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

| 1 | BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD |
|---------------------------|---|
| Proceeding | 91245121 |
| Party | Defendant Alzheimer's New Jersey |
| Correspondence Address | LISA D TAYLOR INGLESINO WEBSTER WYCISKALA & TAYLOR 600 PARSIPPANY ROAD, SUITE 204 PARSIPPANY, NJ 07054 UNITED STATES Primary Email: ltaylor@iwt-law.com 973-947-7111 |
| Submission | Testimony For Defendant |
| Filer's Name | Lisa D. Taylor, Esq. |
| Filer's email | Itaylor@iwwt.law, jfranck@iwwt.law |
| Signature | /Lisa D. Taylor, Esq./ |
| Date | 10/23/2020 |
| Attachments | Testimony Declaration of Kenneth Zaentz.pdf(302017 bytes) Ex. A - SOR.pdf(442575 bytes) Ex. B - Disaffiliation Letter.pdf(58432 bytes) Ex. C - Walks.pdf(244356 bytes) Ex. D - Mailer.pdf(124204 bytes) Ex. E - Name Reservations.pdf(438945 bytes) Ex. F - 2016 mailings.pdf(86530 bytes) Ex. G - Morris Order and Transcript.pdf(719583 bytes) Ex. H - DeConca Order and Transcript and Appellate Decision.pdf(439507 bytes) Ex. J - ALZNJ's Word Mark.pdf(2181706 bytes) Ex. J - ALZNJ's First Design Mark.pdf(1329715 bytes) Ex. L - Applicant's Prior Mark.pdf(2352523 bytes) Ex. L - Applicant's Prior Mark.pdf(2356830 bytes) Ex. M - Applicant's Fourth Prior Mark.pdf(143194 bytes) Ex. N - Applicant's Fourth Prior Mark.pdf(1420090 bytes) Ex. O - ALZNJ's Marketing Materials.pdf(921757 bytes) Ex. P - Marketing Products.pdf(362745 bytes) Ex. Q - TSDR - Avon Walk to End Breast Cancer.pdf(697013 bytes) Ex. R - TSDR - Boot Walk to End Cancer.pdf(2018077 bytes) Ex. S - TSDR - Pound the Pavement for Pancreatic Cancer Awareness and Research.pdf(1941045 bytes) Ex. T - TSDR - Pound the Pavement for Pancreatic Cancer.pdf(2590368 bytes) Ex. U - TSDR - Project Purple Running to Beat Pancreatic Cancer.pdf(2590368 bytes) Ex. V - TSDR - Walk Against Traffick - A Journey to End Sex Trafficking.pdf(2285135 bytes) Ex. X - TSDR - Walk for Alzheimer's.pdf(4475312 bytes) Ex. X - TSDR - Walk to End Genocide.pdf(4282841 bytes) Ex. Z - TSDR - Walk to End Hydrocephalus.pdf(1908979 bytes) Ex. Z - TSDR - Walk to End Hydrocephalus.pdf(1908979 bytes) Ex. A - TSDR - Walk to End Lupus Now.pdf(939622 bytes) Ex. B - Third-Party Use of ALZ Based Marks.pdf(4112035 bytes) |

Ex. DD - Alzheimer's Article.pdf(276407 bytes)

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

ALZHEIMER'S DISEASE AND RELATED DISORDERS ASSOCIATION,

Opposition No. 91245121

Opposer,

v.

ALZHEIMER'S NEW JERSEY, INC.,

Applicant.

APPLICANT'S NOTICE OF FILING TRIAL TESTIMONY OF KENNETH ZAENTZ

PLEASE TAKE NOTICE that Applicant, Alzheimer's New Jersey, Inc. ("Applicant"), hereby files the Trial Testimony of Kenneth Zaentz via the attached Declaration, executed on October 22, 2020, together with the annexed exhibits referenced therein.

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Respectfully submitted,

DATED: October 23, 2020 By: /Lisa D. Taylor/

Lisa D. Taylor, Esq. **INGLESINO, WEBSTER,**

WYCISKALA & TAYLOR, LLC 600 Parsippany Rd., Suite 204 Parsippany, New Jersey 07034

Tel. (973) 947-7111 ltaylor@iwwt.law

Attorneys for Applicant, Alzheimer's New Jersey, Inc.

CERTIFICATE OF SERVICE

I hereby certify that on this 23rd Day of October 2020, I caused a true and accurate copy of the foregoing Trial Testimony of Kenneth Zaentz and exhibits A through Z thereto to be filed with the Trademark Trial and Appeal Board's ESTAA filing system and to be served *via* email to the following:

Shima S. Roy, Esq.
Baker & McKenzie
300 E. Randolph Street, Suite 5000
Chicago, IL 60601
Shima.roy@bakermckenzie.com
Attorney for Opposer,
Alzheimer's Disease and Related Disorders Association

DATED: October 23, 2020 By: /Lisa D. Taylor/

Lisa D. Taylor, Esq. **INGLESINO, WEBSTER,**

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Attorneys for Applicant,

Alzheimer's New Jersey, Inc.

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

ALZHEIMER'S DISEASE AND RELATED DISORDERS ASSOCIATION, Opposer,

Opposition No. 91245121

v.

ALZHEIMER'S NEW JERSEY, INC.,

Applicant.

TESTIMONY DECLARATION OF KENNETH ZAENTZ

- I, **KENNETH ZAENTZ**, do hereby declare under penalty of perjury and state as my direct trial testimony, as a witness for the Applicant, the following:
- 1. I am over the age of twenty-one, competent to make this declaration and I am authorized by Applicant, Alzheimer's New Jersey, Inc. ("Applicant") to make this Declaration based on my personal knowledge or knowledge obtained from business records that Applicant maintains in the regular course of business.
- 2. I began my employment with Applicant on or about June 30, 1997 as the Executive Director for the Applicant. At that time, Applicant was known as the Central New Jersey Chapter.
- 3. In 2000, the Central New Jersey Chapter merged with the Northern New Jersey Chapter to form the Greater New Jersey Chapter.
- 4. At that time, I was employed by the Applicant as the Associate Director of Development and Communications and then became the Vice President of Development.

- 5. Thereafter, I began to serve as the Applicant's Interim Chief Executive Officer for approximately one year.
- 6. Since 2013 and continuing to present, I have continually served as the Applicant's President and Chief Executive Officer ("CEO").
- 7. At all times during my employment with Applicant, I have always been responsible for fundraising, communications, and public advocacy.
- 8. As such, I am fully familiar with the facts and circumstances in this action and in this Declaration. I make this Declaration in support of Applicant and in opposition to the Opposition filed by Opposer, Alzheimer's Disease and Related Disorders Association ("Opposer").
 - 9. Applicant was incorporated on or about March 14, 1985.
- 10. Since that time and continuing to present, Applicant has always been an independent nonprofit charity with its own 501(c)(3) tax-exempt status whose purpose or "missions" has always been to provide local programs and services, education, support groups, and care consultation for the benefit of persons and their families suffering from Alzheimer's disease and other dementias; support for Alzheimer's disease research; and local respite care education and financial assistance, and Applicant has conducted charitable fundraising so as to be able to carry out its purpose and missions.
- 11. In 1985, Applicant and Opposer entered into an Affiliation Agreement for the purposes of expanding Opposer's reach and opportunities to provide local services to New Jersey residents.
- 12. On April 23, 1998, Applicant and Opposer entered into a Statement of Relationship ("SOR") to memorialize their affiliation in order to further the parties' joint purposes as it relates to Alzheimer's disease. A true and accurate copy of the SOR is attached hereto as **EXHIBIT "A"** and bate stamped ALZNJTTAB0218-0226.

- 13. Under the SOR structure, so-called "chapters" of Opposer would pay certain dues to the Opposer in order to use certain logos and auditing software.
- 14. During the time of the parties' affiliation under the SOR, Applicant and Opposer shared the monies raised from both of the parties' fundraising efforts; the entirety of the funds raised by Applicant did not go exclusively to Opposer.
- 15. More specifically, under the SOR, thirty (30%) percent of unrestricted contributions would be sent to Opposer, ten (10%) percent would go to the Opposer's Mission Fund, and the majority of proceeds from fundraising, specifically sixty (60%) percent of unrestricted contributions from a pre-determined geographic area would be sent to Applicant. There were also certain monies Opposer shared with Applicant.
 - 16. Applicant's restricted contributions belonged solely to Applicant.
 - 17. At no point has Applicant ever been owned by Opposer.
- 18. At all times, Applicant has had its own bank accounts and been solely responsible for its own expenses, all licenses and permits required to operate in the State of New Jersey, contracts with vendors, and had its own employees and offices.
- 19. At all times before, during, and after the SOR, Applicant has always been legally and operationally the same organization and an organization separate and distinct from Opposer.
- 20. In that regard, Applicant has always had its own local Board of Directors that had and continues to have complete governance and fiduciary responsibility for the Applicant inclusive of decision-making, fund allocations, and budget development.
- 21. Therefore, irrespective of Applicant's name changes over the years, the Applicant has always maintained the same federal ID number and has always been the same corporate and operational organization.

- 22. The services provided by Applicant have always been directed to local New Jersey residents and fundraising for programs and services has been limited to New Jersey. At all times, Applicant has always provided programs and services directed to New Jersey residents with Alzheimer's disease and their families including educational programs, financial assistance, support groups, respite care, advocacy, care consultation, and operation of a local help line.
- 23. It is my understanding that Opposer does not provide all of these services including, specifically, respite care.
- 24. Respite care consists of services to caregivers who are not normally afforded many opportunities for reprieve from their caregiving responsibilities and who, as a result, occasionally suffer from stress-related infirmities such as strokes and heart attacks.
- 25. By way of example, in 2017 alone Applicant provided approximately \$300,000.00 for caregivers under Applicant's respite care program.
- 26. Applicant has always, including at all times during the parties' affiliation under the SOR, organized and operated its own fundraising walks in order to raise money for its own purposes and missions; Applicant has never organized said walks for Opposer's sole benefit.
- 27. In furtherance of this independence, during the SOR, Applicant exclusively performed multiple walks per year at its own expense.
- 28. Such walks have taken place at numerous locations though out New Jersey, including in Jersey City, Princeton, Point Pleasant, Morristown and Paramus.
- 29. Over the years, Opposer began a practice of diverting significant funds from local affiliates and services in order to fund research and more problematically, support Opposer's own operations and pay rent and salaries for its staff at its headquarters at 225 Michigan Avenue in Chicago's "Gold Coast" district.

- 30. In 2015, Opposer attempted to force a merger of all affiliates and chapters into one nation-wide nonprofit organization that would have vested all governance and fiduciary authority with a single national Board of Directors in Chicago.
- 31. Effective December 17, 2015, in an effort to ensure the continued availability of services and support for New Jersey residents suffering from Alzheimer's disease and other dementia and their families, Applicant terminated its affiliation with Opposer under the SOR, due in substantial part to Opposer's lack of commitment to support local programs and services. A true and accurate copy of the September 12, 2016 correspondence from Opposer to Applicant confirming the disaffiliation effective December 17, 2015 is attached hereto as **EXHIBIT "B"** and bate stamped ALZNJTAAB0227.
- 32. On December 18, 2015, in order to complete its disaffiliation and maintain its New Jersey-focused mission, Applicant changed its name from Alzheimer's Disease and Related Disorders Association, Inc. Greater New Jersey Chapter to its current name, Alzheimer's New Jersey, Inc.
- 33. The disaffiliation between Applicant and Opposer has been tumultuous, with Opposer devoting significant resources to eliminating Applicant and diverting monies intended for Applicant and Applicant's New Jersey programs and services from Applicant to Opposer.
- 34. Following Applicant's disaffiliation on December 17, 2015, Opposer continued to use marketing materials referencing Applicant in order to confuse donors and redirect monies to Opposer.
- 35. Attached hereto as **EXHIBIT "C"**, bate stamped ALZNJTTAB0128-133, is a true and accurate copy of a printout from Opposer's website stating that a 2016 Walk to End Alzheimer's had "previously" taken place in Paramus, New Jersey and Point Pleasant Beach, New Jersey;

however, this is inaccurate and misleading as these walks were conducted by Applicant and not Opposer, although a percentage of the monies raised from the walks, organized and run by Applicant, were shared with Opposer as required in the SOR.

- 36. From approximately July 2000 through December 2017, Applicant maintained a principal office at 400 Morris Avenue, Suite 251, Denville, New Jersey.
- 37. In 2016, Opposer issued a fundraising solicitation for the "2016 Annual Fund" which sought a response by February 15, 2016. A true and accurate copy of the 2016 fundraiser solicitation is attached hereto as **EXHIBIT "D"** and bate stamped ALZNJTTAB0219.
- 38. At the time of this 2016 fundraising solicitation, Applicant was no longer affiliated with Opposer but yet Opposer's 2016 fundraising solicitation included Applicant's Denville, New Jersey address and a copy of my name and signature but also requested that all donations made in response to the solicitation be sent to Opposer's post office box in Washington, D.C. that is neither controlled by nor has anything to do with Applicant and none of the monies received were shared with Applicant.
 - 39. Furthermore, I have never worked for or been affiliated with Opposer.
- 40. In the same year, Opposer sent additional fundraising materials referencing "Alzheimer's Association Greater New Jersey Chapter" when this name had been reserved by Applicant with the State of New Jersey and which to this day remains reserved by Applicant. True and accurate copies of these additional fundraising materials and renewal registrations are attached as **EXHIBIT** "E" and bate stamped ALNJTTAB0221, 0223, and 0225-0227.
- 41. Thereafter, nearly nine months after Applicant had disaffiliated, Opposer continued to issue marketing materials referencing Applicant and Applicant's Denville, New Jersey address.

A true and accurate copy of Opposer's 2016 marketing materials are attached hereto as **EXHIBIT**"F" and bate stamped ALZNJTTAB0248-0249.

- 42. In addition to its crusade to market Applicant's efforts as its own, Opposer has also engaged in several unsuccessful litigations against the Applicant in an effort to divert bequests from Applicant. A true and accurate copy of the July 18, 2017 Order and Hearing Transcript in *In re Estate of Louise Morris*, New Jersey Middlesex County Chancery Division, Probate Part, Docket No. 251882, bate stamped ALZNJTTAB0261-291, are attached hereto as **EXHIBIT "G"** and a true and accurate copy of the November 29, 2018 Final Judgment Order and Hearing Transcript *In re Estate of Lois N. DeConca*, New Jersey Monmouth County Chancery Division, Probate Part, Docket No. MON-P-0101-18, bate stamped ALZNJTTAB0260-310, and Appellate Division Order affirming the Trial Court's Final Judgment Order are attached hereto as **EXHIBIT "H."**
- 43. Applicant owns and on October 4, 2016 registered the word mark "WALK TO FIGHT ALZHEIMER'S" ("Applicant's Word Mark") on the principal register, registration no. 5,053,635. A true and accurate copy of the Trademark Status and Document Retrieval ("TSDR") Report evidencing current status and title as well as Certificates of Registration, ALZNJTTAB0140-0143, for 5,053,635 are attached hereto as **EXHIBIT "I."**.
- 44. Applicant began using Applicant's Word Mark since at least as early as December 18, 2015. <u>Id.</u>
 - 45. The Applicant's Word Mark is for class 36 goods and services including for

Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of running and walking events; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services for promoting; research, education and other activities relating to Alzheimer's; Charitable fundraising to support Alzheimer's research and care; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's; Memorial fundraising; On-line charitable fundraising.

- 46. Opposer did not oppose Applicant's Word Mark, even though Applicant's Word Mark was for the same Class 36 goods and services which are the subject-matter of this litigation.
 - 47. The Applicant still owns the Applicant's Word Mark.
- 48. I have been involved in promoting and marketing the Applicant's Word Mark and the above-referenced goods and services are true and accurate representations of the Applicant's Word Mark's use.
 - 49. Applicant also owns and on January 9, 2018 registered the following design mark on

the principal register, bearing registration no. 5,373,234: ALZHEIMER'S which was for these same Class 36 goods and services ("Applicant's First Design Mark"). A true and accurate copy of the TSDR Report evidencing current status and title as well as Certificates of Registration, ALZNJTTAB0134-139, for 5,373,234 are attached hereto as **EXHIBIT "J."**.

- 50. Applicant began using Applicant's First Design Mark since at least as early as February 1, 2017.
 - 51. The Applicant's First Design Mark is for class 36 goods and services including for:

Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of a website where donors search for and make monetary donations to specific charities or projects aimed at Alzheimer's research and care; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services by means of organizing walks and other special events for Alzheimer's care and research; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's; Charitable fundraising services for support of Alzheimer's research and care; Charitable fundraising to support Alzheimer's research and care; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's research and care; On-line charitable fundraising

- 52. Opposer requested an extension of time to oppose Applicant's First Design Mark but Opposer did not file an opposition.
 - 53. The Applicant still owns the Applicant's First Design Mark.
- 54. I have been involved in promoting and marketing the Applicant's First Design Mark and the above-referenced goods and services are true and accurate representations of the Applicant's First Design Mark's use.
 - 55. Applicant also owns and on January 31, 2017 registered the following design mark

on the supplemental register, bearing registration no. 5,134,854: New Jersey which was for these same Class 36 goods and services ("Applicant's Prior Mark"). A true and accurate copy of the TSDR Report evidencing current status and title for 5,134,854 is attached hereto as **EXHIBIT "K."**.

- 56. Applicant began using Applicant's Prior Mark since at least as early as December 18, 2015.
 - 57. The Applicant's Prior Mark is for class 36 goods and services including for:

Charitable fundraising; Charitable fundraising services by means of running and walking events; Charitable fundraising services, by means of providing individuals with the information and opportunity to make monetary donations to their favorite charity; Charitable fundraising services; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's care and research; Charitable fundraising to support Alzheimer's care and research; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's; Memorial fundraising; On-line charitable fundraising

- 58. Opposer did not oppose Applicant's Prior Mark, even though Applicant's Prior Mark was for the same Class 36 goods and services which are the subject-matter of this litigation.
 - 59. The Applicant still owns the Applicant's Prior Mark.

- 60. I have been involved in promoting and marketing the Applicant's Prior Mark and the above-referenced goods and services are true and accurate representations of the Applicant's Prior Mark's use.
 - 61. Applicant also owns and on January 31, 2017 registered the following design mark

on the supplemental register, bearing registration no. 5,134,857:

New Jersey which was for these same Class 36 goods and services ("Applicant's Second Prior Mark"). A true and accurate copy of the TSDR Report evidencing current status and title for 5,134,857 is attached hereto as **EXHIBIT "L.".

- 62. Applicant began using Applicant's Second Prior Mark since at least as early as December 18, 2015.
 - 63. The Applicant's Second Prior Mark is for class 36 goods and services including for:

Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of running and walking events; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's research and care; Charitable fundraising services, by means of providing individuals with the information and opportunity to make monetary donations to their favorite charity; Charitable fundraising to support Alzheimer's; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's research and care; Memorial fundraising; On-line charitable fundraising

- 64. Opposer did not oppose Applicant's Second Prior Mark, even though Applicant's Second Prior Mark was for the same Class 36 goods and services which are the subject-matter of this litigation.
 - 65. The Applicant still owns the Applicant's Second Prior Mark.

- 66. I have been involved in promoting and marketing the Applicant's Second Prior Mark and the above-referenced goods and services are true and accurate representations of the Applicant's Second Prior Mark's use.
 - 67. Applicant also owns and on August 7, 2018 registered the following design mark on

the supplemental register, bearing registration no. 5,537,559: which was for these same Class 36 goods and services ("Applicant's Third Prior Mark"). A true and accurate copy of the TSDR Report evidencing current status and title for 5,537,559 is attached hereto as **EXHIBIT** "M.".

- 68. Applicant began using Applicant's Third Prior Mark since at least as early as February 1, 2017.
 - 69. The Applicant's Third Prior Mark is for class 36 goods and services including for:

Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of a golf event; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services by means of organizing special events for Alzheimer's care and research; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's care and research; Charitable fundraising services, by means of organizing and conducting musical entertainment events featuring food and wine; Charitable fundraising to support Alzheimer's care and research; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's care and research; Memorial fundraising; On-line charitable fundraising

- 70. Opposer did not oppose Applicant's Third Prior Mark, even though Applicant's Third Prior Mark was for the same Class 36 goods and services which are the subject-matter of this litigation.
 - 71. The Applicant still owns the Applicant's Third Prior Mark.

- 72. I have been involved in promoting and marketing the Applicant's Third Prior Mark and the above-referenced goods and services are true and accurate representations of the Applicant's Third Prior Mark's use.
 - 73. Applicant also owns and on August 7, 2018 registered the following design mark on

the supplemental register, bearing registration no. 5,753,680: which was for these same Class 36 goods and services ("Applicant's Fourth Prior Mark"). A true and accurate copy of the TSDR Report evidencing current status and title for 5,753,680 is attached hereto as **EXHIBIT** "N.".

- 74. Applicant began using Applicant's Fourth Prior Mark since at least as early as February 1, 2017.
 - 75. The Applicant's Fourth Prior Mark is for class 36 goods and services including for:

Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of a golf event; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services by means of organizing special events for Alzheimer's care and research; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's care and research; Charitable fundraising services, by means of organizing and conducting musical entertainment events featuring food and wine; Charitable fundraising to support Alzheimer's care and research; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's care and research; Memorial fundraising; On-line charitable fundraising

- 76. Opposer did not oppose Applicant's Fourth Prior Mark, even though Applicant's Fourth Prior Mark was for the same Class 36 goods and services which are the subject-matter of this litigation.
 - 77. The Applicant still owns the Applicant's Fourth Prior Mark.

- 78. I have been involved in promoting and marketing the Applicant's Fourth Prior Mark and the above-referenced goods and services are true and accurate representations of the Applicant's Fourth Prior Mark's use.
 - 79. On February 14, 2018, Applicant filed an application (serial no. 87797112) to use the



following design mark:

("Applicant's Mark") and this mark is the subject of

this litigation.

80. Applicant's Mark is for these Same Class 36 goods and services including for:

Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable fundraising; Charitable fundraising services by means of a website where donors search for and make monetary donations to specific charities or projects aimed at Alzheimer's care and research; Charitable fundraising services for Alzheimer's care and research; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services by means of organizing walks and other special events for Alzheimer's; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's care and research; Charitable fundraising to support Alzheimer's care and research; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's care and research; On-line charitable fundraising

- 81. I have been involved in promoting and marketing the Applicant's Mark and the above-referenced goods and services are true and accurate representations of the Applicant's Mark's use.
- 82. The Applicant's Board of Directors selected the design for the Applicant's Mark in part because it was substantially identical to the Applicant's First Design Mark, fully incorporated the Applicant's Word Mark and Applicant's Third Prior Mark, incorporated elements of the Applicant's Prior Mark, Applicant's Second Prior Mark, and Applicant's Fourth Prior Mark and included a portion of Applicant's design marks with a purple background.

- 83. As such, the Applicant's Mark is a composite of the Applicant's six prior registered marks and essentially the same mark as the Applicant's First Design Mark.
- 84. Furthermore, the design in the Applicant's Mark depicts the text as off-centered and not in a block format, thereby conveying movements or steps, and the design tends to show the sneakers first which connotes to consumers that the walk being advertised is Applicant's New Jersey based "Walk to Fight Alzheimer's" event as the Applicant has used sneakers in its marketing materials since 2016.
- 85. The Applicant's Mark has been used since as early as September 1, 2017 and Applicant's Mark is an integral part to the Applicant's charitable services and fundraising.
- 86. Applicant uses Applicant's Mark, in part, to provide and market local support to New Jersey residents and families suffering with Alzheimer's Disease. A true and accurate copy of Applicant's marketing materials are attached hereto as **EXHIBIT "O"** and bate stamped ALZNJTTAB0015-0021.
- 87. In 2017, Applicant's WALK TO FIGHT ALZHEIMER'S raised nearly \$750,000.00 in local New Jersey-based support. <u>Id.</u> at ALZNJTTAB0020.
- 88. Applicant also prominently displays its marks on numerous materials and products to aid in its local fundraising efforts. A true and accurate copy of Applicant's marketing products are attached hereto as **EXHIBIT "P"** and bate stamped ALZNJTTAB0017-0018.
- 89. Due to Applicant's emphasis on local New Jersey support, the conditions under which donors are in engaged is through direct communications, building relationships and emphasizing that the funds will be used to support local programs and services in New Jersey.

- 90. This is further highlighted in the merchandise and marketing that the Applicant utilizes for individuals in New Jersey which indicate that "100% of funds raised support New Jersey individuals and families." See EXHIBIT "O" and EXHIBIT "P."
- 91. Accordingly, Applicant's donors do not act upon impulse but on careful and sophisticated examination and communications with Applicant.
- 92. "Walks" are a common tool utilized by numerous nonprofits and other organizations for fundraising purposes, and same is not limited to just fundraising to fight Alzheimer's disease.
- 93. In fact, "Walk to End" based fundraising and colors such as purple are commonly used by third-parties in the fundraising and/or nonprofit industry and have been previously registered. True and accurate copies of TSDRs and use of those marks for the "Avon 39 Walk to End Breast Cancer" are attached hereto as **EXHIBIT "Q"**; for "Boot Walk to End Cancer" are attached hereto as **EXHIBIT "R"**; for "Neda Walk" are attached hereto as **EXHIBIT "S"**; for "Pound the Pavement for Pancreatic Cancer Awareness and Research" are attached hereto as **EXHIBIT "T"**; for "Project Purple Running to Beat Pancreatic Cancer" are attached hereto as **EXHIBIT "U"**; for "Purple Stride" are attached hereto as **EXHIBIT "V"**; for "Walk Against Traffick: A Journey to End Sex Trafficking" are attached hereto as **EXHIBIT "W"**; for "Walk for Alzheimer's" are attached hereto as **EXHIBIT "X"**; for "Walk to End Genocide" are attached hereto as **EXHIBIT "Y"**; for "Walk to End Hydrocephalus" are attached hereto as **EXHIBIT "Z"**; and for "Walk to End Lupus Now" are attached hereto as **EXHIBIT "AA."**
- 94. As a further example, true and accurate copies of Alzheimer's walk-based materials used by third-parties are attached hereto as **EXHIBIT "BB"** and bate stamped ALZNJTTAB0023-042; 44-47; 60-66; and 76-83.

- 95. Similarly, true and accurate copies of third-party uses of the color purple and/or "walk to" marks which are similar to the Opposer's Marks are attached hereto as **EXHIBIT "CC"** and bate stamped ALZNJTTAB0043; 0048-59; 0067-0075; 0084; 0106-0126; 0144-0174; and 0189-0194.
- 96. As such, Applicant's "WALK TO FIGHT ALZHEIMER'S" is the Applicant's premier event and an integral part to Applicant's local efforts in New Jersey.
- 97. It is my understanding that through the Testimony Declaration of Wendy F. Vizek, Opposer claims that Applicant conducted walks for the benefit of Opposer.
- 98. This is not so. Applicant is not, and never was, owned by the Opposer and the Applicant conducted walks in furtherance of its own mission and not that of Opposer. Although Applicant shared a portion of money raised with Opposer, the Applicant did not organize walks on behalf of the Opposer. I know this within my personal knowledge as the Applicant's President and CEO since 2013 as well as during the course of my employment with Applicant over the last several decades.
- 99. As noted in my Declaration, Applicant has always conducted and organized its own walks.
- 100. It is further my understanding that in the testimony submitted by Opposer, the Opposer claims certain profits since 2011 and that it has obtained a certain level of notoriety.
- 101. However, the profits realized by Opposer were largely due to the contributions made by independent chapters under the SOR and thus not the sole result of Opposer's efforts.
- 102. The Opposer habitually claims the efforts of its independent chapters as its own. I know this personally based upon my interactions with Opposer and, as stated above, Opposer has continually claimed Applicant's walks as its own.

Moreover, although Opposer claims a certain level of notoriety, it has been found that 103.

in "a recent ranking of the Top 100 Non-Profit Fundraising Organizations" that "the Alzheimer's

Association...comes in at a disheartening 35th behind other notable causes." A true and accurate

copy of the July 17, 2015 article from Mara Botonis titled "What's With All of the 'Walk' Talk?",

bate stamped AA000325-000330, is attached hereto as **EXHIBIT "DD."**

104. Lastly, Despite the co-existence of the Applicant's Mark with Opposer's Marks I am

unaware of any instance of any confusion by donors caused by Applicant's Mark.

105. In sum, the Applicant has at all times been its own, legal entity and has always

conducted its own walks. Since its disaffiliation, Applicant has continually marketed and relied upon

its "WALK TO FIGHT ALZHEIMER'S" marks in order to provide local services to New Jersey

residents and their families afflicted with Alzheimer's Disease.

The signatory being warned that willful false statements and the like are punishable by fine

or imprisonment, or both, under 18 U.S.C. §1001, and that such willful false statements and the like

may jeopardize the validity of the application or submission or any registration resulting therefrom,

declares that all statements made of his/her own knowledge are true and all statements made on

information and belief are believed to be true.

Dated: October 22, 2020

Roseland, New Jersey

17

EXHIBIT A



Someone to Stand by You

STATEMENT OF RELATIONSHIP

113

Introduction:

The Alzheimer's Association ("the Association") represents the nationwide collaborative movement to defeat Alzheimer's disease and related disorders ("Alzheimer's Disease") through a common mission. We believe in the strength of a unified effort to empower and organize people affected by Alzheimer's Disease, to combat our common condition and, ultimately, to see an end to Alzheimer's Disease.

National (as defined below) and the local chapters form a diverse, yet interdependent Association. This Agreement represents our commitment to approach our challenges in a unified and mutually supportive manner mindful of each other's roles and respectful of each other's strengths. We each have responsibility and accountability for achieving each component of our mission of education, support, research, and advocacy.

In consideration of the foregoing and the mutual promises contained herein, National and Chapter (as defined below) enter into this binding legal agreement ("Agreement") to strengthen our commitment to fulfill the Association's mission.

1. Definitions:

- National The Alzheimer's Disease and Related Disorders Association, a Delaware nonprofit corporation partnered with chapters nationwide and charged with carrying out the purposes of the Alzheimer's Association at the national level.
- 1.2 Chapter The Alzheimer's Association, Northern New Jersey Chapter, a New Jersey nonprofit, separately incorporated entity charged with carrying out the purposes of the Alzheimer's Association at the local level within the territory approved by National.
- 1.3 <u>Dissolution</u> The dissolving of the corporate entity under local law.
- 1.4 **Disaffiliation** The termination of member status with National.
- 1.5 Binding Arbitration The hearing and determination of a case in controversy by a person (arbitrator) chosen by National and a chapter(s), with the resulting decision by the arbitrator being a final resolution of the controversy.
- 1.6 Chapter Standards Those criteria developed by National and the chapters and utilized by National to determine if a chapter meets the minimum requirements to maintain their status as a chapter in Good Standing.

1.7 Assets - All property owned by the corporate entity, real and personal, both tangible and intangible, including all liquid and non-liquid assets, donor records, mailing lists and all Association materials.

2. Representations of the Parties:

- 2.1 National and Chapter represent and warrant that each is a corporation, validly existing and duly organized under the laws of the State of Delaware and the State of Neu Jersey, respectively.
- 2.2 The parties represent and warrant that each of their stated purposes include:
 - a. to educate and inform lay and professional people and interested agencies and groups about Alzheimer's Disease;
 - b to provide guidance and support for people with Alzheimer's Disease, their families, and caregivers;
 - c. to encourage and support research into causes, improved diagnosis, therapy, cures for and prevention of Alzheimer's Disease;
 - d. to publicize the medical, social, psychological, and financial needs of people with Alzheimer's Disease, their families, and caregivers, and to advocate for public education and support to alleviate the problems faced by these groups.
 - e. To advocate with public officials and with health and long term care providers to advance the interests of persons with Alzheimer's Disease, their families, and caregivers, and to promote public and private programs that provide appropriate, affordable and high quality health, long term care and social services.
- 2.3 The parties represent and warrant that each has the authority to enter into this Agreement and that each is not a party to any other agreement which prohibit the entering into of this Agreement or which render any provision of this Agreement ineffective or unenforceable.

3. Agreements of National:

3.1 National agrees that, to the extent reasonably practical, it shall facilitate and support Chapter activities consistent with the goals and mission of the Association.

