products and suppliers, program providing supplier data over a wireless device, creating and maintaining Internet sites for suppliers and distributors; Providing temporary use of on-line non-downloadable software development tools for advertising specialty/promotional products industry for use in the field of advertising specialty/promotional products</p>
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Attachments	<p>85359112#TMSN.png( bytes ) Notice of Opposition.pdf(269738 bytes ) NOTICE OF OPPOSITION ASI BUSINESS GROUP EXHIBIT A.pdf(1251797 bytes ) NOTICE OF OPPOSITION ASI BUSINESS GROUP EXHIBIT B.PDF(221563 bytes )</p>
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Signature	/Roberta Jacobs-Meadway/
Name	Roberta Jacobs-Meadway
Date	06/14/2017

BOX TTAB FEE

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

**ADVERTISING SPECIALTY  
INSTITUTE, INC.,**

Opposer,

v.

**R & J OLSEN, INC.,**

Applicant.

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Opposition No. \_\_\_\_\_

Mark: ASI BUSINESS GROUP (and  
Design)

App. Serial No. 87/307,419

**NOTICE OF OPPOSITION**

Honorable Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451

In the matter of trademark Application Serial No. 87/307,419 for the mark ASI  
BUSINESS GROUP (and design) filed January 19, 2017 and published for opposition June 13,  
2017.

Advertising Specialty Institute, Inc., a Pennsylvania corporation having an address at  
Bucks County Technology Park, 4800 Street Road, Treose, PA 19053, believes that it will be  
damaged by registration of the mark shown in the above-identified application for the services  
identified therein, and hereby opposes the same. The grounds for opposition are as follows:

- 1. R & J Olsen, Inc. (hereinafter "Applicant") seeks to register ASI BUSINESS  
GROUP (and design) as a mark for "customized printing of company names and logos for  
marketing, promotional and advertising purposes on the goods of others; custom imprinting of

paper goods” in International Class 40, as evidenced by the publication of the mark on June 13, 2017.

2. The application herein opposed was filed January 19, 2017 on the basis of use, with a claimed date of first use of January 15, 2017.

3. Opposer, Advertising Specialty Institute, Inc. (hereinafter “Opposer” or “ASI”), is and has been engaged in the provision of services and goods for the promotional products industry for more than sixty years, and has built a successful business in connection therewith.

4. The services rendered by Opposer under the mark ASI and marks which have ASI as the dominant component include a wide range of products and programs for the promotional products industry, including making available information and products for preparation of custom advertising and facilitating the availability, use and sourcing of promotional products for others. Opposer’s catalogues in print and on-line feature goods available for production and distribution as promotional products custom printed with the names and/or marks and logos of the purchasing companies. Opposer has, since at least as early as September 1950, used ASI as its name, and as the dominant component of names in connection with its business.

5. The nature and extent of Opposer’s services rendered and business conducted under its ASI marks and names may be seen at Opposer’s website, [www.asicentral.com](http://www.asicentral.com). Exemplary uses of Opposer’s ASI marks in connection with the customized printing of company names and marks for marketing, promotional and advertising purposes are attached as Exhibit A.

6. Opposer’s ASI marks and names are inherently distinctive as applied to Opposer’s services and goods and business, and have acquired further strength and distinctiveness by virtue of Opposer’s continuous, commercially significant and substantially exclusive use in commerce of its ASI marks and names in connection with its services and goods directed to the promotional products industry. Opposer’s services and goods and business have

become well and favorably known to the relevant trade and public under Opposer's ASI marks and names.

7. Opposer is the owner of numerous U.S. trademark registrations, which are valid and subsisting, including: Registrations No. 1,176,093 for ASI issued November 3, 1981; No. 1,729,220 for ASI QUARTERLY REGISTER issued November 3, 1992; No. 2,160,263 for ASI CENTRAL issued May 26, 1998; and No. 4,193,073 for ASI issued August 21, 2012 (collectively, the "ASI marks"). Printouts from the USPTO records showing the status and title of each of these registrations are attached as Exhibit B.

8. Priority is not in issue as Opposer is the owner of federal registrations for its ASI marks.

9. In the application herein opposed, there are no restrictions on trade channels, so it must be presumed that the services identified in the application will be promoted and rendered through all trade channels to all customers appropriate for services of that type, including through promotional products channels and to purchasers of promotional products and to purchasers and recipients of services related to promotional products.

10. Applicant's mark is confusingly similar to Opposer's ASI marks and names in sound, appearance and overall commercial impression. The primary and dominant term of Applicant's mark is the same as Opposer's ASI name and mark. The application which is the subject of this opposition expressly disclaims the exclusive right to the term "GROUP" so this additional term does not and cannot serve to distinguish Applicant's contested mark from Opposer's registered marks and its names. The remaining additional term "BUSINESS" is similarly descriptive in connection with services directed to promotional products used in the marketing of businesses, including through the custom printing of promotional products. Further, the design element of the contested mark does not distinguish Applicant's contested

mark from Opposer's registered marks and its names, because the word mark is the dominant element of the mark which is the subject of this opposition. The design is merely a non-distinctive stylization of the word mark with a diagonal line incorporated into the ASI component.

11. The services and goods and business of Opposer and the services of Applicant as identified in the application herein opposed are closely related. Opposer, inter alia, makes available and facilitates and promotes the rendering of services directed to the custom printing of company names and marks on the goods of others for marketing, promotional and advertising purposes.

12. The services identified in the application herein opposed are such as are promoted and marketed and rendered to Opposer's customers, members and distributors through Opposer's catalogues and websites.

13. The services identified in the application herein opposed are such as are promoted and marketed and rendered to classes of customers which overlap with those classes of customers who participate in Opposer's programs and purchase Opposer's services and who purchase and distribute and who receive custom printed promotional products provided through Opposer's members and distributors who employ Opposer's services and programs.

14. Granted the similarities between Opposer's ASI marks and names and Applicant's ASI BUSINESS GROUP (and design) mark, and the related nature of the services, and the overlapping trade channels, members of the relevant public and trade on encountering Applicant's mark in connection with the services identified in the application herein opposed are likely to believe in error that Opposer and Applicant are related, or that Applicant's services originate with Opposer or one of its members or otherwise are rendered under license from or in association or affiliation with Opposer.

15. If Applicant is permitted to register such mark for the services set forth in the application herein opposed, the likely confusion of the relevant public and trade will be a source of damage and injury to Opposer, as it deprives Opposer of control of its own reputation and impacts adversely on the strength of Opposer's rights in its ASI marks and names.

16. Such registration would further be a source of damage and injury to Opposer because Opposer's business operates as a channel in the promotional products industry that connects suppliers with distributors. Opposer's members who distribute custom printed promotional products would likely upon seeing Applicant's mark in connection with Applicant's services, reach the erroneous conclusion that Opposer has become a competitor, and that Opposer has some association or affiliation with Applicant through which Opposer has used access to its members' confidential business information to establish a competing distribution service, resulting in an adverse impact on Opposer's business relationships with its distributor members.

17. Any defect, objection to or fault found with Applicant's services rendered under the mark of the application which is the subject of this opposition would necessarily reflect on and seriously injure the reputation that Opposer has established for its business and its services and goods.

18. If the Applicant is granted a registration for the mark herein opposed, it would obtain thereby at least a *prima facie* exclusive right to use the mark. Such registration would be a source of damage and injury to Opposer.

**WHEREFORE**, Opposer, Advertising Specialty Institute, Inc., prays that registration of the mark of Application Serial No. 87/307,419 for the services identified therein be refused and that this Opposition be sustained.



Respectfully Submitted,

Dated: June 14, 2017

By: s/ Roberta Jacobs-Meadway  
Roberta Jacobs-Meadway, Esquire  
Roger LaLonde, Esquire  
ECKERT SEAMANS CHERIN &  
MELLOTT  
50 South 16<sup>th</sup> Street, 22<sup>nd</sup> Floor  
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rlalonde@eckertseamans.com

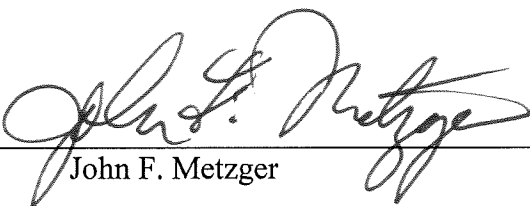
**ATTORNEYS FOR OPPOSER**

**CERTIFICATE OF FILING**

The undersigned hereby certifies that in accordance with 37 C.F.R. §2.119(b), a true and correct copy of the foregoing Notice of Opposition was filed electronically with the United States Patent and Trademark Office via the Electronic System for Trademark Trial and Appeals (“ESTTA”) on the date shown below.

Under rule 37 C.F.R. §2.105, the Trademark Trial and Appeal Board shall notify correspondent for the Applicant, Scott A. Schaffer, Esq., at the email address [scott@schafferiplaw.com](mailto:scott@schafferiplaw.com).

Dated: June 14, 2017

By:   
\_\_\_\_\_  
John F. Metzger

# **EXHIBIT A**



## JOIN THE PROMOTIONAL PRODUCTS SUPPLY CHAIN THROUGH ASI

Promotional products, also known as ad specialties, are a growing \$22.9 billion dollar industry and are used by nearly every business in America. Businesses use mugs, pens and T-shirts imprinted with their logo as an affordable way to create a memorable impression and increase brand awareness. With so many businesses buying promotional products, there is a booming opportunity for professionals like you looking to create new wealth or open a new market.

The promotional products industry is organized by a supply chain comprised of powerful players including distributors, suppliers, decorators, etc., that contribute to the rapid growth of the industry.

Why ASI? Promoting your success is what ASI is all about.

Advertising Specialty Institute® (ASI) is the world's largest organization serving the promotional products industry. For the last 60+ years, our experts have worked to provide you with prospecting, marketing and selling elements to help maximize your success. ASI® makes being successful in the industry easy and manageable. We have already created a built-in community for buyers and sellers with ESP®, the #1 sourcing database used in the industry. When you become an ASI member, you become part of this built-in community and network, and in turn get all of the tangible benefits our membership provides.

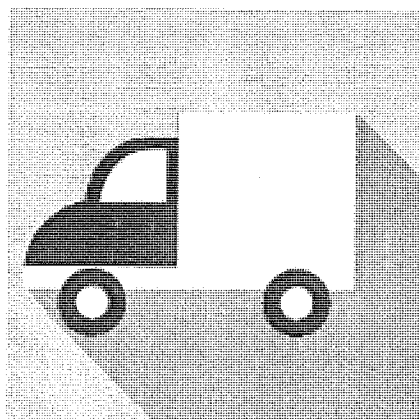
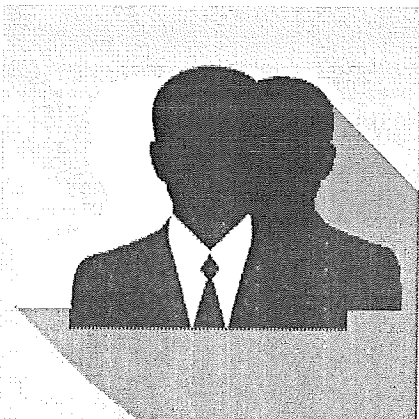
See below to identify which type of membership best suits you.

## TESTIMONIAL

"I own a successful screen printing business and never saw the added benefit of selling promotional products. I finally decided to join ASI and **in my first week I've already made \$6,500** in ad specialty sales to my existing customers. The potential is tremendous!"

— Graphic Images, Inc.

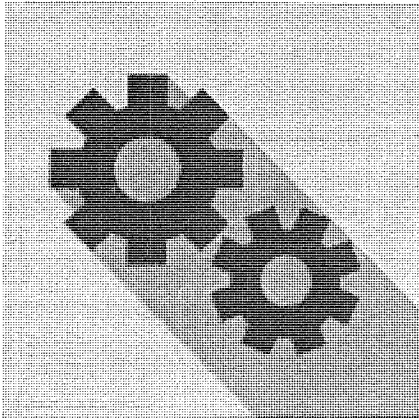
## FIND THE RIGHT MEMBERSHIP FOR YOU



## Distributor Membership

Do you have what it takes to sell promotional products and join a booming \$22.2 billion dollar industry?

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## Equipment Membership

For companies that sell embroidery or screenprinting equipment, this is the membership package for you.

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## Supplier Membership

Do you produce a product that could be a great promotional product?

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## Canadian Membership

Are you located in Canada and interested in becoming a promotional product distributor?

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## Decorator Membership

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## International Membership

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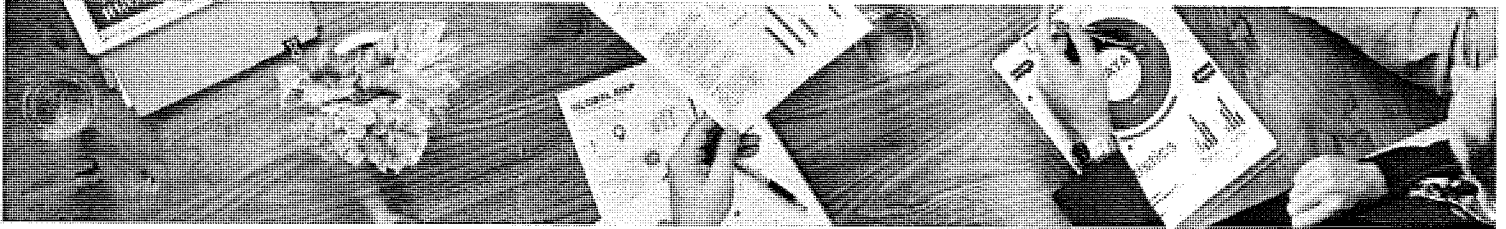
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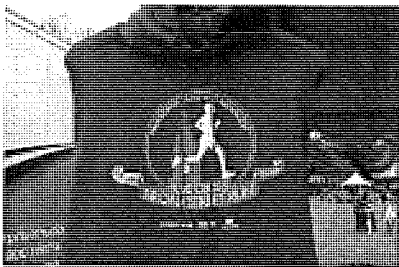
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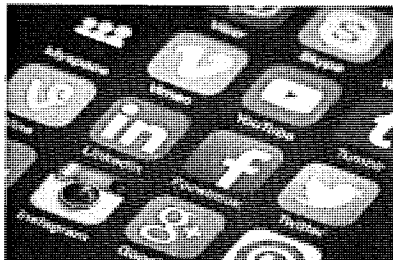
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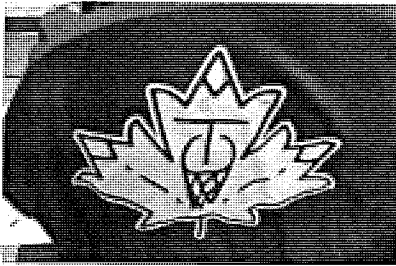
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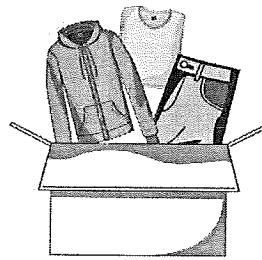


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By 2020 virtual reality is expected



## Video: Avoid Social Media Faux Pas

WEARABLES

Wearables Editor-in-Chief Nicole Rollender and Executive Editor

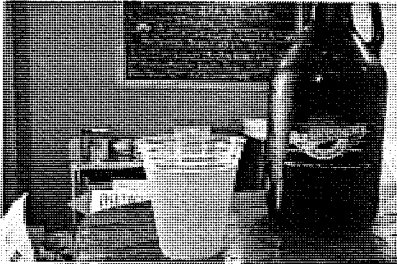
to be a \$30 billion global industry.