- 3.2 National shall provide guidance, instruction and training to Chapter with respect to accounting and financial reporting and the management infrastructure of Chapter, as well as the communications infrastructure of the Association
- 3.3 National shall facilitate and support Chapter activities with respect to Association campaigns to the extent reasonably possible, including, but not limited to, programs such as Memory Walk.
- As more specifically detailed below, National grants to Chapter a non-exclusive right to use the trademarks, service marks, logotypes, or other symbols of National, as well as copyrighted material owned by National, without fee or royalty of any kind provided, however, that National shall not grant such license to any organization which might use the license on a regular basis in competition with the Chapter.
- 3.5 Provided that Chapter is in compliance with this Agreement and with applicable provisions of the Internal Revenue Code during the term of this Agreement, Chapter is entitled to use the group exemption obtained by National from the United States Internal Revenue Service.
- 3.6 National agrees to consistently solicit a broad range of Chapter input into Chapter Policies and Procedures including dues assessment.
- 3.7 National shall prepare and deliver to Chapter an updated Chapter Manual of Policies and Procedures, model bylaws, and other documents reasonably necessary for the functioning of Chapter as required by Chapter Standards.

Agreements of Chapter:

- 4.1 As long as notice has been provided, Chapter agrees to comply with all Chapter Standards policy adopted in accordance with National policies and procedures unless exemption has been obtained.
- 4.2 Chapter agrees to pay all dues assessed to Chapter by National in accordance with the policies of National, as amended from time to time with Chapter input.
- 4.3 Chapter agrees to promote the Association's mission within Chapter's Territory (as defined Section 5) and further agrees to support and promote the strategic initiatives of the Association developed collaboratively by National and Chapter.
- 4.4 As more specifically detailed in Section 6.2 below, Chapter grants to National a non-exclusive right to use copyrighted material owned by Chapter without fee or royalty of any kind.

4.5 Chapter agrees to submit all required registration statements and filings with the appropriate state agency in the state of Chapter's incorporation to maintain qualification as a tax exempt corporation in good standing.

5. Territory:

Chapter accepts the exclusive responsibility for Territory as from time to time, Chapter requests and is approved in writing by National and subsequently specified in approved Chapter By-laws. Chapter agrees to provide to the residents of the Territory those services required by Chapter Standards and other relevant policies. The Territory is that area mutually agreed upon between the Chapter and National for which Chapter will assume responsibility. Chapter will represent the Association and its mission in the Territory, and the parties agree that the Territory and other chapter territories will be respected per policies and procedures of National.

Trademarks and Copyrights:

6.1 Trademarks

a. License to Use Trademarks

National hereby grants Chapter a non-exclusive right to use (but not to modify) -- without the payment of royalties or fees of any kind during the term of this Agreement -- all trademarks, service marks, trade names, logotypes, or other symbols developed by National together with the goodwill associated therewith (collectively, "Proprietary Marks"), to the full extent that National has rights therein. Chapter acknowledges that the Proprietary Marks belong to National, and Chapter agrees to use only those Proprietary Marks approved by National in connection with carrying out the purposes of the Association. Without the prior written consent of National, Chapter shall not assign, sublicense or encumber the Proprietary Marks.

b. Representation of National with Regard to Trademarks

4

There are no currently effective determinations of the Patent and Trademark Office, the trademark administrator of any state, or any court, nor any pending material litigation involving the trademarks, service marks, trade names, logotypes, or other symbols of National which may be relevant to their use in any state or territory of the United States. There are no agreements currently in effect which significantly limit the rights of Chapter to use the Proprietary Marks. National represents that it has

Alzheimer's Disease and Related Disorder Association (name)
Alzheimer's Association (name)
Alzheimer's Association "purple people" (logo)
Memory Walk (name and logo)
Ronald & Nancy Reagan Research Institute (name and logo)
Safe Return (name and logo)

taken and will take all steps reasonably necessary to preserve and protect the ownership in and validity of the Proprietary Marks.

c. Obligations of Chapter

Chapter hereby agrees to execute any documents deemed necessary by National or its counsel to obtain protection for the Proprietary Marks or to maintain their continued validity and enforceability. If litigation involving the Proprietary Marks is instituted or threatened against Chapter, Chapter will promptly notify National, and Chapter and National will cooperate fully in defending or settling any such litigation with National assuming the full financial cost. Chapter shall use the Proprietary Marks in accordance with applicable law.

d. Non-Exclusivity of License to Use Proprietary Marks

The right and license of the Proprietary Marks granted under this Agreement is non-exclusive, and National retains the rights, among others, to use the Proprietary Marks itself, to grant other licenses for the use of the Proprietary Marks in addition to those licenses already granted to existing Chapter; and to substitute different Proprietary Marks for use in identifying the Association. Chapter agrees to cease using the current Proprietary Marks upon the request of National if National gives reasonable notice to the Chapter that the Proprietary Marks will no longer be used by the Association, or if National, in its discretion, determines that substitution of different Proprietary Marks will be beneficial to the Association.

e. Termination of License

Upon the termination of this Agreement, Chapter shall cease any and all use of the Proprietary Marks and shall promptly turn over to National all items of personal property, including, but not limited to, stationery, business cards, and the like.

6.2 Copyrights

a. Ownership of Copyrights

The parties hereto agree and acknowledge that any copyrightable material produced by either of them belongs to the originator of such material. Unless otherwise agreed by the parties in writing, National and Chapter shall own the copyright to any materials produced jointly between National and Chapter.

b. Right to Use Copyrighted Material

Notwithstanding the foregoing provision, each party agrees that the other has the unrestricted right to use its copyrighted material without fee, royalty, or other costs during the term of this Agreement. The license to

use such material granted hereby is limited to the direct use by either National or Chapter for the purpose of carrying out the mission of the Association.

c. Non-Exclusivity of Copyright License

The right and license to copyrights as described above is non-exclusive. Nothing in this Agreement shall be construed as prohibiting either National or Chapter from granting other licenses for the use of the copyrighted material they own over to other persons or entities, with or without fee.

d. Termination of License

Upon their termination of this Agreement, each party shall cease any and all use of the other's copyrighted material and shall return same promptly.

7. Assets and Liabilities:

The parties acknowledge and agree that each of them shall own and shall have complete control over its assets and shall have complete responsibility for all of its liabilities without interference by the other party for so long as this Agreement is in effect between the parties unless otherwise specifically agreed upon by both parties.

8. Dissolution:

- The parties agree that upon a voluntary or involuntary dissolution of the Chapter, the assets, after settlement of all Chapter liabilities, shall be transferred to National to be utilized in the Territory, if reasonable and practical to do so and, with respect to any specific asset, if not contrary to the expressed intent of the donor. Should it be determined that a new entity would not be viable, the assets shall be redistributed pro rata among the remaining tax exempt Chapters within the State, then in good Standing, in accordance with their respective dues assessments then in effect. If there are no Chapters to receive the assets, National shall distribute the assets to the party or parties that will be responsible for serving the Territory.
- 8.2 The parties agree that upon a voluntary or involuntary dissolution of National, the assets, after settlement of all of National's liabilities, shall be transferred to all tax exempt local Chapters, then in good standing, pro rata, in accordance with the respective dues assessment then in effect, to be held and utilized in the territory of the Chapter for its stated mission, so long as not contrary to any expressed intent of any donors.

9. Disaffiliation:

Upon the determination of either party to sever the relationship established 9.1 by this Agreement, the disposition of Chapter Assets shall be determined by mutual agreement of the parties, or, in the absence of such mutual agreement, through binding arbitration.

The disposition of such assets through binding arbitration may include, but

- a. retention of all Chapter Assets by one of the parties
- b. transfer of all Chapter Assets to the Chapter most appropriate to fulfill
- c. funding Alzheimer's research
- c. transfer to a third party organization having a similar mission to
- c. some combination of the above options
- f. some other division of Chapter assets as determined by the arbitrator within the confines of the criteria set forth
- 9.2 In the event of arbitration pursuant to the preceding provision, the arbitrator's decision shall be based on the following criteria:
 - a. the disposition which best fulfills the common mission of education, support, research and advocacy in Chapter's territory; and
 - b. the disposition which best fulfills the intent of the donor with respect to any donated assets, or assets generated thereby.

10. Actions:

- Alternative Dispute Resolution 10.1
 - The parties agree that all disputes arising out of, and relating to, the a. application or interpretation of this Agreement or any provision hereof or any default thereunder by either party shall be submitted to mediation or not-binding arbitration, or if both parties agree or if otherwise required by this Agreement, to binding arbitration, to be conducted in the geographic area served by the Chapter, or with the agreement of the parties, by telephone or by written brief, and administered by The Private Adjudication Center, an affiliate of the Duke University School of Law, Durham, North Carolina("PAC") in accordance with its rules and procedures governing adjudication of commercial disputes. If PAC cannot conduct the mediation or arbitration in the Territory, the parties shall select, by mutual agreement, an organization that does administer an Alternative Dispute Resolution Program in the Territory to conduct such proceeding.

- b. The expenses of mediation or arbitration, including the fee and expenses of the mediator or arbitrator, shall be apportioned equally between the parties to the dispute, except that each party shall bear wholly its own attorney's fees, travel, and witness costs.
- c. The parties agree that mediation or non-binding arbitration is a condition precedent to the initiation of any legal process.

10.2 Submission to Jurisdiction

- a. The parties hereby agree that any action, suit or proceeding brought under this Agreement shall be submitted to the courts of the State in which the Chapter is located or the federal district court having jurisdiction in the State, with venue for any such action in the City in which the Chapter's office is located. The parties hereby consent and submit to the jurisdiction of such courts in any such action, suit or proceeding hereby waiving any objection as to personal jurisdiction or venue.
- b. Each of the parties agree that service of process may be made upon it in any such action, suit or proceeding by registered or certified mail, return receipt requested, to it at the address set forth herein, hereby waiving any objection to the form of or based upon service of process.
- c. If any action is brought in the US District Court or is removed to such court from a State court, each of the parties hereto waive any right they may have to obtain a change of venue to any other federal court.

11. Notices:

All notices, consents, approvals, requests, demands or other communications which are required or permitted shall be in writing and shall be duly given and deemed received when transmitted if personally delivered or posted by US Registered or Certified Mail, Return Receipt Requested, postage pre-paid and addressed to the other party at the address as set forth below:

If to National:

Alzheimer's Disease and Related Disorders Association, Inc.
919 North Michigan Avenue
Suite 1000
Chicago, IL 60611-1676
Attention: Vice President, Chapter Services Division

If to Chapter:
President of the Board
Northern New Jersey Chapter
[Address]

Any party may change the address to which notices are to be sent by giving notice of such change to the other party in the manner set forth herein.

12. Entire Agreement; Modification:

This Agreement constitutes the entire agreement between the parties with respect to the subject matter hereof, superseding all prior negotiations, correspondence, understandings and agreements, if any, between the parties. All internal governing instruments, including, but not limited, to the Chapter and National Bylaws, Chapter Manual, Chapter Standards and Strategic Plan shall be read consistently herewith and to the extent of any conflicting requirements between such governing instruments and this Agreement, said governing instruments shall be superseded hereby. No amendment or modification of this agreement shall be binding on the parties unless made in writing and duly executed by all parties. There are no oral or implied agreements and no oral or implied warranties between the parties other than those expressed herein.

13. Governing Law:

This agreement is made and shall be governed by, construed, and interpreted under the laws of the state of Illinois.

| ino., a Delawate nonsto | Izheimer's Disease and Related Disorders ck corporation ("National"), and day of |
|---|--|
| | Attested: |
| By: Sign President of the Chipter Board) | By: Jane R. Dambell |
| die empler board) | (Sign Secretary of the Chapter Board) |
| (Print President of the Chapter Board) | Janet R. Gambill |
| / Ald (// | (Print Secretary of the Chapter Board) |
| By: (Sign Chairman of the National Board) | By: Kendall |
| , | (Sign Secretary of the National Board) |
| Griff Healy | ELIZA KKEMSAU |
| (Print Chairman of the National Board) | (Print Secretary of the National Board) |

EXHIBIT B

alzheimer's Ω 5 association

THE BRAINS BEHIND SAVING YOURS. Via Email & Regular Mail

September 12, 2016

Russell Rothman, Board Chair Alzheimer's New Jersey 1320 Sterling Blvd. Englewood, NJ 07631 njwofdad@gmail.com

Kenneth Zaentz President & CEO Alzheimer's New Jersey 400 Morris Avenue, Suite 251 Denville, NJ 07834

Re: Disaffiliation from the Alzheimer's Association

The Alzheimer's Association Board confirmed the disaffiliation of the Greater New Jersey Chapter effective December 17, 2015 the date when the Association received the chapter's letter of disaffiliation.

As you know, the Statement of Relationship signed by our two organizations requires we address separation. Considering our long relationship and history, it is our sincere hope that your disaffiliation can be worked out amicably between the two parties who have mutual respect for each other. However, the Association does not waive or relinquish any of its rights or remedies

We ask that you send us the name and contact information of your outside counsel that will be handling the settlement agreement for your organization. We will put your attorney in touch with our outside counsel to finalize mutually agreeable settlement terms and the reporting and financial matters.

Please feel free to contact me with any questions.

Sincerely,

Richard H. Hovland **Chief Operations Officer**

Rightal

EXHIBIT C



2016 Walk to End Alzheimer's - Bergen-Passaic, NJ (Formerly Paramus)

Take the first step to a world without Alzheimer's.

Saturday, October 22, 2016

REGISTER

The Charles and Charles

Event Details

Time:

Registration: 8:30AM

Ceremony: TBD Walk: 10:00AM Add to calendar

Event Fundraising

Thank you for helping us advance Alzheimer's s

\$985.00WE HAVE RAISED

ALZNJTTAB0128

Route Length:

1% ACHIEVED

Location:

Overpeck Park | 199 Challenger Road Ridgefield Park, NJ

Contact:

Contact: 800.272.3900 walk@alz.org

More event info



SUPPORT A PARTICIPA

Top Fundraisers

TEAMS

- 1. Irene's Hope \$345.00
- 2. Sunrise of Old Tappan \$190.00
- 3. Team UPS \$185.00
- 4. Ciro is our Hero \$35.00

view all >

PARTICIPANTS

GROUPS

More Information About This Event



· Print a paper Registration or Donation Form

News and Announcements

Watch this space to learn about upcoming event Alzheimer's news!

Thank you to our National Presenting Sponsor:



MAKING SENSE OF INVESTING

About Walk to End Alzheimer's

About Alzheimer's

Find a Walk/Register

Family Teams

alz org

Log In

Corporate Teams

Blog

Donate

National Teams

FAQ/Website Help

Find a Team/Participant

Connect With Us:

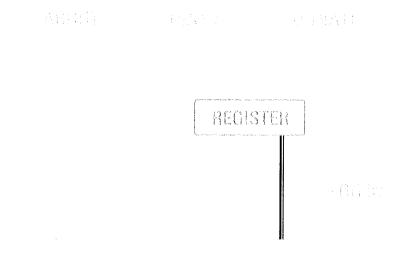
Chapter Headquarters

Greater New Jersey Chapter 3 Eves Drive, Suite 310 Marlton, NJ 08053 Phone 973.866.8143

Alzheimer's Association National Office 225 N. Michigan Ave. Floor 17 Chicago, IL 60601

24/7 Helpline: 1.800.272,3900

Alzheimer's Association is a not-for-profit 501(c)(3) organization © 2016 Alzheimer's Association. All rights reserved.



2016 Walk to End Alzheimer's - Bradley Beach, NJ (Formerly Point Pleasant Beach)

Take the first step to a world without Alzheimer's.

Saturday, October 29, 2016

REGISTER A SERVICE TO THE SERVICE ASSESSED.

Event Details

Time:

Registration: 8:30AM

Ceremony: TBD Walk: 10:00AM Add to calendar

Event Fundraising

Thank you for helping us advance Alzheimer's s

\$1,050.00 WE HAVE RAISED

ALZNJTTAB0131

1% ACHIEVED

Route Length:

Location: 5th Avenue and Ocean Avenue Bradley Beach, NJ

Contact: 800.272.3900 walk@alz.org

More event info



SUPPORT A PARTICIPA

Top Fundraisers

TEAMS

- 1. Papa's Memories \$495.00
- 2. We Care \$160.00
- 3. Team Finn \$120.00
- 4. Forget Me Not Families \$115.00
- 5. A Walk to Remember \$50.00

view all >

PARTICIPANTS

GROUPS

More Information About This Event



· Print a paper Registration or Donation Form

News and Announcements

Watch this space to learn about upcoming event Alzheimer's news!

Thank you to our National Presenting Sponsor:



MAKING SENSE OF INVESTING

About Walk to End Alzheimer's

About Alzheimer's

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alz.org

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Corporate Teams

Blog

Donale

National Teams

FAO/Website Help

Find a Team/Participant

Connect With Us:

Chapter Headquarters

Greater New Jersey Chapter 3 Eves Drive, Suite 310 Marlton, NJ 08053 Phone 973.866.8143

Alzheimer's Association National Office

225 N Michigan Ave., Floor 17 Chicago, IL 60601

24/7 Helpline: 1.800.272.3900

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EXHIBIT D

Alzheimer's Association® Greater New Jersey Chapter 400 Morris Avenue, Suite 251 Denville, New Jersey 07834-1365

| 201 | 6 ANNU | AL FUND | |
|----------|--|--------------|---|
| Here's m | THE PROPERTY OF THE PARTY OF TH | | |
| ()\$10 | ()\$15 | ()\$25 | |
| ()\$50 | ()\$100 | () Other \$ | 1 |

YES, I support the mission of the Alzheimer's Association® to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.



Please make your check payable to **Alzheimer's Association** and return it with this reply stip in the enclosed envelope. To pay by credit card, please see inverse side. Your gift is tax deductible to the full extent provided by law. **Thenk you**. To make a secure online donation, visit **alz.org/give**.

M5087927 5 ANADQ16090D038 3

000479585 v01

2016 Annual Fund - Please Respond by February 15, 2016

Dear Mr Lind.

Our 2016 Annual Fund to fight Alzheimer's disease is underway — and we need your help! Age is the greatest risk factor for Alzheimer's. Currently, more than 5 million Americans are living with Alzheimer's disease, and by 2050, that number could grow to as many as 16 million. One in nine people older than 65 have Alzheimer's; just as shocking, one in three seniors dies with Alzheimer's or another dementia. The figures are alarming and the need to act is urgent.

Your gift of \$10, \$15 or even \$25 will be greatly appreciated. Please don't wait. As our population grows older, more and more of us are threatened by this devastating disease. Thank you for doing what you can, as soon as you can.

Gratefully,

Kenter C. Just

Kenneth C. Zaentz, CFRE President and CEO Greater New Jersey Chapter

P.S. On behalf of all those who are affected by Alzheimer's, I hope you will give to our 2016 Annual Fund. alzheimer's 93 association

THE BRAINS BEHIND SAVING YOURS:

EXHIBIT E

ALZNJTTAB0221

Alzheimer's Association Greater New Jersey Chapter 3 Eves Drive Suite 310 Mariton, New Jersey 08053

GIFT REPLY FORM

Means make your about greather to distanter's Association and rather a with the reply slip to the environed envelope. To pay by credit and please may resecte eithe Year gift to the deducation to the full parent provided by low. Pasts you.

alz.org#

J \$100

U \$150

3 \$200

Other \$

world without Alzheimer's disease. Thank you for your support.

ALZHEIMER'S ASSOCIATION*
GREATER NEW JERSEY CHAPTER
PO BOX 96011
WASHINGTON, DC 20090-6011
utipipiliniii-nilin

The Addresses a Associated contactions provides the quater and abdresses of the partners to other experiences for our in direct communities about programs. If you IA3 MCH wast on its other year name, places in as below the descript for her below Your only need to mailly at and come that you is not many your name about, and no vide below your notion existingly. If Please do not those an earlier with other contacts. 05350707 5 ANADN160433001 0

Dear Holdson Brown house

Thank you so much for your empathy and compassion on behalf of the millions of people affected by Alzheimer's disease. To show our appreciation for your commitment to the fight against this deadly disease, we have enclosed your new edition of Alzheimer's Update.

Inside you'll read how advocates like you are some of our most powerful champions as they create meaningful change through personal experiences with Alzheimer's.

We hope their efforts inspire you, as an advocate, to give to the Alzheimer's Association. Your gift of \$100, \$150 or even \$200 will help us further our mission to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected, and to reduce the risk of dementia through the promotion of brain health. Thank you.

Sincerely.

donna Iv me Cullough

Donna W. McCullough Chief Development Officer Alzheimer's Association

P.S. Please make your voice heard and give generously today. Your gift of \$100 will support our vision of a world without Alzeimer's disease.

alzheimer's (8) association

THE BRAINS BEHIND SAMNO YOURS

NO SERVICE

Alzheimer's Association®

Greater New Jersey Chapter 3 Eves Drive Suite 310 Marlton, New Jersey 08053

alzheimer's 93 association

THE BRAINS BEHIND SAVING YOURS

STATE OF NEW JERSEY DEPARTMENT OF TREASURY NAME RESERVATION

ALZHEIMER'S DISEASE AND RELATED DISORDERS ASSOCIATION, INC., GREATER NEW JERSEY CHAPTER



I, the Treasurer of the State of New Jersey, do hereby certify that the above mentioned business name has been reserved through April 14th, 2016. This action has been completed in accordance with New Jersey's laws governing name availability and name reservation/registration.

This name has been reserved for: Lisa D. Taylor 600 Parsippany Road Parsippany, NJ 07054



Certificate Number: 137852442

Verify this certificate online at

https://www.l.state.nj.us/TYTR_StandingCert/ISP/Verify_Cert.jsp

IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed my Official Seal at Trenton, this 17th day of December, 2015

Sold Marche

Ford M Scudder Acting State Treasurer

Note: Legal authority for this reservation/registration is based upon the business type involved. (Title 14A -- for-profit domestic and foreign corporations. Title 15A -- non-profit domestic and foreign corporations. Title 42:2A -- foreign and domestic limited partnerships. Title 42:2c -- limited liability companies).

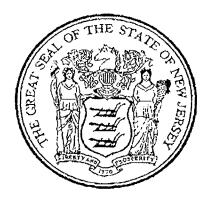
STATE OF NEW JERSEY DEPARTMENT OF TREASURY NAME RESERVATION

ALZHEIMER'S DISEASE AND RELATED DISORDERS ASSOCIATION, INC., GREATER NEW JERSEY CHAPTER



I, the Treasurer of the State of New Jersey, do hereby certify that the above mentioned business name has been reserved through August 6th, 2016. This action has been completed in accordance with New Jersey's laws governing name availability and name reservation/registration.

This name has been reserved for:
Lisa D. Taylor
600 Parsippany Road
Parsippany, NJ 07054



Certificate Number: 138389015 Verify this certificate online at IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed my Official Seal at Trenton, this l 1th day of April, 2016

Jaco Marchier

Ford M Scudder
Acting State Treasurer

https://www.l.state.nj.us/TYTR_StandingCsrt/JSP/Verify_Gert.jsp

Note: Legal authority for this reservation/registration is based upon the business type involved. (Title 14A -- for-profit domestic and foreign corporations. Title 15A -- non-profit domestic and foreign corporations. Title 42:2A -- foreign and domestic limited partnerships. Title 42:2c -- limited liability companies).



UNRR-3 1/96

New Jersey Division of Revenue Application for Renewal of Name Reservation

ALZHEIMER"S DISEASE AND RELATED DISORDERS ASSOCIATION, INC., GREATER NEW JERSEY CHAPTER Pursuant to the laws of the State of New Jersey, the undersigned hereby applies to renew the name reservation for the following business name:

(Business Name With Designator, i.e. Corp., Inc., LLC, LP, etc.)

Applicant's Name (type): Lisa D. Taylor

Applicant's Title:

Attorney at Law of New Jersey

Applicant's Signature:

Date: 04/08/16

This renewed reservation will be offective for 120 days subsequent to acceptance and filing in the State Treasuror's Office, and may be renewed again, transferred or canceled. The person signing this document must have ownership of the reserved name.

NJ Division of Revenue, PO Box 308, Trenton, NJ 08646

EXHIBIT F

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SECKES OF MAUTER TERRE HOUS ON GRAWSOF OT BUSANU

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\$72 2C 7

BIXIN

30 Morris /

enville, NJ, 07834-1365



alzheimer's % association

800.272.3900 | alz.org*

Dear Mr.

Thank you for contacting the Alzheimer's Association. We appreciate the opportunity to provide you with information and hope it will be helpful to you. If you have any questions on this material or need additional assistance, do not hesitate to contact our 24/7 Helpline at 800.272.3900 or visit us online at alz.org. We're here for you all day, every day—whenever you need us.

Sincerely,

Alzheimer's Association Greater New Jersey Chapter

Your local chapter:

Alzheimer's Association Greater New Jersey Chapter 400 Morris Ave Ste 251 Denville, NJ 07834-1365 800,272,3900 www.alz.org/nj

EXHIBIT G

FILED

JUL 1 8 2017 Kevin J. Hoadland

Surrogate

INGLESINO, WEBSTER, WYCISKALA & TAYLOR, LLC

Lisa D. Taylor, Esq. - 020011986

Justin A. Marchetta, Esq. - 012632009

600 Parsippany Road, Suite 204

Parsippany, New Jersey 07054

Tel.: 973-947-7111 Fax: 973-887-2700

Attorneys for Alzheimer's New Jersey, Inc.

IN THE MATTER OF THE ESTATE OF LOUISE MORRIS, DECEASED.

SUPERIOR COURT OF NEW JERSEY
CHANCERY DIVISION:
MIDDLESEX COUNTY
PROBATE PART

Docket No.: 251882

ORDER

THIS MATTER having been opened to the Court by Saul Ewing LLP, attorneys for Plaintiff, Alzheimer's Disease and Related Disorders Association d/b/a Alzheimer's Association ("Plaintiff") by way of Order to Show Cause, and opposition having been filed by Alzheimer's New Jersey, Inc. ("ALZNJ"), and the Court having considered the papers and arguments of counsel;

It is on this 18 day of 3uy, 2017;

ORDERED that Plaintiff's requested relief to vest in Plaintiff the \$50,000 testamentary bequest set forth in Article 5.6 of the Last Will and Testament of Louis Morris dated February 18, 2012 (the "Bequest"), be and hereby is DENIED; and it is further

ORDERED that not sooner than forty-five (45) days following the entry of this Order, the Estate of Louise Morris shall pay the Bequest to ALZNJ; and it is further

ORDERED that within seven (7) days of the date hereof, ALZNJ shall sign and deliver to counsel for the Estate a receipt for the Bequest, which receipt shall be held in escrow pending payment of said bequest to ALZNJ, and it is further

ORDERED that ALZNJ shall serve a copy of this Order upon all interested parties within seven (7) days of the date hereof.

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|--------|---------|---|--------|
| Arthur | Bergman | , | J.S.C. |

Opposed: X

Unopposed: ____

I hereby Garilly man me foregoing is a true copy of the original on file in my office.

KEVIN J. HOAGLAND, Surrogate

Kevix J. Hragland

| 1 | SUPERIOR COURT OF NEW JERSEY MIDDLESEX COUNTY | | | | | | |
|----|--|--|--|--|--|--|--|
| 2 | CHANCERY DIVISION, PROBATE PART DOCKET NO. 251882 | | | | | | |
| 3 | APP. DIV. NO. | | | | | | |
| 4 |) | | | | | | |
| 5 | THE MATTER OF THE ESTATE) OF MILDRED LOUISE MORRIS,) | | | | | | |
| 6 | DECEASED,) TRANSCRIPT | | | | | | |
| 7 |) OF) MOTION HEARING | | | | | | |
| 8 | | | | | | | |
| 9 | Place: County Court House | | | | | | |
| 10 | 56 Paterson Street New Brunswick, NJ 08903 | | | | | | |
| 11 | Date: July 14, 2017 | | | | | | |
| 12 | BEFORE: | | | | | | |
| 13 | HONORABLE ARTHUR BERGMAN, J.S.C. | | | | | | |
| 14 | TRANSCRIPT ORDERED BY: | | | | | | |
| 15 | | | | | | | |
| 16 | JUSTIN A. MARCHETTA, ESQ. (Inglesino, Webster, Wyciskala & Taylor, LLC) | | | | | | |
| 17 | APPEARANCES: | | | | | | |
| 18 | COTTENIENT FOR THE TARREST TAR | | | | | | |
| L9 | COLLEEN FOX, ESQ. (Saul Ewing, LLP) Attorney for plaintiff, Alzheimer's Association | | | | | | |
| 20 | JUSTIN A. MARCHETTA, ESQ. | | | | | | |
| 21 | (Inglesino, Webster, Wyciskala & Taylor, LLC) Attorney for defendant, Alzheimer's New Jersey, Inc. | | | | | | |
| 22 | | | | | | | |
| 23 | TRANSCRIBER JEAN MIRZA G & L TRANSCRIPTION OF NJ | | | | | | |
| 24 | 40 Evans Place Pompton Plains, NJ 07444 | | | | | | |
| 25 | Audio Recorded | | | | | | |

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| Argument | 4 |
| Ruling, The Court | 25 |

1.

THE COURT: Everybody can have a seat. Thank you very much.

COURT CLERK: The first case is number one, matter of the <u>Estate of Mildred Louise Morris</u>. Docket number 251882.

THE COURT: Okay. Thank you. Okay, counsel, if I could have your appearances for the record, please.

MS. FOX: Sure. Colleen Fox, Saul Ewing, for Alzheimer's Association, doing business here as Alzheimer's Association Greater New Jersey Chapter.

THE COURT: Okay.

MR. MARCHETTA: Good morning, Your Honor.

Justin Marchetta of the firm Inglesino, Webster,

Wyciskala and Taylor, on behalf of the defendant,

Alzheimer's New Jersey Incorporated.

THE COURT: Okay. And with you is?

MR. MARCHETTA: This is Mr. Kenneth Zaentz

of Alzheimer's New Jersey.

THE COURT: Okay. Fine. Counsel, we're here on a question, really it's a question of -- almost an issue of Cy-Pres, which is what Ms. Morris intended when she filled out her will. Right? That's the issue. And it seems to me that the issue is who is she intending to give the money to.

1 I think there's a -- I had it marked, it was 2 one of the exhibits that indicated -- it was I think 3 an email from the National, indicated that -- who they 4 were and who the recipient should have been. 5 (Pause in dialog) THE COURT: I am going to have to find the 6 7 tab I'm looking for. 8 (Pause in dialog) MS. FOX: I might be able to help, Your 9 10 Honor. I think it's --11 THE COURT: It was -- it was an email -- I thought it was an email back and forth with the Bush 12 13 (phonetic) office. 14 MS. FOX: That's right. Yeah, it's Exhibit G to McNika Sasima's (phonetic) certification. 15 16 THE COURT: Exhibit G. 17 (Pause in dialog) 18 THE COURT: No. 19 (Pause in dialog) 20 THE COURT: I know I circled it right on the 21 paper, put a sticker on a sticker, now it came off. 22 (Pause in dialog) 23 THE COURT: Let me see if I can pull up my 24 notes. Did I print out my notes? I thought I did.

(Pause in dialog)

THE COURT: It's a one page (inaudible). COURT CLERK: Is this your notes --2 3 THE COURT: (Inaudible). 4 (Pause in dialog) In 2011/2012, when the rule was 5 THE COURT: 6 made, the entity named -- was affiliated with National 7 Organization (phonetic). Right? Disaffiliated itself 8 The entity remained the same, did it not? 9 Isn't what's now called the Alzheimer's of New Jersey 10 the original entity that was in existence in 11 2011/2012, was it not? 12 MS. FOX: It's not, Your Honor. 13 Alzheimer's --14 THE COURT: Why is it not? 15 MS. FOX: -- Alzheimer's Association --16 THE COURT: Yes. 17 MS. FOX: -- has always operated in New 18 Jersey continuously as the Alzheimer's Association 19 Greater New Jersey Chapter. After the former 20 affiliated disaffiliated --21 THE COURT: Okay. 22 MS. FOX: -- they abandoned their statement 23 of relationship and --24 THE COURT: Right. 25 MS. FOX: -- their entire agreement with the

1 Alzheimer's Association. 2 THE COURT: Correct. 3 MS. FOX: Which, among other things, required them to further our mission, our services and 4 5 everything we offer --6 THE COURT: There's no question there was a 7 disaffiliation in 2015. Was there not? 8 MS. FOX: That's correct. 9 THE COURT: Okay. 10 MS. FOX: There was a disaffiliation in 11 2015. 12 THE COURT: And so --13 MS. FOX: Immediately after --14 THE COURT: -- but -- but they were an independent entity, were they not, prior to -- during 15 the affiliation agreement -- they were an independent 16 17 entity. 18 MS. FOX: What happened was in 1985 we 19 entered into --20 THE COURT: I know the history. I'm asking 21 you a question. 22 MS. FOX: Right. 23 THE COURT: Were they not an affiliated -independent entity during the affiliation with the 24

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National Organization?

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1
             MS. FOX:
                        They were separately incorporated.
 2
              THE COURT: Their own EIN, right?
 3
             MS. FOX: And they had their own EIN.
 4
              THE COURT: And they were --
 5
             MS. FOX: But --
 6
             THE COURT: -- an independent corporation.
 7
    Right?
 8
             MS. FOX: That's correct.
 9
             THE COURT: And they entered into an
1.0
    affiliation agreement with the National. Did they
11
   not?
             MS. FOX: They did.
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13
             THE COURT: Okay. So then the -- the
14
    affiliation agreement was dissolved by their
15
    disaffiliation. Was it not?
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             MS. FOX: Their affiliation was dissolved by
17
    their -- their decision to disaffiliate from --
18
             THE COURT: Okay.
19
             MS. FOX: -- the National --
20
             THE COURT: But the entity remained the
21
          Did it not?
    same.
22
             MS. FOX: It didn't. Because when they were
23
   affiliated with us --
24
             THE COURT: Okay.
25
             MS. FOX: -- their -- the primary purpose of
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2 THE COURT: Yes. 3 MS. FOX: -- was to act, essentially, as an 4 arm of Alzheimer's Association within New Jersey, they 5 were bound by a whole host of responsibilities --6 THE COURT: Right. 7 MS. FOX: -- under the affiliation agreement 8 and under the statement of relationship. 9 THE COURT: Right. 10 MS. FOX: Those responsibilities included--11 THE COURT: Terminated -- in 2015, did they 12 not. 13 MS. FOX: They terminated in 2015. 14 THE COURT: But the entity did not. 15 Correct? 16 MS. FOX: The entity, immediately after the 17 termination, was continued under our D/B/A --18 THE COURT: No, no, no. 19 MS. FOX: -- which is always --20 THE COURT: The entity -- you -- you're 21 misinterpreting the difference between entity and your 22 mission. You're saying that they no longer were 23 carrying out the mission of the affiliation agreement. 24 Correct?

MS. FOX: That's correct.

1

25

that affiliation --

1 THE COURT: But that's not --2 MS. FOX: But --3 THE COURT: -- that's not the -- that's not dispositive. The question is whether or not they were 4 5 an independent entity. Correct? Which they were. They continued to do so. They continued to do what 6 7 they were doing the whole time. 8 MS. FOX: They didn't, though. Because what 9 their responsibilities were --10 THE COURT: Yes. 11 MS. FOX: -- when they were affiliated with 12 Alzheimer's Association --13 THE COURT: Okay. 14 MS. FOX: -- was to further our mission in 15 New Jersey --16 THE COURT: Yes. 17 MS. FOX: -- which they abandoned when they 18 disaffiliated. 19 THE COURT: Well how did they --20 MS. FOX: And that's --21 THE COURT: -- abandon their mission in New 22 Jersey? 23 MS. FOX: -- but -- well because --24 THE COURT: Why are you saying they 25 abandoned your mission in New Jersey?

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1
              MS. FOX: Because they disaffiliated from
 2
    us.
 3
              THE COURT: But they didn't --
 4
              MS. FOX:
                       And our statement --
 5
              THE COURT:
                          -- abandon that mission.
 6
    they?
 7
              MS. FOX: Our statement --
 8
              THE COURT: They carried that mission on
 9
    themselves. Did they not?
10
              MS. FOX: Our -- they didn't. So our --
11
    our--
12
              THE COURT: Why didn't they?
1.3
              MS. FOX: I can go through what the
14
    statement of --
15
              THE COURT: Please.
16
              MS. FOX: -- relationship said --
17
              THE COURT: No, I'm asking about what
18
    they're doing now, not what you --
19
              MS. FOX: I can't --
20
              THE COURT: -- what you expect them to do.
             MS. FOX: -- I can't speak to what it is
21
22
    that they're doing now.
23
             THE COURT: That's correct. You can't.
24
                      But the obligations that they had
             MS. FOX:
25
   under the statement of relationship when they were --
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1 when they were affiliated --2 THE COURT: Are terminated --3 MS. FOX: -- with the National --4 THE COURT: -- 2015. 5 MS. FOX: Yes. But they were still ongoing 6 and they were still furthering our mission -- mission 7 and efforts in offering services on our behalf in New 8 Jersey when the Will was signed, when Ms. Morris made 9 those -- those donations --10 THE COURT: Right. 11 MS. FOX: -- in 2012 to 2014--12 THE COURT: Okay. MS. FOX: -- to Alzheimer's Association 13 14 Greater New Jersey Chapter --1.5 THE COURT: Yes. 16 MS. FOX: -- which, by the way, were marked 17 as unrestricted funds, which means that they were 18 allocated as follows. And this is -- they were 19 allocated in the exact same way that they would be 20 allocated today if that money was paid to my client. 21 THE COURT: But I understand that. 22 MS. FOX: It was --23 THE COURT: I understand that. 24 MS. FOX: Right.

THE COURT: I understand all that. But I'm

-- what I'm asking you -- the question is is that you 1 2 -- you had affiliation agreement with an independent 3 entity. Correct? 4 MS. FOX: That's correct. 5 THE COURT: And that independent entity 6 still exists. Correct? 7 MS. FOX: That's correct. 8 THE COURT: So what you're telling me is 9 that you don't like the fact that they're now doing something differently under their mission statement 10 11 that you wanted in your mission statement. Correct? 12 MS. FOX: But I --13 THE COURT: Because that was the nature of 14 the disaffiliation. Isn't it? 15 MS. FOX: -- but I don't think that's what 16 dispositive here, Your Honor. 17 THE COURT: Why not? 18 MS. FOX: Because the entity that Ms. Morris 19 donated to --20 THE COURT: Okay. 21 MS. FOX: -- in 2012 to 2014 --22 THE COURT: Okay. 23 -- was affiliated with us. MS. FOX: 24 accordingly, had to follow certain policies,

procedures, further our mission, offer our services in

1 New Jersey. 2 THE COURT: Yes. 3 MS. FOX: But also was bound by the 4 restrictions that National had agreed with them on in 5 the statement of relationship --THE COURT: But she was not --6 7 MS. FOX: -- and affiliation --8 THE COURT: -- bound to any of that. was not bound to affiliation agreement. 9 10 MS. FOX: But the donations that she made 11 were marked as unrestricted funds --12 THE COURT: Right. 13 MS. FOX: -- which means -- and there's five 14 donations, which, by the way, were all made after she 15 signed her Will, so we have a pattern of behavior here in the means by which she was donating her funds. 16 17 THE COURT: Right. 18 MS. FOX: They were allocated -- and as I 19 was saying before, 60 percent to local --20 THE COURT: She --21 MS. FOX: -- 30 percent --22 THE COURT: -- she didn't allocate anything. 23 Did she? 24 MS. FOX: She didn't. But she could have

allocated -- she could have marked those donations as

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restricted funds, which would have been used solely
 1
 2
    for use in New Jersey.
 3
              THE COURT: How would she know that?
              MS. FOX: She didn't do that.
 4
 5
              THE COURT: How did she --
 6
              MS. FOX: It's not --
 7
              THE COURT: -- how would she even know that?
 8
              MS. FOX: -- it's my -- it's my
    understanding and my client has told me that donors
 9
10
    have the opportunity to mark their donations as to be
11
    restricted solely for use, which -- within the
    geographic area of -- of where they live and where
12
13
    they're donating to.
14
              THE COURT: Okay. They had that opportunity
15
    in 2011, '12, '13, '14.
16
              MS. FOX: That's my understanding.
17
              THE COURT: Okay.
18
              MS. FOX:
                       Yes.
19
              THE COURT: So she chose not to --
20
              MS. FOX: That is correct.
21
              THE COURT: -- correct?
22
              MS. FOX: She chose not to.
23
              THE COURT: So --
24
             MS. FOX:
                      That's right.
25
             THE COURT: -- so, what's the -- what's the
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issue then?

MS. FOX: So the issue is that --

THE COURT: Where -- what are these funds being used for today by -- by this organization? By your -- your rivals.

MS. FOX: I -- I'll let Mr. Marchetta speak to that.

THE COURT: Go ahead.

MR. MARCHETTA: If -- if I may, Your Honor.

Mrs. Morris had no way of knowing about the 60/40

allocation that -- that plaintiff keeps bringing up.

That was not public knowledge. In fact, plaintiff

went through great lengths to keep that private

because they didn't want their donors knowing how this

money was being split up all over the country.

Mrs. Morris sent her donations to the Deville address. Greater New Jersey Chapter Denville address. She could have sent them to Chicago. She could have sent them to plaintiff's office. That address was public knowledge; she could have found it and sent it. She didn't do that. She sent them to New Jersey, to further the New Jersey causes.

And as set forth in my papers, my client is doing tremendous works in New Jersey, all sorts of programs, all sorts of respite care support, really

local services and local support.

THE COURT: Tell me how your mission is different than the National -- than when you were doing the same mission under -- what your mission was required to be --

MR. MARCHETTA: It's ac -- it's actually not, Your Honor.

THE COURT: That's what I --

MR. MARCHETTA: The mission statement had to be changed because my client did not want to infringe on any potential intellectual property of plaintiff when they broke apart. And nobody can say this -- that this has been a pleasant divorce, this has been an ugly divorce --

THE COURT: Oh, no, there's no question about it.

MR. MARCHETTA: -- no doubt --

THE COURT: That's why I thought it was a Family Court.

MR. MARCHETTA: -- as the papers -- as the papers clearly show. We had to change the mission statement to make it different, so we didn't -- wrongfully infringe on plaintiff's mission statement or anything that they had in writing.

The charitable -- the charitable purpose is

1 the same; the charitable spirit is the same. And the 2 support for New Jersey Alzheimer's services and --3 THE COURT: Does --4 MR. MARCHETTA: -- and even some research is 5 still the same. 6 THE COURT: -- does all your money -- does any of your money support stuff outside of the state 7 8 of New Jersey? 9 MR. MARCHETTA: Currently, no. 10 THE COURT: Currently not. 11 MR. MARCHETTA: Currently, no. THE COURT: 12 But it --13 MR. MARCHETTA: Not since --14 THE COURT: -- but it --15 MR. MARCHETTA: -- the disaffiliation. 16 THE COURT: -- but it did under this --17 before you disaffiliated, right? 18 MR. MARCHETTA: Correct. 19 THE COURT: So what --20 MR. MARCHETTA: Correct. 21 THE COURT: -- you're doing now is you're 22 saying that we disaffiliated with National; we don't want to support them. We just want to do research and 23 24 services in New Jersey. Right?

MR. MARCHETTA: Right. Well, we have

admittedly a latent ambiguity here, because now the 1 facts and circumstances are different in that that 2 3 formula no longer--4 THE COURT: I appreciate that. 5 MR. MARCHETTA: -- exists, no longer 6 pertains to us. 7 THE COURT: But that's -- that's the only 8 difference. But that's the result of the termination 9 of the affiliation agreement. Right? 10 MR. MARCHETTA: That is -- that is correct. 11 But--12 THE COURT: I mean, before you affiliated 13 you were independent. Were you not? 14 MR. MARCHETTA: Yes. Yes, they were 15 independent, had their own EIN, own New Jersey 16 Charities Registration. 17 THE COURT: But --18 MR. MARCHETTA: And they still --19 THE COURT: -- but it seems like you've gone 20 back to what you were pre-affiliation. 21 MR. MARCHETTA: Correct. Correct. And --22 and post disaffiliation my client had the same Board, 23 the same directors, the same officers, the same 24 offices, everything was the same; we just had to

change our name. And ironically, my client reserved

the Greater New Jersey Chapter D/B/A name with the State, the State wrongfully allowed plaintiff to register that in spite of our registration -- or our reservation, I should say, and that is a side issue that -- that's been fought over.

THE COURT: Has that been resolved yet?

MR. MARCHETTA: No.

THE COURT: I didn't think so. Okay.

Anyway, the issue to me, frankly, is -- is whether or not the entity that Ms. Morris gave to was -- was an entity that still exists as an independent Alzheimer's Association, as opposed to the -- the affiliate of the National. I don't see anything in the intent of Ms.

Morris to support the National Organization.

MS. FOX: If I could just respond to that, Your Honor.

THE COURT: Sure you can.

MS. FOX: Sure. So, as I -- I had briefly mentioned before, the affiliation agreements that were in place required them, and this is during Mrs. -- Ms. Morris' lifetime, when she made her Will and when she made those five donations --

THE COURT: Okay.

MS. FOX: -- to also make contributions--

THE COURT: To National.

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1
              MS. FOX: -- to the National Association.
 2
              THE COURT: And my question is how did she
    know that? What evidence is there in the record that
 3
    she was given the opportunity to -- to know that?
 5
              MS. FOX: We don't have that evidence in the
 6
    record --
 7
              THE COURT: Well --
 8
              MS. FOX: -- but that's what it meant to
 9
    donate to --
10
              THE COURT: Well, that's what --
11
              MS. FOX: -- Greater New Jersey Chapter.
12
              THE COURT: -- well, you're being
    disingenuous now, because you told me if she knew she
13
    could have -- she could have restricted her funds to
14
15
    local. How would she know to do that?
16
             MS. FOX: Well, my client -- that's what my
17
    client certified to.
18
             THE COURT: Where is --
19
             MS. FOX: And that's what my client --
             THE COURT: -- where is that certification?
20
21
             MS. FOX: -- represented.
22
             THE COURT: Tell --
23
             MS. FOX:
                       Sure. She told me that --
24
             THE COURT: Where is the certification,
25
   please?
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| .1. | (rause in dialog) |
|-----|--|
| 2 | MS. FOX: I have paragraph 12 of our |
| 3 | supplemental certification, which does just indicate - |
| 4 | |
| 5 | THE COURT: Where is where is the |
| 6 | supplemental certification now? |
| 7 | MS. FOX: The supplemental certification is |
| 8 | attached to our reply. |
| 9 | THE COURT: Okay. And you said in paragraph |
| 10 | 12? |
| 11 | MS. FOX: I have paragraph 12. |
| 12 | THE COURT: Of what? |
| 13 | MS. FOX: Of the supplemental certification |
| 14 | of McNika Sasima. |
| 15 | THE COURT: Paragraph 12 says Morris - |
| 16 | - actually give to plaintiff each gets |
| 17 | labeled unrestricted funds. Where is it labeled that? |
| 18 | (Pause in dialog) |
| 19 | MS. FOX: I'm sorry, where is it labeled? |
| 20 | THE COURT: Yes, where is it labeled |
| 21 | unrestricted funds |
| 22 | MS. FOX: It's |
| 23 | THE COURT: on her gift? |
| 24 | MS. FOX: it's labeled in a it's in |
| 25 | Exhibit I to the former affiliato's apposition |

1 THE COURT: Exhibit I to their opposition, 2 right. 3 (Pause in dialog) 4 THE COURT: Exhibit I. Utilizing 5 information -- by the --6 MS. FOX: Alzheimer's Association Greater 7 New Jersey Chapter when it was affiliated with --8 THE COURT: Right. 9 MS. FOX: -- Alzheimer's Association. 10 THE COURT: And where does it -- where does 11 it say that she directed it to be unrestricted? 12 MS. FOX: Well, the general ledger does just 13 note that they're marked as unrestricted funds. THE COURT: That's doesn't make any 14 15 difference. I'm asking you -- my question was where did she know that she was giving an unrestricted 16 17 donation? 18 MS. FOX: We --19 THE COURT: Nowhere. 20 MS. FOX: -- no, I understand. 21 THE COURT: Okay. 22 MS. FOX: But we don't know whether she --23 she made those five donations --24 THE COURT: Right. 25 MS. FOX: -- five times over two years.

THE COURT: Right. To an organization that 1 2 she understood to be a local New Jersey organization. 3 MS. FOX: Well, we also don't know whether she understood that to be a local organization --4 5 THE COURT: Well, she certainly named it. 6 MS. FOX: -- in New Jersey. 7 THE COURT: Did she not? She named the 8 entity. 9 MS. FOX: She did --10 THE COURT: And that entity -- that entity 11 still exists. 12 MS. FOX: It does still exist. Under our 13 name. 14 THE COURT: No, it doesn't. You're a new 15 entity. You created something. 16 MS. FOX: Ho. 17 THE COURT: The entity -- the entity was 18 affiliated with the organization and disaffiliated 19 with the organization. It existed before the 20 affiliation, it exist afterwards. It doesn't have the 21 use of the name anymore, you just put a new name on 22 some other entity. Did you not? Different Board. 23 MS. FOX: Your Honor --24 Is there a different Board? THE COURT:

MS. FOX: There is a different Board.

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THE COURT: That's not --
 1
 2
              MS. FOX:
                        Yes.
  3
              THE COURT: -- but the same Board still
 4
    exists--
 5
              MS. FOX: There has --
 6
              THE COURT: -- that was administering her
 7
    donations. Were they not?
 8
              MS. FOX: I -- I -- I don't know that there
 9
         I'm sure there is.
    is.
10
              THE COURT: There is. It's in the record.
11
              MS. FOX: But we had to -- we had to do that
    when they disaffiliated from us and we wanted to
12
13
    continue offering the same services that we were
14
    offering before hand, when we were --
15
              THE COURT: And so, how did you --
16
              MS. FOX: -- affiliated with --
17
              THE COURT: -- do that?
             MS. FOX:
18
                      -- Alzheimer's New Jersey --
19
              THE COURT: How did you do that? You set up
20
    a new organization and you took the name only. That's
21
    it.
22
             MS. FOX: Well, the --
23
             THE COURT: Correct?
24
             MS. FOX:
                      -- name has always been our
25
   intellectual property. There's no reason why we
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1 wouldn't register that name in New Jersey. 2 THE COURT: Didn't it exist before it was -they had two names before that. It was Northern New 3 4 Jersey first, right? 5 MR. MARCHETTA: I believe --6 THE COURT: It was originally --7 MR. MARCHETTA: -- was Northern New Jersey 8 and -- and --9 THE COURT: Northern New Jersey --10 MR. MARCHETTA: -- yes, and --11 THE COURT: -- changed --12 MR. MARCHETTA: -- it -- then it couldn't have been intellectual property solely of plaintiff 13 14 because--15 THE COURT: It didn't exist. MR. MARCHETTA: -- it was my client's name 16 17 for a --18 THE COURT: A number of years. 19 MR. MARCHETTA: -- a great number of years. 20 THE COURT: I'm satisfied from the record 21 that -- that the entity that Ms. Morris donated to in 22 2011 and 2012 was affiliated with National 23 Organization. It disaffiliated itself 2015. And the 24 name apparently was either -- I don't know if it was forfeited to or usurped by National, but the entity is 25

now known as Alzheimer's New Jersey.

And so, under Cy-Pres doctrines, I think the intent of the -- of the testator -- the decedent to carry out her request, the Executor should be providing the -- the funds of the bequest to what's now known as Alzheimer's New Jersey, it's the exact same entity, same EIN, same -- same -- same Board, same everything else.

So in terms of that, I think the -- that's how -- I mean, I appreciate how the Executor -- and counsel is not knowing what to do because, yes, I can see it being contested easily. But I think it's clear on -- under the records and under the findings of fact that there is one entity only and the entity that you're seeking to become the beneficiary of the bequest didn't even exist in 2011 and 2012, when these rules were made and the -- the donations were made, either.

So, to that extent, I'm going to grant the order as requested. And you have -- do you have an order here?

 $$\operatorname{MR.}$$ MARCHETTA: We submitted an alternate form of order.

THE COURT: Yes. We'll -- (Pause in dialog)

THE COURT: It should be in his package. 1 2 You'll get a copy of it in a minute. 3 (Pause in dialog) COURT CLERK: I don't have an order. 4 5 THE COURT: That's okay. Submit one. 6 you have a copy of it? 7 (Pause in dialog) 8 THE COURT: If not, you can email it back. 9 MR. MARCHETTA: I have my -- I have my cover 10 letter. I don't have a copy of the order. I'll --11 I'll submit one promptly. 12 THE COURT: Yes, if we can't find it --13 MR. MARCHETTA: Okay. THE COURT: Just do me a favor, just email 14 it to me. It's my name, ARTHUR.BERGMAN@NJCOURTS.GOV, 15 do it as a Word attachment, so I can spit it out and 16 17 play with it if I need to. MR. MARCHETTA: I'm sorry, in Word format? 18 19 THE COURT: Yes. And not a PDF. 20 MR. MARCHETTA: I --21 THE COURT: (Indiscernible) do a PDF, it's 22 just too many keystrokes for me. So -- a Word 23 document and that's it. 24 MR. MARCHETTA: At NJCOURT.GOV? 25 THE COURT: Yes.

| 1 | MR. MARCHETTA: Okay. |
|----|---|
| 2 | THE COURT: Counsel, thank you both. |
| 3 | MR. MARCHETTA: Certainly. Thank you, Your |
| 4 | Honor. |
| 5 | MS. FOX: Thanks, Your Honor. |
| 6 | THE COURT: You're welcome. |
| 7 | (Pause in dialog) |
| 8 | THE COURT: In fact, do me a favor. When |
| 9 | you send it, send a copy to Eileen Weber at the |
| 10 | Surrogate's Office. It's EILEEN.WEBER what is it, |
| 11 | co? |
| 12 | COURT CLERK: CO.MIDDLESEX |
| 13 | THE COURT: CO.MIDDLESEX |
| 14 | MR. MARCHETTA: (Inaudible). |
| 15 | COURT CLERK: Yes. |
| 16 | THE COURT: Make sure she gets a copy, as |
| 17 | well. |
| 18 | (Recording off, matter concluded) |
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CERTIFICATION

I, Jean Mirza, the assigned transcriber, do hereby certify the foregoing transcript of proceedings on CourtSmart recording, index number 9:36 to 9:57, is prepared in full compliance with the current Transcript Format for Judicial Proceedings and is a true and accurate non-compressed transcript of the proceedings as recorded.

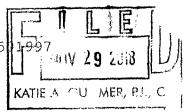
Date: August 15, 2017

Jean Mirza

Jean Mirza, AOC #541 G & L Transcription of NJ

EXHIBIT H

TURP, COATES, DRIGGERS & WHITE, P.C.
Leland P. Hutchinson, Esq., Attorney ID#0185
170 S. Main St., P.O. Box 191
Hightstown, New Jersey 08520
(609) 448-0016
Attorneys for Plaintiff



IN THE MATTER OF ESTATE OF LOIS N. DeCONCA DECEASED

that:

: SUPERIOR COURT OF NEW JERSEY
: CHANCERY DIVISION
: PROBATE PART
: MONMOUTH COUNTY

Docket No.: Nov 29 2018

Civil Action

KATIE A. GUMMER, P.J., Ch.

FINAL JUDGMENT

Hutchinson, Esq., of the firm of Turp, Coates, Driggers & White,

P.C. attorneys for David H. Coates, Leland P. Hutchinson and

Suzanne C. Gavin, Co-Executors of the Estate of Lois N. DeConca,

Deceased, and the Court having considered the documents submitted

AND TAIL

and oral argument, if any, and for good cause shown:

It is on this 29 day of Niversity, 2018, ORDERED

1. The principal and undistributed income of the RESTATEMENT AND AMENDMENT OF REVOCABLE TRUST AGREEMENT DATED NOVEMBER 21, 2003 of LOIS N. DeCONCA as set forth in Paragraph Third (f) (12) shall be distributed to ALZHEIM(*) Nov Jung Jung Jung .

KATIE A. GUMMER, P.J., Ch.

SUPERIOR COURT OF NEW JERSEY CHANCERY DIVISION, GENERAL EQUITY PART MONMOUTH COUNTY DOCKET NO.: MON-P-0101-18 A.D. NO.: IN THE MATTER OF THE)) TRANSCRIPT ESTATE OF) OF LOIS N. DECONCA, DECEASED. DECISION Place: Monmouth County Courthouse 71 Monument Park Freehold, New Jersey 07728 Date: November 29, 2018 **BEFORE:** THE HONORABLE KATIE A. GUMMER, P.J.CH. TRANSCRIPT ORDERED BY: WILLIAM G. WRIGHT, ESQ. (Capehart & Scatchard, PA) APPEARANCES: DAVID COATES, ESQ. (Turp, Coates, Driggers and White) Attorney for the Plaintiff DENIS F. DRISCOLL, ESQ. LISA D. TAYLOR, ESQ. (Inglesino Webster Wyciskala & Taylor, LLC) Attorneys for the Defendant, Alzheimer's New Jersey WILLIAM G. WRIGHT, ESQ. YASMEEN S. KHALEEL, ESO. (Capehart & Scatchard, PA) Attorneys for the Defendant, Alzheimer's Disease and Related Disorders Association, Inc. and d/b/a

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<u>I N D E X</u> November 29, 2018

| PROCEEDING | | | | | |
|------------|----------|--|--|--|--|
| Bench Ti | rial | | | | |
| Judge's | Decision | | | | |

PAGE

(Attorneys appearing via teleconference.)

THE COURT: Good morning, Counsel. We're on the record in the matter of the Estate of Lois N. DeConca, deceased Docket P-101-18.

Could I ask you to place your appearances on the record, please?

MR. COATES: This is David Coates for the plaintiff, Estate of Lois DeConca, Deceased.

MR. DRISCOLL: Good morning, Your Honor; this is Denis Driscoll for Alzheimer's New Jersey.

MR. WRIGHT: Good morning, Your Honor, William Wright --

MS. TAYLOR: Lisa Taylor -- I'm sorry for Alzheimer's New Jersey is also on the phone. I'm Denis' partner. Sorry about that.

MR. WRIGHT: Good morning, Your Honor; William Wright and Yasmeen Khaleel of Capehart and Scatchard on behalf of Alzheimer's Association.

THE COURT: All right. Counsel, if I could just ask you for a favor and that is to mute your phones while I'm putting my decision on the record and the other thing I'll just tell you about there are times that I pause to think about something so don't assume that I've cut you off, give me a moment or two to start talking again.

So with that, this matter came before the Court by way of a verified complaint entitled, quote, "Verified Complaint seeking direction of the Court," closed quote that was filed by plaintiffs David H. Coates, Leland P. Hutchinson and Suzanne C. Gavin as co-executors of the Estate of Lois N. DeConca, Deceased.

In that verified complaint which was filed on March 22, 2018 plaintiffs asserted that Ms. DeConca had died on November 2, 2017 and that a last will and testament dated April 11th, 2014 had been admitted to probate in the Monmouth County Surrogates Office on November 13th, 2017 with the issuance of letters testamentary to the co-executors.

Plaintiffs reference article fifth of that last will and testament in which the decedent had devised assets that she had and referenced a revocable trust agreement that had been restated and amended by instrument dated April 11th, 2014.

According to plaintiffs in paragraph third F12 of that trust agreement the following was provided, quote, "The then remaining principle of the trust fund together with any undispersed income shall be distributed as follows," dot, dot, dot, 12, five percent to Alzheimer's Association, comma, New Jersey

Chapter, 400 Morris Avenue, Suite 251, Denville, New Jersey 07034," closed quote, and that's in paragraph three of the verified complaint.

In the verified complaint the plaintiffs relate conversations that took place between Mr. Coates and Kenneth C. Zaentz, President and CEO of Alzheimer's New Jersey and relate information about a different lawsuit involving a dispute with Alzheimer's Association headquartered in Chicago regarding another estate.

The plaintiffs sought the following relief from the Court quote, "Direction of the Court as to the distribution of the principal and undistributed income of the restatement and amendment of revocable trust agreement dated November 21, 2003 of Lois N. DeConca as set forth in paragraph third F12 either to Alzheimer's Association based in Chicago or Alzheimer's New Jersey," closed quote.

An answer to the verified complaint was filed by attorneys for quote, "Alzheimer's Association with offices at 225 North Michigan Avenue, 417 Chicago Illinois," closed quote.

In that answer, Alzheimer's Association which I may refer to as AA or the National Association asserted that quote, "The probable intent of the ALZNJTTAB0294"

decedent was to provide Alzheimer's Association with the request," closed quote. That's paragraph A of the answer.

I will note that there has been some discussion about attorney's fees. There was no -- any kind of counterclaim or cross claim or assertion with an entitlement to attorney's fees in the answer of the verified complaint submitted on behalf of the Alzheimer's Association. Verified answer was also filed on behalf of an entity called quote, "Alzheimer's New Jersey, Inc.," closed quote, which I may refer to as Alzheimer's New Jersey or ALZ NJ.

Similarly in that answer, there was no counterclaim or cross claim or any kind of assertion for attorney's fees.

Over the course of the last two days the Court has conducted a trial of this issue and respectfully concludes that the principal and undistributed income of the restatement and amendment of revocable trust agreement dated November 21, 2003 of Lois N. DeConca as set forth in paragraph third F12 shall be distributed to Alzheimer's New Jersey, Inc.

The Court had an opportunity to hear the testimony of three witnesses at trial. Mr. David Coates, who served as the long time lawyer for Ms.

DeConca and was the scrivener of the documents comprising that controlled her estate including the will and revocable trust at issue.

The Court certainly found Mr. Coates credible as to his testimony regarding Ms. DeConca as well as his interaction with Ms. DeConca and the preparation of these documents.

The Court heard testimony from Cheryl Ricci-Francione and forgive me if I've mispronounced that. She is the executive director of the Alzheimer's Association greater New Jersey Chapter. And the Court heard testimony from Kenneth Zaentz who is currently employed as the president and CEO of Alzheimer's New Jersey, Inc.

In terms of credibility, the Court found Mr. Zaentz to be the more credible witness in part from the very simple fact that he has a -- he has been involved in this organization for a much more significant period of time than Ms. Ricci-Francione.

Ms. Ricci-Francione became involved with the Alzheimer's Association Greater New Jersey Chapter when she became employed on November 6th, 2017 a little over a year ago. And Mr. Zaentz has been in one form or another affiliated with this organization going back to June 30, 1997 so he just simply has more institutional ALZNJTTAB0295

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knowledge really a great deal more institutional knowledge.

You know, I certainly do appreciate that Ms. Ricci-Francione did the best that she could do, but it was clear at times that the information she had she either was not a hundred percent sure of or that it clearly came from a number of other sources and was not necessarily her direct -- within her direct knowledge.

I will also note that there were a few times that she appeared to, you know, read some language into the documents that just didn't appear to be there. So for example, there is an entry on a document regarding a call that Ms. DeConca made seeking an address and she you know read in there information about the National Association that just wasn't there.

And so respectfully in terms of ultimate credibility, the Court found Mr. Zaentz to be more credible. But of course neither of them testified as to specifically Ms. DeConca's intent because neither one of them had personal knowledge about her and her testimony really went towards the organizations at issue and what they knew about the two organizations before this Court.

The Court received trial briefs from and I suppose I should use the full name Alzheimer's Disease

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and Related Sources Association, Inc., D/B/A Alzheimer's Association as well as a trial brief from Alzheimer's New Jersey, Inc.

In its brief Alzheimer's Association posed to the Court as the quote basic question closed quote before the Court as quote, "What did Mrs. DeConca intend by her bequest because there is not now nor has there ever been an entity called, quote, Alzheimer's Association New Jersey Chapter," closed quote.

Alzheimer's Association urges the Court to interpret the bequest as referring to quote, "The New Jersey Chapter of the Alzheimer's Association," closed quote and thereby directing the money towards the current New Jersey Chapter of the Alzheimer's Association," closed quote.

Alzheimer's Association argues that -- well, acknowledges that Ms. DeConca in 2009 modified her revocable trust to change the bequest from quote, "Alzheimer's Association, 225 North Michigan Avenue, Chicago, Illinois, 60601-7633," closed quote. Two, quote, "Alzheimer's Association New Jersey Chapter 400 Morris Avenue, Suite 251, Denville, New Jersey 07834," closed quote.

And agrees that change created an ambiguity because then and now there was no entity under the name

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of quote, "Alzheimer's Association, New Jersey Chapter," closed quote.

Alzheimer's Association argues that or acknowledges and agrees that N.J.S.A. 3B:3-33.1 is applicable to this matter but then also asserts that the doctrines of side pray and deviation also apply. Alzheimer's Association characterizes the doctrine of side pray as a quote, "Judicial mechanism for the preservation of a charitable trust when accomplishment of the particular purpose of the trust becomes impossible, impractical, or illegal," closed quote and that's the trial brief at 11 quoting Howard Savings Institute of New York versus Pied, 34 N.J. 494 500 1961.

Alzheimer's Association agrees that the standard of proof here is by a preponderance of the evidence and I will note that the other parties involved also on the record agreed that that is the standard to be applied here.

Alzheimer's Association also asserted that the doctrine of deviation also applied and asserts that under that doctrine the question is quote, "What would Mrs. DeConca -- what would Mrs. DeConca have wanted if she knew that Alzheimer's of New Jersey had disaffiliated from the Alzheimer's Association."