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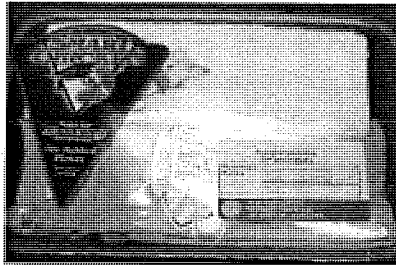


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Since launching his company, Promoworks LLC, five years ago in the Philadelphia...

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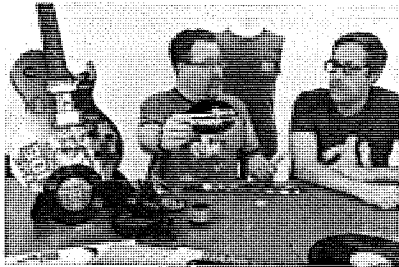


## Case Study: A Quirky Promo For New Mothers

ADVANTAGES

Working for a big company can sometimes make an employee feel as though they are...

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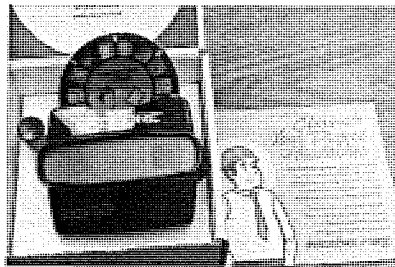


## Video: How Distributors Can Capitalize On The Vinyl Record Market

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Vinyl sales are booming like it's the '70s while independent, brick-and-mortar...

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4. Frustrations Mount Amid Port Slowdowns
5. Hot Business Ideas: The Best Ways to Get More Referrals
6. Golf Market: Par for the Promo Course
7. Court Approves Standard Register Sale To Taylor Corp.

## FEATURED VIDEOS



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ASI's weekly Internet radi show features...



**The Stitch Report**  
Editor Nicole Rollender goes in search of latest tips, ideas, strategies...

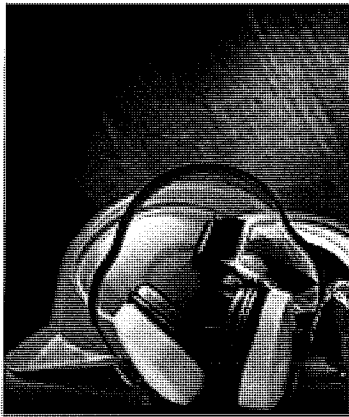


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Editor C.J. Mittica breaks down some of the biggest trends in ad specialty...



**Counselor Product Close-Up**  
Editors of Counselor pick product category...

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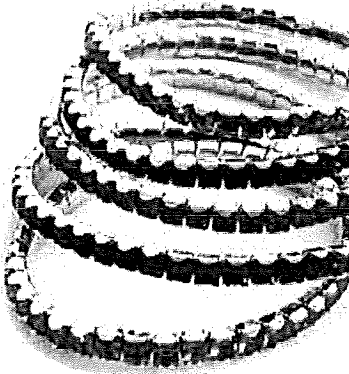


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**How To Sell: Fleece Jackets** Outerwear

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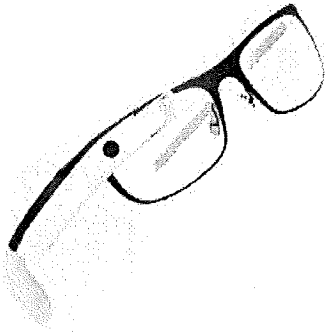
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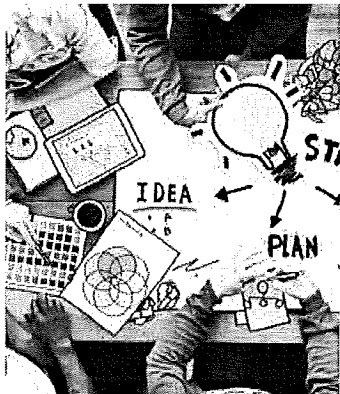
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### **Making You Money: What ASI is all about.**

Promotional products, also known as ad specialties, make up a \$20.5 billion dollars industry and are used by virtually every business in America. Why? Items like mugs, pens and t-shirts are memorable and provide a better cost per impression for advertisers than almost every major marketing effort like prime time TV, magazines and radio.

With so many businesses buying ad specialties there is a huge opportunity for professionals looking to make great money running a promotional products distributorship. It's easy and inexpensive to get started and you can work from home.

- A business opportunity to reinvent your career in an exciting field
- Work at home - for yourself - not by yourself
- Make money selling ad specialties
- Partner with a time-tested industry leader
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## NEWS

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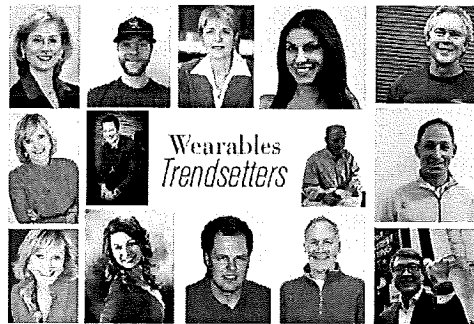
# Wearables Trendsetters

Published in Wearables  
September 2015

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### Kara Ward

#### Corporate Image Consultant, City Apparel

When reflecting on her recent sales success, Kara Ward cites a bit of wisdom gleaned from her grandfather: "Why play a game if you're not playing to win?" After several years of impressive numbers at City Apparel in Findlay, OH, it's obvious Ward has taken his words to heart. Today, she's a corporate image consultant and a newly elected board member of the Ohio Promotional Professionals Association. And in three of her five years at City Apparel, she's reached over a million dollars in sales. But it wasn't an easy road. Just a couple years into her

promotional career, Ward was diagnosed with breast cancer. "It was a hard year," says Ward, who is currently in remission, "but I already had my goals set, so nothing was going to stop me. The team had my back 100% and helped me live my life normally. When I wanted to go visit eight clients at a time, they never said, 'No, you're not up to it.' They'd say, 'Ok, let's go,' and they'd drive me." At the end of that year, Ward reached more than \$1 million in sales for the first time. "I very much have my eye on the prize," she says.

**Fun Fact:** Ward teaches lyrical and jazz dance four nights a week.

## BROWSE BY KEYWORD

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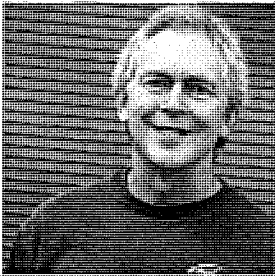
## Cary Heller

### Vice President of Sales, All USA Clothing

For Cary Heller, every sale is the best one of his life. "I know it sounds corny, but it's true," says the vice president of sales at Keego Harbor, MI-based All USA Clothing. A people person who emphasizes the business value of "being nice," Heller loves connecting with customers, counting them as friends rather than just clients. He also carries a torch for made-in-America clothing and winning high-profile converts, including the White House.

"The textile and garment industry was a thriving American industry for decades," Heller says. "We are bringing American-made clothing and uniforms back." When he's not working, Heller is likely to be volunteering at The Friendship Circle, a charity which pairs typical teens with children with special needs. For the last decade, Heller has spent 20 to 30 hours a week mentoring a boy with extreme autism and cerebral palsy. "He has really become like my adopted child, and I cannot express the depth of my relationship with him," Heller says. "I have learned that when you help someone else, the person who is really being helped is you."

**Fun Fact:** An accomplished trumpet player, Heller's band had a number-one record on NPR and college stations nationwide, and was Ray Charles' opening act.



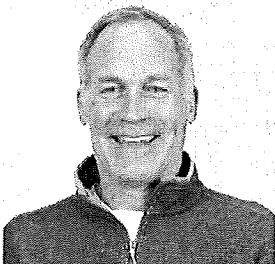
## Andy Anderson

### Owner, Anderson Studio Inc. (asi/121990)

Andy Anderson, owner of Anderson Studio Inc. in Nashville, provides contract screen-printing work for some of music's biggest stars. But after printing his first shirt in 1971, he almost never did it again. "I hated it," he says. "We didn't have the same educational resources. You basically asked a friend how they did it." His first "machine" was a wooden Coke case, and his assistant was his 8-year-old sister. He stretched the shirt over the case, used super-sticky flock adhesive in only one color, and knew nothing about meshes. His primitive equipment and

methods made the process frustrating, so Anderson gave it up. Then in 1975, he ran into art school friends who introduced him to actual machines and quality inks. He opened Anderson Studio the next year. The company's location in Music City boded well for a future in entertainment merchandise. Since the early 1980s, Anderson and his team have won almost 90 awards for their full-color prints. "Quality work is how we built our reputation," he says. "I care about what goes out the door, and my staff makes it all possible. I appreciate each and every one of them, and they all contribute to our success."

**Fun Fact:** Since the age of 14, Anderson has built and painted motorcycles, building up an international fan base. One of his bikes was exhibited at the London Museum of Art.



## Doug Jackson

### President, Storm Creek (asi/89879)

This tailored "kirigami" vegan leather trench by Byron Lars stands out with its laser-cut, lace-like pattern and bold metallic belt buckle.

**Decoration Tip:** Sometimes good design is about taking something away, rather than adding on. With a sharp pair of scissors and a creative plan, a decorator can manipulate even the most mundane T-shirt into something unique.



## James Park

### CEO and Co-Founder, Fitbit

James Park was an out-of-shape gamer when he came up with the idea for the Fitbit. One of the first in line to buy the popular Nintendo Wii nearly a decade ago, Park saw the potential of combining motion sensors and software, with a focus on better health. In 2007, the serial entrepreneur and former cross-country runner started the ubiquitous fitness tracking company with business partner Eric Friedman as part of his own efforts to get fit. When the product launched two years later, it already had drawn huge consumer interest, generating more than 25,000

initial orders. "It was the right product at the right time at the right price point," Park told Forbes. The interest has continued to grow, with much-hyped products like the Apple Watch unable to make much of a dent in the company's market prominence. With more than 20.8 million devices sold, Fitbit accounts for 85% of tracker sales, according to The NPD Group. The publicly traded company is worth more than \$8 billion, and it's clear that no one is doing more than Park and Fitbit to legitimize wearable technology in the minds of consumers.

**Fun Fact:** Park dropped out of Harvard before finishing a degree in computer science.



## Marci Kinter

### Vice President of Government & Business Information, SGIA

When Marci Kinter first started with SGIA in 1989, she had her work cut out for her since no one had stepped in front of regulators to represent the printing industry. "It was really critical that we were in there talking to them about the differences in the industry," says Kinter, who remembers the difficulty of regulators to simply distinguish between graphical and textile printing. The vice president of government & business information for SGIA quickly became one of the most important assets for the printing industry, cutting her teeth on clean air legislation in the early

years, and leading the charge on a number of key issues today: safety and health, environmental regulations, product safety and sustainability. Equally important, she is a fount of knowledge, endlessly fielding questions from members who can't be bothered or can't grasp the wealth of byzantine regulations. She revels in the complexity of it. "You have to look at it in terms of a domino game," she says. "If I push this piece down here, what do I think will be the final outcome?"

**Fun Fact:** Kinter is a "closet environmentalist" who likes to garden and do her own canning, and lives in a passive solar house.



## Jay Feinberg

### Owner, FPS Apparel (asi/53475)

The next step in Jay Feinberg's career didn't exist after he left Richard A. Leslie Co. after seven years as a national sales manager. So Feinberg created it. "When I left them, I couldn't find a job that would take advantage of my knowledge and capabilities, so I started my own company," Feinberg says. Thus, FPS Apparel was born 15 years ago, with a desire to be different and innovative – to "offer unique, desirable apparel that customers cannot find elsewhere." Based in Florida, NY, Feinberg has created an entire apparel line with custom accents

– sublimated hoods, sleeves, pockets and more. In addition, the decorator has greatly expanded

its roster of techniques while making a push toward PVC-free inks. Feinberg's passion is geared toward building trust with his customers, keeping the quality of FPS's goods top-notch and innovative, and building a solid team with all parts working together. He's proud of "growing from a one-person startup to a business serving customers that are nationally recognized household names – while maintaining our headquarters on Main Street in a small town."

**Fun Fact:** To keep the presses humming during a blackout, Feinberg once chased down a utility truck, begging them to fix FPS' electricity.



## Jennifer Grigorian

**Vice President of Marketing, Hit Promotional Products (asi/61125)**

There might not be anyone more passionate about the promotional product industry than Jennifer Grigorian, who has always felt this industry was right for her. She stumbled upon this path by accident, answering phones as a temp for a distributor when she was in college majoring in psychology. "I really could not see myself in any other industry, I truly love what I do," says Grigorian. The VP of marketing for Hit Promotional Products has been in the industry 19 years, and juggles a

number of roles for the fast-growing supplier, including overseeing the product selections and strategies with Hit's recent move into apparel – a key development as more suppliers move into wearables and offer one-stop shopping. Grigorian is driven to stay current ("You need to constantly evolve and change," she says) and continues to enjoy the opportunity to be creative and innovative with fun products every day. "This is the greatest industry in the world," she says.

**Fun Fact:** Grigorian grew up in Southern California and has never seen snow before.



## Danny Gruninger

**CEO, Image West Signature Apparel**

For Danny Gruninger, life in the fast lane used to mean drag racing. But the industry wasn't a mystery to Gruninger, whose parents ran a small trophy and awards business. He eventually gave up his professional racing career, but is finding success as CEO of Image West Signature Apparel, a Lakewood, CO, decorator. Gruninger and his brother Brandon started the company (formerly known as US Recognition Apparel Division) in 2006 with just one manual press, but have ushered the company through tremendous growth, due in part to the

company's amazing artistic prints. "We have the best art team in the world, and our passion is to bring their designs to life on the garments we embellish," says Gruninger, whose company has won multiple decoration awards. Image West continues to push forward: adding a state-of-the-art dye house, working closely with Roq International to optimize its equipment and relentlessly tweaking to maintain its top-notch print and garment quality. Says Gruninger: "Lots of long sleepless hours testing new techniques and dialing in our process is certainly one aspect that separates us from the average printing shop."

**Fun Fact:** Clips of Gruninger's drag races can be found on YouTube.

## Rich Medcraft Owner, StitchWise

Owner, StitchWise Embroidery Design



StitchWise Embroidery Design is literally a one-man show. Owner/sole proprietor Rich Medcraft makes sales calls, quotes jobs, purchases inventory, creates logos, runs the machines, ships orders and keeps the books, all while producing exceptionally detailed embroidery work for discerning clients. "I'm constantly driven to perfect embroidery as an art form," he says. "I learn something new every day with every design I create. I pay attention to every detail. I'm not afraid to try different digitizing techniques to see what the results are."

Medcraft, who hails from Eagle Point, OR, likes to make designs using specialty threads, including the finer 60 weight. "They make my designs look sharper," he says. "I can create smaller detail, and allow my work to stand apart from my competition." Recently, he demonstrated his expertise by digitizing the logo for the Ladies Professional Golf Association's Solheim Cup tournament. "It was complicated and had to be super tiny," says Medcraft. "They also wanted the cup to look like crystal. So I made it out of metallic threads and used special blends. It's in production now for the 2015 Solheim Cup."