Excluded from its mission the support of research and the promotion of brain health and stopped allocating 30 percent of donations to research and 10 percent to the admission fund, "closed quote and that's from page 21, Alzheimer's Association trial brief.

In its trial brief, Alzheimer's New Jersey, Inc., again acknowledges the applicability of N.J.S.A. 3B:3-33.1 to this case regarding the probable intent of the decedent acknowledges that preponderance is the --preponderance of the evidence is the standard to be applied.

Alzheimer's of New Jersey, Inc., asserts that based on all of the facts and circumstances surrounding he revocable trust, those facts and circumstances demonstrate that it was Ms. DeConca's probable intent to make a charitable gift to Alzheimer's of New Jersey, Inc.

And Alzheimer's New Jersey, Inc. asserts that the doctrines of side pray and deviation are not applicable because here the accomplish -- the accomplishment of the purpose of the bequest is not impossible.

N.J.S.A. 3B:3-33.1 provides as follows, A, the intention of a testator as expressed in his will controls the legal effect of his dispositions and the

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rules of construction expressed in N.J.S. 3B:3-34 through N.J.S. 3B:3-48 shall apply unless probable intent intention of the testator as indicated by the will and relevant circumstances is contrary.

B, the intention of a settler as expressed in a trust or of an individual as expressed in a governing instrument controls legal effect of the dispositions therein and the rules of construction expressed in N.J.S. 3B:34 through N.J.S. 3B:3-48 shall apply unless the probable intent of such settler of such individual as indicated by the trust or by such governing instrument and relevant circumstances is contrary. Dot, dot, dot, closed quote.

The doctrine of probable intent of the decedent should be invoked quote, "To accomplish what he would have done had he envisioned the present inquiry," closed quote. Fidelity Union Trust Company versus Robert 36 N.J. 561, 565, 66 1962.

Quote, "Primary emphasis is to be given to the dominant plan and purpose as they appear from the language of the entire well as illuminated by the surrounding facts and circumstances existing at the date of the execution," closed quote.

In Re, <u>Estate of Payne</u>, 186 N.J. 324, 335 2006 citing Fidelity Union Trust Company 36 N.J. at

564. If the words of the document are clear and unambiguous then there is no need to admit extrinsic evidence to prove terms of the document. See Engle versus Siegal, 74 N.J. 287, 294 1977.

However, extrinsic evidence can be admitted to prove the existence of an ambiguity and then to determine what the testator's actual intent was. See In Re: Estate of Branigan, 129 N.J. 324 332 to 33 1982. And In Re: Estate of Burke 48 N.J. 50, 64 1966. The doctrine of probable intent has been expanded to include trusts. See In Re: Estate of Branigan, 129 N.J. at 334. That doctrine of probable intent has been codified in N.J.S.A. 3B:3-33.1.

Here the parties agree that ambiguity exists given that in her 2014 revocable trust Ms. DeConca referenced quote, "Alzheimer's New Jersey Chapter," closed quote. But no such entity with that title existed at the time that she made that bequest.

Thus, under the doctrine of probable intent, a court and under these circumstances, the Court has quote, "On the basis of the entire row of competent extrinsic evidence in common human impulses strive reasonably to ascertain and carry out what the testator probably intended," closed quote. Engel versus Siegal 74 N.J. 284, 291 1997 quote In Re: Estate of Burke 48

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Given that the evidence before the Court enables the Court to make that determination and thus the bequest is not -- the purpose is not quote, "Impossible, impractical or illegal," closed quote. See Howard Savings Institute of Newark, NJ versus Pied34 N.J. at 501.

And the Court does not find applicable the doctrines of side pray or deviation. There was evidence put before the Court regarding the history of the corporate entities involved in this case.

An entity entitled Alzheimer's, quote, "Alzheimer's Disease and Related Disorders Northern New Jersey, Inc., filed with the State of New Jersey a certificate of incorporation on March 14, 1995. See Exhibit ANJ-1."

A document that was stamped in August 9, 1985 and dated August 1985 entitled, "Affiliation agreement," notes that quote, "Alzheimer's Disease and Related Disorders Association, A Delaware Not for Profit Corporation, 360 North Michigan Avenue, Chicago, Illinois, 60601," closed quote.

And an entity identified as quote, "The name of the chapter is Northern New Jersey," closed quote. Agreed to an affiliation of those two entities as set

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forth in that affiliation agreement and which was marked into evidence as AA-1.

A document that was marked into evidence as AA-2 dated -- has a stamp received April 30, 1988 is entitled, quote, "Statement of relationship." And discusses the relationship between Alzheimer's quote, "Alzheimer's Disease and Related Disorders Association, a Delaware non-profit corporation partnered with Chapters nationwide and charged with carrying out the purposes of the Alzheimer's Association at the national level," closed quote and identified as quote, "National," closed quote.

With quote, "The Alzheimer's Association Northern New Jersey Chapter, a New Jersey non-profit separately incorporated entity charged with carrying out the purposes of the Alzheimer's Association at the local level within the territory approval by National," closed quote.

Now, according to a document that was marked into evidence as ANJ-2 and entitled, quote, "Amended and restated certificate of incorporation of Alzheimer's Disease and Related Disorders Association, Inc. Greater New Jersey Chapter," closed quote, a certificate of merger was filed with the State of New Jersey on June 7, 2000 merging Alzheimer's Disease and

Related Disorders Association, Inc., Central New Jersey Chapter into Alzheimer's Disease and Related Disorders Association, Inc, Northern New Jersey Chapter and changing the corporations name to, Alzheimer's Disease and Related Disorders Association, Inc., Greater New Jersey Chapter."

That is paragraph four on page one of that According to a document admitted into document. evidence as AA-3 a shared fund raising policy was approved on June 2, 2007 and was implemented on July 1, 2008 in which quote, "Chapters National agreed to coordinate and unify fundraising efforts in the nationally approved territories of each chapter as identified in chapter by-laws subject to provisions below related to any nationally produced relationship event, chapters nationally agreed to share all unrestricted contributed revenues and related cash in the following manner: A, 60 percent of each unrestricted dollar allocated to chapter; B, 30 percent of each unrestricted dollar allocated to National; C, 10 percent of each unrestricted dollar allocated to a mission fund to be used for the benefit of the association," closed quote.

There was no evidence before the Court that the decedent had any knowledge of that shared fund

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raising policy. In fact, the credible testimony of Mr. Zaentz was that the policy was not to share and not to make available to donors the information regarding that allocation.

On December 16th, 2015 Alzheimer's Disease and Related Disorders Association, Inc., Greater New Jersey Chapter filed with the State an amended and restated certification of incorporation. In that amended and restated certificate of incorporation the name of the corporation was changed to quote, "Alzheimer's New Jersey, Inc." closed quote.

The corporate number was 100254014. The corporate history is -- I should note that also the credible testimony of Mr. Zaentz was that until recently that the Alzheimer's Disease and Related Disorder Association, Inc. Greater New Jersey Chapter and then Alzheimer's New Jersey, Inc. had maintained an address at 400 Morris Avenue, Suite 251, Denville, New Jersey.

According to Mr. Zaentz, Alzheimer's Disease and Related Disorders Association, Inc., Greater New Jersey Chapter decided to disaffiliate from the national entity. That decision was made by the Board of Directors of that entity with the concern that to best serve the people in New Jersey suffering from

Alzheimer's or family members of those who suffer from Alzheimer's the entity needed to be an independent organization with its own board of directors that would have complete fiduciary duty and oversight.

Their concern as credibly expressed by Mr. Zaentz was that if the entity did not have the independence to make its own decisions it would not have the ability to develop programs that best met the needs of the people in New Jersey affected by Alzheimer's.

Accordingly, Alzheimer's Disease and Related Disorders Association, Inc. Greater New Jersey Chapter through its board of directors made the determination to disaffiliate, filed an amended and restated certificate of incorporation and changed its name to Alzheimer New Jersey, Inc. As I was saying I think the history of the corporate entities is significant because it's clear to the Court that Alzheimer's New Jersey, Inc. is not a new organization that was formed in December of 2015 but really had been the New Jersey Alzheimer's entity.

Going back to its founding in 1985, in its subsequent merger, with the Central New Jersey Group when it became Alzheimer's New Jersey, Inc. by name it did not change its corporation number. It did not

change its address.

It continued in its existence just without the national affiliation which in the view of the board of directors better enabled it to focus on the needs of New Jersey citizens impacted by Alzheimer's.

Of course ultimately was before the Court is a probable intent of Ms. DeConca. Mr. Coates credibly testified as to the kind of person that Ms. DeConca was, independent, active, interested in a number of charitable organizations. But aware that she was alone in the world with no close family. She felt isolated but prepared herself to enable herself to live as independently as possible for as long as possible.

He credibly testified that she was actively involved in multiple efforts over the course of the years with the preparation of her estate documents and that she made the decisions with regard to how her assets would be bequeathed on her passing.

The document that was marked into evidence as AA-4 which is a summary of quote, "Interactions," closed quote between the national organization and Ms. DeConca an entry dated March 26, 2009 relates telephone conversation between Ms. DeConca and Karen McCallister of the national organization.

In that conversation, Ms. DeConca relayed

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that quote, "She worried about getting ALZ any day," closed quote. And I'll note that in her will she recognized not just the efforts of -- not just Alzheimer's but also other organizations devoted to other illnesses.

So for example, in the revocable trust agreement dated November 21, 2003 amended and restated as of April 11, 2014 which was marked into evidence as part of P8-H Ms. DeConca also provided for the American Heart Association, the National Foundation for Cancer Research, the American Diabetes Association, the Glaucoma Foundation, The National Osteoporosis Foundation, the Arthritis Foundation.

Showing a concern for organizations that often deal with illnesses that develop as people age, as I said Mr. Coates credibly testified as to Ms. DeConca's active involvement in the plans for her estate.

The first will before the Court was a 1984 Last Will and Testament. She subsequently in 1997 amended that Last Will and Testament and also had crated two other documents; a revocable trust agreement and a remainder unity trust document.

In none of those documents is there any reference to any Alzheimer's Association. The first

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reference we see to Alzheimer's in any of her estate documents comes in the amended documents dated October 25, 2000 which were admitted into evidence as PAD and the revocable trust agreement dated October 25, 2000 specifically in the third article subparagraph F 34 Ms. DeConca provided as follows.

Quote, "If any of the persons named in this paragraph third E one through eleven has predeceased me then that device shall lapse and become part of the residue to be distributed as per paragraph Third F herein, dot, dot. Three percent to Alzheimer's Association come in 919 North Michigan Avenue, Chicago, Illinois 60611," closed quote.

Ms. DeConca had another revision to her estate documents on November 21, 2003 but those revisions did not alter the bequest to quote, "Alzheimer's Association."

On December 15, 2005 Ms. DeConca executed amended estate documents including a revocable trust document that increased her bequest from three percent to five percent to quote, "Alzheimer's Association 225 North Michigan Avenue, Chicago, Illinois, 60601-7633."

And that's set forth in the document that was admitted into evidence as P-8F. On July 8, 2009 Ms. DeConca executed amended estate documents including an ALZNJTTAB0302

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amendment to the revocable trust document. And that document which was included in what was moved into evidence as P-8G Ms. DeConca changed the revocable trust agreement in paragraph F16 to quote, "Five percent to Alzheimer's Association New Jersey Chapter 400 Morris Avenue, Suite 251, Denville, New Jersey 07834," closed quote.

As all counsel -- as all parties agree, in 2009 there was no such entity entitled, quote, "Alzheimer's Association New Jersey Chapter," closed quote. What did exist at that time, however, was quote, "Alzheimer's Disease and Related Disorders Association, Inc., Greater New Jersey Chapter," closed quote, which in 19 -- which in 2015 became Alzheimer's New Jersey, Inc.

There is no dispute that the entity of which Ms. Ricci-Francione is the executive director. There is no dispute that her entity did not exist at that time. Also, in 2009 Ms. DeConca changed the provision in the remainder Unitrust similarly to quote, Alzheimer's Association New Jersey Chapter, 400 Morris Avenue, Suite 251, Denville, New Jersey 07834, "closd quote.

Mr. Coates credibly testified that and demonstrated that Ms. DeConca had herself crossed out

an earlier version of the remainder Unitrust and handwrote in the 400 Morris Avenue address and directed him to make the same change to the revocable trust.

Ms. DeConca again changed her estate documents in 2014 which ultimately were the estate documents submitted for probate purposes after her passing. In the restated and amended version of the revocable trust agreement dated April 11, 2014 Ms. DeConca in paragraph under the third article paragraph F12 again bequeathed quote, "Five percent to Alzheimer's Association, New Jersey Chapter 400 Morris Avenue, Suite 251, Denville, New Jersey 07034," closed quote.

And again, there was no entity that existed as all parties agreed by that name in 2014. However, Alzheimer's New Jersey, Inc. then existed under the name Alzheimer's Disease and Related Disorders Association, Inc. Greater New Jersey Chapter at that address, that she provided both in her 2009 estate documents as well as in the 2014 estate documents.

So what we know what we can glean from that is that Ms. DeConca made a determination in 2009 to alter the direction of her funds from the national entity in Chicago to the local entity in New Jersey.

We don't know if she knew about the

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disaffiliation. There was testimony from Mr. Zaentz that there was some publicity about that disassociation but there's no evidence before the Court that Ms. DeConca ever knew about it.

We also know something about Ms. DeConca from not just her estate documents but also from the records that were kept by both the national and local entities regarding her contacts with those entities. And here I'm focusing on the documents that were admitted into evidence as AA-4 and ANJ-3.

The National entity included not just donations, information regarding donations that she had made but also any kind of mailers it had sent to her and any kind of phone communication it had with her.

And by they I meant the national organization. The information from Alzheimer's New Jersey, Inc. has -- I'm sorry, has some mailing information and some gift information as well.

What week now from those two documents is that Ms. DeConca first issued a gift to any Alzheimer's entity in 1991 a gift of \$25 that was described as being related to quote, "Rock and Roll Jamboree Support," closed quote.

We see that she continued to make donations ranging from \$25\$ to \$200.

"MS. TAYLOR: Hi, this is Anisa Taylor. Good morning."

THE COURT: Ms. Taylor --

"RECORDED VOICE: Has left the conference."

THE COURT: Folks, you don't have to stay on if you don't want to stay on. I'm going to keep putting my decision on the record and I'll issue an order.

Well, as I was saying so she continued to make donations. Hello? Counsel, could I ask you not to interrupt me while I'm putting my decision on the record? Fair enough?

Initially those donations did not appear to have any particular target although we see beginning in 2000 that at least the National group was attributing them to the Greater New Jersey Chapter.

"MS. TAYLOR: Lisa Taylor."

"RECORDED VOICE: Is now joining the conference."

THE COURT: Whether that was because of a direct donation or whether it came from a zip code based in the Greater New Jersey Chapter region is not clear to the Court.

We know that in 2005 Ms. DeConca made a decision to create a charitable gift annuity for

Alzheimer's. That gift which apparently was at least according to the document marked as AA-4 ultimately totaled \$30,000.

It's listed as having been made on October

It's listed as having been made on October 31, 2005, but we know from that same document that she called -- Ms. DeConca called the National entity on October 21, 2005 quote, "Inquiring if I had received her gift and check." I was not aware of this gift pending and checked the mailroom and cashiering department. The mail was in the cashiering office and I called Mrs. DeConca back to let her know that I had her mail and she was very nice. I also let her know that I would begin processing the CGA immediately," closed quote.

After that gift of the CGA, Ms. DeConca made one more gift in 2006 on January 3, 2006 of \$100 and again it's not a hundred percent clear as to the source of that although it is attributed to the Greater New Jersey Chapter.

We know then that she begins to make her checks directly to the New Jersey entity beginning on March 26th, 2007. We know that by comparing the document from the National entity, AA4 with the document from Alzheimer's New Jersey, Inc., ANJ-3.

As Mr. Zaentz credibly testified to the

extent that the donation was noted on ANJ-3, that meant that the payment was made -- came in directly to the New Jersey office and did not go to the national office.

So we know that after she sets up the CGA on March 26th, 2007 she made a \$100 donation directly to the New Jersey office. On August 30, 2007 her next donation of \$50, that also was made directly to the New Jersey office.

There was a donation that she made on August 16, 2007 of \$50 that may have gone to the national office because it's not listed in the local entity's gift list.

In July -- on July 30, 2008 she made a direct donation of \$100 to the New Jersey office. She made a donation of \$50 on March 6th, 2009. And again, it's -- I'm going to understand although Ms. Ricci was not sure how that gift came in, it does not appear on ANJ-3 so I'm going to understand that that some somehow came through the national office as well as a May 29, 2009 \$50 donation.

That is directed to the southern regional office at Red Bank so that's a donation that as Mr. Zaentz testified would have come to that separate regional office.

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 But again, what's significant here is no other donations are included in AA4, the national entities document after that 2009 time period. All right?

So the last donation that went directly to the national entity was March 6th of 2009. Every other donation that she meant -- that she made went to the local office; one of I've already referenced going to Red bank, but she made a donation of \$50 on September 16, 2009, a donation of \$50 on July 30, 2010, a donation of \$50 on March 21, 2011 and a donation of \$50 on December 9, 2011.

So clearly beginning in 2009 her focus is on New Jersey. And of course we know that it was in July of 2009 that she changed her estate documents to specifically reference quote, "Alzheimer's Association New Jersey Chapter 400 Morris Avenue in Denville."

We also have information regarding as I said her communications with the national office. We know that as of -- that in a call on February 21, 2008 Ms. DeConca expressed her desire not to have her name publicly listed as a society member.

I've already discussed the March 26th, 2009 communication with Ms. McCallister of the national office. In that communication which was initiated by

the national office, at least it appears that it was given that, quote, "Lois appreciated the call," closed quote, Ms. DeConca, quote, "Let me know that she gets way too many mailings and I let her know I did notice she had three accounts and that I've already requested to merge them. She appreciated that and then I called to see how she was doing with her CGA. She appreciate what we do and she said she worries about getting ALZ any day.

I told her I would follow up in a few months to make sure that her mailing issues have been cleared up," closed quote. We know that on May 13th, 2009 Ms. DeConca called the national office quote, "For the address of the Northern New Jersey Chapter."

I asked her if her mailings had decreased and she said they had and thanked me. She was in a hurry to get off the phone but I got the feeling it was just because she was busy. She thanked me again for taking care of her mailing issues and said she hadn't forgotten about me," closed quote.

So that call was placed by Ms. DeConca in May of 2009 just two months before -- less than two months before she altered her estate documents to specifically change the request regarding Alzheimer's to the New Jersey address.

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And again after that time period she stopped sending any direct donations to the national office. On August 12th, 2009 in response to a letter that had been sent to her Ms. DeConca called the national office again spoke with Ms. McCallister and according to Ms. McCallister Ms. DeConca had called her quote, "To thank me for my letter, and let me know that she's not going to be making any large donations any time soon. I explained that I like to send folks what a CGA can offer them now considering since they've done their last when the rates have changed. She said she appreciated that. She had a good summer and just came back from a cruise to the top of the world. The cruise took the group north of Norway. She said it was gorgeous," closed quote.

And, in fact, as stated in that call Ms. DeConca did not make any other donations during her life directly to the national entity. On April 8, 2011 Veta Wooflock of the national office left a message for Ms. DeConca on her answering machine.

And maybe that's a -- little bit hard to tell, maybe that was April 6th. Ms. DeConca returned that call quote, "She said everything was fine with her CGA and there's no new information to update. DeConca took my name down and said she would call with

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any questions or new information," closed quote.

The next contact was on February 21, 2012 in which Ms. DeConca simply quote, "Requested a copy of her 1099R for 2011 for her CGA," closed quote. To the Court, that communication, that pattern of gift giving along with the change of address that she herself chose to make demonstrates to the Court a probable intent by Ms. DeConca to focus on New Jersey.

She could have left -- she could have left -she could have left the national address in, but she clearly chose to focus on New Jersey; both in her pattern of individual gift-giving of 50 or \$100 after that and certainly as demonstrated in her estate documents by the change of address.

And she also communicates in that August 12, 2009 call to the national representative that she's not planning to make any large donations any time soon. Now, we don't know why she made that change. Maybe she felt that by providing for the CGA of \$30,000 which according to a note on AA4 was restricted to research.

Maybe she felt that that was her direct contribution to research and to the national organization and that was enough. Maybe she was frustrated that having made a contribution of 30,000

she herself had to follow up by calling the national

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organization on October 21 to see if her CGA donation had been received.

So I don't know the reason for the change, but clearly there was a change in her focus and her focus then became New Jersey. Based on the testimony of the representatives of the organization, it's clear to the Court that Alzheimer's New Jersey, Inc. is more focused on New Jersey concerns than the national entity even the now local chapter of the national entity.

With no knowledge of the 60-40 allocation between a local chapter and the national entity, Ms. DeConca chose in 2009 going forward to direct her funds to the local existing entity.

To the Court that along with her clear intent to change the address in her estate documents, demonstrates that a preponderance of the evidence that her probable intent her plan and purpose was to focus on New Jersey.

There was a lot of testimony about the differences between the entities in terms of what they now do versus what was done in the past. But again hearing that testimony Mr. Zaentz credibly testified as to the concerns of the board of directors about losing specific programs that it had focusing on particular care for New Jersey families dealing with Alzheimer's.

And again, that focus on New Jersey clearly matches the focus that Ms. DeConca had beginning in 2009 on New Jersey. And again, I will note it's not that these are two entities that did not exist back in 2009 or 2014 or 2017.

Alzheimer's New Jersey, Inc. existed then at the same address under the same corporate number with even some of the same employees, Mr. Zaentz for example just under a different name. To the extent in 2009 and 2014 there was a quote, Alzheimer's Association New Jersey Chapter," closed quote. It was under a slightly different name Alzheimer's Disease and Related Disorders Association, Inc. Greater New Jersey Chapter," closed quote which is now known as Alzheimer's New Jersey, Inc.

Given her clear probable intent, given the history of these corporate entities, the Court concludes that the principle in undistributed income of the restatement and amendment of revocable trust agreement dated November 21, 2003 of Lois N. DeConca as set forth in paragraph 3rd, F12 shall be distributed to Alzheimer's New Jersey, Inc.

All right. Counsel, so I do have the judgment that was submitted initially by Mr. Coates' firm. I'm inclined to just put that in. I did give

1 you an opportunity to share with me your thoughts on 2 making an application for attorney's fees. 3 I don't see that anybody pled that -- pled an 4 entitlement to attorney's fees in their pleadings. 5 Anybody have anything they want to say about fees? 6 MR. WRIGHT: Your Honor, this is Bill Wright. 7 I spoke to my client yesterday afternoon and they 8 warned me that their policy is not to seek attorney's fees in situations like this, they compare the fee to 9 10 cost of their business and I informed Mr. Driscoll of that last night. 11 12 Your Honor, I spoke to Denis Driscoll, Alzheimer's New Jersey. I've had that conversation. 13 I've confirmed the same that Alzheimer's New Jersey 14 will not be seeking attorney's fees. 15 16 THE COURT: All right. So I'm going to mark this as final judgment and we'll get out the judgment 17 18 to you gentlemen. Anything else that we need to 19 discuss? 20 MR. WRIGHT: No, Your Honor. 21 THE COURT: All right. Ms. Smilek will be in 22 touch with you --23 MR. WRIGHT: Thank you, Your Honor. 24 THE COURT: -- about the exhibits. 25

very much, gentlemen, for your good and hard work on

time and a

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the matter. I appreciate it.

MR. COATES: Your Honor, thank you for your time and attention to this.

THE COURT: Thank you. Yep. Thanks. (Whereupon, proceedings of 11/29/18 were concluded)

NOT FOR PUBLICATION WITHOUT THE APPROVAL OF THE APPELLATE DIVISION

This opinion shall not "constitute precedent or be binding upon any court." Although it is posted on the internet, this opinion is binding only on the parties in the case and its use in other cases is limited. R. 1:36-3.

SUPERIOR COURT OF NEW JERSEY APPELLATE DIVISION DOCKET NO. A-1876-18T1

IN THE MATTER OF THE ESTATE OF LOIS N. DECONCA, Deceased.

Argued January 9, 2020 - Decided March 27, 2020

Before Judges Alvarez and DeAlmeida.

On appeal from the Superior Court of New Jersey, Chancery Division, Monmouth County, Docket No. P-000101-18.

William G. Wright argued the cause for appellant Alzheimer's Disease and Related Disorders Association, Inc. (Capehart & Scatchard PA, attorneys; William G. Wright, on the briefs).

Denis Francis Driscoll argued the cause for respondent Alzheimer's New Jersey, Inc. (Inglesino Webster Wyciskala & Taylor LLC, attorneys; Lisa Deitsch Taylor, Denis Francis Driscoll, and Owen T. Weaver, of counsel and on the brief).

PER CURIAM

Lois N. DeConca's April 11, 2014 will was admitted to probate November 13, 2017. The co-executors, including David H. Coates, thereafter filed a

verified complaint seeking the court's direction regarding which charitable organization was the intended beneficiary of a revocable trust: The National Alzheimer's Association (AA), headquartered in Chicago, Illinois, Greater New Jersey Chapter, or Alzheizmer's New Jersey, Inc. (ANJ). Judge Katie A. Gummer, P.J. Ch., rendered a decision on November 29, 2018, after conducting a bench trial in which she found that the intended beneficiary was ANJ. We affirm.

The relevant revocable trust language states:

12. FIVE PERCENT (5%) to ALZHEIMER'S ASSOCIATION, NEW JERSEY, 400 Morris Avenue, Suite 257, Denville, New Jersey 07834.

During the trial, among others, Coates testified as did Kenneth Zaentz, currently the Chief Executive Officer of ANJ. The judge found both to be credible witnesses.

Zaentz testified ANJ was created after leaving an earlier affiliation with the National Alzheimer's Association at a particular Denville address. After disaffiliating with the national organization, ANJ filed a certificate of incorporation on December 16, 2015, under the new name. Previously, the affiliated organization at that Denville address was known as the Alzheimer's Disease and Related Disorder Association, Inc., Greater New Jersey Chapter.

After detailed examination of the documents admitted in evidence, and consideration of the testimony of all the witnesses, the judge held that ANJ was "not a new organization . . . but really had been the New Jersey Alzheimer's entity."

DeConca created the revocable trust in October 2000, named the recipient of certain funds held in trust as the "Alzheimer's Association," and specified a Chicago address. That beneficiary designation survived amendments to the estate documents until 2009, when DeConca revised the revocable trust to gift to "Alzheimer's Association New Jersey Chapter . . . Denville " Although no such entity then existed by that name, the "Alzheimer's Disease and Related Disorders Association, Inc., Greater New Jersey Chapter" was located at the Denville premises, and in 2015 became ANJ. At that time, the national organization did not have a New Jersey Chapter.

Decedent's contacts with the national organization ended in March 2007. Her last donation to the national organization was made in March 2009. Only then did she amend the reference in her trust documents to Denville. She had actually obtained the address from the national office.

Thus, Judge Gummer concluded DeConca probably intended to limit her gift-giving to New Jersey residents. Since ANJ "is more focused on New Jersey

concerns than the national entity even [as compared with] the now local chapter of the national entity[,]" the distribution should be made to ANJ.

On appeal, AA raises the following points:

- I. THE TRIAL COURT'S CONCLUSION THAT MRS. DECONCA'S PROBABLE INTENT WOULD HAVE BEEN FOR THE BEQUEST TO GO TO [ANJ] IS NOT SUPPORTED BY ADEQUATE, CREDIBLE, AND SUBSTANTIAL EVIDENCE.
 - A. Doctrine of Probable Intent.
 - B. The trial court did not employ the analysis that it outlined.
 - C. There is not adequate, substantial and credible evidence below for the trial court's conclusion.
 - D. The Trial Court's conclusion did not turn on credibility.
- II. A NEW TRIAL IS NOT NECESSARY; THIS COURT HAS THE POWER TO RENDER JUDGMENT.
- N.J.S.A. 3B:3-33.1 delineates the doctrine of probable intent. The statutory focus, whether of the construction of dispositions in a will or trust documents, is to implement "[t]he intention of a testator" The doctrine of probable intent has "a 'broader and more liberal approach to will construction

...." <u>In re Estate of Flood</u>, 417 N.J. Super. 378, 381 (App. Div. 2010) (quoting In re Estate of Burke, 48 N.J. 50, 63 (1966)).

"The doctrine of probable intent is not applicable where the documents are clear on their face and there is no failure of any bequest or provision." <u>In re Estate of Gabrellian</u>, 372 N.J. Super. 432, 443 (App. Div. 2004). "[P]resumed probable intent must be applied sparingly and only where necessary to give the effect to the intent of the will or trust without varying the terms of the document." <u>Id.</u> at 441.

In instances where intent of the will or trust is unclear, "[t]he doctrine permits the reformation of a will in light of a testator's probable intent by 'searching out the probable meaning intended by the words and phrases in the will.'" Flood, 417 N.J. Super. at 381 (quoting Engle v. Siegel, 74 N.J. 287, 291 (1977)). "Moreover, extrinsic evidence may be offered not only to show an ambiguity in a will but also, if an ambiguity exists, 'to shed light on the testator's actual intent.'" Ibid. (quoting Wilson v. Flowers, 58 N.J. 250, 263 (1971)).

Interpretation of a term within a trust is confined to "the four corners of the document and the language therein" <u>In re Trust Under Agreement of Vander Poel</u>, 396 N.J. Super. 218, 226 (App. Div. 2007). "To that end, in interpreting a will, courts in this State endeavor to 'ascertain the intent of the

testator." In re Probate Will of Lee, 389 N.J. Super. 22, 38 (App. Div. 2006) (quoting In re Estate of Payne, 186 N.J. 324, 335 (2006)); see also In re Estate of Benner, 152 N.J. Super. 435, 441 (App. Div. 1977) (citing Fidelity Union Trust Co. v. Robert, 36 N.J. 561, 564-66 (1962)). The court subsequently "consider[s] the circumstances surrounding its execution and other extrinsic evidence of intention." Vander Poel, 396 N.J. Super. at 226 (citing Payne, 186 N.J. at 335; Fidelity Union, 36 N.J. at 564–66; In re Trust Under Agreement of Voorhees, 93 N.J. Super. 293, 298–300 (App. Div. 1967)). Furthermore,

[t]he trial court is not "limited simply to searching out the probable meaning intended by the words and phrases in the will." [Engle, 74 N.J. at 291.] Extrinsic evidence may "furnish[] information regarding the circumstances surrounding the testator [and] should be admitted to aid in ascertaining [the testator's] probable intent under the will." [Flowers, 58 N.J. at 260.] To be sure, the testator's own expressions of his or her intent are highly relevant. Id. at 262–63. Once the evidence establishes the probable intent of the testator, "the court may not refuse to effectuate that intent by indulging in a merely literal reading of the instrument." Id. at 260.

[Payne, 186 N.J. at 335 (second, third, and fourth alterations in original).]

Judge Gummer reviewed the corporate documents and other documentary evidence in detail, in addition to her reliance on the testimony of those witnesses

she found credible. She reviewed DeConca's history with the organizations as well as, to the extent necessary, the activities of the organizations themselves.

Our "[c]ourts are enjoined to 'strain' toward effectuating the testator's probable intent 'to accomplish what he would have done had he envisioned the present inquiry." Lee, 389 N.J. Super. at 39 (quoting <u>In re Estate of Branigan</u>, 129 N.J. 324, 332 (1992)) (alteration in original) (citation omitted).

Judge Gummer properly focused on effectuating DeConca's probable intent. The "[e]xtrinsic evidence" she relied upon included correspondence with, and donations to, both organizations. <u>Flowers</u>, 58 N.J. at 260.

In light of the documents and the settlor's contacts with the national organization, the record supports the conclusion that an ambiguity existed as to which beneficiary should benefit. The judge's decision that the designated beneficiary was probably intended to be ANJ is well supported by the credible evidence in the record. See id. at 58 N.J. at 262-63; Vander Poel, 396 N.J. Super. at 226 (citing Payne, 186 N.J. at 335); In re Trust Created by Agreement Dated December 20, 1961, ex. rel. Johnson, 194 N.J. 276, 282, 286 (2008). The judge took into account DeConca's use of the Denville address in the trust document and for gift-giving during her life. DeConca was aware of the address of the

headquarters of the national association in Chicago, but did not use it for either

purpose after 2009.

Judge Gummer's reliance on the credibility of the witnesses was

unobjectionable. It is always the province of the factfinder to determine which

witness is credible and to what extent. See Estate of Hanges v. Metropolitan

Property & Cas. Ins. Co., 202 N.J. 369, 389 n.13 (2010).

We are satisfied that the trial court's assessment, based on the relevant

legal precedent, of the settlor's probable intent was solidly grounded. Thus, we

do not address AA's second point. Having affirmed Judge Gummer, there is no

need for us to exercise original jurisdiction or remand for a new trial.

Affirmed.

I hereby certify that the foregoing is a true copy of the original on file in my office.

CLERK OF THE APPEL LATE DIVISION

EXHIBIT I

Generated on: This page was generated by TSDR on 2020-10-20 12:31:01 EDT

Mark: WALK TO FIGHT ALZHEIMER'S

Walk to Fight Alzheimer's

US Serial Number: 86910025 Application Filing Feb. 17, 2016

Date:

US Registration 5053635 Registration Date: Oct. 04, 2016

Number:

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: Oct. 04, 2016

Publication Date: Jul. 19, 2016

Mark Information

Mark Literal WALK TO FIGHT ALZHEIMER'S

Elements:

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

Claim

Mark Drawing 4 - STANDARD CHARACTER MARK

Type:

Disclaimer: "WALK" AND "ALZHEIMER'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: Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of running and walking events; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's; Charitable fundraising to support Alzheimer's research and care; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's; Memorial fundraising; On-line

charitable fundraising

International 036 - Primary Class U.S Class(es): 100, 101, 102

Class(es):

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 18, 2015 **Use in Commerce:** Dec. 18, 2015

Basis Information (Case Level)

Filed Use: Yes Currently Use: Yes

 Filed ITU:
 No
 Currently ITU:
 No

 Filed 44D:
 No
 Currently 44E:
 No

 Filed 44E:
 No
 Currently 66A:
 No

Filed 66A: No Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Alzheimer's New Jersey, Inc.
Owner Address: 400 Morris Avenue, Suite 251

Denville, NEW JERSEY UNITED STATES 07834

Legal Entity Type: CORPORATION State or Country NEW JERSEY

Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Lisa D. Taylor, Docket Number: 857-001

Correspondent

Correspondent LISA D. TAYLOR,

Name/Address: INGLESINO, WEBSTER, WYCISKALA & TAYLOR, LLC

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Correspondent e- ltaylor@iwt-law.com mail: Correspondent e- No mail Authorized:

Domestic Representative - Not Found

Prosecution History

| Date | Description | Proceeding Number |
|---------------|--|----------------------|
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| Jul. 19, 2016 | PUBLISHED FOR OPPOSITION | |
| Jun. 29, 2016 | NOTICE OF PUBLICATION | |
| Jun. 08, 2016 | APPROVED FOR PUB - PRINCIPAL REGISTER | |
| Jun. 08, 2016 | EXAMINERS AMENDMENT MAILED | |
| Jun. 08, 2016 | EXAMINER'S AMENDMENT ENTERED | 88888 |
| Jun. 08, 2016 | EXAMINERS AMENDMENT -WRITTEN | 59500 |
| Jun. 07, 2016 | TEAS/EMAIL CORRESPONDENCE ENTERED | 88889 |
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| Jun. 07, 2016 | TEAS RESPONSE TO OFFICE ACTION RECEIVED | |
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| May 12, 2016 | ASSIGNED TO EXAMINER | 59500 |
| Feb. 23, 2016 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | |
| Feb. 20, 2016 | NEW APPLICATION ENTERED IN TRAM | |

TM Staff and Location Information

TM Staff Information - None

Current Location: PUBLICATION AND ISSUE SECTION Date in Location: Oct. 04, 2016

United States of America United States Patent and Trademark Office

Walk to Fight Alzheimer's

Reg. No. 5,053,635

Registered Oct. 04, 2016

Int. Cl.: 36

Service Mark

Principal Register

Alzheimer's New Jersey, Inc. (NEW JERSEY CORPORATION) 400 Morris Avenue. Suite 251

Denville, NJ 07834

CLASS 36: Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of running and walking events; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's; Charitable fundraising to support Alzheimer's research and care; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's; Memorial fundraising; On-line charitable fundraising

FIRST USE 12-18-2015; IN COMMERCE 12-18-2015

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

No claim is made to the exclusive right to use the following apart from the mark as shown: "WALK" AND "ALZHEIMER'S"

SER. NO. 86-910,025, FILED 02-17-2016 ROBERT C CLARK, EXAMINING ATTORNEY



Michelle K. Zen

Director of the United States Patent and Trademark Office

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years* What and When to File:

- *First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods* What and When to File:

• You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

*ATTENTION MADRID PROTOCOL REGISTRANTS: The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see http://www.wipo.int/madrid/en/.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at h ttp://www.uspto.gov.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at http://www.uspto.gov.

Page: 2 of 2 / RN # 5053635

UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Trademarks P.O. Box 1451 Alexandria, VA 22313-1451 www.uspto.gov

Jun 29, 2016

NOTICE OF PUBLICATION

 Serial No.: 86-910,025 Mark: WALK TO FIGHT ALZHEIMER'S (STANDARD CHARACTER MARK)

- International Class(es):
 36
- 4. Publication Date: Jul 19, 2016

Applicant: Alzheimer's New Jersey, Inc.

The mark of the application identified appears to be entitled to registration. The mark will, in accordance with Section 12(a) of the Trademark Act of 1946, as amended, be published in the *Official Gazette* on the date indicated above for the purpose of opposition by any person who believes he will be damaged by the registration of the mark. If no opposition is filed within the time specified by Section 13(a) of the Statute or by rules 2.101 or 2.102 of the Trademark Rules, the Commissioner of Patents and Trademarks may issue a certificate of registration.

Copies of the trademark portion of the Official Gazette containing the publication of the mark may be obtained from:

The Superintendent of Documents U.S. Government Printing Office PO Box 371954 Pittsburgh, PA 15250-7954 Phone: 202-512-1800

By direction of the Commissioner.

To view this notice and other documents for this application on-line, go to http://tdr.uspto.gov/search.action?sn=86910025.

Correspondence Address:

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| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK | | |
| INTL REG# | N/A | INTL REG DATE | N/A | | |
| TM ATTORNEY | CLARK, ROBERT C | L.O. ASSIGNED | 101 | | |

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| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | | |
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| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | YES |
|-------------------------|---------------------------|
| LITERAL MARK ELEMENT | WALK TO FIGHT ALZHEIMER'S |
| MARK DRAWING CODE | 4-STANDARD CHARACTER MARK |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|------------|-----------------------|
| | |

| NAME | | | | | | Alzheimer's New Jersey, Inc. | | | | |
|--|------|-----|-------|----------|---------|--|--|-------------------|--------------|----------|
| ADDRESS | | | | | | | 400 Morris Avenue, Suite 251 Denville, NJ 07834 | | | |
| ENTITY | | | | | | 03-CORPORATION | I | | | |
| CITIZENSHIP | | | | | | | New Jersey | | | |
| | | | | | G(| OODS AN | D SERVICES | | | |
| INTERNATIONAL C | LASS | | | | | | 036 | | | |
| Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of running and walking events; Charitable fundraisin means of organizing and conducting special events; Charitable fundraising for promoting research, education and other activities relating to Alzheir Charitable fundraising to support Alzheimer's research and care; Charit foundation services, namely, providing fundraising activities to support research and procedures for those in need; Charitable services, namely services by means of organizing special events for Alzheimer's; Memori fundraising; On-line charitable fundraising | | | | | | ndraising services by fundraising services Alzheimer's; ; Charitable upport medical namely, fundraising | | | | |
| | | | | GOOI | DS AN | D SERVIC | CES CLASSIFIC. | ATION | | |
| INTERNATIONAL CLASS | 036 | | FIRST | USE DATE | 12/18/2 | 015 | FIRST USE IN COMMERCE DATE | 12/18/2015 | CLASS STATUS | 6-ACTIVE |
| CHANGE IN REGIST | | г | 1 | MISCELL | | | NO "WALK" AND "ALZE | | | |
| | | | | | PR | OSECUTI | ON HISTORY | | | |
| DATE | | ENT | CD | ENT TYP | E DE | SCRIPTION | | | | ENT NUM |
| 06/08/2016 | | CN | SA | 0 | AF | PROVED FO | OR PUB - PRINCIPAL | . REGISTER | | 012 |
| 06/08/2016 | | CN | EA | 0 | Ελ | AMINERS A | MENDMENT MAILED |) | | 011 |
| 06/08/2016 | | XAI | EC | I | Ε> | AMINER'S A | MENDMENT ENTER | ED | | 010 |
| 06/08/2016 | | CN | EA | R | Ελ | AMINERS A | MENDMENT -WRITT | EN | | 009 |
| 06/07/2016 | | TEI | ME | I | TE | AS/EMAIL C | ORRESPONDENCE | ENTERED | | 008 |
| 06/07/2016 | | CR | FA | ı | C | RRESPONE | DENCE RECEIVED IN | LAW OFFICE | | 007 |
| 06/07/2016 | | TR | OA | I | TE | AS RESPON | ISE TO OFFICE ACT | ION RECEIVED | | 006 |
| 05/13/2016 | | CN | RT | F | NO | ON-FINAL AC | CTION MAILED | | | 005 |
| 05/12/2016 | | CN | RT | R | NO | ON-FINAL AC | CTION WRITTEN | | | 004 |
| 05/12/2016 | | DO | CK | D | AS | SIGNED TO | EXAMINER | | | 003 |
| 02/23/2016 | | NW | os | I | NE | W APPLICA | TION OFFICE SUPPI | LIED DATA ENTEREI | D IN TRAM | 002 |
| 02/20/2016 | | NW | AP | ı | NE | W APPLICA | TION ENTERED IN T | RAM | | 001 |
| | | | | CURREN | NT CO | RRESPON | NDENCE INFOR | RMATION | | |
| ATTORNEY | | | | | | | Lisa D. Taylor, | | | |
| CORRESPONDENCE ADDRESS | | | | | | LISA D. TAYLOR, INGLESINO, WEBSTER, WYCISKALA & TAYLOR, 600 PARSIPPANY ROAD, SUITE 204 | | | | |

| | PARSIPPANY, NJ 07054 | |
|-------------------------|----------------------|--|
| DOMESTIC REPRESENTATIVE | NONE | |

Walk to Fight Alzheimer's

Trademark Snap Shot Amendment & Mail Processing Stylesheet (Table presents the data on Amendment & Mail Processing Complete)

OVERVIEW

| SERIAL NUMBER | 86910025 | FILING DATE | 02/17/2016 | | |
|---------------|-----------------|---------------|--------------|--|--|
| REG NUMBER | 0000000 | REG DATE | N/A | | |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK | | |
| INTL REG# | N/A | INTL REG DATE | N/A | | |
| TM ATTORNEY | CLARK, ROBERT C | L.O. ASSIGNED | 101 | | |

PUB INFORMATION

| RUN DATE | 06/09/2016 | 06/09/2016 | | | | | |
|----------------------|----------------------------|--------------------|-----|--|--|--|--|
| PUB DATE | N/A | | | | | | |
| STATUS | 680-APPROVED FOR PUBLICATI | ON | | | | | |
| STATUS DATE | 06/08/2016 | | | | | | |
| LITERAL MARK ELEMENT | WALK TO FIGHT ALZHEIMER'S | | | | | | |
| | | | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | | | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | | | | |
| SECTION 15 | NO | REPUB 12C | N/A | | | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | | | |
| DATE AMEND REG | N/A | | | | | | |

FILING BASIS

| FILED BASIS | | CURREN | IT BASIS | AMENDED BASIS | |
|-------------|-----|----------|----------|---------------|----|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | YES | |
|-------------------------|---------------------------|--|
| LITERAL MARK ELEMENT | WALK TO FIGHT ALZHEIMER'S | |
| MARK DRAWING CODE | 4-STANDARD CHARACTER MARK | |
| COLOR DRAWING FLAG | NO | |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|------------|-----------------------|
|------------|-----------------------|

| NAME | | | | Alzheimer's New Jersey, Inc. | | | | | | |
|-----------------------------------|--------------------|-----|-------|------------------------------|----------------|--|----------------------------------|-------------------|--------------|----------|
| ADDRESS | | | | | | 400 Morris Avenue, Suite 251 Denville, NJ 07834 | | | | |
| ENTITY | | | | | 03-CORPORATION | | | | | |
| CITIZENSHIP | | | | | | | New Jersey | | | |
| | GOODS AND SERVICES | | | | | | | | | |
| INTERNATIONAL C | LASS | | | | | | 036 | | | |
| DESCRIPTION TEXT | | | | | | Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of running and walking events; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's; Charitable fundraising to support Alzheimer's research and care; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's; Memorial fundraising; On-line charitable fundraising | | | | |
| GOODS AND SERVICES CLASSIFICATION | | | | | | | | | | |
| INTERNATIONAL CLASS | 036 | | FIRST | USE DATE | 12/18/2 | 015 | FIRST USE IN COMMERCE DATE | 12/18/2015 | CLASS STATUS | 6-ACTIVE |
| CHANGE IN REGIST | | г | 1 | MISCELL | | | NO "WALK" AND "ALZE | | | |
| | | | | | PR | OSECUTI | ON HISTORY | | | |
| DATE | | ENT | CD | ENT TYP | E DE | SCRIPTION | | | | ENT NUM |
| 06/08/2016 | | CN | SA | 0 | AF | PROVED FO | FOR PUB - PRINCIPAL REGISTER | | | 012 |
| 06/08/2016 | | CN | EA | 0 | Ελ | AMINERS A | MENDMENT MAILED |) | | 011 |
| 06/08/2016 | | XAI | EC | I | Ε> | AMINER'S A | MENDMENT ENTER | ED | | 010 |
| 06/08/2016 | | CN | EA | R | Ελ | AMINERS A | AMENDMENT -WRITTEN | | | 009 |
| 06/07/2016 | | TEI | ME | I | TE | AS/EMAIL C | CORRESPONDENCE ENTERED | | | 008 |
| 06/07/2016 | | CR | FA | ı | C | RRESPONE | DENCE RECEIVED IN | LAW OFFICE | | 007 |
| 06/07/2016 | | TR | OA | I | TE | AS RESPON | ISE TO OFFICE ACT | ION RECEIVED | | 006 |
| 05/13/2016 | | CN | RT | F | NO | ON-FINAL AC | CTION MAILED | | | 005 |
| 05/12/2016 | | CN | RT | R | NO | ON-FINAL AC | CTION WRITTEN | | | 004 |
| 05/12/2016 | | DO | CK | D | AS | SIGNED TO | EXAMINER | | | 003 |
| 02/23/2016 | | NW | os | I | NE | W APPLICA | TION OFFICE SUPPI | LIED DATA ENTEREI | D IN TRAM | 002 |
| 02/20/2016 | | NW | AP | ı | NE | W APPLICA | TION ENTERED IN T | RAM | | 001 |
| | | | | CURREN | NT CO | RRESPON | NDENCE INFOR | RMATION | | |
| ATTORNEY | | | | | | | Lisa D. Taylor, | | | |
| CORRESPONDENCE ADDRESS | | | | | | LISA D. TAYLOR, INGLESINO, WEBSTER, WYCISKALA & TAYLOR, 600 PARSIPPANY ROAD, SUITE 204 | | | | |

| | PARSIPPANY, NJ 07054 | |
|-------------------------|----------------------|--|
| DOMESTIC REPRESENTATIVE | NONE | |

Walk to Fight Alzheimer's

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO) OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

U.S. APPLICATION SERIAL NO. 86910025

MARK: WALK TO FIGHT ALZHEIMER'S

86910025

CORRESPONDENT ADDRESS:

LISA D. TAYLOR,

INGLESINO, WEBSTER, WYCISKALA & TAYLOR, 600 PARSIPPANY ROAD, SUITE 204 PARSIPPANY, NJ 07054

GENERAL TRADEMARK INFORMATION: http://www.uspto.gov/trademarks/index.jsp

APPLICANT: Alzheimer's New Jersey, Inc.

CORRESPONDENT'S REFERENCE/DOCKET NO:

857-001

CORRESPONDENT E-MAIL ADDRESS:

EXAMINER'S AMENDMENT

ISSUE/MAILING DATE:

APPLICATION HAS BEEN AMENDED: In accordance with the authorization granted by LISA D. TAYLOR on June 8, 2016, the trademark examining attorney has amended the application as indicated below. Please advise the undersigned immediately of any objections. Otherwise, no response is necessary. TMEP §707. Any amendments to the identification of goods and/or services may clarify or limit the goods and/or services, but may not add to or broaden the scope of the goods and/or services. 37 C.F.R. §2.71(a); see TMEP §§1402.06 et seq.

No claim is made to the exclusive right to use "WALK" and "ALZHEIMER'S" apart from the mark as shown.

The refusal based upon Sec. 2 (e) (1) of the Act is withdrawn.

Clark, Robert /Robert Clark/ **Examining Attorney** Law Office 101 571-272-9144 robert.clark@uspto.gov **PERIODICALLY CHECK THE STATUS OF THE APPLICATION:** To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at http://tsdr.uspto.gov/. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at TrademarkAssistanceCenter@uspto.gov or call 1-800-786-9199. For more information on checking status, see http://www.uspto.gov/trademarks/process/status/.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the Trademark Electronic Application System (TEAS) form at http://www.uspto.gov/trademarks/teas/correspondence.jsp.

Trademark Snap Shot Amendment & Mail Processing Stylesheet (Table presents the data on Amendment & Mail Processing Complete)

OVERVIEW

| <u> </u> | | | | |
|---------------|-----------------|---------------|--------------|--|
| SERIAL NUMBER | 86910025 | FILING DATE | 02/17/2016 | |
| REG NUMBER | 0000000 | REG DATE | N/A | |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK | |
| INTL REG # | N/A | INTL REG DATE | N/A | |
| TM ATTORNEY | CLARK, ROBERT C | L.O. ASSIGNED | 101 | |

PUB INFORMATION

| RUN DATE | 06/08/2016 | 06/08/2016 | | | | |
|----------------------|---------------------------------|--------------------|-----|--|--|--|
| PUB DATE | N/A | | | | | |
| STATUS | 661-RESPONSE AFTER NON-FINAL-AC | TION-ENTERED | | | | |
| STATUS DATE | 06/07/2016 | | | | | |
| LITERAL MARK ELEMENT | WALK TO FIGHT ALZHEIMER'S | | | | | |
| | | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | | | |
| SECTION 15 | NO | REPUB 12C | N/A | | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | | |
| DATE AMEND REG | N/A | | | | | |

FILING BASIS

| FILED BASIS | | CURREN | IT BASIS | AMENDED BASIS | | |
|-------------|-----|----------|----------|---------------|----|--|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO | |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO | |
| 44D | NO | 44D | NO | 44D | NO | |
| 44E | NO | 44E | NO | 44E | NO | |
| 66A | NO | 66A | NO | | | |
| NO BASIS | NO | NO BASIS | NO | | | |

MARK DATA

| STANDARD CHARACTER MARK | YES |
|-------------------------|---------------------------|
| LITERAL MARK ELEMENT | WALK TO FIGHT ALZHEIMER'S |
| MARK DRAWING CODE | 4-STANDARD CHARACTER MARK |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|------------|-----------------------|
| | |

| NAME | | | | | Alzheimer's New Jersey, Inc. | | | |
|--------------------------------------|---------|-------------------|------------|---------------|--|------------|--------------|----------|
| ADDRESS | | | | | 400 Morris Avenue, Denville, NJ 07834 | Suite 251 | | |
| ENTITY | | | | | 03-CORPORATION | | | |
| CITIZENSHIP | | | | | New Jersey | | | |
| GOODS AND SERVICES | | | | | | | | |
| INTERNATIONAL C | LASS | | | | 036 | | | |
| DESCRIPTION TEXT | | | | | Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of running and walking events; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's; Charitable fundraising to support Alzheimer's research and care; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's; Memorial fundraising; On-line charitable fundraising | | | |
| | | | GOOD | S AND SERVIC | CES CLASSIFICA | ATION | | |
| INTERNATIONAL CLASS | 036 | FIRS | T USE DATE | 12/18/2015 | FIRST USE IN COMMERCE DATE | 12/18/2015 | CLASS STATUS | 6-ACTIVE |
| MISCELLANEOUS INFORMATION/STATEMENTS | | | | | | | | |
| CHANGE IN REGIS | TRATION | | | | NO | | | |
| | | | | PROSECUTI | ON HISTORY | | | |
| DATE | | ENT CD | ENT TYP | E DESCRIPTION | | | | ENT NUM |
| 06/07/2016 | | TEME | I | TEAS/EMAIL C | CORRESPONDENCE ENTERED | | | 008 |
| 06/07/2016 | | CRFA I CORRESPOND | | | DENCE RECEIVED IN LAW OFFICE | | | 007 |

| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM |
|------------|--------|----------|--|---------|
| 06/07/2016 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 800 |
| 06/07/2016 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 007 |
| 06/07/2016 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 006 |
| 05/13/2016 | CNRT | F | NON-FINAL ACTION MAILED | 005 |
| 05/12/2016 | CNRT | R | NON-FINAL ACTION WRITTEN | 004 |
| 05/12/2016 | DOCK | D | ASSIGNED TO EXAMINER | 003 |
| 02/23/2016 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 02/20/2016 | NWAP | ı | NEW APPLICATION ENTERED IN TRAM | 001 |

CURRENT CORRESPONDENCE INFORMATION

| ATTORNEY | Lisa D. Taylor, |
|-------------------------|--|
| CORRESPONDENCE ADDRESS | LISA D. TAYLOR, INGLESINO, WEBSTER, WYCISKALA & TAYLOR, 600 PARSIPPANY ROAD, SUITE 204 PARSIPPANY, NJ 07054 |
| DOMESTIC REPRESENTATIVE | NONE |

Walk to Fight Alzheimer's

Response to Office Action

The table below presents the data as entered.

| Input Field | Entered | | | | | | |
|--|--|--|--|--|--|--|--|
| SERIAL NUMBER | 86910025 | | | | | | |
| LAW OFFICE ASSIGNED | LAW OFFICE 101 | | | | | | |
| MARK SECTION | | | | | | | |
| MARK | http://tmng-al.uspto.gov/resting2/api/img/86910025/large | | | | | | |
| LITERAL ELEMENT | WALK TO FIGHT ALZHEIMER'S | | | | | | |
| STANDARD CHARACTERS | YES | | | | | | |
| USPTO-GENERATED IMAGE | YES | | | | | | |
| MARK STATEMENT | The mark consists of standard characters, without claim to any particular font style, size or color. | | | | | | |
| EVIDENCE SECTION | | | | | | | |
| EVIDENCE FILE N | AME(S) | | | | | | |
| ORIGINAL PDF FILE | evi 20799325-20160607115319780696 . Robert Clark re Walk to Fight Alzheimer s 3 857-001xC17EA .PDF | | | | | | |
| CONVERTED PDF FILE(S) (11 pages) | \\TICRS\EXPORT16\IMAGEOUT16\869\100\86910025\xml4\ROA0002.JPG | | | | | | |
| | \\TICRS\EXPORT16\IMAGEOUT16\869\100\86910025\xml4\ROA0003.JPG | | | | | | |
| | \\TICRS\EXPORT16\IMAGEOUT16\869\100\86910025\xml4\ROA0004.JPG | | | | | | |
| | \\TICRS\EXPORT16\IMAGEOUT16\869\100\86910025\xml4\ROA0005.JPG | | | | | | |
| | \\TICRS\EXPORT16\IMAGEOUT16\869\100\86910025\xml4\ROA0006.JPG | | | | | | |
| | \\TICRS\EXPORT16\IMAGEOUT16\869\100\86910025\xml4\ROA0007.JPG | | | | | | |
| | \\TICRS\EXPORT16\IMAGEOUT16\869\100\86910025\xml4\ROA0008.JPG | | | | | | |
| | \\TICRS\EXPORT16\IMAGEOUT16\869\100\86910025\xml4\ROA0009.JPG | | | | | | |
| | \\TICRS\EXPORT16\IMAGEOUT16\869\100\86910025\xml4\ROA0010.JPG | | | | | | |
| | \\TICRS\EXPORT16\IMAGEOUT16\869\100\86910025\xml4\ROA0011.JPG | | | | | | |
| | \\TICRS\EXPORT16\IMAGEOUT16\869\100\86910025\xml4\ROA0012.JPG | | | | | | |
| DESCRIPTION OF EVIDENCE FILE | PDF of response with Exhibits A, B and C | | | | | | |
| SIGNATURE SECT | ION | | | | | | |
| RESPONSE SIGNATURE | /Lisa D. Taylor/ | | | | | | |
| SIGNATORY'S NAME | Lisa D. Taylor, Esq. | | | | | | |
| SIGNATORY'S POSITION | Attorney for Alzheimer's New Jersey, Inc. Attorney of Record, New Jersey Bar Member | | | | | | |

| SIGNATORY'S PHONE NUMBER | 973-947-7111 | | | |
|-----------------------------|--|--|--|--|
| DATE SIGNED | 06/07/2016 | | | |
| AUTHORIZED SIGNATORY | YES | | | |
| FILING INFORMATION SECTION | | | | |
| SUBMIT DATE | Tue Jun 07 11:58:45 EDT 2016 | | | |
| TEAS STAMP | USPTO/ROA-XXX.XX.XX.XX.201 60607115845737482-8691002 5-55076fa2d8726486aa093a4 506477616f6664db9d08df09a 51f466f69bb8ab-N/A-N/A-20 160607115319780696 | | | |

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number. PTO Form 1957 (Rev 10/2011)

OMB No. 0651-0050 (Exp 07/31/2017)

Response to Office Action

To the Commissioner for Trademarks:

Application serial no. **86910025** WALK TO FIGHT ALZHEIMER'S(Standard Characters, see http://tmng-al.uspto.gov/resting2/api/img/86910025/large) has been amended as follows:

EVIDENCE

Evidence in the nature of PDF of response with Exhibits A, B and C has been attached.

Original PDF file:

evi 20799325-20160607115319780696 . Robert Clark re Walk to Fight Alzheimer s 3 857-001xC17EA .PDF

Converted PDF file(s) (11 pages)

Evidence-1

Evidence-2

Evidence-3

Evidence-4

Evidence-5

Evidence-6

Evidence-7

Evidence-8

Evidence-9

Evidence-10

Evidence-11

SIGNATURE(S)

Response Signature

Signature: /Lisa D. Taylor/ Date: 06/07/2016

Signatory's Name: Lisa D. Taylor, Esq.

Signatory's Position: Attorney for Alzheimer's New Jersey, Inc. Attorney of Record, New Jersey Bar Member

Signatory's Phone Number: 973-947-7111

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the owner's/holder's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the owner/holder in this matter: (1) the owner/holder has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior

representative to withdraw; (3) the owner/holder has filed a power of attorney appointing him/her in this matter; or (4) the owner's/holder's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

Serial Number: 86910025

Internet Transmission Date: Tue Jun 07 11:58:45 EDT 2016

TEAS Stamp: USPTO/ROA-XXX.XX.XX.X201606071158457374

 $82-86910025-55076 fa 2 d8726486 aa 093 a 450647\\7616 f6664 db 9 d0 8 df 09 a 51 f466 f69 bb 8 ab-N/A-N$

/A-20160607115319780696



600 Parsippany Road, Suite 204 Parsippany, New Jersey 07054 t (973) 947-7111 fax (973) 887-2700 www.iwt-law.com LISA D. TAYLOR
BOARD CERTIFIED IN HEALTH LAW
BY THE FLORIDA BAR
ALSO ADMITTED IN NJ, NY, FA, TN, DC
Direct: (973) 947-7135
Itaylor@iwt-law.com

June 7, 2016

Via Online Submission

Robert Clark, Esq.
Examining Attorney
Law Office 101
United States Patent and Trademark Office ("USPTO")
571-272-9144
robert.clark@uspto.gov

Re: U.S. Application Serial No. 86910025

Alzheimer's New Jersey, Inc.'s Application for registration of "Walk to Fight Alzheimer's" as a service mark on the Principal Register

Response to May 13, 2016 Office Action

Dear Mr. Clark:

This firm represents Alzheimer's New Jersey, Inc. ("Alzheimer's NJ") in connection with the above referenced application. This submission serves as Alzheimer's NJ's Response to the Office Action issued by the United States Patent and Trademark Office ("USPTO") on May 13, 2016.

The Office Action states that the mark is refused registration because it is merely descriptive as applied to the services. In the instant application, Alzheimer's NJ is seeking to register the mark "Walk to Fight Alzheimer's". The mark is intended to be used in connection with a walk that is held by the organization for the purposes of raising money for research, education and other activities relating to Alzheimer's disease and other dementias. This mark is no different from other marks used in connection with walkathons that are held by various charitable fundraising organizations. However, unlike the instant mark, these other marks were permitted registration with the Principal Register. Specifically, the Alzheimer's Disease and Related Disorders Association, Inc. was permitted to register its mark, "Walk to End Alzheimer's", with the Principal Register on April 3, 2012. The Walk to End Alzheimer's mark is used in connection with a walk that raises money to support educational and informational

Robert Clark, Esq. Examining Attorney June 7, 2016 Page 2

programs and scientific research on Alzheimer's disease. A copy of the Trademark Electronic Search System page for Walk to End Alzheimer's is annexed hereto as Exhibit "A". In addition, Avon Products, Inc. was permitted to register its mark "Avon 39 the Walk to End Breast Cancer" on the Principal Register on October 20, 2015. Avon Product, Inc.'s mark is also used in connection with a walk that is held to raise funds and to promote research, education and other activities relating to breast cancer awareness. A copy of the Trademark Electronic Search System page for Avon 39 the Walk to End Breast Cancer is annexed hereto as Exhibit "B". Further, another organization, It's the Journey, Inc., was permitted to register a mark for its walk and fundraising efforts, "Atlanta 2-day Walk for Breast Cancer", on the Principal Register on March 16, 2010. A copy of the Trademark Electronic Search System page for Atlanta 2-day Walk for Breast Cancer is annexed hereto as Exhibit "C".

Alzheimer's NJ does not believe that there is any difference between the mark that it is seeking to register and the ones that were identified above which were found to be acceptable for registration on the principal register. As such, Alzheimer's NJ would respectfully request that the USPTO reconsider its determination that the mark is merely descriptive of the applicant's services and permit the registration of "Walk to Fight Alzheimer's" with the Principal Register under International Class 36.

Thank you for your consideration.

Very truly yours,

Lisa D. Taylor

EXHIBIT A



United States Patent and Trademark Office

Home Site Index Search FAQ Glossary Guides Contacts eBusiness eBiz alerts News Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Tue May 24 03:20:58 EDT 2016

TESS HOME NEW USER STRUCTURED FREE FORM BROWSE DICT SEARCH OG Воттом HELP PREVLIST CURR LIST NEXT LIST FIRST DOC PREV DOC NEXT DOC LAST DOC Logout Please logout when you are done to release system resources allocated for you.

Start List At: Jump to record:

Record 179 out of 299

ASSIGN Status

TTAB Status

Use the "Back" button of the Internet Browser to

return to TESS)

WALK TO END ALZHEIMER'S

IN COMMERCE: 20090630

Word Mark WALK TO END ALZHEIMER'S

Services

Goods and IC 036. US 100 101 102. G & S: Charitable fundraising, namely, raising money to support educational and informational programs on Alzheimer's disease and to support scientific research on Alzheimer's disease; charitable fundraising services in the nature of a pledged walkathon. FIRST USE: 20090630. FIRST USE

Standard Characters Claimed

Mark Drawing

(4) STANDARD CHARACTER MARK

Code

Serial

77923139

Number

January 29, 2010 Filing Date

Current

1A

Basis

Original

Filing Basis

Published

for

May 31, 2011

Opposition

Registration 4122255

Number Registration

April 3, 2012

http://tmsearch.uspto.gov/bin/showfield?f=doc&state=4807:7eg2lk.2.179

5/24/2016

Trademark Electronic Search System (TESS)

Date

Owner

(REGISTRANT) Alzheimer's Disease and Related Disorders Association, Inc. CORPORATION ILLINOIS

225 N. Michigan, 17th Floor Chicago ILLINOIS 60601

Attorney of

Record

Lisa Parker Gates

Disclaimer

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "WALK" AND "ALZHEIMER'S" APART

FROM THE MARK AS SHOWN

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Live/Dead Indicator

LIVE

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EXHIBIT B



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TESS was last updated on Tue May 24 03:20:58 EDT 2016

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Jump to record:

Record 3 out of 25

ASSIGN Status TTAB Status (Use the "Back" button of the Internet Browser to return to TESS)

AVON 39 THE WALK TO END BREAST CANCER

Word Mark

AVON 39 THE WALK TO END BREAST CANCER

Goods and Services

IC 035, US 100 101 102. G & S: Promoting public awareness of breast cancer. FIRST USE: 20141222.