**Fun Fact:** Medcraft restores old British sports cars and taught himself all aspects of automobile restoration. He still has his father's beloved 1957 MGA.



## Kay Koplovitz and Maria Gotsch

### Co-Founders, New York Fashion Tech Lab

Demand for wearable technology is surging, yet the quest for fashionable devices has been mostly fruitless. One of the entities trying to right that wrong is the New York Fashion Tech Lab. The brainchild of Kay Koplovitz (founder of USA Network and innumerable other business ventures) and Maria Gotsch (president and CEO of the Partnership for New York City), the lab is an accelerator program dedicated to mentoring and growing fashion technology startups. "The tech companies get unbelievable access to top-ranked retail and fashion companies

— the right people inside the company," says Koplovitz, the founder of Springboard Enterprises, which has created multiple accelerator programs. "...The whole purpose is to see if what these technology companies are building is really valuable to the market they're selling into." In the 12-week course, wearable technology companies and others receive unvarnished feedback and practical advice to build their business. The Lab creates connections that will bring the latest technology to retail shelves. "The tail of this program is very long," says Gotsch, who runs the investment arm of the Partnership, which strives to foster business in New York City. "... We say you're adopted by the retailers, so to speak. These relationships play out over a couple of years."

**Fun Fact:** Koplovitz served on the board of Kate Spade and recently curated a book of business strategies titled *Been There, Run That*.

## Trend Watch

What goes into becoming a Wearables Trendsetter? Great work, of course. We showcase their exceptional garments and decoration and dive into the design inspiration that informs their efforts. Here, master decorator Andy Anderson of Anderson Studio Inc. (asi/121990) talks about one of his signature music tees. Visit [Wearablesmag.com](http://Wearablesmag.com) to see more examples from our Trendsetters.



**Print and Release**

This T-shirt was for Keith Urban's Fuse album release. The image "was his album cover, so we had to hit it pretty close to keep them happy," Anderson says.

**Under the Skin**

"This was a particularly hard print because the photo of Keith was so small," says Anderson. "Then we had to capture the delicate background hues and skin tones, as well as the blurred type."

**Trust the Process**

For Anderson's signature photorealistic prints, simulated process is his go-to technique. This Keith Urban shirt features a 12-color simulated process print, with color separation done by the shop's in-house artist.



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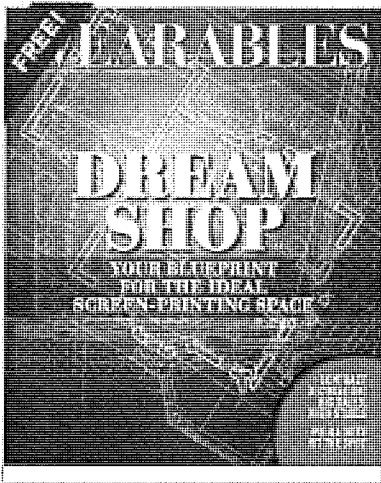
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## Wearables



- Published 10x per year.
- Named Top 10 magazine of the year by the American Society of Business Publications in 2013, alongside winners like Inc. and ComputerWorld.
- Reader's rank Wearables magazine the #1 most useful publication compared to PPB, Impressions, and Printwear.
- Special screen-printing section every issue for decorators.
- Wearables provides industry tips and tools from the leaders in the field.
- Subscriptions are available to qualified subscribers only; visit [www.wearablesmag.com](http://www.wearablesmag.com) for more information.

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### Notable issues:

- February's Apparel Design Awards
- July's Source Book
- September's Fall Fashion Preview
- November/December's Sneak Peek: Trends for the Upcoming Year

### In every issue:

- **Trends:** Hot apparel, style how-tos and need-to-know trends
- **Education:** The source for wearables knowledge
- **Business:** How to run your company even better
- **Screen-Printing Success:** Decoration techniques, product announcements and latest trends

## Customer Testimonials

*"The articles have much meat on the bone as well – sharing many how-tos and industry trends that we consider must-reads for all of our sales and customer service associates..."*

-Mary Ellen P.

*"I enjoy reading Wearables. We receive several trade magazines and I consider Wearables among the best for education and product offerings. The articles aren't too lengthy, yet they're informative. I appreciate that you keep our sales team aware of the coming trends. Keep up the good work!"*

-Dai P.

*"Daring and provocative – makes me sit up and take notice – bravo!"*

-Sheila Z.

*"Outstanding – end easy and done with the simple things. But they do have to be informative and done just right. This is highly readable, interesting and provides a ton of information within a small number of pages. I actually read it all."*

-Mike L.



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Visit ASI Central at [www.asicentral.com](http://www.asicentral.com) for industry news and information about ASI.

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## **ASI(R) Acquires Modern Uniforms, Stitches and Wearables Business Magazines, Providing ASI Members with New Education, Sales Opportunities**

September 22, 2006 01:45 PM Eastern Daylight Time

TREVOSE, Pa.--(BUSINESS WIRE)--Sept. 22, 2006--Advertising Specialty Institute(R), the largest media and marketing organization serving the advertising specialty industry, announced today that it acquired Modern Uniforms, Stitches and Wearables Business magazines, websites and other assets from Prism Business Media Inc.

Wearables Business and Modern Uniforms principally serve the advertising specialty industry, while Stitches magazine serves contract embroidery professionals. Subscribers to Stitches often work with ASI distributors and suppliers to decorate promotional items.

"The uniforms, embroidery, and general wearables marketplaces are playing larger and more important roles in the advertising specialty industry," said Timothy M. Andrews, president of ASI. "By bringing these publications into ASI, we are ensuring that we will be able to help ASI suppliers and distributors reach more buyers, and we can reinforce with readers the quality and integrity provided by the traditional supplier-distributor model."

"The uniforms, embroidery, and general wearables marketplaces are playing larger and more important roles in the advertising specialty industry"

Andrews said that there are important benefits for both ASI suppliers and distributors from the acquisition.

"We plan to dramatically improve these magazines and their related information products," Andrews said. "We will make them more compelling for readers and, therefore, more effective tools through which advertisers can deliver their messages. We have learned with our existing magazines - Counselor(R), Advantages(TM), Successful Promotions(TM) and Supplier Global Resource(R) - that if you create outstanding products for subscribers, they will increase the amount of time they invest reading the editorial and the ads.

"In addition, the 18,000 subscribers of Stitches magazine are a new potential market to which ASI suppliers and distributors will be able to increase sales of advertising specialties," Andrews noted. "We intend to help readers of Stitches understand the efficiencies of buying ad specialties through the ASI supplier-distributor network."



## Wearables, Uniforms Markets Growing

"The overall wearables segment in our industry is growing dramatically, and Wearables Business will help ASI serve that category more effectively, through education, news and product information," he explained. "Uniforms is another growing segment, and one we think is expanding at several times the rate of the overall ad specialty industry. By having a magazine dedicated to explaining uniform trends and new products, ASI distributors will be more effective in building their uniforms business."

The 2006 Counselor magazine State of the Industry report indicated that wearables was the top category of advertising specialties sold for the last five years. Uniforms continue to be an important segment, and 41% of respondents to the latest Counselor Wearables Watch(R) survey indicated an increase in sales of uniforms.

Several resources will be developed to assist both the ASI distributor and the embroidery firm to connect and do business, by allowing distributors to quickly find qualified contract embroiderers anywhere in the country from among the 18,000 subscribers to Stitches.

Joining the three magazines are related websites and e-mail newsletters, and ASI is considering the launch of several new products in markets served by these brands.

"These three magazines are very familiar to me, and were among those I managed while I was chief executive of their prior owner, Primedia Business Magazines," Andrews commented. "We look forward to integrating them further to provide more resources for the ad specialty industry."

"This development is exciting, because it broadens the scope of our publications," said Rich Fairfield, publisher and senior vice president for ASI. "These magazines will provide our readers with the latest developments in these industries, and advertisers will discover more possibilities to achieve success with their marketing efforts." Fairfield's responsibilities will expand and he will become publisher of the new magazines.

ASI suppliers who have questions about the acquisition can contact Rich Fairfield, at [rfairfield@asicentral.com](mailto:rfairfield@asicentral.com). ASI distributors who have questions about the acquisition can contact Dan O'Halloran, senior vice president of distributor services, at [dohalloran@asicentral.com](mailto:dohalloran@asicentral.com).

## About ASI

Advertising Specialty Institute is the largest media and marketing organization serving the advertising specialty industry, with a membership of 22,000 distributor firms (sellers) and supplier firms (manufacturers) of advertising specialties. Supplier firms use ASI print and electronic resources to market products to more than 19,000 ASI distributor firms. Distributor firms use ASI print and electronic resources, which contain more than 750,000 ad specialties, to locate supplier firms and to market services to buyers. ASI provides catalogs, informational directories, newsletters, magazines, websites and databases, and offers interactive e-commerce, marketing and selling tools. Visit [www.asicentral.com](http://www.asicentral.com).

## Contacts

Advertising Specialty Institute (ASI)

Scott Fuhr, 800-546-1487

[sfuhr@asicentral.com](mailto:sfuhr@asicentral.com)

## Company Information

ADVERTISING SPECIALTY INSTITUTE (ASI)



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# **EXHIBIT B**

Generated on: This page was generated by TSDR on 2017-01-05 15:42:55 EST

Mark: ASI

US Serial Number: 73222039

Application Filing Date: Jul. 02, 1979

US Registration Number: 1176093

Registration Date: Nov. 03, 1981

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Aug. 16, 2011

Publication Date: Aug. 11, 1981

## Mark Information

Mark Literal Elements: ASI

Standard Character Claim: No

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

## Goods and Services

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

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

For: Preparing Specialty Advertising for Others; Rental of Mailing Lists to Others; and Business Consultation for Others in Connection with Advertising

International Class(es): 035 - Primary Class

U.S Class(es): 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 1950

Use in Commerce: Sep. 1950

For: Printed Material-Namely, Reports, Directories, Indices, Newsletters, Magazines, Catalogues and Brochures

International Class(es): 016 - Primary Class

U.S Class(es): 038

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 1950

Use in Commerce: Sep. 1950

## Basis Information (Case Level)

<b>Filed Use:</b> Yes	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> No	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> No	<b>Amended 44E:</b> No
<b>Filed 66A:</b> No	<b>Currently 66A:</b> No	
<b>Filed No Basis:</b> No	<b>Currently No Basis:</b> No	

## Current Owner(s) Information

**Owner Name:** ADVERTISING SPECIALTY INSTITUTE, INC.  
**Owner Address:** BUCKS COUNTY TECHNOLOGY PARK  
 4800 STREET ROAD  
 TREVOSE, PENNSYLVANIA UNITED STATES 19053  
**Legal Entity Type:** CORPORATION **State or Country** PENNSYLVANIA  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Roberta Jacobs-Meadway **Docket Number:** 297860.00001  
**Attorney Primary Email Address:** [rjacobsmeadway@eckertseamans.com](mailto:rjacobsmeadway@eckertseamans.com) **Attorney Email Authorized:** Yes

### Correspondent

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 PHILADELPHIA, PENNSYLVANIA UNITED STATES 19102-2516  
**Phone:** 215-851-8522 **Fax:** 215-851-8383  
**Correspondent e-mail:** [rjacobsmeadway@eckertseamans.com](mailto:rjacobsmeadway@eckertseamans.com) [ipdocket@eckertseamans.com](mailto:ipdocket@eckertseamans.com) [lmcguinness@eckertseamans.com](mailto:lmcguinness@eckertseamans.com) **Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Apr. 15, 2015	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Jan. 14, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 16, 2011	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	64591
Aug. 16, 2011	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	64591
Aug. 15, 2011	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	64591
Jun. 24, 2011	TEAS SECTION 8 & 9 RECEIVED	
Mar. 24, 2008	CASE FILE IN TICRS	
Mar. 13, 2008	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Dec. 13, 2001	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Dec. 13, 2001	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Sep. 26, 2001	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Oct. 27, 1987	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Mar. 30, 1987	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Nov. 03, 1981	REGISTERED-PRINCIPAL REGISTER	
Aug. 11, 1981	PUBLISHED FOR OPPOSITION	

## Maintenance Filings or Post Registration Information

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

Incontestability:

Renewal Date: Nov. 03, 2011

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Aug. 16, 2011

## Assignment Abstract Of Title Information

### Summary

Total Assignments: 11

Registrant: National Business Services, Inc.

### Assignment 1 of 11

**Conveyance:** AS SECURITY FOR OBLIGATIONS RECITED, ASSIGNOR HEREBY GRANTS A SECURITY INTEREST UNDER SAID MARK SUBJECT TO AGREEMENT RECITED, (SEE RECORD FOR DETAILS)

**Reel/Frame:** [0470/0022](#)

**Pages:** 8

**Date Recorded:** Jun. 29, 1984

**Supporting Documents:** No Supporting Documents Available

### Assignor

**Name:** [NATIONAL BUSINESS SERVICES, INC.](#)

**Execution Date:** Jun. 26, 1984

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** PENNSYLVANIA

**DBA, AKA, TA, Formerly:** DBA ADVERTISING SPECIALTY INSTITUTE

### Assignee

**Name:** [INDUSTRIAL VALLEY BANK AND TRUST COMPANY](#)

**Legal Entity Type:** UNKNOWN

**State or Country Where Organized:** No Place Where Organized Found

**Address:** IVB BUILDING, 1700 MARKET ST.  
PHILADELPHIA, PENNSYLVANIA 19103

### Correspondent

**Correspondent Name:** SCHNADER, HARRISON, ET AL.

**Correspondent Address:** SUITE 3600  
1600 MARKET ST.  
PHILADELPHIA, PA 19103

### Domestic Representative - Not Found

### Assignment 2 of 11

**Conveyance:** ASSIGNOR HEREBY GRANTS AN EXCLUSIVE NON-TRANSFERABLE RIGHT AND LICENSE TO USE UNDER SAID MARK (SEE RECORD FOR DETAILS RECITED)

**Reel/Frame:** [0537/0476](#)

**Pages:** 8

**Date Recorded:** Sep. 08, 1986

**Supporting Documents:** No Supporting Documents Available

### Assignor

**Name:** [FIDELITY BANK NATIONAL ASSOCIATION](#)

**Execution Date:** Aug. 14, 1986

**Legal Entity Type:** UNKNOWN

**State or Country Where Organized:** No Place Where Organized Found

### Assignee

**Name:** [NATIONAL BUSINESS SERVICES, INC.](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** PENNSYLVANIA

**Address:** 1120 WHEELER WAY  
PHILADELPHIA, PENNSYLVANIA 19047

**DBA, AKA, TA, Formerly:** DBA ADVERTISING SPECIALTY INSTITUTE

**Correspondent**

**Correspondent Name:** SCHNADER, HARRISON, ET AL.

**Correspondent Address:** SUITE 3600  
1600 MARKET ST.  
PHILADELPHIA, PA 19103

**Domestic Representative - Not Found****Assignment 3 of 11**

**Conveyance:** ASSIGNOR HEREBY TERMINATES AND RELEASES ITS INTEREST AND RIGHTS UNDER A COLLATERAL ASSIGNMENT AND SECURITY AGREEMENT DATED JUNE 26, 1984, RECORDED JUNE 29, 1984 REEL 0470 FRAME 022, (SEE RECORD FOR DETAILS RECITED)