FIRST USE IN COMMERCE: 20141222

IC 036. US 100 101 102. G & S: Charitable fundraising services for promoting research, education and

other activities relating to breast cancer awareness. FIRST USE: 20141222. FIRST USE IN

COMMERCE: 20141222

Standard Characters Claimed

Mark Drawing

(4) STANDARD CHARACTER MARK

Code Serial

86505402

Number

Filing Date

January 16, 2015

Current Basis 1A

Original Filing Basis

Published for August 4, 2015 Opposition

Registration Number

4835215

Registration

October 20, 2015

5/24/2016

Trademark Electronic Search System (TESS)

Date

Owner

(REGISTRANT) Avon Products, Inc. CORPORATION NEW YORK 777 Third Avenue New York NEW

YORK 10017

Prior

Registrations

2878570

Disclaimer

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "39", "WALK" AND "BREAST CANCER"

APART FROM THE MARK AS SHOWN

Type of Mark SERVICE MARK

Register

PRINCIPAL

Live/Dead

Indicator

LIVE

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EXHIBIT C



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Logout Please logout when you are done to release system resources allocated for you.

Start List At: Jump to record:

Record 15 out of 25

(Use the "Back" button of the Internet Browser to ASSIGN Status TTAB Status return to TESS)

Atlanta 2-day Walk for **Breast Cancer**

Word Mark

ATLANTA 2-DAY WALK FOR BREAST CANCER

Goods and Services

IC 036. US 100 101 102. G & S: Charitable fund raising services, namely, organizing and conducting fund raising events for breast cancer research and causes. FIRST USE: 20021130. FIRST USE IN

COMMERCE: 20021130

Standard Characters Claimed

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Trademark

Search Facility Classification

NUM-2 The number 2 or the word Two

Code

Serial Number

77775290

Filing Date

July 7, 2009

Current Basis

1A

Original Filing Basis

Published for Opposition

December 29, 2009

Registration

Number

3760470

Registration

March 16, 2010

5/24/2016

Trademark Electronic Search System (TESS)

Date

Owner

(REGISTRANT) It's the Journey, Inc. CORPORATION GEORGIA Suite 515 270 Carpenter Drive

Atlanta GEORGIA 30328

Attorney of Record

Peter G. Pappas

Disclaimer

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "2-DAY WALK FOR BREAST

CANCER" APART FROM THE MARK AS SHOWN

Type of Mark

SERVICE MARK

Register

PRINCIPAL-2(F)

Affidavit Text

SECT 15. SECT 8 (6-YR).

Live/Dead

Indicator

LIVE

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LAST DOC

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UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO) OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

U.S. APPLICATION SERIAL NO. 86910025

MARK: WALK TO FIGHT ALZHEIMER'S

86910025

CORRESPONDENT ADDRESS:

LISA D. TAYLOR,

INGLESINO, WEBSTER, WYCISKALA & TAYLOR, 600 PARSIPPANY ROAD, SUITE 204 PARSIPPANY, NJ 07054

APPLICANT: Alzheimer's New Jersey, Inc.

CORRESPONDENT'S REFERENCE/DOCKET NO:

857-001

CORRESPONDENT E-MAIL ADDRESS:

CLICK HERE TO RESPOND TO THIS LETTER: http://www.uspto.gov/trademarks/teas/response forms.jsp

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE BELOW.

ISSUE/MAILING DATE:

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

REFUSAL BECAUSE THE MARK IS MERELY DESCRIPTIVE AS APPLIED TO THE SERVICES

Registration is refused because the applied-for mark merely describes a characteristic and feature of applicant's goods and/or services. Trademark Act Section 2(e)(1), 15 U.S.C. §1052(e)(1); see TMEP §§1209.01(b), 1209.03 et seq[CRI].

Here, the applicant applied to register the mark "WALK TO FIGHT ALZHEIMER'S" for "Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's" and related services. The applicant's mark however is merely descriptive because it immediately conveys information regarding the nature of the services which include a walk to fight alzheimer's.

A mark is merely descriptive if it describes an ingredient, quality, characteristic, function, feature, purpose, or use of an applicant's goods and/or services. TMEP §1209.01(b); see, e.g., In re TriVita, Inc., 783 F.3d 872, 874, 114 USPQ2d 1574, 1575 (Fed. Cir. 2015) (quoting In re Oppedahl & Larson LLP, 373 F.3d 1171, 1173, 71 USPQ2d 1370, 1371 (Fed. Cir. 2004)); In re Steelbuilding.com, 415 F.3d 1293, 1297, 75 USPQ2d 1420, 1421 (Fed. Cir. 2005) (citing Estate of P.D. Beckwith, Inc. v. Comm'r of Patents, 252 U.S. 538, 543 (1920)).

The applicant has merely put together descriptive terms to create a descriptive mark and the resulting composite does not creates a unitary mark

with a separate, nondescriptive meaning. In re Ampco Foods, Inc., 227 USPQ 331 (TTAB 1985). Furthermore, the resulting combination of does not lend itself to any other meaning or significance other than identifying a salient feature of the applicant's investment services. What's more, there are no novel spellings or unique juxtapositions in the mark to support a nondescriptive or suggestive meaning.

The examining attorney refers to the excerpted articles from the examining attorney's search in a computerized database. See attachments downloaded from GOOGLE on May 12, 2016. The Trademark Trial and Appeal Board has held that materials obtained through computerized text searching are competent evidence to show the descriptive use of terms under Trademark Act Section 2(e)(1), 15 U.S.C. Section 1052(e)(1). In re National Data Corp., 222 USPQ 515, 517 n.3 (TTAB 1984). These articles show that consumers would understand applicant's mark refers to walking to raise awareness of alzheimer's.

Accordingly, the mark is merely descriptive of the applicant's services and is refused registration on the Principal Register under Section 2(e)(1) of the Trademark Act.

SEARCH OF THE OFFICE RECORDS DID NOT REVEAL A CONFUSINGLY SIMILAR MARK

The trademark examining attorney has searched the Office's database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). TMEP \$704.02; see 15 U.S.C. \$1052(d).

If applicant has questions regarding this Office action, please telephone or e-mail the assigned trademark examining attorney. All relevant e-mail communications will be placed in the official application record; however, an e-mail communication will not be accepted as a response to this Office action and will not extend the deadline for filing a proper response. *See* 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05. Further, although the trademark examining attorney may provide additional explanation pertaining to the refusal(s) and/or requirement(s) in this Office action, the trademark examining attorney may not provide legal advice or statements about applicant's rights. *See* TMEP §§705.02, 709.06.

Clark, Robert
/Robert Clark/
Examining Attorney
Law Office 101
571-272-9144
robert.clark@uspto.gov

TO RESPOND TO THIS LETTER: Go to http://www.uspto.gov/trademarks/teas/response forms.jsp. Please wait 48-72 hours from the issue/mailing date before using the Trademark Electronic Application System (TEAS), to allow for necessary system updates of the application. For technical assistance with online forms, e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned trademark examining attorney. E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.

All informal e-mail communications relevant to this application will be placed in the official application record.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an

| applicant (i.e. | , a corporate | officer, a | general j | partner, a | ll joint ap | oplicants). | If an appl | icant is re | presented b | y an attori | ney, the | attorney | must si | gn the |
|-----------------|---------------|------------|-----------|------------|-------------|-------------|------------|-------------|-------------|-------------|----------|----------|---------|--------|
| response. | | | | | | | | | | | | | | |

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at http://tsdr.uspto.gov/. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at TrademarkAssistanceCenter@uspto.gov or call 1-800-786-9199. For more information on checking status, see http://www.uspto.gov/trademarks/process/status/.

| TO UPDATE CORRESPONDENCE/E-MAI | IL ADDRESS: Use the TEAS | S form at http://www.uspto.gov/ | rademarks/teas/correspondence.jsp. |
|--------------------------------|--------------------------|---------------------------------|------------------------------------|
| | | | |
| [CR1] | _ | | |



http://walktofightarthritis.ca/ 05/12/2016 06 33 24 PM











towards a cure for arthritis

(3) WALL NEWS SING-OF



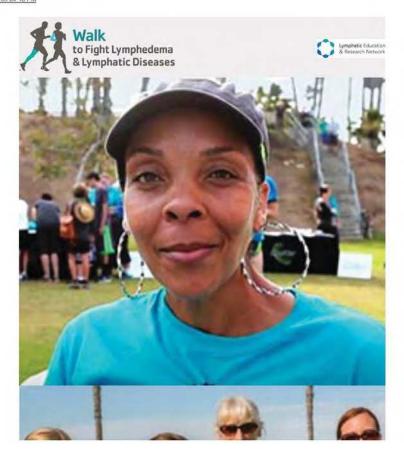




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inday, June 26, 2016 ceanfront Walk, 2000 Ocean Walk, Santa Monica, CA



th Annual NEW YORK Walk

urday, September 17, 2016 dman Plaza Park, Brooklyn Bridge, Brooklyn, NY



turday, October 15, 2016 hn Paul II High School, 900 Colt Road, Plano, TX

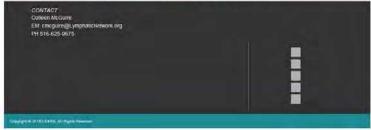
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| # | Total | Dead | Live | Live | Status/ | Search |
| | Marks | Marks | Viewed | Viewed | Search | |
| | | | Docs | Images | Duration | |
| 01 | 3 | 0 | 3 | 3 | P/0:01 | "ALZHEIMER'S NEW JERSEY"[bi,ti] |
| 02 | 299 | 126 | 27 | 27 | P/0:01 | "ALZHEIMER'"[bi,ti] |
| 03 | 302 | N/A | 0 | 0 | P/0:01 | *l{"szC"}h{v:2}m{v:2}r* [bi,ti] |
| 04 | 3 | 2 | 1 | 1 | P/0:01 | 3 not 2 |
| 05 | 1911 | N/A | 0 | 0 | P/0:01 | *j{v}r{"sz"} {"iye"}*[bi,ti] |
| 06 | 76 | N/A | 0 | 0 | P/0:02 | *g{v}r{"sz"}{"iye"}*[bi,ti] |
| 07 | 3 | 0 | 3 | 3 | P/0:01 | 3 and (5 or 6) |
| 08 | 2788487 | N/A | 0 | 0 | P/0:02 | "036"[cc] |
| 09 | 388075 | N/A | 0 | 0 | P/0:03 | "036"[ic] or "a"[ic] or "b"[ic] or "200"[ic] |
| 10 | 706382 | N/A | 0 | 0 | P/0:02 | "042"[ic] or "a"[ic] or "b"[ic] or "200"[ic] |
| 11 | 148565 | N/A | 0 | 0 | P/0:02 | "044"[ic] or "a"[ic] or "b"[ic] or "200"[ic] |
| 12 | 109694 | N/A | 0 | 0 | P/0:02 | "045"[ic] or "a"[ic] or "b"[ic] or "200"[ic] |
| 13 | 1030 | N/A | 0 | 0 | P/0:01 | 5 and 8 |
| 14 | 171 | 114 | 15 | 19 | P/0:01 | 5 and 9 |
| 15 | 162 | 115 | 15 | 21 | P/0:01 | 5 and 10 |
| 16 | 77 | 36 | 12 | 14 | P/0:01 | 5 and 11 |
| 17 | 48 | 24 | 13 | 14 | P/0:01 | 5 and 12 |
| 18 | 4409 | N/A | 0 | 0 | P/0:01 | 011711[dc] |
| 19 | 2 | 0 | 2 | 2 | P/0:01 | 2 and 18 |
| 20 | 101 | 55 | 3 | 46 | P/0:01 | 5 and 18 |
| 21 | 7599 | N/A | 0 | 0 | P/0:02 | *wal{"ckqx"}*[bi,ti] |
| 22 | 7 | 1 | 6 | 6 | P/0:01 | 21 and 3 |
| 23 | 5763 | N/A | 0 | 0 | P/0:02 | *fight*[bi,ti] |
| 24 | 6 | 3 | 3 | 3 | P/0:01 | 21 and 23 |
| 25 | 5765 | N/A | 0 | 0 | P/0:01 | *f{"iy"}ght*[bi,ti] |
| 26 | 6 | 3 | 3 | 3 | P/0:01 | 21 and 25 |
| 27 | 5 | 0 | 5 | 5 | P/0:01 | 25 and 3 |

Session started 5/12/2016 4:28:48 PM
Session finished 5/12/2016 4:45:18 PM
Total search duration 0 minutes 36 seconds
Session duration 16 minutes 30 seconds
Defaut NEAR limit=1ADJ limit=1

Sent to TICRS as Serial Number: 86910025

Trademark/Service Mark Application, Principal Register

Serial Number: 86910025 Filing Date: 02/17/2016

The table below presents the data as entered.

| Input Field | Entered | | | | |
|--|---|--|--|--|--|
| SERIAL NUMBER | 86910025 | | | | |
| MARK INFORMATION | | | | | |
| *MARK | Walk to Fight Alzheimer's | | | | |
| STANDARD CHARACTERS | YES | | | | |
| USPTO-GENERATED IMAGE | YES | | | | |
| LITERAL ELEMENT | Walk to Fight Alzheimer's | | | | |
| MARK STATEMENT | The mark consists of standard characters, without claim to any particular font, style, size, or color. | | | | |
| REGISTER | Principal | | | | |
| APPLICANT INFORMATION | | | | | |
| *OWNER OF MARK | Alzheimer's New Jersey, Inc. | | | | |
| *STREET | 400 Morris Avenue, Suite 251 | | | | |
| *CITY | Denville | | | | |
| *STATE (Required for U.S. applicants) | New Jersey | | | | |
| *COUNTRY | United States | | | | |
| *ZIP/POSTAL CODE (Required for U.S. applicants) | 07834 | | | | |
| PHONE | 973-586-4300 | | | | |
| FAX | 973-586-4342 | | | | |
| WEBSITE ADDRESS | www.alznj.org | | | | |
| LEGAL ENTITY INFORMATION | | | | | |
| ТУРЕ | corporation | | | | |
| STATE/COUNTRY OF INCORPORATION | New Jersey | | | | |
| GOODS AND/OR SERVICES AND BASIS II | NFORMATION | | | | |
| INTERNATIONAL CLASS | 036 | | | | |
| *IDENTIFICATION | Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of running and walking events; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's; Charitable fundraising to support Alzheimer's research and care; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means | | | | |

| | of organizing special events for Alzheimer's ; Memorial fundraising; On-line charitable fundraising |
|-------------------------------------|--|
| FILING BASIS | SECTION 1(a) |
| FIRST USE ANYWHERE DATE | At least as early as 12/18/2015 |
| FIRST USE IN COMMERCE DATE | At least as early as 12/18/2015 |
| SPECIMEN FILE NAME(S) | |
| ORIGINAL PDF FILE | SPE0-20799325-20160217092136905045 . Walk to Fight Alzheimer s - Alzheimer s New Jersey.pdf |
| CONVERTED PDF FILE(S) (3 pages) | \\TICRS\EXPORT16\IMAGEOUT16\869\100\86910025\xml1\APP0003.JPG |
| | \\TICRS\EXPORT16\IMAGEOUT16\869\100\86910025\xml1\APP0004.JPG |
| | \\TICRS\EXPORT16\IMAGEOUT16\869\100\86910025\xml1\APP0005.JPG |
| SPECIMEN DESCRIPTION | PDF of web page where the mark is used |
| ATTORNEY INFORMATION | |
| NAME | Lisa D. Taylor, Esq. |
| ATTORNEY DOCKET NUMBER | 857-001 |
| FIRM NAME | Inglesino, Webster, Wyciskala & Taylor, LLC |
| STREET | 600 Parsippany Road, Suite 204 |
| CITY | Parsippany |
| STATE | New Jersey |
| COUNTRY | United States |
| ZIP/POSTAL CODE | 07054 |
| PHONE | 973-947-7111 |
| FAX | 973-887-2700 |
| CORRESPONDENCE INFORMATION | |
| NAME | Lisa D. Taylor, Esq. |
| FIRM NAME | Inglesino, Webster, Wyciskala & Taylor, LLC |
| STREET | 600 Parsippany Road, Suite 204 |
| CITY | Parsippany |
| STATE | New Jersey |
| COUNTRY | United States |
| ZIP/POSTAL CODE | 07054 |
| PHONE | 973-947-7111 |
| FAX | 973-887-2700 |
| EMAIL ADDRESS | ltaylor@iwt-law.com |
| AUTHORIZED TO COMMUNICATE VIA EMAIL | No |
| FEE INFORMATION | |
| APPLICATION FILING OPTION | Regular TEAS |
| NUMBER OF CLASSES | 1 |

| FEE PER CLASS | 325 |
|--------------------------|---|
| *TOTAL FEE DUE | 325 |
| *TOTAL FEE PAID | 325 |
| SIGNATURE INFORMATION | |
| SIGNATURE | /Lisa D. Taylor/ |
| SIGNATORY'S NAME | Lisa D. Taylor, Esq. |
| SIGNATORY'S POSITION | Attorney for Alzheimer's New Jersey, Inc. |
| SIGNATORY'S PHONE NUMBER | 973-947-7111 |
| DATE SIGNED | 02/17/2016 |

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number.

OMB No. 0651-0009 (Exp 02/28/2018)

Trademark/Service Mark Application, Principal Register

Serial Number: 86910025 Filing Date: 02/17/2016

To the Commissioner for Trademarks:

MARK: Walk to Fight Alzheimer's (Standard Characters, see mark) The literal element of the mark consists of Walk to Fight Alzheimer's. The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, Alzheimer's New Jersey, Inc., a corporation of New Jersey, having an address of 400 Morris Avenue, Suite 251 Denville, New Jersey 07834 United States 973-586-4300(phone) 973-586-4342(fax)

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 036: Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of running and walking events; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's; Charitable fundraising to support Alzheimer's research and care; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's; Memorial fundraising; On-line charitable fundraising

In International Class 036, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 12/18/2015, and first used in commerce at least as early as 12/18/2015, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) PDF of web page where the mark is used.

Original PDF file:

SPE0-20799325-20160217092136905045 . Walk to Fight Alzheimer s - Alzheimer s New Jersey.pdf

Converted PDF file(s) (3 pages)

Specimen File1

Specimen File2

Specimen File3

For informational purposes only, applicant's website address is: www.alznj.org

The applicant's current Attorney Information:

Lisa D. Taylor, Esq. of Inglesino, Webster, Wyciskala & Taylor, LLC 600 Parsippany Road, Suite 204 Parsippany, New Jersey 07054

United States

973-947-7111(phone)

973-887-2700(fax)

The attorney docket/reference number is 857-001.

The applicant's current Correspondence Information:

Lisa D. Taylor, Esq.

Inglesino, Webster, Wyciskala & Taylor, LLC

600 Parsippany Road, Suite 204

Parsippany, New Jersey 07054 973-947-7111(phone) 973-887-2700(fax) ltaylor@iwt-law.com (not authorized)

A fee payment in the amount of \$325 has been submitted with the application, representing payment for 1 class(es).

Declaration

The signatory believes that: if the applicant is filing the application under 15 U.S.C. § 1051(a), the applicant is the owner of the trademark/service mark sought to be registered; the applicant is using the mark in commerce on or in connection with the goods/services in the application; the specimen(s) shows the mark as used on or in connection with the goods/services in the application; and/or if the applicant filed an application under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e), the applicant is entitled to use the mark in commerce; the applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the goods/services in the application. The signatory believes that to the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive. The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Declaration Signature

Signature: /Lisa D. Taylor/ Date: 02/17/2016 Signatory's Name: Lisa D. Taylor, Esq.

Signatory's Position: Attorney for Alzheimer's New Jersey, Inc.

RAM Sale Number: 86910025 RAM Accounting Date: 02/17/2016

Serial Number: 86910025

Internet Transmission Date: Wed Feb 17 09:42:30 EST 2016 TEAS Stamp: USPTO/BAS-XXX.XX.XX.XX.201602170942309786

00-86910025-5504791266c354c32b4b153f3985 e1dde8f481621c47176806ddce7d58a50ea1-CC-

9593-20160217092136905045

Walk to Fight Alzheimer's





Resources & Information Programs & Services Events

Get Involved About Us

Walk to Fight Alzheimer's

Southern Regional Walk -September 24*

Liberty State Park Regional Walk - October 1

Central Regional Walk -



October 9

Northern Regional Walk – October 30

*To be confirmed

Walk to Fight Alzheimer's is our largest fundraising event to support New Jersey families that are impacted by Alzheimer's disease and advance research. Thanks to the incredible participation of our communities, our Walk has grown year after year; raising over \$1 million in 2015.

Plans for the 2016 Walk to Fight Alzheimer's events are already underway with even more fun and excitement for our thousands of participants – and now 100% of your Walk donations will support New Jersey individuals and families.

For questions and registration information about the 2016 Walk to Fight Alzheimer's, please call Julie E. Schuldner, Vice President, Development and Communications at 973-586-4300 or email walk@alznj.org. We are looking forward to seeing you at the 2016 Walk to Fight Alzheimer's.

PROGRAMS

RESOURCES

GET

CONTACT US

| & SERVICES | What is | INVOLVED | Phone: 973- |
|---|--------------------------|-----------------------|------------------------------------|
| Helpline | Alzheimer's Disease | Donate | 586-4300 Fax: 973-586- |
| Care | Living With | Volunteer | 4342 Email: |
| Consultations | Alzheimer's Disease | Advocate | info@alznj.org |
| Respite Care and Wellness Program | Legal and Financial | Other Ways to Give | Headquarters Office |
| Family Support Groups | Planning Managing | | 400 Morris Avenue, Suite 251 |
| Always Safe | Challenging Behaviors | | Denville, NJ 07834 |
| Clinical Trial Connections Program | Care for the Caregiver | | 400 McSign in View larger map |
| Education and Research Conference | Early Age Onset | | Monto Pho |
| Education and Training | | | Map data ©2016 Googl |

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Walk to Fight Alzheimer's





Resources & Information Programs & Services Events

Get Involved About Us

Walk to Fight Alzheimer's

Southern Regional Walk -September 24*

Liberty State Park Regional Walk - October 1

Central Regional Walk -



October 9

Northern Regional Walk – October 30

*To be confirmed

Walk to Fight Alzheimer's is our largest fundraising event to support New Jersey families that are impacted by Alzheimer's disease and advance research. Thanks to the incredible participation of our communities, our Walk has grown year after year; raising over \$1 million in 2015.

Plans for the 2016 Walk to Fight Alzheimer's events are already underway with even more fun and excitement for our thousands of participants – and now 100% of your Walk donations will support New Jersey individuals and families.

For questions and registration information about the 2016 Walk to Fight Alzheimer's, please call Julie E. Schuldner, Vice President, Development and Communications at 973-586-4300 or email walk@alznj.org. We are looking forward to seeing you at the 2016 Walk to Fight Alzheimer's.

PROGRAMS

RESOURCES

GET

CONTACT US

| & SERVICES | What is | INVOLVED | Phone: 973- |
|---|--------------------------|-----------------------|------------------------------------|
| Helpline | Alzheimer's Disease | Donate | 586-4300 Fax: 973-586- |
| Care | Living With | Volunteer | 4342 Email: |
| Consultations | Alzheimer's Disease | Advocate | info@alznj.org |
| Respite Care and Wellness Program | Legal and Financial | Other Ways to Give | Headquarters Office |
| Family Support Groups | Planning Managing | | 400 Morris Avenue, Suite 251 |
| Always Safe | Challenging Behaviors | | Denville, NJ 07834 |
| Clinical Trial Connections Program | Care for the Caregiver | | 400 McSign in View larger map |
| Education and Research Conference | Early Age Onset | | Monto Pho |
| Education and Training | | | Map data ©2016 Googl |

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Privacy Policy | Terms of Use

Anited States of America United States Patent and Trademark Office

Walk to Fight Alzheimer's

Reg. No. 5,053,635

Registered Oct. 04, 2016

Int. Cl.: 36

Service Mark

Principal Register

Alzheimer's New Jersey, Inc. (NEW JERSEY CORPORATION) 400 Morris Avenue, Suite 251

Denville, NJ 07834

CLASS 36: Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of running and walking events; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's; Charitable fundraising to support Alzheimer's research and care; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's; Memorial fundraising; On-line charitable fundraising

FIRST USE 12-18-2015; IN COMMERCE 12-18-2015

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

No claim is made to the exclusive right to use the following apart from the mark as shown: "WALK" AND "ALZHEIMER'S"

SER. NO. 86-910,025, FILED 02-17-2016 ROBERT C CLARK, EXAMINING ATTORNEY



Michelle K. Len

Director of the United States Patent and Trademark Office

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years* What and When to File:

- First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application
 for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods* What and When to File:

 You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

*ATTENTION MADRID PROTOCOL REGISTRANTS: The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see http://www.wipo.int/madrid/en/.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at h ttp://www.uspto.gov.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at http://www.uspto.gov.

Page: 2 of 2 / RN # 5053635



Please note that U.S. Customs & Border Protection (CBP), a bureau of the Department of Homeland Security, maintains a trademark recordation system for marks registered at the United States Patent and Trademark Office. Parties who register their marks on the Principal Register may record these marks with CBP, to assist CBP in its efforts to prevent the importation of goods that infringe registered marks. The recordation database includes information regarding all recorded marks, including images of these marks. CBP officers monitor imports to prevent the importation of goods bearing infringing marks, and can access the recordation database at each of the 317 ports of entry.

CBP's Intellectual Property Rights e-Recordation (IPRR) system, located at https://apps.cbp.gov/e-recordations/, allows right holders to electronically file IPR recordation applications, thus significantly reducing the amount of time normally required to-process paper applications. Some additional benefits of the system include:

- Elimination of paper applications and supporting documents.
- Copies of the certificate issued by the registering agency (U.S. Patent and Trademark Office or the Copyright Office) are retained by the right holder, not submitted to CBP.
- Payment by credit card (preferred), check or money order.
- Ability to upload images of the protected work or trademark, thus obviating the need to send samples to CBP.
- Reduced time from filing of the application to enforcement by field personnel.

Information about how to obtain a recordation, and about CBP's Intellectual Property Rights border enforcement program, is available at CBP's web site, www.cbp.gov.

INFORMATION FROM THE USPTO CONCERNING COURTESY E-MAIL REMINDERS OF TRADEMARK REGISTRATION MAINTENANCE DEADLINES AND WARNING ABOUT UNOFFICIAL SOLICITATIONS

E-mail Authorization and Current E-mail Address Required to Receive Courtesy E-mail Reminders of Registration Maintenance Deadlines

As a courtesy to registration owners who authorize e-mail communication and maintain a current e-mail address with the United States Patent and Trademark Office (USPTO), the USPTO will issue courtesy e-mail reminders when your deadline approaches to file the necessary maintenance filings to keep your registration active. No reminders will be sent by regular mail. If you have authorized receipt of correspondence by e-mail, please make sure that you have added the USPTO to your "approved senders list" and/or that your server will accept USPTO e-mail and not treat it as junk mail.

The Trademark Electronic Application System (TEAS) Change of Correspondence Address and Change of Owner Address Forms (available through USPTO.gov) should be used to update and add e-mail address information. If an attorney represented you prior to registration but the representation is not ongoing, please use the same form to remove the attorney e-mail address(es) and provide your own, so that the reminders come directly to you.

Beware of Unofficial Trademark Solicitations

The USPTO's e-mail reminders will direct you to make the necessary filings and pay the associated fees online through TEAS, and will not request any fees by mail. Please be aware that private companies <u>not</u> associated with the USPTO often use trademark application and registration information from the USPTO's databases to mail or e-mail trademark-related solicitations. These may include offers: (1) for legal services; (2) for trademark monitoring services; (3) to record trademarks with U.S. Customs and Border Protection; and (4) to "register" trademarks in a private registry.

These companies may use names that resemble the USPTO name, including, for example, one or more of the terms "United States," "U.S.," "Trademark," "Patent," "Registration," "Office," or "Agency." Some companies attempt to make their solicitations mimic the look of official government documents by using official government data that is publicly available from USPTO records. Many refer to other government agencies and sections of the U.S. Code. Most require "fees" to be paid. All official correspondence will be from the "United States Patent and Trademark Office" in Alexandria, VA, and if by e-mail, specifically from the domain "@uspto.gov."

If you receive a trademark-related solicitation that you believe is deceptive, you may file an online consumer complaint with the Federal Trade Commission ("FTC"), at www.FTC.gov. In addition, the USPTO encourages recipients of deceptive trademark-related solicitations to contact their states' consumer protection authorities.

For additional information, please visit the page on the USPTO.gov website entitled "WARNING: Non-USPTO Solicitations That May Resemble Official USPTO Communications."

EXHIBIT J

Generated on: This page was generated by TSDR on 2020-10-20 12:34:30 EDT

Mark: ALZHEIMER'S NEW JERSEY WALK TO FIGHT ALZHEIMER'S



US Serial Number: 87347295 Application Filing Feb. 23, 2017

Date:

US Registration 5373234 Registration Date: Jan. 09, 2018

Number:

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: Jan. 09, 2018 Publication Date: Jul. 25, 2017

Mark Information

Mark Literal ALZHEIMER'S NEW JERSEY WALK TO FIGHT ALZHEIMER'S

Elements:

Standard Character No

Claim:

Mark Drawing 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of The mark consists of the stylized purple wording "Alzheimer's New Jersey" with the depiction of the shape of the State of New Jersey

Mark: in green appearing between the terms "Alzheimer's" and "New Jersey". Below the wording "Alzheimer's New Jersey" appears the depiction of a purple horizontal line which is bisected by the depiction of the shape of the State of New Jersey. Below the purple line appears the stylized, stacked wording "WALK TO FIGHT ALZHEIMER'S" in all capital letters with the purple-colored wording "WALK TO" appearing above the green-colored term "FIGHT" which appears above the purple-colored term "ALZHEIMER'S". To the left of the wording "WALK TO FIGHT ALZHEIMER'S" is the depiction of a pair of sneakers in purple and white with open white shoe laces. Other than the color white appearing in the pair of sneakers and laces therefor, the color white represents background or transparent areas

and is not part of the mark.

Color Drawing: Yes

Color(s) Claimed: The color(s) purple, green and white is/are claimed as a feature of the mark.

Disclaimer: "ALZHEIMER'S NEW JERSEY", THE DEPICTION OF THE STATE OF NEW JERSEY, "WALK" AND "ALZHEIMER'S"

Design Search 01.17.11 - Maps of states of the United States, excluding Texas

Code(s): 09.07.02 - Gym shoes; Athletic shoes; Exercise shoes; Roller skates; Skates; Ski boots; Boots, ski 26.17.01 - Bands, straight; Lines, straight; Straight line(s), band(s) or bar(s); Bars, straight

26.17.05 - Bars, horizontal; Horizontal line(s), band(s) or bar(s); Lines, horizontal; Bands, horizontal 26.17.13 - Letters or words underlined and/or overlined by one or more strokes or lines; Overlined words or letters; Underlined words

or letters

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: Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of running and walking events; Charitable fundraising services by means of a website where donors search for and make monetary donations to specific charities or projects aimed at Alzheimer's research and care; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services by means of organizing walks and other special events for Alzheimer's care and research; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's; Charitable fundraising services for support of Alzheimer's research and care; Charitable fundraising to support Alzheimer's research and care; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's research and care; On-line charitable

fundraising

International 036 - Primary Class

Class(es):

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 01, 2017 **Use in Commerce:** Feb. 01, 2017

Basis Information (Case Level)

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

Filed Use: YesCurrently Use: YesFiled ITU: NoCurrently ITU: NoFiled 44D: NoCurrently 44E: NoFiled 44E: NoCurrently 66A: NoFiled 66A: NoCurrently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Alzheimer's New Jersey, Inc.

Owner Address: 400 Morris Avenue, Suite 251

Denville, NEW JERSEY UNITED STATES 07834

Legal Entity Type: CORPORATION State or Country NEW JERSEY

Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Lisa D. Taylor, Esq.

Attorney Primary Itaylor@iwt-law.com
Email Address:

Docket Number: 857-001

Attorney Email No
Authorized:

Correspondent

Correspondent LISA D. TAYLOR, ESQ.

Name/Address: INGLESINO, WEBSTER, WYCISKALA & TAYLOR, LLC 600 PARSIPPANY ROAD, SUITE 204

600 PARSIPPANY ROAD, SUITE 204

PARSIPPANY, NEW JERSEY UNITED STATES 07054

Phone: 973-947-7111 **Fax:** 973-887-2700

Correspondent e- <u>Itaylor@iwt-law.com</u> Correspondent e- No mail: Correspondent e- No mail Authorized:

Domestic Representative - Not Found

Prosecution History

| Date | Description | Proceeding Number |
|---------------|--|----------------------|
| Jan. 09, 2018 | REGISTERED-PRINCIPAL REGISTER | |
| Dec. 03, 2017 | EXTENSION OF TIME TO OPPOSE PROCESS - TERMINATED | |
| Aug. 07, 2017 | EXTENSION OF TIME TO OPPOSE RECEIVED | |
| Jul. 25, 2017 | PUBLISHED FOR OPPOSITION | |
| Jul. 05, 2017 | NOTICE OF PUBLICATION | |
| Jun. 15, 2017 | APPROVED FOR PUB - PRINCIPAL REGISTER | |
| May 22, 2017 | EXAMINER'S AMENDMENT MAILED | |
| May 19, 2017 | EXAMINER'S AMENDMENT ENTERED | 88888 |
| May 19, 2017 | EXAMINERS AMENDMENT -WRITTEN | 78480 |
| May 18, 2017 | ASSIGNED TO EXAMINER | 78480 |
| Mar. 03, 2017 | NOTICE OF DESIGN SEARCH CODE MAILED | |
| Mar. 02, 2017 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | |
| Feb. 27, 2017 | NEW APPLICATION ENTERED IN TRAM | |

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION Date in Location: Jan. 09, 2018

Proceedings

Summary

Number of 1 Proceedings:

Type of Proceeding: Extension of Time

Proceeding <u>87347295</u>

Number:

Filing Date: Aug 07, 2017

Status: Terminated Status Date: Dec 03, 2017

Interlocutory Attorney:

Defendant

Name: Alzheimer's New Jersey, Inc.

Correspondent LISA D TAYLOR

Address: INGLESINO WEBSTER WYCISKALA & TAYLOR

600 PARSIPPANY ROAD , SUITE 204 PARSIPPANY NJ UNITED STATES , 07054

Correspondent e- <u>ltaylor@iwt-law.com</u>

mail:

| Associated marks | | | | | | | |
|--|--------------------|---------------|------------------------|--|--|--|--|
| Mark | Application Status | Serial Number | Registration Number | | | | |
| ALZHEIMER'S NEW JERSEY WALK TO FIGHT ALZHEIMER'S | Registered | 87347295 | 5373234 | | | | |

Potential Opposer(s)

Name: Alzheimer's Disease and Related Disorders Association, Inc.

Correspondent REBECCA LEDERHOUSE Address: BAKER & MCKENZIE LLP

300 EAST RANDOLPH STREET, SUITE 5000 CHICAGO IL UNITED STATES , 60601

Correspondent e- rebecca.lederhouse@bakermckenzie.com, chiusptomail@bakermckenzie.com

mail:

| Prosecution History | | | | | | |
|---------------------|-------------------------------------|--------------|----------|--|--|--|
| Entry Number | History Text | Date | Due Date | | | |
| 1 | INCOMING - EXT TIME TO OPPOSE FILED | Aug 07, 2017 | | | | |
| 2 | EXT GRANTED | Aug 07, 2017 | | | | |

United States of America United States Patent and Trademark Office



Reg. No. 5,373,234 Registered Jan. 09, 2018

Int. Cl.: 36

Service Mark

Principal Register

Alzheimer's New Jersey, Inc. (NEW JERSEY CORPORATION) 400 Morris Avenue, Suite 251 Denville, NEW JERSEY 07834

CLASS 36: Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of running and walking events; Charitable fundraising services by means of a website where donors search for and make monetary donations to specific charities or projects aimed at Alzheimer's research and care; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services by means of organizing walks and other special events for Alzheimer's care and research; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's; Charitable fundraising services for support of Alzheimer's research and care; Charitable fundraising to support Alzheimer's research and care; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's research and care; On-line charitable fundraising

FIRST USE 2-1-2017; IN COMMERCE 2-1-2017

The color(s) purple, green and white is/are claimed as a feature of the mark.

The mark consists of the stylized purple wording "Alzheimer's New Jersey" with the depiction of the shape of the State of New Jersey in green appearing between the terms "Alzheimer's" and "New Jersey". Below the wording "Alzheimer's New Jersey" appears the depiction of a purple horizontal line which is bisected by the depiction of the shape of the State of New Jersey. Below the purple line appears the stylized, stacked wording "WALK TO FIGHT ALZHEIMER'S" in all capital letters with the purple-colored wording "WALK TO" appearing above the green-colored term "FIGHT" which appears above the purple-colored term "ALZHEIMER'S". To the left of the wording "WALK TO FIGHT ALZHEIMER'S" is the depiction of a pair of sneakers in purple and white with open white shoe laces. Other than the color white appearing in the pair of sneakers and laces therefor, the color white represents background or transparent areas and is not part of the mark.

No claim is made to the exclusive right to use the following apart from the mark as shown: "ALZHEIMER'S NEW JERSEY", THE DEPICTION OF THE STATE OF NEW JERSEY, "WALK" AND "ALZHEIMER'S"

SER. NO. 87-347,295, FILED 02-23-2017



Doseph matel
Performing the Functions and Duties of the

Performing the Functions and Duties of the Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years* What and When to File:

- *First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods* What and When to File:

• You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

*ATTENTION MADRID PROTOCOL REGISTRANTS: The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see http://www.wipo.int/madrid/en/.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at h ttp://www.uspto.gov.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at http://www.uspto.gov.

Page: 2 of 2 / RN # 5373234



UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Trademarks P.O. Box 1451 Alexandria, VA 22313-1451 www.uspto.gov

Jul 5, 2017

NOTICE OF PUBLICATION

 Serial No.: 87-347,295

 Mark: ALZHEIMER'S NEW JERSEY WALK TO FIGHT ALZ Etc. (STYLIZED/DESIGN)

- International Class(es):
- 4. Publication Date: Jul 25, 2017

Applicant: Alzheimer's New Jersey, Inc.

The mark of the application identified appears to be entitled to registration. The mark will, in accordance with Section 12(a) of the Trademark Act of 1946, as amended, be published in the *Official Gazette* on the date indicated above for the purpose of opposition by any person who believes he will be damaged by the registration of the mark. If no opposition is filed within the time specified by Section 13(a) of the Statute or by rules 2.101 or 2.102 of the Trademark Rules, the Commissioner of Patents and Trademarks may issue a certificate of registration.

Copies of the trademark portion of the Official Gazette containing the publication of the mark may be obtained from:

The Superintendent of Documents U.S. Government Printing Office PO Box 371954
Pittsburgh, PA 15250-7954
Phone: 202-512-1800

By direction of the Commissioner.

To view this notice and other documents for this application on-line, go to $\underline{\text{http://tdr.uspto.gov/search.action?sn=87347295}}.$

Correspondence Address:

LISA D. TAYLOR, ESQ. INGLESINO, WEBSTER, WYCISKALA & TAYLOR, 600 PARSIPPANY ROAD, SUITE 204 600 PARSIPPANY ROAD, SUITE 204 PARSIPPANY, NJ 07054

Trademark Snap Shot Publication Stylesheet (Table presents the data on Publication Approval)

OVERVIEW

| SERIAL NUMBER | 87347295 | FILING DATE | 02/23/2017 |
|---------------|-------------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | TANNER, MICHAEL R | L.O. ASSIGNED | 119 |

PUB INFORMATION

| RUN DATE | 06/16/2017 | | | |
|----------------------|--|--------------------|-----|--|
| PUB DATE | N/A | | | |
| STATUS | 681-PUBLICATION/ISSUE REVIEW COM | IPLETE | | |
| STATUS DATE | 06/16/2017 | | | |
| LITERAL MARK ELEMENT | ALZHEIMER'S NEW JERSEY WALK TO FIGHT ALZHEIMER'S | | | |
| | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | |
| SECTION 15 | NO | REPUB 12C | N/A | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | |
| DATE AMEND REG | N/A | | | |

FILING BASIS

| FILED BASIS CURRE | | NT BASIS AMENDED BASIS | | ED BASIS | |
|-------------------|-----|------------------------|-----|----------|----|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | ALZHEIMER'S NEW JERSEY WALK TO FIGHT ALZHEIMER'S |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | YES |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|-------------|--|
| NAME | Alzheimer's New Jersey, Inc. |
| ADDRESS | 400 Morris Avenue, Suite 251 Denville, NJ 07834 |
| ENTITY | 03-CORPORATION |
| CITIZENSHIP | New Jersey |
| | |

GOODS AND SERVICES

| INTERNATIONAL CLASS | 036 |
|---------------------|---|
| DESCRIPTION TEXT | Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of running and walking events; Charitable fundraising services by means of a website where donors search for and make monetary donations to specific charities or projects aimed at Alzheimer's research and care; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services by means of organizing walks and other special events for Alzheimer's care and research; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's; Charitable fundraising services for support of Alzheimer's research and care; Charitable fundraising to support Alzheimer's research and care; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's research and care; On-line charitable fundraising |

GOODS AND SERVICES CLASSIFICATION

| INTERNATIONAL CLASS | 036 | FIRST USE DATE | 02/01/2017 | FIRST USE IN COMMERCE | 02/01/2017 | CLASS STATUS | 6-ACTIVE |
|------------------------|-----|----------------|------------|-----------------------|------------|--------------|----------|
| | | | | DATE | | | |

MISCELLANEOUS INFORMATION/STATEMENTS

| CHANGE IN REGISTRATION | NO |
|---------------------------|--|
| COLORS CLAIMED STATEMENT | The color(s) purple, green and white is/are claimed as a feature of the mark. |
| DISCLAIMER W/PREDETER TXT | "ALZHEIMER'S NEW JERSEY", THE DEPICTION OF THE STATE OF NEW JERSEY, "WALK" AND "ALZHEIMER'S" |
| DESCRIPTION OF MARK | The mark consists of the stylized purple wording "Alzheimer's New Jersey" with the depiction of the shape of the State of New Jersey in green appearing between the terms "Alzheimer's" and "New Jersey". Below the wording "Alzheimer's New Jersey" appears the depiction of a purple horizontal line which is bisected by the depiction of the shape of the State of New Jersey. Below the purple line appears the stylized, stacked wording "WALK TO FIGHT ALZHEIMER'S" in all capital letters with the purple-colored wording "WALK TO" appearing above the green-colored term "FIGHT" which appears above the purple-colored term "ALZHEIMER'S". To the left of the wording "WALK TO FIGHT ALZHEIMER'S" is the depiction of a pair of sneakers in purple and white with open white shoe laces. Other than the color white appearing in the pair of sneakers and laces therefor, the color white represents background or transparent areas and is not part of the mark. |

PROSECUTION HISTORY

| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM |
|------------|--------|----------|---------------------------------------|---------|
| 06/15/2017 | CNSA | 0 | APPROVED FOR PUB - PRINCIPAL REGISTER | 800 |
| 05/22/2017 | CNEA | F | EXAMINER'S AMENDMENT MAILED | 007 |
| 05/19/2017 | XAEC | I | EXAMINER'S AMENDMENT ENTERED | 006 |
| 05/19/2017 | CNEA | R | EXAMINERS AMENDMENT -WRITTEN | 005 |
| 05/18/2017 | DOCK | D | ASSIGNED TO EXAMINER | 004 |
| 03/03/2017 | MDSC | 0 | NOTICE OF DESIGN SEARCH CODE MAILED | 003 |

| 03/02/2017 | NWOS | I | I NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | | |
|--|------|---|---|--|--|
| 02/27/2017 | NWAP | I | I NEW APPLICATION ENTERED IN TRAM | | |
| CURRENT CORRESPONDENCE INFORMATION ATTORNEY Lisa D. Taylor, Esq. | | | | | |
| CORRESPONDENCE ADDRESS | | | LISA D. TAYLOR, ESQ. INGLESINO, WEBSTER, WYCISKALA & TAYLOR, 600 PARSIPPANY ROAD, SUITE 204 600 PARSIPPANY ROAD, SUITE 204 PARSIPPANY, NJ 07054 | | |
| DOMESTIC REPRESENTATIVE | | | NONE | | |



Trademark Snap Shot Amendment & Mail Processing Stylesheet (Table presents the data on Amendment & Mail Processing Complete)

OVERVIEW

| SERIAL NUMBER | 87347295 | FILING DATE | 02/23/2017 |
|---------------|-------------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | TANNER, MICHAEL R | L.O. ASSIGNED | 119 |

PUB INFORMATION

| RUN DATE | 05/20/2017 | 05/20/2017 | | | |
|----------------------|----------------------------|------------------------|-----|--|--|
| PUB DATE | N/A | | | | |
| STATUS | 646-EXAMINERS AMENDMENT C | OUNTED - NOT MAILED | | | |
| STATUS DATE | 05/19/2017 | | | | |
| LITERAL MARK ELEMENT | ALZHEIMER'S NEW JERSEY WAL | K TO FIGHT ALZHEIMER'S | | | |
| | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | | |
| SECTION 15 | NO | REPUB 12C | N/A | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | |
| DATE AMEND REG | N/A | | | | |

FILING BASIS

| FILED BASIS | | CURREN | IT BASIS | AMENDED BASIS | |
|-------------|-----|----------|----------|---------------|----|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | ALZHEIMER'S NEW JERSEY WALK TO FIGHT ALZHEIMER'S |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | YES |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|-------------|--|
| NAME | Alzheimer's New Jersey, Inc. |
| ADDRESS | 400 Morris Avenue, Suite 251 Denville, NJ 07834 |
| ENTITY | 03-CORPORATION |
| CITIZENSHIP | New Jersey |
| | |

GOODS AND SERVICES

| INTERNATIONAL CLASS | 036 |
|---------------------|---|
| | Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of running and walking events; Charitable fundraising services by means of a website where donors search for and make monetary donations to specific charities or projects aimed at Alzheimer's research and care; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services by means of organizing walks and other special events for Alzheimer's care and research; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's; Charitable fundraising services for support of Alzheimer's research and care; Charitable fundraising to support Alzheimer's research and care; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's research and care; On-line charitable fundraising |

GOODS AND SERVICES CLASSIFICATION

| INTERNATIONAL | 036 | FIRST USE DATE | 02/01/2017 | FIRST USE IN | 02/01/2017 | CLASS STATUS | 6-ACTIVE |
|---------------|-----|----------------|------------|--------------|------------|--------------|----------|
| CLASS | | | | COMMERCE | | | |
| | | | | DATE | | | |

MISCELLANEOUS INFORMATION/STATEMENTS

| CHANGE IN REGISTRATION | NO |
|---------------------------|--|
| COLORS CLAIMED STATEMENT | The color(s) purple, green and white is/are claimed as a feature of the mark. |
| DISCLAIMER W/PREDETER TXT | "ALZHEIMER'S NEW JERSEY", THE DEPICTION OF THE STATE OF NEW JERSEY, "WALK" AND "ALZHEIMER'S" |
| DESCRIPTION OF MARK | The mark consists of the stylized purple wording "Alzheimer's New Jersey" with the depiction of the shape of the State of New Jersey in green appearing between the terms "Alzheimer's" and "New Jersey". Below the wording "Alzheimer's New Jersey" appears the depiction of a purple horizontal line which is bisected by the depiction of the shape of the State of New Jersey. Below the purple line appears the stylized, stacked wording "WALK TO FIGHT ALZHEIMER'S" in all capital letters with the purple-colored wording "WALK TO" appearing above the green-colored term "FIGHT" which appears above the purple-colored term "ALZHEIMER'S". To the left of the wording "WALK TO FIGHT ALZHEIMER'S" is the depiction of a pair of sneakers in purple and white with open white shoe laces. Other than the color white appearing in the pair of sneakers and laces therefor, the color white represents background or transparent areas and is not part of the mark. |

PROSECUTION HISTORY

| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM |
|------------|--------|----------|--|---------|
| 05/19/2017 | XAEC | I | EXAMINER'S AMENDMENT ENTERED | 006 |
| 05/19/2017 | CNEA | R | EXAMINERS AMENDMENT -WRITTEN | 005 |
| 05/18/2017 | DOCK | D | ASSIGNED TO EXAMINER | 004 |
| 03/03/2017 | MDSC | 0 | NOTICE OF DESIGN SEARCH CODE MAILED | 003 |
| 03/02/2017 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 02/27/2017 | NWAP | I | NEW APPLICATION ENTERED IN TRAM | 001 |

| CURRENT CORRESPON | NDENCE INFORMATION |
|-------------------------|---|
| ATTORNEY | Lisa D. Taylor, Esq. |
| CORRESPONDENCE ADDRESS | LISA D. TAYLOR, ESQ. INGLESINO, WEBSTER, WYCISKALA & TAYLOR, 600 PARSIPPANY ROAD, SUITE 204 600 PARSIPPANY ROAD, SUITE 204 PARSIPPANY, NJ 07054 |
| DOMESTIC REPRESENTATIVE | NONE |



UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO) OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

U.S. APPLICATION SERIAL NO. 87347295

MARK: ALZHEIMER'S NEW JERSEY WALK TO

87347295

CORRESPONDENT ADDRESS:

LISA D. TAYLOR, ESQ.
INGLESINO, WEBSTER, WYCISKALA & TAYLOR,
600 PARSIPPANY ROAD, SUITE 204
600 PARSIPPANY ROAD, SUITE 204
PARSIPPANY, NJ 07054

APPLICANT: Alzheimer's New Jersey, Inc.

CORRESPONDENT'S REFERENCE/DOCKET NO:

857-001

CORRESPONDENT E-MAIL ADDRESS:

GENERAL TRADEMARK INFORMATION:

http://www.uspto.gov/trademarks/index.jsp

EXAMINER'S AMENDMENT

ISSUE/MAILING DATE:

DATABASE SEARCH: The trademark examining attorney has searched the USPTO's database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). TMEP §704.02; *see* 15 U.S.C. §1052(d).

APPLICATION HAS BEEN AMENDED: In accordance with the authorization granted by Lisa Taylor on May 19, 2017, the trademark examining attorney has amended the application as indicated below. Please advise the undersigned immediately of any objections. Otherwise, no response is necessary. TMEP §707. Any amendments to the identification of goods and/or services may clarify or limit the goods and/or services, but may not add to or broaden the scope of the goods and/or services. 37 C.F.R. §2.71(a); *see* TMEP §§1402.06 *et seq.*

Disclaimer

The application is amended as follows:

No claim is made to the exclusive right to use "Alzheimer's New Jersey", the depiction of the State of New Jersey, "WALK" and "ALZHEIMER'S" apart from the mark as shown.

See 15 U.S.C. §1056(a); TMEP §§1213, 1213.08(a)(i).

Mark Description Statement Amendment

The application is amended as follows:

The mark consists of the stylized purple wording "Alzheimer's New Jersey" with the depiction of the shape of the State of New Jersey in green appearing between the terms "Alzheimer's" and "New Jersey". Below the wording "Alzheimer's New Jersey" appears the depiction of a purple horizontal line which is bisected by the depiction of the shape of the State of New Jersey. Below the purple line appears the stylized, stacked wording "WALK TO FIGHT ALZHEIMER'S" in all capital letters with the purple-colored wording "WALK TO" appearing above the green-colored term "FIGHT" which appears above the purple-colored term "ALZHEIMER'S". To the left of the wording "WALK TO FIGHT ALZHEIMER'S" is the depiction of a pair of sneakers in purple and white with open white shoe laces. Other than the color white appearing in the pair of sneakers and laces therefor, the color white represents background or transparent areas and is not part of the mark.

See 37 C.F.R. §2.52(b)(1); TMEP §807.07(a)(i), (a)(ii).

Applicants, registration owners, attorneys and other Trademark customers are strongly encouraged to correspond with the USPTO online via the Trademark Electronic Application System (TEAS), at www.uspto.gov.

 $TEAS\ PLUS\ OR\ TEAS\ REDUCED\ FEE\ (TEAS\ RF)\ APPLICANTS-TO\ MAINTAIN\ LOWER\ FEE,\ ADDITIONAL$

REQUIREMENTS MUST BE MET, INCLUDING SUBMITTING DOCUMENTS ONLINE: Applicants who filed their application online using the lower-fee TEAS Plus or TEAS RF application form must (1) file certain documents online using TEAS, including responses to Office actions (see TMEP §§819.02(b), 820.02(b) for a complete list of these documents); (2) maintain a valid e-mail correspondence address; and (3) agree to receive correspondence from the USPTO by e-mail throughout the prosecution of the application. *See* 37 C.F.R. §§2.22(b), 2.23(b); TMEP §§819, 820. TEAS Plus or TEAS RF applicants who do not meet these requirements must submit an additional processing fee of \$125 per class of goods and/or services. 37 C.F.R. §§2.6(a)(1)(v), 2.22(c), 2.23(c); TMEP §§819.04, 820.04. However, in certain situations, TEAS Plus or TEAS RF applicants may respond to an Office action by authorizing an examiner's amendment by telephone or e-mail without incurring this additional fee. If the applicant has technical questions about the TEAS response to Office action form, applicant can review the electronic filing tips available online at http://www.uspto.gov/teas/eFilingTips.htm and email technical questions to TEAS@uspto.gov.

If the applicant or its appointed attorney has any questions or needs assistance in responding to this Office action, please telephone the assigned examining attorney.

/Michael Tanner/
Michael Tanner
Trademark Attorney
Law Office 119

Telephone: 571-272-9706

Email: Michael.Tanner@uspto.gov

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at http://tsdr.uspto.gov/. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at trademarkAssistanceCenter@uspto.gov or call 1-800-786-9199. For more information on checking status, see http://www.uspto.gov/trademarks/process/status/.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the Trademark Electronic Application System (TEAS) form at http://www.uspto.gov/trademarks/teas/correspondence.jsp.

NOTE TO THE FILE

| SERIAL NUMBER: | 87347295 | |
|---------------------------|----------------------|--------------------------------------|
| DATE: | 05/19/2017 | |
| NAME: | mtanner | |
| NOTE: | | |
| Searched: | | Discussed ID with: |
| Google | | Senior Atty |
| Lexis/Nexis | | Managing Atty |
| OneLook | | |
| Wikipedia | | |
| Acronym Finder | | Protest evidence reviewed |
| Other: | | |
| Checked: | | Discussed Geo. Sig. with: |
| Geographic signif: | icance | Senior Atty |
| Surname | | Managing Atty |
| Translation | | |
| ID with ID/CLASS n | nailbox | |
| _ Checked list of approve | d Canadian attorneys | s and agents |
| Discussed file with | | |
| Attorney/Applicant via | : | |
| phone | | Left message with |
| email | | Attorney/Applicant |
| Requested Law Lib: | rary search | X Issued Examiner's Amendment |
| for: | | and entered changes in TRADEUPS |
| | | Added design code in TRADEUPS |
| X Description of the | | |
| Translation stater | nent | Re-imaged standard character drawing |
| Negative translat: | ion statement | |
| Consent of living | individual | Contacted TM MADRID ID/CLASS |
| | | about misclassified definite ID |
| Changed TRADEUPS t | :0: | |
| OTHER: | | |

| *** | User:mtanner | *** |
|-----|--------------|-----|
|-----|--------------|-----|

| # | Total | Dead | Live | Live | Status/ | Search |
|----|-------|-------|--------|--------|----------|---|
| | Marks | Marks | Viewed | Viewed | Search | |
| | | | Docs | Images | Duration | |
| 01 | 7957 | N/A | 0 | 0 | 0:01 | *walk*[bi,ti] |
| 02 | 11 | 9 | 2 | 2 | 0:01 | *ph{'iy"}ght*[bi,ti] |
| 03 | 6111 | N/A | 0 | 0 | 0:01 | *f{'iy"}ght*[bi,ti] |
| 04 | 56581 | N/A | 0 | 0 | 0:01 | *new*[bi,ti] |
| 05 | 1966 | N/A | 0 | 0 | 0:01 | *jersey*[bi,ti] |
| 06 | 447 | N/A | 0 | 0 | 0:01 | ("NJ" or "N J")[bi,ti] |
| 07 | 988 | N/A | 0 | 0 | 0:01 | 4 and 5 |
| 08 | 334 | N/A | 0 | 0 | 0:01 | $a{\{sz'\}}h{\{v:2\}}m{\{v\}}r*[bi,ti]$ |
| 09 | 17 | 2 | 15 | 15 | 0:01 | 8 and (1 or 2 or 3 or 4 or 5 or 6 or 7) |
| 10 | 10 | 4 | 6 | 6 | 0:01 | 1 and (2 or 3 or 6 or 7) |
| 11 | 3 | 1 | 2 | 2 | 0:01 | (2 or 3) and (6 or 7) |
| 12 | 2530 | N/A | 0 | 0 | 0:02 | 3 and "036"[cc] |
| 13 | 357 | 148 | 209 | 202 | 0:01 | 3 and ("036" "a" "b" "200")[ic] |
| 14 | 4744 | N/A | 0 | 0 | 0:01 | 011711 |
| 15 | 3131 | N/A | 0 | 0 | 0:01 | 090702 |
| 16 | 69 | 47 | 4 | 22 | 0:01 | 15 and (1 or 2 or 3 or 4 or 5 or 6 or 7 or 8) |
| 17 | 1184 | 745 | 5 | 439 | 0:02 | 15 and "036"[cc] |
| 18 | 7 | 2 | 2 | 5 | 0:01 | 14 and 15 |
| 19 | 263 | 142 | 8 | 121 | 0:01 | 14 and (1 or 2 or 3 or 4 or 5 or 6 or 7 or 8) |
| 20 | 2782 | N/A | 0 | 0 | 0:02 | 14 and "036"[cc] |
| 21 | 599 | 368 | 6 | 231 | 0:02 | 14 and ("036" "a" "b" "200")[ic] |
| | | | | | | |

Session started 5/18/2017 1:00:31 PM Session finished 5/18/2017 1:16:31 PM Total search duration 0 minutes 25 seconds Session duration 16 minutes 0 seconds Defaut NEAR limit=1ADJ limit=1

Sent to TICRS as Serial Number: 87347295



UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Trademarks P.O. Box 1451 Alexandria, VA 22313-1451 www.uspto.gov

Mar 3, 2017

NOTICE OF DESIGN SEARCH CODE

LISA D. TAYLOR, ESQ. INGLESINO, WEBSTER, WYCISKALA & TAYLOR, 600 PARSIPPANY ROAD, SUITE 204 600 PARSIPPANY ROAD, SUITE 204 PARSIPPANY, NJ 07054

Docket/Reference Number: 857-001

U.S. Serial Number: 87347295

Mark: ALZHEIMER'S NEW JERSEY WALK TO FIGHT ALZ etc. (Stylized/Design)

Owner: Alzheimer's New Jersey, Inc.

The USPTO may assign design search codes, as appropriate, to new applications and renewed registrations to assist in searching the USPTO database for conflicting marks. They have no legal significance and will not appear on the registration certificate.

Design search codes are numerical codes assigned to figurative, non-textual elements found in marks. For example, if your mark contains the design of a flower, design search code 05.05 would be assigned to your application. Design search codes are described on Internet Web page http://www.uspto.gov/tmdb/dscm/index.html.

Response to this notice is not required; however, to suggest additions or changes to the design search code(s) assigned to your mark, please e-mail TMDesignCodeComments@USPTO.GOV. You **must** reference your application serial number within your request. The USPTO will review the proposal and update the record, if appropriate. For questions, please call 1-800-786-9199 to speak to a Customer Service representative.

To view this notice and other documents for this application online, or to view the status of the application or registration, go to http://tsdr.uspto.gov/, enter the U.S. application serial number in the box next to the text "US Serial No," and select the button labeled "Documents" or "Status," as applicable.

Design search codes assigned to the referenced serial number are listed below.

DESIGN SEARCH CODES:

01.17.11 - Maps of states of the United States, excluding Texas

09.07.02 - Athletic shoes; Boots, ski; Exercise shoes; Gym shoes; Roller skates; Skates; Ski boots

 $26.17.01 - Bands, straight; Bars, straight; Lines, straight; Straight line(s), band(s) \ or \ bar(s)$

26.17.05 - Bands, horizontal; Bars, horizontal; Horizontal line(s), band(s) or bar(s); Lines, horizontal

26.17.13 - Letters or words underlined and/or overlined by one or more strokes or lines; Overlined words or letters; Underlined words or letters

Trademark/Service Mark Application, Principal Register

Serial Number: 87347295 Filing Date: 02/23/2017

The table below presents the data as entered.

| Input Field | Entered | |
|--|---|--|
| SERIAL NUMBER | 87347295 | |
| MARK INFORMATION | | |
| *MARK | \\TICRS\EXPORT17\IMAGEOUT 17\873\472\87347295\xml1\ APP0002.JPG | |
| SPECIAL FORM | YES | |
| USPTO-GENERATED IMAGE | NO | |
| LITERAL ELEMENT | Alzheimer's New Jersey Walk to Fight Alzheimer's | |
| COLOR MARK | YES | |
| COLOR(S) CLAIMED (If applicable) | The color(s) purple, green and white is/are claimed as a feature of the mark. | |
| *DESCRIPTION OF THE MARK (and Color Location, if applicable) | The mark consists of the word "Alzheimer's" in purple in the font Oswald Book with the first letter of the word capitalized and the remaining letters in small letters followed by a colored in green shape of the State of New Jersey followed by the words "New Jersey" in purple in the font Oswald Book with the first letter of each word capitalized and the remaining letters in small letters on top of the words "Walk to Fight Alzheimer's" with "Walk To" on the line right below in purple in the font Oswald Bold and in all capital letters and the word "Fight" right below that in green in the font Oswald Bold in all capital letters and the word "Alzheimer's" below that in purple in the font Oswald Book in all capital letters. To the left of the words is a picture of a pair of sneakers in purple and white with open white shoe laces. | |
| PIXEL COUNT ACCEPTABLE | YES | |
| PIXEL COUNT | 940 x 667 | |
| REGISTER | Principal | |
| APPLICANT INFORMATION | | |
| *OWNER OF MARK | Alzheimer's New Jersey, Inc. | |
| *STREET | 400 Morris Avenue, Suite 251 | |
| *CITY | Denville | |
| *STATE (Required for U.S. applicants) | New Jersey | |
| *COUNTRY | United States | |
| *ZIP/POSTAL CODE (Required for U.S. and certain international addresses) | 07834 | |
| PHONE | 973-586-4300 | |
| FAX | 973-586-4342 | |
| WEBSITE ADDRESS | www.alznj.org | |

| LEGAL ENTITY INFORMATION | | | | |
|---|---|--|--|--|
| ТҮРЕ | corporation | | | |
| STATE/COUNTRY OF INCORPORATION | New Jersey | | | |
| GOODS AND/OR SERVICES AND BASIS INFORMATION | | | | |
| INTERNATIONAL CLASS | 036 | | | |
| *IDENTIFICATION | Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of running and walking events; Charitable fundraising services by means of a website where donors search for and make monetary donations to specific charities or projects aimed at Alzheimer's research and care; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services by means of organizing walks and other special events for Alzheimer's care and research; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's; Charitable fundraising services for support of Alzheimer's research and care; Charitable fundraising to support Alzheimer's research and care; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's research and care; On-line charitable fundraising | | | |
| FILING BASIS | SECTION 1(a) | | | |
| FIRST USE ANYWHERE DATE | At least as early as 02/01/2017 | | | |
| FIRST USE IN COMMERCE DATE | At least as early as 02/01/2017 | | | |
| SPECIMEN FILE NAME(S) | | | | |
| ORIGINAL PDF FILE | SPE0-20799325-20170223152353475063 . Walk to Fight Alzheimer s 2017 - Alzheimer s New Jersey.pdf | | | |
| CONVERTED PDF FILE(S) (5 pages) | \\TICRS\EXPORT17\IMAGEOUT17\873\472\87347295\xml1\APP0003.JPG | | | |
| | \\TICRS\EXPORT17\IMAGEOUT17\873\472\87347295\xml1\APP0004.JPG | | | |
| | \\TICRS\EXPORT17\IMAGEOUT17\873\472\87347295\xml1\APP0005.JPG | | | |
| | \\TICRS\EXPORT17\IMAGEOUT17\873\472\87347295\xml1\APP0006.JP | | | |
| | \\TICRS\EXPORT17\IMAGEOUT17\873\472\87347295\xml1\APP0007.JPG | | | |
| SPECIMEN DESCRIPTION | PDF of webpage where mark is used | | | |
| ATTORNEY INFORMATION | | | | |
| NAME | Lisa D. Taylor, Esq. | | | |
| ATTORNEY DOCKET NUMBER | 857-001 | | | |
| FIRM NAME | Inglesino, Webster, Wyciskala & Taylor, LLC | | | |
| INTERNAL ADDRESS | 600 Parsippany Road, Suite 204 | | | |
| STREET | 600 Parsippany Road, Suite 204 | | | |
| CITY | Parsippany | | | |
| STATE | New Jersey | | | |
| COUNTRY | United States | | | |
| ZIP/POSTAL CODE | 07054 | | | |
| PHONE | 973-947-7111 | | | |

| FAX | 973-887-2700 | | |
|--|--|--|--|
| EMAIL ADDRESS | ltaylor@iwt-law.com | | |
| AUTHORIZED TO COMMUNICATE VIA EMAIL | No | | |
| OTHER APPOINTED ATTORNEY | Lisa D. Taylor, Esq. | | |
| CORRESPONDENCE INFORMATION | | | |
| NAME | Lisa D. Taylor, Esq. | | |
| FIRM NAME | Inglesino, Webster, Wyciskala & Taylor, LLC | | |
| INTERNAL ADDRESS | 600 Parsippany Road, Suite 204 | | |
| STREET | 600 Parsippany Road, Suite 204 | | |
| СІТУ | Parsippany | | |
| STATE | New Jersey | | |
| COUNTRY | United States | | |
| ZIP/POSTAL CODE | 07054 | | |
| PHONE | 973-947-7111 | | |
| FAX | 973-887-2700 | | |
| EMAIL ADDRESS | ltaylor@iwt-law.com | | |
| AUTHORIZED TO COMMUNICATE VIA EMAIL | No | | |
| FEE INFORMATION | | | |
| APPLICATION FILING OPTION | Regular TEAS | | |
| NUMBER OF CLASSES | 1 | | |
| APPLICATION FOR REGISTRATION PER CLASS | 400 | | |
| *TOTAL FEE DUE | 400 | | |
| *TOTAL FEE PAID | 400 | | |
| SIGNATURE INFORMATION | | | |
| SIGNATURE | /Lisa D. Taylor, Esq./ | | |
| SIGNATORY'S NAME | Lisa D. Taylor, Esq. | | |
| SIGNATORY'S POSITION | Attorney of Record for Alzheimer's New Jersey, Inc., New Jersey bar member | | |
| SIGNATORY'S PHONE NUMBER | 973-947-7111 | | |
| DATE SIGNED | 02/23/2017 | | |

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number.