**Reel/Frame:** [0537/0600](#)

**Pages:** 3

**Date Recorded:** Sep. 09, 1986

**Supporting Documents:** No Supporting Documents Available

**Assignor**

**Name:** [INDUSTRIAL VALLEY BANK AND TRUST COMPANY](#)

**Execution Date:** Aug. 14, 1986

**Legal Entity Type:** UNKNOWN

**State or Country Where Organized:** No Place Where Organized Found

**Assignee**

**Name:** [NATIONAL BUSINESS SERVICES, INC.](#)

**Legal Entity Type:** UNKNOWN

**State or Country Where Organized:** No Place Where Organized Found

**Address:** No Assignee Address Found

**DBA, AKA, TA, Formerly:** DBA ADVERTISING SPECIALTY INSTITUTE

**Correspondent**

**Correspondent Name:** SCHNADER, HARRISON, ET AL.

**Correspondent Address:** SUITE 3600  
1600 MARKET ST.  
PHILADELPHIA, PA 19103

**Domestic Representative - Not Found****Assignment 4 of 11**

**Conveyance:** SECURITY INTEREST

**Reel/Frame:** [0766/0224](#)

**Pages:** 17

**Date Recorded:** Feb. 11, 1991

**Supporting Documents:** No Supporting Documents Available

**Assignor**

**Name:** [NATIONAL BUSINESS SERVICES, INC.](#)

**Execution Date:** Dec. 31, 1990

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** PENNSYLVANIA

**DBA, AKA, TA, Formerly:** DBA ADVERTISING SPECIALTY INSTITUTE

**Assignee**

**Name:** [FIDELITY BANK, NATIONAL ASSOCIATION](#)

**Legal Entity Type:** UNKNOWN

**State or Country Where Organized:** No Place Where Organized Found

**Address:** BROAD & WALNUT STREETS  
PHILADELPHIA, PENNSYLVANIA 19109

**Correspondent**

**Correspondent Name:** JUDITH K. WEISS, ESQUIRE

**Correspondent Address:** 1600 MARKET STREET - SUITE 3600  
PHILADELPHIA, PA 19103

Domestic Representative - Not Found

Assignment 5 of 11

Conveyance: SECURITY INTEREST

Reel/Frame: [0814/0459](#)

Pages: 17

Date Recorded: Sep. 23, 1991

Supporting Documents: No Supporting Documents Available

Assignor

Name: [NATIONAL BUSINESS SERVICES, INC.](#)

Execution Date: Sep. 13, 1991

Legal Entity Type: CORPORATION

State or Country Where Organized: PENNSYLVANIA

DBA, AKA, TA, Formerly: DBA ADVERTISING SPECIALTY INSTITUTE

Assignee

Name: [FIDELITY BANK, NATIONAL ASSOCIATION](#)

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

Address: BROAD AND WALNUT STREETS  
PHILADELPHIA, PENNSYLVANIA 19109

Correspondent

Correspondent Name: JUDITH K. WEISS, ESQUIRE

Correspondent Address: 1600 MARKET STREET  
SUITE 3600  
PHILADELPHIA, PA 19103

Domestic Representative - Not Found

Assignment 6 of 11

Conveyance: SECURITY INTEREST

Reel/Frame: [0887/0988](#)

Pages: 13

Date Recorded: Jul. 02, 1992

Supporting Documents: No Supporting Documents Available

Assignor

Name: [FIDELITY BANK, NATIONAL ASSOCIATION](#)

Execution Date: Feb. 18, 1992

Legal Entity Type: SEE DOCUMENT FOR DETAILS

State or Country Where Organized: No Place Where Organized Found

Assignee

Name: [NATIONAL BUSINESS SERVICES, INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: PENNSYLVANIA

Address: 1120 WHELLER WAY,  
LANGHORNE, PENNSYLVANIA 19047

Correspondent

Correspondent Name: STUART E. BECK, P.C.

Correspondent Address: STUART E. BECK, ESQUIRE  
ELEVEN PENN CENTER SUITE 1200  
PHILADELPHIA, PA 19103

Domestic Representative - Not Found

Assignment 7 of 11

Conveyance: CHANGE OF NAME

Reel/Frame: [2216/0377](#)

Pages: 17

Date Recorded: Jan. 22, 2001

Supporting Documents: [assignment-tm-2216-0377.pdf](#)

Assignor



Name: [NATIONAL BUSINESS SERVICES, INC.](#)  
Legal Entity Type: CORPORATION

Execution Date: Sep. 13, 2000  
State or Country Where Organized: PENNSYLVANIA

**Assignee**

Name: [ADVERTISING SPECIALTY INSTITUTE INC.](#)  
Legal Entity Type: CORPORATION

State or Country Where Organized: PENNSYLVANIA

Address: 4800 STREET ROAD  
TREVOSE, PENNSYLVANIA 19047

**Correspondent**

Correspondent Name: STUART E. BECK

Correspondent Address: 1617 JFK BOULEVARD  
SUITE 601  
PHILADELPHIA, PA 19103

**Domestic Representative - Not Found**

**Assignment 8 of 11**

Conveyance: SECURITY INTEREST

Reel/Frame: [4571/0880](#)

Pages: 13

Date Recorded: Jun. 29, 2011

Supporting Documents: [assignment-tm-4571-0880.pdf](#)

**Assignor**

Name: [ADVERTISING SPECIALTY INSTITUTE, INC.](#)  
Legal Entity Type: CORPORATION

Execution Date: Jun. 27, 2011  
State or Country Where Organized: PENNSYLVANIA

**Assignee**

Name: [THE BANCORP BANK](#)  
Legal Entity Type: CORPORATION

State or Country Where Organized: PENNSYLVANIA

Address: 1818 MARKET STREET  
28TH FLOOR  
PHILADELPHIA, PENNSYLVANIA 19103

**Correspondent**

Correspondent Name: CORPORATION SERVICE CO.- J. PATERSON

Correspondent Address: 1090 VERMONT AVENUE NW, SUITE 430  
WASHINGTON, DC 20005

**Domestic Representative - Not Found**

**Assignment 9 of 11**

Conveyance: SECURITY INTEREST

Reel/Frame: [4907/0181](#)

Pages: 11

Date Recorded: Nov. 27, 2012

Supporting Documents: [assignment-tm-4907-0181.pdf](#)

**Assignor**

Name: [ADVERTISING SPECIALTY INSTITUTE, INC.](#)  
Legal Entity Type: CORPORATION

Execution Date: Nov. 06, 2012  
State or Country Where Organized: PENNSYLVANIA

**Assignee**

Name: [THE BANCORP BANK](#)  
Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Address: 1818 MARKET STREET, 28TH FLOOR  
PHILADELPHIA, PENNSYLVANIA 19103

**Correspondent**

Correspondent Name: TIMOTHY D. PECSENYE

Name:

Correspondent ONE LOGAN SQUARE  
Address: 8TH FLOOR  
PHILADELPHIA, PA 19103-6998

Domestic Representative - Not Found

Assignment 10 of 11

Conveyance: SECURITY INTEREST

Reel/Frame: [5490/0115](#)

Pages: 20

Date Recorded: Apr. 01, 2015

Supporting [assignment-tm-5490-0115.pdf](#)  
Documents:

Assignor

Name: [ADVERTISING SPECIALTY INSTITUTE, INC.](#)

Execution Date: Apr. 01, 2015

Legal Entity Type: CORPORATION

State or Country PENNSYLVANIA  
Where Organized:

Assignee

Name: [M&T BANK](#)

Legal Entity Type: CHARTERED BANK AND TRUST COMPANY

State or Country NEW YORK  
Where Organized:

Address: 2003 SOUTH EASTON ROAD SUITE 204  
DOYLESTOWN, PENNSYLVANIA 18901

Correspondent

Correspondent RYAN J. UDELL  
Name:

Correspondent 1650 MARKET STREET  
Address: ONE LIBERTY PLACE, SUITE 1800  
PHILADELPHIA, PA 19103

Domestic Representative - Not Found

Assignment 11 of 11

Conveyance: RELEASE OF SECURITY INTEREST

Reel/Frame: [5494/0216](#)

Pages: 7

Date Recorded: Apr. 08, 2015

Supporting [assignment-tm-5494-0216.pdf](#)  
Documents:

Assignor

Name: [THE BANCORP BANK](#)

Execution Date: Apr. 01, 2015

Legal Entity Type: CORPORATION

State or Country DELAWARE  
Where Organized:

Assignee

Name: [ADVERTISING SPECIALTY INSTITUTE, INC.](#)

Legal Entity Type: CORPORATION

State or Country PENNSYLVANIA  
Where Organized:

Address: 4800 STREET ROAD  
TREVOSE, PENNSYLVANIA 19103

Correspondent

Correspondent RYAN J. UDELL  
Name:

Correspondent 1650 MARKET STREET  
Address: ONE LIBERTY PLACE, SUITE 1800  
PHILADELPHIA, PA 19103

Domestic Representative - Not Found

Proceedings

Summary

Number of 12  
Proceedings:

**Type of Proceeding: Cancellation****Proceeding Number:** [92062348](#)**Filing Date:** Sep 29, 2015**Status:** Terminated**Status Date:** Jan 13, 2016**Interlocutory Attorney:** GEORGE POLOGEORGIS**Defendant****Name:** Adriana Maria Duque Lopez**Correspondent Address:** ARTURO PEREZ GUERRERO  
LAW OFFICES OF ARTURO PEREZ GUERRERO  
PO BOX 9024163  
SAN JUAN PR UNITED STATES , 00902-4163**Correspondent e-mail:** [arturo@perezguerrero.com](mailto:arturo@perezguerrero.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ASI SEA	Registered	<a href="#">85501791</a>	<a href="#">4476721</a>

**Plaintiff(s)****Name:** Advertising Specialty Institute, Inc.**Correspondent Address:** ROBERTA JACOBS MEADWAY  
ECKERT SEAMANS CHERIN & MELLOTT LLC  
50 SOUTH 16TH STREET, TWO LIBERTY PLACE, 22ND FLOOR  
PHILADELPHIA PA UNITED STATES , 19102**Correspondent e-mail:** [rjacobsmeadway@eckertseamans.com](mailto:rjacobsmeadway@eckertseamans.com) , [ipdocket@eckertseamans.com](mailto:ipdocket@eckertseamans.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ASI SEA	Registered	<a href="#">85501791</a>	<a href="#">4476721</a>
ASI	Renewed	<a href="#">73222039</a>	<a href="#">1176093</a>
ASI QUARTERLY REGISTER	Renewed	<a href="#">74056110</a>	<a href="#">1729220</a>
ASI CENTRAL	Renewed	<a href="#">75257262</a>	<a href="#">2160263</a>
ASI	Registered	<a href="#">85359112</a>	<a href="#">4193073</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Sep 29, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Sep 29, 2015	Nov 08, 2015
3	PENDING, INSTITUTED	Sep 29, 2015	
4	D MOT FOR EXT W/ CONSENT	Oct 12, 2015	
5	EXTENSION OF TIME GRANTED	Oct 12, 2015	
6	MOT TO AMEND REGISTRATION (FEE)	Dec 07, 2015	
7	RESPONSE DUE 30 DAYS (DUE DATE)	Dec 15, 2015	Jan 14, 2016
8	MOT TO AMEND REGISTRATION (FEE)	Dec 21, 2015	
9	BD DECISION: DISMISSED	Jan 13, 2016	
10	TERMINATED	Jan 13, 2016	

**Type of Proceeding: Opposition****Proceeding Number:** [91195745](#)**Filing Date:** Jul 21, 2010**Status:** Terminated**Status Date:** Aug 19, 2010**Interlocutory Attorney:** ELIZABETH A DUNN**Defendant****Name:** ASI Apparel, Inc.**Correspondent Address:** ROBERT M DYER  
DYER & RUSBRIDGE, PC  
291 EAST MAIN STREET  
CANTON GA UNITED STATES , 30114-2710

Correspondent e-mail: [rmd@dyruslaw.com](mailto:rmd@dyruslaw.com)

Mark	Application Status	Serial Number	Registration Number
ASI APPAREL	Abandoned - After Inter-Partes Decision	<a href="#">77785870</a>	

**Plaintiff(s)**

**Name:** Advertising Specialty Institute, Inc.

**Correspondent Address:** ROBERTA JACOBS-MEADWAY  
ECKERT SEAMANS CHERIN & MELLOTT, LLC  
TWO LIBERTY PLACE, 50 S 16TH ST, 22ND FL  
PHILADELPHIA PA UNITED STATES , 19102

**Correspondent e-mail:** [rjacobsmeadway@eckertseamans.com](mailto:rjacobsmeadway@eckertseamans.com) , [jhoynoski@eckertseamans.com](mailto:jhoynoski@eckertseamans.com) , [jmeadway@eckertseamans.com](mailto:jmeadway@eckertseamans.com)

Mark	Application Status	Serial Number	Registration Number
ASI	Renewed	<a href="#">73222039</a>	<a href="#">1176093</a>
ASI QUARTERLY REGISTER	Renewed	<a href="#">74056110</a>	<a href="#">1729220</a>
ASI SECURE	Renewed	<a href="#">75138851</a>	<a href="#">2102337</a>
ASI CENTRAL	Renewed	<a href="#">75257262</a>	<a href="#">2160263</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 21, 2010	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 21, 2010	Aug 30, 2010
3	PENDING, INSTITUTED	Jul 21, 2010	
4	P'S MOTION TO REFUND DUPLICATE NOTICE OF OPPOSITION	Aug 11, 2010	
5	BOARD'S DECISION: DISMISSED	Aug 19, 2010	
6	TERMINATED	Aug 19, 2010	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91195742](#)

**Filing Date:** Jul 20, 2010

**Status:** Terminated

**Status Date:** Dec 14, 2010

**Interlocutory Attorney:** ELIZABETH A DUNN

**Defendant**

**Name:** ASI Apparel, Inc.

**Correspondent Address:** BRADLEY D CROSE  
CROSE LAW LLC  
112 NORTHBROOKE TRACE  
WOODSTOCK GA UNITED STATES , 30188

**Correspondent e-mail:** [brad@croselaw.com](mailto:brad@croselaw.com)

Mark	Application Status	Serial Number	Registration Number
ASI APPAREL	Abandoned - After Inter-Partes Decision	<a href="#">77785870</a>	

**Plaintiff(s)**

**Name:** Advertising Specialty Institute, Inc.

**Correspondent Address:** ROBERTA JACOBS-MEADWAY  
ECKERT SEAMANS CHERIN & MELLOTT, LLC  
50 SOUTH 16th STREET 22nd FLOOR, TWO LIBERTY PLACE  
PHILADELPHIA PA UNITED STATES , 19102

**Correspondent e-mail:** [rjacobsmeadway@eckertseamans.com](mailto:rjacobsmeadway@eckertseamans.com) , [jhoynoski@eckertseamans.com](mailto:jhoynoski@eckertseamans.com) , [jmeadway@eckertseamans.com](mailto:jmeadway@eckertseamans.com)

Mark	Application Status	Serial Number	Registration Number
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ASI	Renewed	<a href="#">73222039</a>	<a href="#">1176093</a>
ASI QUARTERLY REGISTER	Renewed	<a href="#">74056110</a>	<a href="#">1729220</a>
ASI SECURE	Renewed	<a href="#">75138851</a>	<a href="#">2102337</a>
ASI CENTRAL	Renewed	<a href="#">75257262</a>	<a href="#">2160263</a>

#### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 20, 2010	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 21, 2010	Aug 30, 2010
3	PENDING, INSTITUTED	Jul 21, 2010	
4	OPP'S MOTION TO REFUND FEE	Aug 11, 2010	
5	D'S APPEARANCE OF COUNSEL/POWER OF ATTORNEY	Aug 30, 2010	
6	CHANGE OF CORRESPONDENCE ADDRESS	Aug 30, 2010	
7	ANSWER	Aug 30, 2010	
8	WITHDRAWAL OF APPLICATION WITH CONSENT	Dec 06, 2010	
9	BD'S DECISION: DISMISSED W/O PREJUDICE	Dec 14, 2010	
10	TERMINATED	Dec 14, 2010	

#### Type of Proceeding: Opposition

**Proceeding Number:** [91167585](#)      **Filing Date:** Oct 28, 2005  
**Status:** Terminated      **Status Date:** Jan 27, 2007  
**Interlocutory Attorney:** ELIZABETH A DUNN

#### Defendant

**Name:** Ballesteros, Maria  
**Correspondent Address:** Robert A. Rosenbloum, Esq.  
 Greenberg Traurig  
 Suite 400 3290 Northside Parkway  
 Atlanta GA UNITED STATES , 30327  
**Correspondent e-mail:** [atftrademark@gtlaw.com](mailto:atftrademark@gtlaw.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
ASI MUSIC	Cancelled - Section 8	<a href="#">78356930</a>	<a href="#">3366578</a>

#### Plaintiff(s)

**Name:** Advertising Specialty Institute Inc.  
**Correspondent Address:** Roberta Jacobs-Meadway, Esq.  
 Ballard Spahr Andrews & Ingersoll, L.L.P.  
 1735 Market Street, 51st Floor  
 Philadelphia PA UNITED STATES , 19312  
**Correspondent e-mail:** [JacobsmeadwayR@ballardspahr.com](mailto:JacobsmeadwayR@ballardspahr.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
ASI	Renewed	<a href="#">73222039</a>	<a href="#">1176093</a>
ASINTERNET	Renewed	<a href="#">75071554</a>	<a href="#">2165025</a>
ASI VEGAS SHOW	Cancelled - Section 8	<a href="#">78198194</a>	<a href="#">2949820</a>
ASI DIGITAL PHOTO LIBRARY	Cancelled - Section 8	<a href="#">75639204</a>	<a href="#">2605162</a>

#### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 28, 2005	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Nov 16, 2005	Dec 26, 2005
3	PENDING, INSTITUTED	Nov 16, 2005	
4	STIPULATION FOR AN EXTENSION OF TIME	Dec 14, 2005	
5	EXTENSION OF TIME GRANTED	Dec 14, 2005	
6	STIPULATION FOR AN EXTENSION OF TIME	Jan 17, 2006	

7	EXTENSION OF TIME GRANTED	Jan 17, 2006	
8	STIPULATION FOR AN EXTENSION OF TIME	Feb 13, 2006	
9	EXTENSION OF TIME GRANTED	Feb 13, 2006	
10	P'S MOTION TO CONSOLIDATE	Apr 03, 2006	
11	PROC CONSOLIDATED;TRIAL DATES RESET	Apr 26, 2006	
12	D'S MOTION TO AMEND APPLICATION	Nov 20, 2006	
13	RESPONSE DUE 30 DAYS (DUE DATE)	Dec 04, 2006	Jan 03, 2007
14	BD'S DECISION: DISMISSED W/O PREJUDICE	Jan 27, 2007	
15	TERMINATED	Jan 27, 2007	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91167517](#) **Filing Date:** Oct 21, 2005  
**Status:** Terminated **Status Date:** Jan 27, 2007  
**Interlocutory Attorney:** ELIZABETH A DUNN

**Defendant**

**Name:** Ballesteros, Maria  
**Correspondent Address:** Robert A. Rosenbloum  
Greenberg Traurig  
3290 Northside Parkway, Suite 400  
Atlanta GA UNITED STATES , 30327  
**Correspondent e-mail:** [atltrademark@gtlaw.com](mailto:atltrademark@gtlaw.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ASI MUSIC	Cancelled - Section 8	<a href="#">78356934</a>	<a href="#">3366579</a>

**Plaintiff(s)**

**Name:** Advertising Specialty Institute Inc.  
**Correspondent Address:** Roberta Jacobs-Meadway, Esq.  
Ballard Spahr Andrews & Ingersoll, L.L.P.  
1735 Market Street, 51st Floor  
Philadelphia PA UNITED STATES , 19103  
**Correspondent e-mail:** [JacobsmeadwayR@ballardspahr.com](mailto:JacobsmeadwayR@ballardspahr.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ASI	Renewed	<a href="#">73222039</a>	<a href="#">1176093</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 21, 2005	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Nov 12, 2005	Dec 22, 2005
3	PENDING, INSTITUTED	Nov 12, 2005	
4	STIPULATION FOR AN EXTENSION OF TIME	Dec 14, 2005	
5	EXTENSION OF TIME GRANTED	Dec 14, 2005	
6	STIPULATION FOR AN EXTENSION OF TIME	Jan 17, 2006	
7	EXTENSION OF TIME GRANTED	Jan 17, 2006	
8	STIPULATION FOR AN EXTENSION OF TIME	Feb 13, 2006	
9	EXTENSION OF TIME GRANTED	Feb 13, 2006	
10	P'S CONSENTED MOTION TO CONSOLIDATE	Apr 06, 2006	
11	PROC CONSOLIDATED;TRIAL DATES RESET	Apr 26, 2006	
12	D'S MOTION TO AMEND APPLICATION	Nov 17, 2006	
13	D'S AMENDMENT TO APPLICATION	Dec 04, 2006	
14	RESPONSE DUE 30 DAYS (DUE DATE)	Dec 07, 2006	Jan 29, 2007
15	BD'S DECISION: DISMISSED W/O PREJUDICE	Jan 27, 2007	
16	TERMINATED	Jan 27, 2007	

**Type of Proceeding: Extension of Time**

**Proceeding Number:** [78356934](#)

**Filing Date:** Jul 12, 2005

**Status:** Terminated

**Status Date:** Nov 19, 2005

**Interlocutory Attorney:**

**Defendant**

**Name:** Ballesteros, Maria

**Correspondent Address:** Robert A. Rosenbloum, Esq.  
Greenberg Traurig  
Suite 400 3290 Northside Parkway  
Atlanta GA UNITED STATES , 30327

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ASI MUSIC	Cancelled - Section 8	<a href="#">78356934</a>	<a href="#">3366579</a>

**Potential Opposer(s)**

**Name:** Advertising Specialty Institute Inc.

**Correspondent Address:** Roberta Jacobs-Meadway, Esq.  
Ballard Spahr Andrews & Ingersoll, L.L.P.  
1735 Market Street, 51st Floor  
Philadelphia PA UNITED STATES , 19103

**Correspondent e-mail:** [jacobsmeadwayr@ballardspahr.com](mailto:jacobsmeadwayr@ballardspahr.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ASI	Renewed	<a href="#">73222039</a>	<a href="#">1176093</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	INCOMING - EXT TIME TO OPPOSE FILED	Jul 12, 2005	
2	EXTENSION OF TIME GRANTED	Jul 12, 2005	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91158116](#)

**Filing Date:** Oct 03, 2003

**Status:** Terminated

**Status Date:** Dec 22, 2003

**Interlocutory Attorney:**

**Defendant**

**Name:** Advertising Specialties, Inc.

**Correspondent Address:** Advertising Specialties, Inc.  
160 W CAMINO REAL # 245  
BOCA RATON FL UNITED STATES , 33432-5993

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ASI ADVERTISING SPECIALTIES, INC.	Abandoned - After Inter-Partes Decision	<a href="#">78188892</a>	

**Plaintiff(s)**

**Name:** ADVERTISING SPECIALTY INSTITUTE, INC.

**Correspondent Address:** ROBERTA JACOBS-MEADWAY  
BALLARD SPAHR ANDREWS & INGERSOLL, LLP  
1735 MARKET STREET - 51ST FLOOR  
PHILADELPHIA PA UNITED STATES , 19103

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ASI	Renewed	<a href="#">73222039</a>	<a href="#">1176093</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 03, 2003	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 16, 2003	Nov 25, 2003
3	PENDING, INSTITUTED	Oct 16, 2003	
4	STIP NOTICE OF WITHDRAWAL	Nov 24, 2003	
5	BD'S DECISION: DISMISSED W/O PREJUDICE	Dec 22, 2003	
6	TERMINATED	Dec 22, 2003	

**Type of Proceeding: Extension of Time**

**Proceeding Number:** [78188892](#)

**Filing Date:** Oct 02, 2003

**Status:** Terminated

**Status Date:** Oct 23, 2003

**Interlocutory Attorney:**

**Defendant**

**Name:** Advertising Specialties, Inc.

**Correspondent** ADVERTISING SPECIALTIES, INC.

**Address:** 160 W CAMINO REAL # 245  
BOCA RATON FL UNITED STATES , 33432-5993

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ASI ADVERTISING SPECIALTIES, INC.	Abandoned - After Inter-Partes Decision	<a href="#">78188892</a>	

**Potential Opposer(s)**

**Name:** ADVERTISING SPECIALTY INSTITUTE

**Correspondent** ROBERTA JACOBS-MEADWAY

**Address:** BALLARD SPAHR ANDREWS & INGERSOLL, LLP  
1735 MARKET STREET - 51 ST. FLOOR  
PHILADELPHIA PA UNITED STATES , 19103-7599

**Name:** ADVERTISING SPECIALTY INSTITUTE, INC.

**Correspondent** ROBERTA JACOBS-MEADWAY

**Address:** BALLARD SPAHR ANDREWS & INGERSOLL, LLP  
1735 MARKET STREET - 51ST FLOOR  
PHILADELPHIA PA UNITED STATES , 19103

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ASI	Renewed	<a href="#">73222039</a>	<a href="#">1176093</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	INCOMING - EXT TIME TO OPPOSE FILED	Oct 02, 2003	
2	EXTENSION OF TIME GRANTED	Oct 23, 2003	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91111133](#)

**Filing Date:** Jul 06, 1998

**Status:** Terminated

**Status Date:** Oct 15, 1999

**Interlocutory Attorney:** GERARD F ROGERS

**Defendant**

**Name:** ALANIZ AND SONS, INC.

**Correspondent** STEVEN B. SMITH

**Address:** HOLME ROBERTS & OWEN LLP  
90 S. CASCADE AVE., STE. 1300  
COLORADO SPRINGS CO UNITED STATES , 80903

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ASI ALANIZ AND SONS, INC. INNOVATIVE DIRECT MARKET	Abandoned - No Statement Of Use Filed	<a href="#">75290508</a>	

**Plaintiff(s)**



**Name:** NATIONAL BUSINESS SERVICES, INC.

**Correspondent Address:** STUART E. BECK  
STUART E. BECK, P.C.  
SUITE 601, ONE PENN CENTER 1617 MARKET STREET  
PHILADELPHIA PA UNITED STATES , 19103

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ASI	Renewed	<a href="#">73222039</a>	<a href="#">1176093</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 06, 1998	
2	NOTICE SENT; ANSWER DUE (DUE DATE)	Jul 31, 1998	Sep 09, 1998
3	PENDING, INSTITUTED	Jul 31, 1998	
4	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Aug 07, 1998	
5	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Sep 14, 1998	
6	SUSPENDED	Oct 08, 1998	
7	DEF'S MOT TO EXT W/CON	Oct 01, 1998	
8	D'S ALL. 20 DAYS TO SERVE COPIES; PROC. REMAIN SUSPEND	Nov 04, 1998	
9	P'S MOT TO RESUME & ENTRY OF DEFAULT	Oct 23, 1998	
10	D'S RESPONSE TO P'S MOT TO RESUME & ENTR Y OF DEFAULT	Nov 06, 1998	
11	D'S PROOF OF SERVICE OF COPIES OF MOTS. TO EXT.	Nov 16, 1998	
12	D'S ORDERED TO PROVIDE PROOF OF P'S CONSENT TO MOT TO EXT.	Jan 28, 1999	
13	P'S RESPONSE TO BOARD'S REQUEST	Feb 25, 1999	
14	D'S AMDT OF SN 75/290,508	Mar 02, 1999	
15	AMDT APPROVED; PL ALLOWED 30 DAYS TO FIL E W/D OF OPP	Jul 27, 1999	
16	P'S WITHDRAWAL OF OPP W/PREJUDICE	Sep 29, 1999	
17	BD'S DECISION: DISMISSED W/ PREJUDICE	Oct 15, 1999	
18	TERMINATED	Oct 15, 1999	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91096671](#)

**Filing Date:** Apr 06, 1995

**Status:** Terminated

**Status Date:** Feb 28, 1996

**Interlocutory Attorney:**

**Defendant**

**Name:** NFO RESEARCH, INC.

**Correspondent Address:** RICHARD D. EMCH  
EMCH SCHAFFER SCHAUB & PORCELLO CO.  
ONE SEAGATE, SUITE 1980  
TOLEDO OH UNITED STATES , 43697-0916

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
NFO/ASI TARGETED COPY TESTING	Abandoned - After Inter-Partes Decision	<a href="#">74496441</a>	
NFO/ASI TARGETED PRINT TESTING	Abandoned - After Inter-Partes Decision	<a href="#">74496442</a>	

**Plaintiff(s)**

**Name:** NATIONAL BUSINESS SERVICES, INC.

**Correspondent Address:** STUART E. BECK  
STUART E. BECK, P.C.  
SUITE 1200 ELEVEN PENN CENTER  
PHILADELPHIA PA UNITED STATES , 19103

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ASI	Renewed	<a href="#">73222039</a>	<a href="#">1176093</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
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1	FILED AND FEE	Apr 06, 1995	
2	NOTICE SENT; ANSWER DUE (DUE DATE)	May 03, 1995	Jun 12, 1995
3	PENDING, INSTITUTED	May 03, 1995	
4	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Jun 12, 1995	
5	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Aug 14, 1995	
6	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Oct 13, 1995	
7	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Dec 12, 1995	
8	STIP TO DISMISS W/O PREJ.	Dec 18, 1995	
9	ABANDONS APPL 74/496,442	Dec 18, 1995	
10	BD'S DECISION: DISMISSED W/O PREJUDICE	Feb 28, 1996	
11	TERMINATED	Feb 28, 1996	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91094371](#)

**Filing Date:** Apr 18, 1994

**Status:** Terminated

**Status Date:** Jun 15, 1995

**Interlocutory Attorney:** PAULA T HAIRSTON

**Defendant**

**Name:** MARKETING SUPPORT, INCORPORATED

**Correspondent Address:** LARRY L. SARET  
LAFF WHITESEL CONTE & SARET  
SUITE 1700 401 NORTH MICHIGAN AVENUE  
CHICAGO IL UNITED STATES , 60611

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
MSI	Renewed	<a href="#">74429925</a>	<a href="#">1922343</a>

**Plaintiff(s)**

**Name:** NATIONAL BUSINESS SERVICES, INC.

**Correspondent Address:** STUART E. BECK  
SUITE 1200  
ELEVEN PENN CENTER 1835 MARKET STREET  
PHILADELPHIA PA UNITED STATES , 19103

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ASI	Renewed	<a href="#">73222039</a>	<a href="#">1176093</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 18, 1994	
2	NOTICE SENT; ANSWER DUE (DUE DATE)	May 27, 1994	Jul 11, 1994
3	PENDING, INSTITUTED	May 27, 1994	
4	ANSWER	Jul 11, 1994	
5	TRIAL DATES SET	Aug 01, 1994	
6	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Oct 11, 1994	
7	AMMENDMENT OF 74/429,925	Mar 30, 1995	
8	AMMEND IS GRANTED; PROC SUSP	May 15, 1995	
9	WITHDRAWAL OF OPP.	May 24, 1995	
10	BD'S DECISION: DISMISSED W/ PREJUDICE	Jun 15, 1995	
11	TERMINATED	Jun 15, 1995	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91084079](#)

**Filing Date:** Dec 12, 1990

**Status:** Terminated

**Status Date:** Aug 28, 1992

**Interlocutory Attorney:** MARC BERGSMAN

**Defendant**

**Name:** ASI MARKET RESEARCH, INC.

**Correspondent** MARTIN A. LEVITIN  
**Address:** BRYAN, LEVITIN, FRANZIO & ROSENBERG  
330 MADISON AVENUE  
NEW YORK NY UNITED STATES , 10017

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ASI	Cancelled - Section 8	<a href="#">73792430</a>	<a href="#">1746006</a>
ASI	Cancelled - Section 8	<a href="#">73792431</a>	<a href="#">1746007</a>

**Plaintiff(s)**

**Name:** NATIONAL BUSINESS SERVICES, INC.

**Correspondent** STUART E. BECK  
**Address:** 2410 TWO MELLON BANK CENTER 1400 SOUTH PENN SQUARE  
PHILADELPHIA PA UNITED STATES , 19102

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ASI	Renewed	<a href="#">73222039</a>	<a href="#">1176093</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED & FEE	Dec 12, 1990	
2	NOTICE SENT; ANSWER DUE (DUE DATE)	Mar 11, 1991	Apr 22, 1991
3	PENDING, INSTITUTED	Mar 11, 1991	
4	DEF'S MOT TO REOPEN & EXT TIME TO ANSWER	May 01, 1991	
5	PL BRIEF IN OPP TO MOT TO EXT TIME	May 24, 1991	
6	TRIAL DATES SET	Aug 08, 1991	
7	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Oct 15, 1991	
8	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Oct 28, 1991	
9	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Nov 04, 1991	
10	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Nov 13, 1991	
11	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Dec 30, 1991	
12	DEF'S AMENDMENT TO SN 73/792,430	Mar 11, 1992	
13	DEF'S AMENDMENT TO SN 73/792,431	Mar 11, 1992	
14	AMENDMENT APP; TRIAL DATES REMAIN AS SET	Apr 23, 1992	
15	STIP TO DISMISS	Jun 01, 1992	
16	BD'S DECISION: DISMISSED W/ PREJUDICE	Jul 09, 1992	
17	TERMINATED	Aug 28, 1992	

**Generated on:** This page was generated by TSDR on 2017-01-05 15:43:02 EST

**Mark:** ASI QUARTERLY REGISTER

**US Serial Number:** 74056110

**Application Filing Date:** May 07, 1990

**US Registration Number:** 1729220

**Registration Date:** Nov. 03, 1992

**Register:** Principal

**Mark Type:** Trademark

**Status:** The registration has been renewed.

**Status Date:** Oct. 20, 2012

**Publication Date:** Aug. 11, 1992

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## Mark Information

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**Mark Literal Elements:** ASI QUARTERLY REGISTER

**Standard Character Claim:** No

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

**Disclaimer:** "QUARTERLY"

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## Related Properties Information

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**Claimed Ownership of US Registrations:** 1135751, 1174138, 1174139, 1244410 and others

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## Goods and Services

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

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

**For:** printed directories comprising information about specialty advertising companies

**International Class(es):** 016 - Primary Class

**U.S Class(es):** 038

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Apr. 1990

**Use in Commerce:** Apr. 1990

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## Basis Information (Case Level)

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**Filed Use:** Yes

**Currently Use:** Yes

**Amended Use:** No

**Filed ITU:** No

**Currently ITU:** No

**Amended ITU:** No

**Filed 44D:** No

**Currently 44D:** No

**Amended 44D:** No

**Filed 44E:** No

**Currently 44E:** No

**Amended 44E:** No

Filed 66A: No  
Filed No Basis: No

Currently 66A: No  
Currently No Basis: No

## Current Owner(s) Information

**Owner Name:** ADVERTISING SPECIALTY INSTITUTE INC.  
**Owner Address:** 4800 STREET ROAD  
TREVOSE, PENNSYLVANIA 19047  
UNITED STATES  
**Legal Entity Type:** CORPORATION  
**State or Country Where Organized:** PENNSYLVANIA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Jay K. Meadway  
**Attorney Primary Email Address:** [jmeadway@eckertseamans.com](mailto:jmeadway@eckertseamans.com)  
**Docket Number:** 297860-00001  
**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Jay K. Meadway  
Eckert Seamans Cherin & Mellott, LLC  
50 S. 16th Street  
PHILADELPHIA, PENNSYLVANIA 19102-2516  
UNITED STATES  
**Phone:** 215-851-8522  
**Fax:** 215-851-8383  
**Correspondent e-mail:** [rjacobsmeadway@eckertseamans.com](mailto:rjacobsmeadway@eckertseamans.com) [jpocket@eckertseamans.com](mailto:jpocket@eckertseamans.com) [lmcguinness@eckertseamans.com](mailto:lmcguinness@eckertseamans.com)  
**Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Apr. 15, 2015	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Jan. 14, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 20, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Oct. 20, 2012	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	75461
Oct. 20, 2012	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	75461
Oct. 20, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	75461
Oct. 03, 2012	TEAS SECTION 8 & 9 RECEIVED	
Mar. 21, 2008	CASE FILE IN TICRS	
Mar. 13, 2008	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 10, 2002	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Aug. 10, 2002	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
May 28, 2002	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Feb. 24, 1998	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Jan. 22, 1998	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Nov. 03, 1992	REGISTERED-PRINCIPAL REGISTER	
Aug. 11, 1992	PUBLISHED FOR OPPOSITION	
Jul. 10, 1992	NOTICE OF PUBLICATION	
May 15, 1992	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 30, 1992	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Apr. 17, 1992	LETTER OF SUSPENSION MAILED	
Sep. 24, 1991	LETTER OF SUSPENSION MAILED	
Nov. 21, 1990	LETTER OF SUSPENSION MAILED	
Nov. 10, 1990	EXAMINER'S AMENDMENT MAILED	
Oct. 17, 1990	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Oct. 04, 1990	NON-FINAL ACTION MAILED	

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

**Renewal Date:** Nov. 03, 2012

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** Oct. 20, 2012

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 7

**Registrant:** National Business Services, Inc.

### Assignment 1 of 7

**Conveyance:** SECURITY INTEREST

**Reel/Frame:** [0814/0459](#)

**Pages:** 17

**Date Recorded:** Sep. 23, 1991

**Supporting Documents:** No Supporting Documents Available

#### Assignor

**Name:** [NATIONAL BUSINESS SERVICES, INC.](#)

**Execution Date:** Sep. 13, 1991

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** PENNSYLVANIA

**DBA, AKA, TA, Formerly:** DBA ADVERTISING SPECIALTY INSTITUTE

#### Assignee

**Name:** [FIDELITY BANK, NATIONAL ASSOCIATION](#)

**Legal Entity Type:** UNKNOWN

**State or Country Where Organized:** No Place Where Organized Found

**Address:** BROAD AND WALNUT STREETS  
PHILADELPHIA, PENNSYLVANIA 19109

#### Correspondent

**Correspondent Name:** JUDITH K. WEISS, ESQUIRE

**Correspondent Address:** 1600 MARKET STREET  
SUITE 3600  
PHILADELPHIA, PA 19103

### Domestic Representative - Not Found

### Assignment 2 of 7

**Conveyance:** SECURITY INTEREST

**Reel/Frame:** [0887/0988](#)

**Pages:** 13

**Date Recorded:** Jul. 02, 1992

**Supporting Documents:** No Supporting Documents Available

#### Assignor

**Name:** [FIDELITY BANK, NATIONAL ASSOCIATION](#)

**Execution Date:** Feb. 18, 1992

**Legal Entity Type:** SEE DOCUMENT FOR DETAILS

**State or Country Where Organized:** No Place Where Organized Found

#### Assignee

**Name:** [NATIONAL BUSINESS SERVICES, INC.](#)

Legal Entity Type: CORPORATION

State or Country PENNSYLVANIA  
Where Organized:

Address: 1120 WHELLER WAY,  
LANGHORNE, PENNSYLVANIA 19047

**Correspondent**

Correspondent Name: STUART E. BECK, P.C.

Correspondent Address: STUART E. BECK, ESQUIRE  
ELEVEN PENN CENTER SUITE 1200  
PHILADELPHIA, PA 19103

**Domestic Representative - Not Found**

**Assignment 3 of 7**

Conveyance: CHANGE OF NAME

Reel/Frame: [2216/0377](#)

Pages: 17

Date Recorded: Jan. 22, 2001

Supporting Documents: [assignment-tm-2216-0377.pdf](#)

**Assignor**

Name: [NATIONAL BUSINESS SERVICES, INC.](#)

Execution Date: Sep. 13, 2000

Legal Entity Type: CORPORATION

State or Country PENNSYLVANIA  
Where Organized:

**Assignee**

Name: [ADVERTISING SPECIALTY INSTITUTE INC.](#)

Legal Entity Type: CORPORATION

State or Country PENNSYLVANIA  
Where Organized:

Address: 4800 STREET ROAD  
TREVOSE, PENNSYLVANIA 19047

**Correspondent**

Correspondent Name: STUART E. BECK

Correspondent Address: 1617 JFK BOULEVARD  
SUITE 601  
PHILADELPHIA, PA 19103

**Domestic Representative - Not Found**

**Assignment 4 of 7**

Conveyance: SECURITY INTEREST

Reel/Frame: [4571/0880](#)

Pages: 13

Date Recorded: Jun. 29, 2011

Supporting Documents: [assignment-tm-4571-0880.pdf](#)

**Assignor**

Name: [ADVERTISING SPECIALTY INSTITUTE, INC.](#)

Execution Date: Jun. 27, 2011

Legal Entity Type: CORPORATION

State or Country PENNSYLVANIA  
Where Organized:

**Assignee**

Name: [THE BANCORP BANK](#)

Legal Entity Type: CORPORATION

State or Country PENNSYLVANIA  
Where Organized:

Address: 1818 MARKET STREET  
28TH FLOOR  
PHILADELPHIA, PENNSYLVANIA 19103

**Correspondent**

Correspondent Name: CORPORATION SERVICE CO.- J. PATERSON

Correspondent Address: 1090 VERMONT AVENUE NW, SUITE 430  
WASHINGTON, DC 20005

**Domestic Representative - Not Found**

### Assignment 5 of 7

**Conveyance:** SECURITY INTEREST

**Reel/Frame:** [4907/0181](#)

**Pages:** 11

**Date Recorded:** Nov. 27, 2012

**Supporting Documents:** [assignment-tm-4907-0181.pdf](#)

#### Assignor

**Name:** [ADVERTISING SPECIALTY INSTITUTE, INC.](#)

**Execution Date:** Nov. 06, 2012

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** PENNSYLVANIA

#### Assignee

**Name:** [THE BANCORP BANK](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** DELAWARE

**Address:** 1818 MARKET STREET, 28TH FLOOR  
PHILADELPHIA, PENNSYLVANIA 19103

#### Correspondent

**Correspondent Name:** TIMOTHY D. PECSENYE

**Correspondent Address:** ONE LOGAN SQUARE  
8TH FLOOR  
PHILADELPHIA, PA 19103-6998

#### Domestic Representative - Not Found

### Assignment 6 of 7

**Conveyance:** SECURITY INTEREST

**Reel/Frame:** [5490/0115](#)

**Pages:** 20

**Date Recorded:** Apr. 01, 2015

**Supporting Documents:** [assignment-tm-5490-0115.pdf](#)

#### Assignor

**Name:** [ADVERTISING SPECIALTY INSTITUTE, INC.](#)

**Execution Date:** Apr. 01, 2015

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** PENNSYLVANIA

#### Assignee

**Name:** [M&T BANK](#)

**Legal Entity Type:** CHARTERED BANK AND TRUST COMPANY

**State or Country Where Organized:** NEW YORK

**Address:** 2003 SOUTH EASTON ROAD SUITE 204  
DOYLESTOWN, PENNSYLVANIA 18901

#### Correspondent

**Correspondent Name:** RYAN J. UDELL

**Correspondent Address:** 1650 MARKET STREET  
ONE LIBERTY PLACE, SUITE 1800  
PHILADELPHIA, PA 19103

#### Domestic Representative - Not Found

### Assignment 7 of 7

**Conveyance:** RELEASE OF SECURITY INTEREST

**Reel/Frame:** [5494/0216](#)

**Pages:** 7

**Date Recorded:** Apr. 08, 2015

**Supporting Documents:** [assignment-tm-5494-0216.pdf](#)

#### Assignor

**Name:** [THE BANCORP BANK](#)

**Execution Date:** Apr. 01, 2015

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** DELAWARE



**Assignee****Name:** [ADVERTISING SPECIALTY INSTITUTE, INC.](#)**Legal Entity Type:** CORPORATION**State or Country Where Organized:** PENNSYLVANIA**Address:** 4800 STREET ROAD  
TREVOSE, PENNSYLVANIA 19103**Correspondent****Correspondent Name:** RYAN J. UDELL**Correspondent Address:** 1650 MARKET STREET  
ONE LIBERTY PLACE, SUITE 1800  
PHILADELPHIA, PA 19103**Domestic Representative - Not Found**

## Proceedings

**Summary****Number of Proceedings:** 3**Type of Proceeding: Cancellation****Proceeding Number:** [92062348](#)**Filing Date:** Sep 29, 2015**Status:** Terminated**Status Date:** Jan 13, 2016**Interlocutory Attorney:** GEORGE POLOGEORGIS**Defendant****Name:** Adriana Maria Duque Lopez**Correspondent Address:** ARTURO PEREZ GUERRERO  
LAW OFFICES OF ARTURO PEREZ GUERRERO  
PO BOX 9024163  
SAN JUAN PR , 00902-4163  
UNITED STATES**Correspondent e-mail:** [arturo@perezguerrero.com](mailto:arturo@perezguerrero.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ASI SEA	Registered	<a href="#">85501791</a>	<a href="#">4476721</a>

**Plaintiff(s)****Name:** Advertising Specialty Institute, Inc.**Correspondent Address:** ROBERTA JACOBS MEADWAY  
ECKERT SEAMANS CHERIN & MELLOTT LLC  
50 SOUTH 16TH STREET, TWO LIBERTY PLACE, 22ND FLOOR  
PHILADELPHIA PA , 19102  
UNITED STATES**Correspondent e-mail:** [rjacobsmeadway@eckertseamans.com](mailto:rjacobsmeadway@eckertseamans.com) , [ipdocket@eckertseamans.com](mailto:ipdocket@eckertseamans.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ASI SEA	Registered	<a href="#">85501791</a>	<a href="#">4476721</a>
ASI	Renewed	<a href="#">73222039</a>	<a href="#">1176093</a>
ASI QUARTERLY REGISTER	Renewed	<a href="#">74056110</a>	<a href="#">1729220</a>
ASI CENTRAL	Renewed	<a href="#">75257262</a>	<a href="#">2160263</a>
ASI	Registered	<a href="#">85359112</a>	<a href="#">4193073</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Sep 29, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Sep 29, 2015	Nov 08, 2015

3	PENDING, INSTITUTED	Sep 29, 2015	
4	D MOT FOR EXT W/ CONSENT	Oct 12, 2015	
5	EXTENSION OF TIME GRANTED	Oct 12, 2015	
6	MOT TO AMEND REGISTRATION (FEE)	Dec 07, 2015	
7	RESPONSE DUE 30 DAYS (DUE DATE)	Dec 15, 2015	Jan 14, 2016
8	MOT TO AMEND REGISTRATION (FEE)	Dec 21, 2015	
9	BD DECISION: DISMISSED	Jan 13, 2016	
10	TERMINATED	Jan 13, 2016	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91195745](#)

**Filing Date:** Jul 21, 2010

**Status:** Terminated

**Status Date:** Aug 19, 2010

**Interlocutory Attorney:** ELIZABETH A DUNN

**Defendant**

**Name:** ASI Apparel, Inc.

**Correspondent Address:** ROBERT M DYER  
DYER & RUSBRIDGE, PC  
291 EAST MAIN STREET  
CANTON GA , 30114-2710  
UNITED STATES

**Correspondent e-mail:** [rmd@dyruslaw.com](mailto:rmd@dyruslaw.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ASI APPAREL	Abandoned - After Inter-Partes Decision	<a href="#">77785870</a>	

**Plaintiff(s)**

**Name:** Advertising Specialty Institute, Inc.

**Correspondent Address:** ROBERTA JACOBS-MEADWAY  
ECKERT SEAMANS CHERIN & MELLOTT, LLC  
TWO LIBERTY PLACE, 50 S 16TH ST, 22ND FL  
PHILADELPHIA PA , 19102  
UNITED STATES

**Correspondent e-mail:** [rjacobsmeadway@eckertseamans.com](mailto:rjacobsmeadway@eckertseamans.com) , [jhoynoski@eckertseamans.com](mailto:jhoynoski@eckertseamans.com) , [jmeadway@eckertseamans.com](mailto:jmeadway@eckertseamans.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ASI	Renewed	<a href="#">73222039</a>	<a href="#">1176093</a>
ASI QUARTERLY REGISTER	Renewed	<a href="#">74056110</a>	<a href="#">1729220</a>
ASI SECURE	Renewed	<a href="#">75138851</a>	<a href="#">2102337</a>
ASI CENTRAL	Renewed	<a href="#">75257262</a>	<a href="#">2160263</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 21, 2010	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 21, 2010	Aug 30, 2010
3	PENDING, INSTITUTED	Jul 21, 2010	
4	P'S MOTION TO REFUND DUPLICATE NOTICE OF OPPOSITION	Aug 11, 2010	
5	BOARD'S DECISION: DISMISSED	Aug 19, 2010	
6	TERMINATED	Aug 19, 2010	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91195742](#)

**Filing Date:** Jul 20, 2010

**Status:** Terminated

**Status Date:** Dec 14, 2010

**Interlocutory Attorney:** ELIZABETH A DUNN

**Defendant**

**Name:** ASI Apparel, Inc.

**Correspondent Address:** BRADLEY D CROSE  
CROSE LAW LLC  
112 NORTHBROOKE TRACE  
WOODSTOCK GA , 30188  
UNITED STATES

**Correspondent e-mail:** [brad@croselaw.com](mailto:brad@croselaw.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ASI APPAREL	Abandoned - After Inter-Partes Decision	<a href="#">77785870</a>	

**Plaintiff(s)**

**Name:** Advertising Specialty Institute, Inc.

**Correspondent Address:** ROBERTA JACOBS-MEADWAY  
ECKERT SEAMANS CHERIN & MELLOTT, LLC  
50 SOUTH 16th STREET 22nd FLOOR, TWO LIBERTY PLACE  
PHILADELPHIA PA , 19102  
UNITED STATES

**Correspondent e-mail:** [rjacobsmeadway@eckertseamans.com](mailto:rjacobsmeadway@eckertseamans.com) , [jhoynoski@eckertseamans.com](mailto:jhoynoski@eckertseamans.com) , [jmeadway@eckertseamans.com](mailto:jmeadway@eckertseamans.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ASI	Renewed	<a href="#">73222039</a>	<a href="#">1176093</a>
ASI QUARTERLY REGISTER	Renewed	<a href="#">74056110</a>	<a href="#">1729220</a>
ASI SECURE	Renewed	<a href="#">75138851</a>	<a href="#">2102337</a>
ASI CENTRAL	Renewed	<a href="#">75257262</a>	<a href="#">2160263</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 20, 2010	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 21, 2010	Aug 30, 2010
3	PENDING, INSTITUTED	Jul 21, 2010	
4	OPP'S MOTION TO REFUND FEE	Aug 11, 2010	
5	D'S APPEARANCE OF COUNSEL/POWER OF ATTORNEY	Aug 30, 2010	
6	CHANGE OF CORRESPONDENCE ADDRESS	Aug 30, 2010	
7	ANSWER	Aug 30, 2010	
8	WITHDRAWAL OF APPLICATION WITH CONSENT	Dec 06, 2010	
9	BD'S DECISION: DISMISSED W/O PREJUDICE	Dec 14, 2010	
10	TERMINATED	Dec 14, 2010	

**Generated on:** This page was generated by TSDR on 2017-01-05 15:43:12 EST

**Mark:** ASI CENTRAL

**US Serial Number:** 75257262

**Application Filing Date:** Mar. 14, 1997

**US Registration Number:** 2160263

**Registration Date:** May 26, 1998

**Register:** Principal

**Mark Type:** Service Mark

**Status:** The registration has been renewed.

**Status Date:** Jun. 21, 2008

**Publication Date:** Mar. 03, 1998

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## Mark Information

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**Mark Literal Elements:** ASI CENTRAL

**Standard Character Claim:** No

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

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## Related Properties Information

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**Claimed Ownership of US Registrations:** 1135751, 1174138, 1174139, 1174140, 1176093, 1244410, 1729220, 1896142, 1932477 and others

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## Goods and Services

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

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

**For:** computer services, namely, providing an on-line bulletin board in the field of the promotion products industry and providing on-line facilities for real-time interaction with other computer users concerning the promotional products industry, including scheduled discussions featuring prominent people in the promotional products industry

**International Class(es):** 042 - Primary Class

**U.S Class(es):** 100, 101

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jul. 1996

**Use in Commerce:** Jul. 1996

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## Basis Information (Case Level)

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**Filed Use:** Yes

**Currently Use:** Yes

**Amended Use:** No

**Filed ITU:** No

**Currently ITU:** No

**Amended ITU:** No

**Filed 44D:** No

**Currently 44D:** No

**Amended 44D:** No

**Filed 44E:** No

**Currently 44E:** No

**Amended 44E:** No

Filed 66A: No  
Filed No Basis: No

Currently 66A: No  
Currently No Basis: No

## Current Owner(s) Information

**Owner Name:** ADVERTISING SPECIALTY INSTITUTE INC.  
**Owner Address:** 4800 STREET ROAD  
TREVOSE, PENNSYLVANIA 19047  
UNITED STATES  
**Legal Entity Type:** CORPORATION  
**State or Country Where Organized:** PENNSYLVANIA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Jay K. Meadway  
**Attorney Primary Email Address:** [jmeadway@eckertseamans.com](mailto:jmeadway@eckertseamans.com)  
**Docket Number:** 297860-00001  
**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Jay K. Meadway  
Eckert Seamans Cherin & Mellott, LLC  
50 S. 16th Street  
PHILADELPHIA, PENNSYLVANIA 19102-2516  
UNITED STATES  
**Phone:** 215-851-8522  
**Fax:** 215-851-8383  
**Correspondent e-mail:** [rjacobsmeadway@eckertseamans.com](mailto:rjacobsmeadway@eckertseamans.com) [ipdocket@eckertseamans.com](mailto:ipdocket@eckertseamans.com) [lmcguinness@eckertseamans.com](mailto:lmcguinness@eckertseamans.com)  
**Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Apr. 15, 2015	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Jan. 14, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 21, 2008	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	68973
Jun. 21, 2008	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jun. 03, 2008	ASSIGNED TO PARALEGAL	68973
May 21, 2008	TEAS SECTION 8 & 9 RECEIVED	
Mar. 13, 2008	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 14, 2007	CASE FILE IN TICRS	
Jan. 21, 2004	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Oct. 28, 2003	POST REGISTRATION ACTION MAILED - SEC. 8 & 15	
Sep. 10, 2003	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Sep. 10, 2003	PAPER RECEIVED	
May 26, 1998	REGISTERED-PRINCIPAL REGISTER	
Mar. 03, 1998	PUBLISHED FOR OPPOSITION	
Jan. 30, 1998	NOTICE OF PUBLICATION	
Nov. 15, 1997	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 29, 1997	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Sep. 05, 1997	NON-FINAL ACTION MAILED	
Aug. 11, 1997	ASSIGNED TO EXAMINER	70734

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

Renewal Date: May 26, 2008

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

Current Location: POST REGISTRATION

Date in Location: Jun. 21, 2008

## Assignment Abstract Of Title Information

### Summary

Total Assignments: 5

Registrant: National Business Services, Inc.

### Assignment 1 of 5

Conveyance: CHANGE OF NAME

Reel/Frame: [2216/0377](#)

Pages: 17

Date Recorded: Jan. 22, 2001

Supporting Documents: [assignment-tm-2216-0377.pdf](#)

### Assignor

Name: [NATIONAL BUSINESS SERVICES, INC.](#)

Execution Date: Sep. 13, 2000

Legal Entity Type: CORPORATION

State or Country Where Organized: PENNSYLVANIA

### Assignee

Name: [ADVERTISING SPECIALTY INSTITUTE INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: PENNSYLVANIA

Address: 4800 STREET ROAD  
TREVOSE, PENNSYLVANIA 19047

### Correspondent

Correspondent Name: STUART E. BECK

Correspondent Address: 1617 JFK BOULEVARD  
SUITE 601  
PHILADELPHIA, PA 19103

### Domestic Representative - Not Found

### Assignment 2 of 5

Conveyance: SECURITY INTEREST

Reel/Frame: [4571/0880](#)

Pages: 13

Date Recorded: Jun. 29, 2011

Supporting Documents: [assignment-tm-4571-0880.pdf](#)

### Assignor

Name: [ADVERTISING SPECIALTY INSTITUTE, INC.](#)

Execution Date: Jun. 27, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: PENNSYLVANIA

### Assignee

Name: [THE BANCORP BANK](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: PENNSYLVANIA

Address: 1818 MARKET STREET  
28TH FLOOR  
PHILADELPHIA, PENNSYLVANIA 19103

### Correspondent

Correspondent Name: CORPORATION SERVICE CO.- J. PATERSON

Correspondent Address: 1090 VERMONT AVENUE NW, SUITE 430  
WASHINGTON, DC 20005

Domestic Representative - Not Found

Assignment 3 of 5

Conveyance: SECURITY INTEREST  
Reel/Frame: [4907/0181](#) Pages: 11  
Date Recorded: Nov. 27, 2012  
Supporting Documents: [assignment-tm-4907-0181.pdf](#)

Assignor

Name: [ADVERTISING SPECIALTY INSTITUTE, INC.](#) Execution Date: Nov. 06, 2012  
Legal Entity Type: CORPORATION State or Country: PENNSYLVANIA  
Where Organized:

Assignee

Name: [THE BANCORP BANK](#)  
Legal Entity Type: CORPORATION State or Country: DELAWARE  
Where Organized:  
Address: 1818 MARKET STREET, 28TH FLOOR  
PHILADELPHIA, PENNSYLVANIA 19103

Correspondent

Correspondent Name: TIMOTHY D. PECSENYE  
Correspondent Address: ONE LOGAN SQUARE  
8TH FLOOR  
PHILADELPHIA, PA 19103-6998

Domestic Representative - Not Found

Assignment 4 of 5

Conveyance: SECURITY INTEREST  
Reel/Frame: [5490/0115](#) Pages: 20  
Date Recorded: Apr. 01, 2015  
Supporting Documents: [assignment-tm-5490-0115.pdf](#)

Assignor

Name: [ADVERTISING SPECIALTY INSTITUTE, INC.](#) Execution Date: Apr. 01, 2015  
Legal Entity Type: CORPORATION State or Country: PENNSYLVANIA  
Where Organized:

Assignee

Name: [M&T BANK](#)  
Legal Entity Type: CHARTERED BANK AND TRUST COMPANY State or Country: NEW YORK  
Where Organized:  
Address: 2003 SOUTH EASTON ROAD SUITE 204  
DOYLESTOWN, PENNSYLVANIA 18901

Correspondent

Correspondent Name: RYAN J. UDELL  
Correspondent Address: 1650 MARKET STREET  
ONE LIBERTY PLACE, SUITE 1800  
PHILADELPHIA, PA 19103

Domestic Representative - Not Found

Assignment 5 of 5

Conveyance: RELEASE OF SECURITY INTEREST  
Reel/Frame: [5494/0216](#) Pages: 7  
Date Recorded: Apr. 08, 2015  
Supporting Documents: [assignment-tm-5494-0216.pdf](#)

Assignor

Name: [THE BANCORP BANK](#) Execution Date: Apr. 01, 2015  
Legal Entity Type: CORPORATION State or Country: DELAWARE

**Where Organized:****Assignee****Name:** [ADVERTISING SPECIALTY INSTITUTE, INC.](#)**Legal Entity Type:** CORPORATION**State or Country:** PENNSYLVANIA**Where Organized:****Address:** 4800 STREET ROAD  
TREVOSE, PENNSYLVANIA 19103**Correspondent****Correspondent Name:** RYAN J. UDELL**Correspondent Address:** 1650 MARKET STREET  
ONE LIBERTY PLACE, SUITE 1800  
PHILADELPHIA, PA 19103**Domestic Representative - Not Found**

## Proceedings

**Summary****Number of Proceedings:** 3**Type of Proceeding: Cancellation****Proceeding Number:** [92062348](#)**Filing Date:** Sep 29, 2015**Status:** Terminated**Status Date:** Jan 13, 2016**Interlocutory Attorney:** GEORGE POLOGEORGIS**Defendant****Name:** Adriana Maria Duque Lopez**Correspondent Address:** ARTURO PEREZ GUERRERO  
LAW OFFICES OF ARTURO PEREZ GUERRERO  
PO BOX 9024163  
SAN JUAN PR , 00902-4163  
UNITED STATES**Correspondent e-mail:** [arturo@perezguerrero.com](mailto:arturo@perezguerrero.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ASI SEA	Registered	<a href="#">85501791</a>	<a href="#">4476721</a>

**Plaintiff(s)****Name:** Advertising Specialty Institute, Inc.**Correspondent Address:** ROBERTA JACOBS MEADWAY  
ECKERT SEAMANS CHERIN & MELLOTT LLC  
50 SOUTH 16TH STREET, TWO LIBERTY PLACE, 22ND FLOOR  
PHILADELPHIA PA , 19102  
UNITED STATES**Correspondent e-mail:** [rjacobsmeadway@eckertseamans.com](mailto:rjacobsmeadway@eckertseamans.com) , [ipdocket@eckertseamans.com](mailto:ipdocket@eckertseamans.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ASI SEA	Registered	<a href="#">85501791</a>	<a href="#">4476721</a>
ASI	Renewed	<a href="#">73222039</a>	<a href="#">1176093</a>
ASI QUARTERLY REGISTER	Renewed	<a href="#">74056110</a>	<a href="#">1729220</a>
ASI CENTRAL	Renewed	<a href="#">75257262</a>	<a href="#">2160263</a>
ASI	Registered	<a href="#">85359112</a>	<a href="#">4193073</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Sep 29, 2015	



2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Sep 29, 2015	Nov 08, 2015
3	PENDING, INSTITUTED	Sep 29, 2015	
4	D MOT FOR EXT W/ CONSENT	Oct 12, 2015	
5	EXTENSION OF TIME GRANTED	Oct 12, 2015	
6	MOT TO AMEND REGISTRATION (FEE)	Dec 07, 2015	
7	RESPONSE DUE 30 DAYS (DUE DATE)	Dec 15, 2015	Jan 14, 2016
8	MOT TO AMEND REGISTRATION (FEE)	Dec 21, 2015	
9	BD DECISION: DISMISSED	Jan 13, 2016	
10	TERMINATED	Jan 13, 2016	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91195745](#)

**Filing Date:** Jul 21, 2010

**Status:** Terminated

**Status Date:** Aug 19, 2010

**Interlocutory Attorney:** ELIZABETH A DUNN

**Defendant**

**Name:** ASI Apparel, Inc.

**Correspondent Address:** ROBERT M DYER  
DYER & RUSBRIDGE, PC  
291 EAST MAIN STREET  
CANTON GA , 30114-2710  
UNITED STATES

**Correspondent e-mail:** [rmd@dyruslaw.com](mailto:rmd@dyruslaw.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ASI APPAREL	Abandoned - After Inter-Partes Decision	<a href="#">77785870</a>	

**Plaintiff(s)**

**Name:** Advertising Specialty Institute, Inc.

**Correspondent Address:** ROBERTA JACOBS-MEADWAY  
ECKERT SEAMANS CHERIN & MELLOTT, LLC  
TWO LIBERTY PLACE, 50 S 16TH ST, 22ND FL  
PHILADELPHIA PA , 19102  
UNITED STATES

**Correspondent e-mail:** [rjacobsmeadway@eckertseamans.com](mailto:rjacobsmeadway@eckertseamans.com) , [jhoynoski@eckertseamans.com](mailto:jhoynoski@eckertseamans.com) , [jmeadway@eckertseamans.com](mailto:jmeadway@eckertseamans.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ASI	Renewed	<a href="#">73222039</a>	<a href="#">1176093</a>
ASI QUARTERLY REGISTER	Renewed	<a href="#">74056110</a>	<a href="#">1729220</a>
ASI SECURE	Renewed	<a href="#">75138851</a>	<a href="#">2102337</a>
ASI CENTRAL	Renewed	<a href="#">75257262</a>	<a href="#">2160263</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 21, 2010	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 21, 2010	Aug 30, 2010
3	PENDING, INSTITUTED	Jul 21, 2010	
4	P'S MOTION TO REFUND DUPLICATE NOTICE OF OPPOSITION	Aug 11, 2010	
5	BOARD'S DECISION: DISMISSED	Aug 19, 2010	
6	TERMINATED	Aug 19, 2010	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91195742](#)

**Filing Date:** Jul 20, 2010

**Status:** Terminated

**Status Date:** Dec 14, 2010

**Interlocutory Attorney:** ELIZABETH A DUNN

**Defendant****Name:** ASI Apparel, Inc.**Correspondent Address:** BRADLEY D CROSE  
CROSE LAW LLC  
112 NORTHBROOKE TRACE  
WOODSTOCK GA , 30188  
UNITED STATES**Correspondent e-mail:** [brad@croselaw.com](mailto:brad@croselaw.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ASI APPAREL	Abandoned - After Inter-Partes Decision	<a href="#">77785870</a>	

**Plaintiff(s)****Name:** Advertising Specialty Institute, Inc.**Correspondent Address:** ROBERTA JACOBS-MEADWAY  
ECKERT SEAMANS CHERIN & MELLOTT, LLC  
50 SOUTH 16th STREET 22nd FLOOR, TWO LIBERTY PLACE  
PHILADELPHIA PA , 19102  
UNITED STATES**Correspondent e-mail:** [rjacobsmeadway@eckertseamans.com](mailto:rjacobsmeadway@eckertseamans.com) , [jhoynoski@eckertseamans.com](mailto:jhoynoski@eckertseamans.com) , [jmeadway@eckertseamans.com](mailto:jmeadway@eckertseamans.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ASI	Renewed	<a href="#">73222039</a>	<a href="#">1176093</a>
ASI QUARTERLY REGISTER	Renewed	<a href="#">74056110</a>	<a href="#">1729220</a>
ASI SECURE	Renewed	<a href="#">75138851</a>	<a href="#">2102337</a>
ASI CENTRAL	Renewed	<a href="#">75257262</a>	<a href="#">2160263</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 20, 2010	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 21, 2010	Aug 30, 2010
3	PENDING, INSTITUTED	Jul 21, 2010	
4	OPP'S MOTION TO REFUND FEE	Aug 11, 2010	
5	D'S APPEARANCE OF COUNSEL/POWER OF ATTORNEY	Aug 30, 2010	
6	CHANGE OF CORRESPONDENCE ADDRESS	Aug 30, 2010	
7	ANSWER	Aug 30, 2010	
8	WITHDRAWAL OF APPLICATION WITH CONSENT	Dec 06, 2010	
9	BD'S DECISION: DISMISSED W/O PREJUDICE	Dec 14, 2010	
10	TERMINATED	Dec 14, 2010	

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Mark: ASI

ASI

US Serial Number: 85359112

Application Filing Date: Jun. 29, 2011

US Registration Number: 4193073

Registration Date: Aug. 21, 2012

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

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

Status Date: Aug. 21, 2012

Publication Date: Jun. 05, 2012

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## Mark Information

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Mark Literal Elements: ASI

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

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## Goods and Services

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

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

**For:** Providing a website featuring non-downloadable software that permits distributors to locate products and suppliers, program providing supplier data over a wireless device, creating and maintaining Internet sites for suppliers and distributors; Providing temporary use of on-line non-downloadable software development tools for advertising specialty/promotional products industry for use in the field of advertising specialty/promotional products

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 1995

Use in Commerce: Nov. 1995

**For:** Publishing of magazines and catalogs for the advertising specialty/promotional products industry; Non-downloadable electronic publications in the nature of promotional products distributorship in the field of advertising specialty/promotional products; Membership club services, namely, providing training to members in the field of business and professional development; Conducting, arranging, and organizing trade shows for commercial and advertising purposes; Educational services, namely, providing on-line classes, seminars, workshops in the field of advertising specialty/promotional products

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 1997

Use in Commerce: Oct. 1997

**For:** On-line financial credit scoring services that report on the paying habits of distributors

International Class(es): 036 - Primary Class

U.S Class(es): 100, 101, 102

**Class(es):****Class Status:** ACTIVE**Basis:** 1(a)**First Use:** Nov. 1995**Use in Commerce:** Nov. 1995

**For:** Marketing services, namely, providing on-line non-downloadable software that permits distributors to locate products and suppliers, program providing supplier data over a wireless device, creating and maintaining Internet sites for suppliers and distributors; Publishing of magazines and catalogs for the advertising specialty/promotional products industry; Promoting, advertising and marketing the on-line electronic publications of others; Membership club services, namely, providing training to members in the field of advertising/promotional products industry; Advertising, promotion and marketing services based on consumer credit reports and scores of others

**International Class(es):** 035 - Primary Class**U.S Class(es):** 100, 101, 102**Class Status:** ACTIVE**Basis:** 1(a)**First Use:** Nov. 1995**Use in Commerce:** Nov. 1995

## Basis Information (Case Level)

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

## Current Owner(s) Information

**Owner Name:** Advertising Specialty Institute, Inc.

**Owner Address:** Bucks County Technology Park  
4800 Street Road  
Trevose, PENNSYLVANIA UNITED STATES 19053

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** PENNSYLVANIA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Roberta Jacobs-Meadway**Docket Number:** 297860.00059

**Attorney Primary Email Address:** [rjacobsmeadway@eckertseamans.com](mailto:rjacobsmeadway@eckertseamans.com)

**Attorney Email Authorized:** No

### Correspondent

**Correspondent Name/Address:** ROBERTA JACOBS-MEADWAY  
Eckert Seamans Cherin & Mellott, LLC  
50 S. 16th Street  
PHILADELPHIA, PENNSYLVANIA UNITED STATES 19102-2516

**Phone:** 215-851-8522**Fax:** 215-851-8383

**Correspondent e-mail:** [rjacobsmeadway@eckertseamans.com](mailto:rjacobsmeadway@eckertseamans.com) [jpocket@eckertseamans.com](mailto:jpocket@eckertseamans.com) [lmcguinness@eckertseamans.com](mailto:lmcguinness@eckertseamans.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Apr. 15, 2015	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Jan. 14, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 21, 2012	REGISTERED-PRINCIPAL REGISTER	
Jun. 05, 2012	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	

Jun. 05, 2012	PUBLISHED FOR OPPOSITION	
May 16, 2012	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
May 01, 2012	LAW OFFICE PUBLICATION REVIEW COMPLETED	66213
May 01, 2012	ASSIGNED TO LIE	66213
Apr. 11, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 22, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Mar. 21, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Mar. 21, 2012	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Sep. 21, 2011	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Sep. 21, 2011	NON-FINAL ACTION E-MAILED	6325
Sep. 21, 2011	NON-FINAL ACTION WRITTEN	68788
Sep. 15, 2011	ASSIGNED TO EXAMINER	68788
Jul. 07, 2011	NOTICE OF PSEUDO MARK MAILED	
Jul. 06, 2011	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jul. 02, 2011	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Aug. 21, 2012

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 3

**Registrant:** Advertising Specialty Institute, Inc.

### Assignment 1 of 3

**Conveyance:** SECURITY INTEREST

**Reel/Frame:** [4907/0181](#)

**Pages:** 11

**Date Recorded:** Nov. 27, 2012

**Supporting Documents:** [assignment-tm-4907-0181.pdf](#)

### Assignor

**Name:** [ADVERTISING SPECIALTY INSTITUTE, INC.](#)

**Execution Date:** Nov. 06, 2012

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** PENNSYLVANIA

### Assignee

**Name:** [THE BANCORP BANK](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** DELAWARE

**Address:** 1818 MARKET STREET, 28TH FLOOR  
PHILADELPHIA, PENNSYLVANIA 19103

### Correspondent

**Correspondent Name:** TIMOTHY D. PECSENYE

**Correspondent Address:** ONE LOGAN SQUARE  
8TH FLOOR  
PHILADELPHIA, PA 19103-6998

### Domestic Representative - Not Found

### Assignment 2 of 3

**Conveyance:** SECURITY INTEREST

**Reel/Frame:** [5490/0115](#)

**Pages:** 20

**Date Recorded:** Apr. 01, 2015

**Supporting Documents:** [assignment-tm-5490-0115.pdf](#)

### Assignor

Name: [ADVERTISING SPECIALTY INSTITUTE, INC.](#)  
Legal Entity Type: CORPORATION

Execution Date: Apr. 01, 2015  
State or Country Where Organized: PENNSYLVANIA

#### Assignee

Name: [M&T BANK](#)  
Legal Entity Type: CHARTERED BANK AND TRUST COMPANY

State or Country Where Organized: NEW YORK

Address: 2003 SOUTH EASTON ROAD SUITE 204  
DOYLESTOWN, PENNSYLVANIA 18901

#### Correspondent

Correspondent Name: RYAN J. UDELL

Correspondent Address: 1650 MARKET STREET  
ONE LIBERTY PLACE, SUITE 1800  
PHILADELPHIA, PA 19103

#### Domestic Representative - Not Found

### Assignment 3 of 3

Conveyance: RELEASE OF SECURITY INTEREST

Reel/Frame: [5494/0216](#)

Pages: 7

Date Recorded: Apr. 08, 2015

Supporting Documents: [assignment-tm-5494-0216.pdf](#)

#### Assignor

Name: [THE BANCORP BANK](#)  
Legal Entity Type: CORPORATION

Execution Date: Apr. 01, 2015  
State or Country Where Organized: DELAWARE

#### Assignee

Name: [ADVERTISING SPECIALTY INSTITUTE, INC.](#)  
Legal Entity Type: CORPORATION

State or Country Where Organized: PENNSYLVANIA

Address: 4800 STREET ROAD  
TREVOSE, PENNSYLVANIA 19103

#### Correspondent

Correspondent Name: RYAN J. UDELL

Correspondent Address: 1650 MARKET STREET  
ONE LIBERTY PLACE, SUITE 1800  
PHILADELPHIA, PA 19103

#### Domestic Representative - Not Found

## Proceedings

### Summary

Number of Proceedings: 1

#### Type of Proceeding: Cancellation

Proceeding Number: [92062348](#)

Filing Date: Sep 29, 2015

Status: Terminated

Status Date: Jan 13, 2016

Interlocutory Attorney: GEORGE POLOGEORGIS

#### Defendant

Name: Adriana Maria Duque Lopez

Correspondent Address: ARTURO PEREZ GUERRERO  
LAW OFFICES OF ARTURO PEREZ GUERRERO  
PO BOX 9024163  
SAN JUAN PR UNITED STATES , 00902-4163

Correspondent e- [arturo@perezguerrero.com](mailto:arturo@perezguerrero.com)

mail: \_\_\_\_\_

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ASI SEA	Registered	<a href="#">85501791</a>	<a href="#">4476721</a>

**Plaintiff(s)**

**Name:** Advertising Specialty Institute, Inc.

**Correspondent Address:** ROBERTA JACOBS MEADWAY  
ECKERT SEAMANS CHERIN & MELLOTT LLC  
50 SOUTH 16TH STREET, TWO LIBERTY PLACE, 22ND FLOOR  
PHILADELPHIA PA UNITED STATES , 19102

**Correspondent e-mail:** [rjacobsmeadway@eckertseamans.com](mailto:rjacobsmeadway@eckertseamans.com) , [ipdocket@eckertseamans.com](mailto:ipdocket@eckertseamans.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ASI SEA	Registered	<a href="#">85501791</a>	<a href="#">4476721</a>
ASI	Renewed	<a href="#">73222039</a>	<a href="#">1176093</a>
ASI QUARTERLY REGISTER	Renewed	<a href="#">74056110</a>	<a href="#">1729220</a>
ASI CENTRAL	Renewed	<a href="#">75257262</a>	<a href="#">2160263</a>
ASI	Registered	<a href="#">85359112</a>	<a href="#">4193073</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Sep 29, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Sep 29, 2015	Nov 08, 2015
3	PENDING, INSTITUTED	Sep 29, 2015	
4	D MOT FOR EXT W/ CONSENT	Oct 12, 2015	
5	EXTENSION OF TIME GRANTED	Oct 12, 2015	
6	MOT TO AMEND REGISTRATION (FEE)	Dec 07, 2015	
7	RESPONSE DUE 30 DAYS (DUE DATE)	Dec 15, 2015	Jan 14, 2016
8	MOT TO AMEND REGISTRATION (FEE)	Dec 21, 2015	
9	BD DECISION: DISMISSED	Jan 13, 2016	
10	TERMINATED	Jan 13, 2016	