OMB No. 0651-0009 (Exp 02/28/2018)

Trademark/Service Mark Application, Principal Register

Serial Number: 87347295 Filing Date: 02/23/2017

To the Commissioner for Trademarks:

MARK: Alzheimer's New Jersey Walk to Fight Alzheimer's (stylized and/or with design, see mark)

The literal element of the mark consists of Alzheimer's New Jersey Walk to Fight Alzheimer's.

The color(s) purple, green and white is/are claimed as a feature of the mark. The mark consists of the word "Alzheimer's" in purple in the font Oswald Book with the first letter of the word capitalized and the remaining letters in small letters followed by a colored in green shape of the State of New Jersey followed by the words "New Jersey" in purple in the font Oswald Book with the first letter of each word capitalized and the remaining letters in small letters on top of the words "Walk to Fight Alzheimer's" with "Walk To" on the line right below in purple in the font Oswald Bold and in all capital letters and the word "Fight" right below that in green in the font Oswald Bold in all capital letters and the word "Alzheimer's" below that in purple in the font Oswald Book in all capital letters. To the left of the words is a picture of a pair of sneakers in purple and white with open white shoe laces.

The applicant, Alzheimer's New Jersey, Inc., a corporation of New Jersey, having an address of

400 Morris Avenue, Suite 251 Denville, New Jersey 07834 United States 973-586-4300(phone) 973-586-4342(fax)

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 036: Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of running and walking events; Charitable fundraising services by means of a website where donors search for and make monetary donations to specific charities or projects aimed at Alzheimer's research and care; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services by means of organizing walks and other special events for Alzheimer's care and research; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's; Charitable fundraising services for support of Alzheimer's research and care; Charitable fundraising to support Alzheimer's research and care; Charitable fundraising services by means of organizing services to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's research and care; On-line charitable fundraising

In International Class 036, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 02/01/2017, and first used in commerce at least as early as 02/01/2017, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) PDF of webpage where mark is used.

Original PDF file:

 $\underline{SPE0-20799325-20170223152353475063}_.\underline{Walk_to_Fight_Alzheimer_s_2017_-\underline{Alzheimer_s_New_Jersey.pdf}$

Converted PDF file(s) (5 pages)

Specimen File1

Specimen File2

Specimen File3

Specimen File4

Specimen File5

For informational purposes only, applicant's website address is: www.alznj.org

The applicant's current Attorney Information:

Lisa D. Taylor, Esq. and Lisa D. Taylor, Esq. of Inglesino, Webster, Wyciskala & Taylor, LLC 600 Parsippany Road, Suite 204 600 Parsippany Road, Suite 204 Parsippany, New Jersey 07054 United States 973-947-7111(phone) 973-887-2700(fax) Itaylor@iwt-law.com (not authorized)
The attorney docket/reference number is 857-001.

The applicant's current Correspondence Information:

Lisa D. Taylor, Esq.
Inglesino, Webster, Wyciskala & Taylor, LLC
600 Parsippany Road, Suite 204
600 Parsippany Road, Suite 204
Parsippany, New Jersey 07054
973-947-7111(phone)
973-887-2700(fax)
Itaylor@iwt-law.com (not authorized)

A fee payment in the amount of \$400 has been submitted with the application, representing payment for 1 class(es).

Declaration

- ☑ If the applicant is filing the application based on use in commerce under 15 U.S.C. § 1051(a):
 - The signatory believes that the applicant is the owner of the trademark/service mark sought to be registered;
 - The mark is in use in commerce on or in connection with the goods/services in the application;
 - The specimen(s) shows the mark as used on or in connection with the goods/services in the application; and
 - The facts set forth in the application are true.

If the applicant is filing the application based on an intent to use the mark in commerce under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e):

- The signatory believes that the applicant is entitled to use the mark in commerce;
- The applicant has a bona fide intention to use the mark in commerce on or in connection with the goods/services in the application; and
- The facts set forth in the application are true.
- To the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive.
- ☑ To the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.
- The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and that all statements made on information and belief are believed to be true.

Declaration Signature

Signature: /Lisa D. Taylor, Esq./ Date: 02/23/2017

Signatory's Name: Lisa D. Taylor, Esq.

Signatory's Position: Attorney of Record for Alzheimer's New Jersey, Inc., New Jersey bar member

Payment Sale Number: 87347295 Payment Accounting Date: 02/24/2017

Serial Number: 87347295

Internet Transmission Date: Thu Feb 23 15:51:57 EST 2017

TEAS Stamp: USPTO/BAS-XXX.XX.XX.XX.201702231551577680

90-87347295-5806392f5b4c643ac6c606d3dc05 bf728ff58e3aa0ea88e63a726291d7a3da71-CC-2547-20170223152353475063





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Walk to Fight Alzheimer's® 2017

100% of money raised will support New Jersey individuals and families.

LEARN MORE

Thank you to all our 2016 teams and volunteers!



| Southern | Liberty | Central | Northern |
|------------------------------------|---------------------|------------------------|------------------------|
| Regional | State Park | Regional | Regional |
| Walk - | Regional | Walk - | Walk - |
| Point | Walk - | Princeton | Paramus |
| Pleasant | Jersey City | Cunday | Complex |
| Beach | Saturday, | Sunday, October 09, | Sunday, October 30, |
| Saturday, September 24, 2016 | October 01, 2016 | 2016 | 2016 |
| | | | |

We want to recognize the following Walk to Fight Alzheimer's participants each of whom declined the 2016 Incentive Prize he/she earned through Walk fundraising and, instead, generously donated the prize value to our Respite Care and Wellness Program. These donations will enable us to expand the number of respite scholarships that we distribute in 2017. Our Respite Care and Wellness Program is designed to provide family caregivers with information and education about the importance of regular time-off from caregiving, and help link them to available community-based respite care resources. We also provide a financial

scholarship of \$1,000 to help support the cost of respite care services.

Michelle Feigenbaum

Don Mokrauer

Paul Buttari

Judith Bruckman

Danielle Malefsky

Kimberly Rudolph

William Woods

Pat Rehmann

Barbara Shultz

Laura Huisking

Jody Small

Nina Amello

Trish Mazejy

Jeanne Millilli

Aman Shah

Diane Belsky

Janet Kotkin

Alexis Andres

Kerry Corragana

Fred Meyer

Patricia Linard

Debra Owens

Jeanette Diaz

Lisa Kukauskas

Janice Waple

Elizabeth Diaz

Judith Aronson

April Lewandowski

Jessica Serrano

Karen Resetar

Carmen Quinones

Linda Meluski

Lynda Verbeke

Nancy Tennant

Christine Zunin

Carol Bucca

Michael Mellor

Samantha Buckenberger

Pamela Kelly

Tracey Wolfman

Jeanne Mililli

Sophia Amello

Nina Amello

Dotti Wiecenski

Donna Mooney

Morgan Taylor

Jeri Nardiello

Richard Bednarz

Mary Finkelstein

Ken Zaentz

PROGRAMS & SERVICES

- > Alzheimer's and Dementia Helpline
- > Care Consultations
- Respite Care and Wellness
 Program
- > Family Support Groups
- > Always Safe
- > Clinical Trial Connections Program
- Education and Research
 Conference

RESOURCES

- > What is Alzheimer's Disease
- Living With Alzheimer's Disease
- Legal and Financial Planning
- > Managing Challenging Behaviors
- Care for the Caregiver
- > Early Age Onset

GET INVOLVED

- > Donate
- > Volunteer
- > Advocate
- > Other Ways to Give

SUBSCRIBE TO OUR NEWSLETTER

SUBSCRIBE TODAY

CONTACT US

Phone: 973-586-

4300

Fax: 973-586-4342

Email:

info@alznj.org

Headquarters

Office

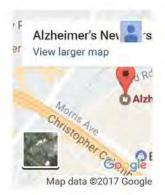
Alzheimer's New

Jersey

400 Morris

Avenue, #251

Denville, NJ 07834



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Walk to Fight Alzheimer's® 2017

100% of money raised will support New Jersey individuals and families.

LEARN MORE

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| Southern | Liberty | Central | Northern |
|------------------------------------|---------------------|------------------------|------------------------|
| Regional | State Park | Regional | Regional |
| Walk - | Regional | Walk - | Walk - |
| Point | Walk - | Princeton | Paramus |
| Pleasant | Jersey City | Cunday | Complex |
| Beach | Saturday, | Sunday, October 09, | Sunday, October 30, |
| Saturday, September 24, 2016 | October 01, 2016 | 2016 | 2016 |
| | | | |

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scholarship of \$1,000 to help support the cost of respite care services.

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Patricia Linard

Debra Owens

Jeanette Diaz

Lisa Kukauskas

Janice Waple

Elizabeth Diaz

Judith Aronson

April Lewandowski

Jessica Serrano

Karen Resetar

Carmen Quinones

Linda Meluski

Lynda Verbeke

Nancy Tennant

Christine Zunin

Carol Bucca

Michael Mellor

Samantha Buckenberger

Pamela Kelly

Tracey Wolfman

Jeanne Mililli

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Dotti Wiecenski

Donna Mooney

Morgan Taylor

Jeri Nardiello

Richard Bednarz

Mary Finkelstein

Ken Zaentz

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- Respite Care and Wellness
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- > Always Safe
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- Education and Research
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- Living With Alzheimer's Disease
- Legal and Financial Planning
- > Managing Challenging Behaviors
- Care for the Caregiver
- > Early Age Onset

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- > Donate
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- > Advocate
- > Other Ways to Give

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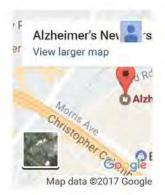
Alzheimer's New

Jersey

400 Morris

Avenue, #251

Denville, NJ 07834



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Anited States of America United States Patent and Trademark Office



Reg. No. 5,373,234 Registered Jan. 09, 2018

Int. Cl.: 36

Service Mark

Principal Register

Alzheimer's New Jersey, Inc. (NEW JERSEY CORPORATION) 400 Morris Avenue, Suite 251 Denville, NEW JERSEY 07834

CLASS 36: Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of running and walking events; Charitable fundraising services by means of a website where donors search for and make monetary donations to specific charities or projects aimed at Alzheimer's research and care; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services by means of organizing walks and other special events for Alzheimer's care and research; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's; Charitable fundraising services for support of Alzheimer's research and care; Charitable fundraising to support Alzheimer's research and care; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's research and care; On-line charitable fundraising

FIRST USE 2-1-2017; IN COMMERCE 2-1-2017

The color(s) purple, green and white is/are claimed as a feature of the mark,

The mark consists of the stylized purple wording "Alzheimer's New Jersey" with the depiction of the shape of the State of New Jersey in green appearing between the terms "Alzheimer's" and "New Jersey". Below the wording "Alzheimer's New Jersey" appears the depiction of a purple horizontal line which is bisected by the depiction of the shape of the State of New Jersey. Below the purple line appears the stylized, stacked wording "WALK TO FIGHT ALZHEIMER'S" in all capital letters with the purple-colored wording "WALK TO" appearing above the green-colored term "FIGHT" which appears above the purple-colored term "ALZHEIMER'S". To the left of the wording "WALK TO FIGHT ALZHEIMER'S" is the depiction of a pair of sneakers in purple and white with open white shoe laces. Other than the color white appearing in the pair of sneakers and laces therefor, the color white represents background or transparent areas and is not part of the mark.

No claim is made to the exclusive right to use the following apart from the mark as shown: "ALZHEIMER'S NEW JERSEY", THE DEPICTION OF THE STATE OF NEW JERSEY, "WALK" AND "ALZHEIMER'S"

SER, NO. 87-347,295, FILED 02-23-2017



Joseph Matol
Performing the Functions and Duties of the

Performing the Functions and Duties of the Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years* What and When to File:

- First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods* What and When to File:

 You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

*ATTENTION MADRID PROTOCOL REGISTRANTS: The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see http://www.wipo.int/madrid/en/.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at h ttp://www.uspto.gov.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at http://www.uspto.gov.

Page: 2 of 2 / RN # 5373234 ALZNJTTAB0135



Please note that U.S. Customs & Border Protection (CBP), a bureau of the Department of Homeland Security, maintains a trademark recordation system for marks registered at the United States Patent and Trademark Office. Parties who register their marks on the Principal Register may record these marks with CBP, to assist CBP in its efforts to prevent the importation of goods that infringe registered marks. The recordation database includes information regarding all recorded marks, including images of these marks. CBP officers monitor imports to prevent the importation of goods bearing infringing marks, and can access the recordation database at each of the 317 ports of entry.

In October 2005, CBP released the **Intellectual Property Rights e-Recordation (IPRR)** system. This new system allows right holders to electronically file IPR recordation applications, thus significantly reducing the amount of time normally required to process paper applications. Some additional benefits of the new system include:

- Elimination of paper applications and supporting documents.
- Copies of the certificate issued by the registering agency (U.S. Patent and Trademark
 Office or the Copyright Office) are retained by the right holder, not submitted to CBP.
- Payment by credit card (preferred), check or money order.
- Ability to upload images of the protected work or trademark, thus obviating the need to send samples to CBP.
- Reduced time from filing of the application to enforcement by field personnel.

Information about how to obtain a recordation, and about CBP's Intellectual Property Rights (https://www.cbp.gov/trade/priority-issues/ipr/protection) border enforcement program, is available at CBP's web site, www.cbp.gov. Or, go directly to the CBP recordation page.

USPTO Emails vs. Potentially Misleading Offers and Notices from Private Companies

Make sure you receive our emails about your registration

We will send you email reminders when your deadline approaches to file the necessary maintenance filings to keep your registration active. We do **not** send reminders by regular mail. We will also use an authorized owner's email address to serve notice if a petition to cancel your registration is filed with the Trademark Trial and Appeal Board.

To receive emails:

- Authorize receipt of correspondence by email by checking the designated box on the Trademark Electronic Application System (TEAS) Change of Correspondence Address and Change of Owner's Address Forms on https://www.uspto.gov/trademarks/teas/.
- Make sure the USPTO is on your "approved senders list" and that email from the USPTO is not treated as junk mail.
- Let us know if your email address changes.

To update your email address:

- Use the TEAS Change of Correspondence Address and Change of Owner's Address Forms on https://www.uspto.gov/trademarks/teas/.
- If an attorney represented you before your mark was registered but no longer represents you, use the TEAS Attorney Revocation/Appointment Form to remove your prior attorney's name and to add your email address so that the email reminders come directly to you.

Beware of potentially misleading offers and notices

All official correspondence about your registration will be from the "United States Patent and Trademark Office" in Alexandria, VA, and, if by email, from the domain "@uspto.gov." Our email reminders will direct you to make the necessary filings and pay the associated fees online through TEAS, and will not request any fees by mail.

Private companies **not** associated with the USPTO often use trademark application and registration information from our databases to mail or email trademark-related offers and notices. These offers and notices may include legal services, trademark monitoring services, recording trademarks with U.S. Customs and Border Protection, and "registering" trademarks in a private registry. Most companies require "fees" to be paid.

These companies may have names similar to the USPTO. Their names may include the terms "United States," "U.S.," "Trademark," "Patent," "Registration," "Office," or "Agency." Some companies attempt to make their offers and notices look like official government documents by using official government data publicly available from USPTO records.

Where to report misleading offers and notices

If you receive a trademark-related offer or notice that you believe is misleading, please immediately file a consumer complaint with the Federal Trade Commission (FTC) at www.FTC.gov and retain the notice and the envelope it came in. We also encourage recipients of misleading trademark-related mailings to contact their state consumer protection authorities.

For more information, including examples, visit our webpage called "Caution: misleading notices." If the company who contacted you is not identified on our webpage, please email TrademarkAssistanceCenter@uspto.gov and attach a copy of the notice and the envelope it came in, so that we may consider adding the example to our webpage. Unfortunately, we do not have the legal authority to pursue refunds from a private company for you if you paid money or signed up for services based on a misleading offer or notice.

EXHIBIT K

Generated on: This page was generated by TSDR on 2020-10-21 16:04:58 EDT

Mark: ALZHEIMER'S NEW JERSEY



US Serial Number: 86974098 Application Filing Apr. 13, 2016

Date:

US Registration 5134854 Registration Date: Jan. 31, 2017

Number:

Register: Supplemental

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Amended to No Date Amended to Dec. 08, 2016

Principal Register: Current Register:

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

Status Date: Jan. 31, 2017

Mark Information

Mark Literal ALZHEIMER'S NEW JERSEY

Elements:

Standard Character No

Claim:

Mark Drawing 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Type

Description of The mark consists of the word "ALZHEIMER'S" in purple in font Apex Sans Books, all in small letters except for the first letter that is

Mark: capitalized followed by a picture of the outline of the State of New Jersey in green and then followed by the words "NEW JERSEY" in

purple in font Apex Sans Books, all in small letters except for the first letter of "NEW" and the first letter of "JERSEY" capitalized.

Color Drawing: Yes

Color(s) Claimed: The color(s) green and purple is/are claimed as a feature of the mark.

Disclaimer: "ALZHEIMER'S"

Design Search 01.17.11 - Maps of states of the United States, excluding Texas

Code(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: Charitable fundraising; Charitable fundraising services by means of running and walking events; Charitable fundraising services, by means of providing individuals with the information and opportunity to make monetary donations to their favorite charity; Charitable fundraising services; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's care and research; Charitable fundraising to support Alzheimer's care and research; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's; Memorial fundraising; On-line charitable fundraising

International 036 - Primary Class U.S Class(es): 100, 101, 102

Class(es):

Class Status: ACTIVE

Basis: 1(a)

For: Providing a website featuring educational information in the field of clinical research

International 042 - Primary Class

Class(es):

Class Status: ACTIVE Basis: 1(a)

> First Use: Dec. 18, 2015 Use in Commerce: Dec. 18, 2015

For: Geriatric health care management services; Health care services, namely, Alzheimer's; Healthcare; Nursing services in the field of Alzheimer's care; Providing personalized healthcare and medical information in the nature of Alzheimer's; Providing healthcare

U.S Class(es): 100, 101

International 044 - Primary Class U.S Class(es): 100, 101

Class(es):

Class Status: ACTIVE Basis: 1(a)

> Use in Commerce: Dec. 18, 2015 First Use: Dec. 18, 2015

Basis Information (Case Level)

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

Filed No Basis: No

Current Owner(s) Information

Owner Name: Alzheimer's New Jersey, Inc. Owner Address: 400 Morris Avenue, Suite 251

Denville, NEW JERSEY UNITED STATES 07834

Legal Entity Type: CORPORATION State or Country NEW JERSEY

Where Organized:

Attorney/Correspondence Information

Attorney of Record

Docket Number: 857-001 Attorney Name: Lisa D. Taylor Attorney Primary ltaylor@iwt-law.com Attorney Email No Email Address: Authorized:

Correspondent

Correspondent LISA D. TAYLOR

Name/Address: INGLESINO WEBSTER WYCISKALA & TAYLOR, LL

600 PARSIPPANY RD STE 204

PARSIPPANY, NEW JERSEY UNITED STATES 07054-3715

Phone: 973-947-7111 Fax: 973-887-2700

Correspondent e- <u>ltaylor@iwt-law.com</u> Correspondent e- No mail: mail Authorized:

Domestic Representative - Not Found

Prosecution History

| Date | Description | Proceeding Number |
|---------------|---|----------------------|
| Jan. 31, 2017 | REGISTERED-SUPPLEMENTAL REGISTER | |
| Dec. 27, 2016 | LAW OFFICE PUBLICATION REVIEW COMPLETED | 74221 |
| Dec. 27, 2016 | ASSIGNED TO LIE | 74221 |
| Dec. 09, 2016 | APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER | |
| Dec. 08, 2016 | TEAS/EMAIL CORRESPONDENCE ENTERED | 88889 |
| Dec. 08, 2016 | CORRESPONDENCE RECEIVED IN LAW OFFICE | 88889 |
| Dec. 08, 2016 | TEAS RESPONSE TO OFFICE ACTION RECEIVED | |

| Jun. 20, 2016 | NON-FINAL ACTION MAILED | |
|---------------|--|-------|
| Jun. 18, 2016 | NON-FINAL ACTION WRITTEN | 59500 |
| Jun. 17, 2016 | TEAS/EMAIL CORRESPONDENCE ENTERED | 88889 |
| Jun. 16, 2016 | CORRESPONDENCE RECEIVED IN LAW OFFICE | 88889 |
| Jun. 16, 2016 | TEAS RESPONSE TO OFFICE ACTION RECEIVED | |
| May 13, 2016 | NON-FINAL ACTION MAILED | |
| May 12, 2016 | NON-FINAL ACTION WRITTEN | 59500 |
| May 12, 2016 | ASSIGNED TO EXAMINER | 59500 |
| Apr. 19, 2016 | NOTICE OF DESIGN SEARCH CODE MAILED | |
| Apr. 18, 2016 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | |
| Apr. 16, 2016 | NEW APPLICATION ENTERED IN TRAM | |
| | | |

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION Date in Location: Jan. 31, 2017

United States of America United States Patent and Trademark Office



Reg. No. 5,134,854

Registered Jan. 31, 2017

Int. Cl.: 36, 42, 44

Service Mark

Supplemental Register

Alzheimer's New Jersey, Inc. (NEW JERSEY CORPORATION) 400 Morris Avenue, Suite 251

Denville, NJ 07834

CLASS 36: Charitable fundraising; Charitable fundraising services by means of running and walking events; Charitable fundraising services, by means of providing individuals with the information and opportunity to make monetary donations to their favorite charity; Charitable fundraising services; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's care and research; Charitable fundraising to support Alzheimer's care and research; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's; Memorial fundraising; On-line charitable fundraising

FIRST USE 12-18-2015; IN COMMERCE 12-18-2015

CLASS 42: Providing a website featuring educational information in the field of clinical research

FIRST USE 12-18-2015; IN COMMERCE 12-18-2015

CLASS 44: Geriatric health care management services; Health care services, namely, Alzheimer's; Healthcare; Nursing services in the field of Alzheimer's care; Providing personalized healthcare and medical information in the nature of Alzheimer's; Providing healthcare information

FIRST USE 12-18-2015; IN COMMERCE 12-18-2015

The color(s) green and purple is/are claimed as a feature of the mark.

The mark consists of the word "ALZHEIMER'S" in purple in font Apex Sans Books, all in small letters except for the first letter that is capitalized followed by a picture of the outline of the State of New Jersey in green and then followed by the words "NEW JERSEY" in purple in font Apex Sans Books, all in small letters except for the first letter of "NEW" and the first letter of "JERSEY" capitalized.

No claim is made to the exclusive right to use the following apart from the mark as shown: "ALZHEIMER'S"

SER. NO. 86-974,098, FILED P.R. 04-13-2016; AM. S.R. 12-08-2016 ROBERT C CLARK, EXAMINING ATTORNEY



Michelle K. Zen

Director of the United States Patent and Trademark Office

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years* What and When to File:

- *First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods* What and When to File:

• You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

*ATTENTION MADRID PROTOCOL REGISTRANTS: The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see http://www.wipo.int/madrid/en/.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at h ttp://www.uspto.gov.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at http://www.uspto.gov.

Page: 2 of 2 / RN # 5134854

Trademark Snap Shot Publication & Issue Review Stylesheet (Table presents the data on Publication & Issue Review Complete)

OVERVIEW

| SERIAL NUMBER | 86974098 | FILING DATE | 04/13/2016 |
|--------------------|-----------------|---------------|--------------|
| REG NUMBER 0000000 | | REG DATE | 01/31/2017 |
| REGISTER | SUPPLEMENTAL | MARK TYPE | SERVICE MARK |
| INTL REG# | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | CLARK, ROBERT C | L.O. ASSIGNED | 101 |

PUB INFORMATION

| RUN DATE | 12/28/2016 | | | | | |
|----------------------|----------------------------------|------------------------|-----|--|--|--|
| PUB DATE | N/A | | | | | |
| STATUS | 681-PUBLICATION/ISSUE REVIEW COM | /PLETE | | | | |
| STATUS DATE | 12/27/2016 | | | | | |
| LITERAL MARK ELEMENT | ALZHEIMER'S NEW JERSEY | ALZHEIMER'S NEW JERSEY | | | | |
| | | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | | |
| SECTION 8 | NO SECTION 8 IN PART NO | | | | | |
| SECTION 15 | NO | NO REPUB 12C N/A | | | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | | |
| | | | | | | |

FILING BASIS

12/08/2016

DATE AMEND REG

| FILED BASIS | | CURRENT BASIS | | AMENDED BASIS | |
|-------------|-----|---------------|-----|---------------|----|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | ALZHEIMER'S NEW JERSEY |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | YES |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|---------------------|---|
| NAME | Alzheimer's New Jersey, Inc. |
| ADDRESS | 400 Morris Avenue, Suite 251 Denville, NJ 07834 |
| ENTITY | 03-CORPORATION |
| CITIZENSHIP | New Jersey |
| GOODS AN | D SERVICES |
| INTERNATIONAL CLASS | 036 |
| DESCRIPTION TEXT | Charitable fundraising; Charitable fundraising services by means of running and walking events; Charitable fundraising services, by means of providing individuals with the information and opportunity to make monetary donations to their favorite charity; Charitable fundraising services; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's care and research; Charitable fundraising to support Alzheimer's care and research; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's; Memorial fundraising; On-line charitable fundraising |
| INTERNATIONAL CLASS | 042 |
| DESCRIPTION TEXT | Providing a website featuring educational information in the field of clinical research |
| INTERNATIONAL CLASS | 044 |
| DESCRIPTION TEXT | Geriatric health care management services; Health care services, namely, Alzheimer's; Healthcare; Nursing services in the field of Alzheimer's care; Providing personalized healthcare and medical information in the nature of Alzheimer's; Providing healthcare information |

| | Providing nearthcare information | | | | | | | |
|--|-----------------------------------|----------------|-------------|----------------------------------|------------------------|------------------------|----------|--|
| | GOODS AND SERVICES CLASSIFICATION | | | | | | | |
| INTERNATIONAL CLASS | 036 | FIRST USE DATE | 12/18/2015 | FIRST USE IN COMMERCE DATE | 12/18/2015 | CLASS STATUS | 6-ACTIVE | |
| INTERNATIONAL CLASS | 042 | FIRST USE DATE | 12/18/2015 | FIRST USE IN COMMERCE DATE | 12/18/2015 | CLASS STATUS | 6-ACTIVE | |
| INTERNATIONAL CLASS | 044 | FIRST USE DATE | 12/18/2015 | FIRST USE IN COMMERCE DATE | 12/18/2015 | CLASS STATUS | 6-ACTIVE | |
| | | MISCELL | ANEOUS INFO | RMATION/STAT | rements . | | | |
| CHANGE IN REGIS | TRATION | | | NO | | | | |
| COLORS CLAIMED | STATEMENT | | | The color(s) green a | nd purple is/are claim | ed as a feature of the | mark. | |
| DISCLAIMER W/PR | EDETER TXT | | | "ALZHEIMER'S" | | | | |
| DESCRIPTION OF MARK The mark consists of the word "ALZHEIMER'S" in purple in font Apex Sans Books, all in small letters except for the first letter that is capitalized followed by a picture of the outline of the State of New Jersey in green and then followed by the words "NEW JERSEY" in purple in font Apex Sans Books, all in small letters except for the first letter of "NEW" and the first letter of "JERSEY" capitalized. | | | | | | | | |
| PROSECUTION HISTORY | | | | | | | | |

| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM |
|------------|--------|----------|---|---------|
| 12/27/2016 | PREV | 0 | LAW OFFICE PUBLICATION REVIEW COMPLETED | 017 |

| 12/27/2016 | ALIE | Α | ASSIGNED TO LIE | 016 |
|------------|------|---|--|-----|
| 12/09/2016 | CNTA | 0 | APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER | 015 |
| 12/08/2016 | TEME | ı | TEAS/EMAIL CORRESPONDENCE ENTERED | 014 |
| 12/08/2016 | CRFA | ı | CORRESPONDENCE RECEIVED IN LAW OFFICE | 013 |
| 12/08/2016 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 012 |
| 06/20/2016 | CNRT | 0 | NON-FINAL ACTION MAILED | 011 |
| 06/18/2016 | CNRT | R | NON-FINAL ACTION WRITTEN | 010 |
| 06/17/2016 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 009 |
| 06/16/2016 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 008 |
| 06/16/2016 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 007 |
| 05/13/2016 | CNRT | F | NON-FINAL ACTION MAILED | 006 |
| 05/12/2016 | CNRT | R | NON-FINAL ACTION WRITTEN | 005 |
| 05/12/2016 | DOCK | D | ASSIGNED TO EXAMINER | 004 |
| 04/19/2016 | MDSC | 0 | NOTICE OF DESIGN SEARCH CODE MAILED | 003 |
| 04/18/2016 | NWOS | ı | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 04/16/2016 | NWAP | ı | NEW APPLICATION ENTERED IN TRAM | 001 |

CURRENT CORRESPONDENCE INFORMATION

| ATTORNEY | Lisa D. Taylor |
|-------------------------|--|
| CORRESPONDENCE ADDRESS | LISA D. TAYLOR INGLESINO WEBSTER WYCISKALA & TAYLOR, LL 600 PARSIPPANY RD STE 204 PARSIPPANY, NJ 07054-3715 |
| DOMESTIC REPRESENTATIVE | NONE |



Trademark Snap Shot Publication Stylesheet (Table presents the data on Publication Approval)

OVERVIEW

| SERIAL NUMBER | 86974098 | FILING DATE | 04/13/2016 |
|--------------------|-----------------|---------------|--------------|
| REG NUMBER 0000000 | | REG DATE | N/A |
| REGISTER | SUPPLEMENTAL | MARK TYPE | SERVICE MARK |
| INTL REG# | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | CLARK, ROBERT C | L.O. ASSIGNED | 101 |

PUB INFORMATION

| RUN DATE | 12/12/2016 | 12/12/2016 | | | |
|----------------------|------------------------------|--------------------|-----|--|--|
| PUB DATE | N/A | | | | |
| STATUS | 680-APPROVED FOR PUBLICATION | ON | | | |
| STATUS DATE | 12/09/2016 | 12/09/2016 | | | |
| LITERAL MARK ELEMENT | ALZHEIMER'S NEW JERSEY | | | | |
| | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | | |
| SECTION 15 | NO | REPUB 12C | N/A | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | |
| DATE AMEND REG | 12/08/2016 | | | | |

FILING BASIS

| FILED BASIS | | CURREN | IT BASIS | AMENDED BASIS | |
|-------------|-----|----------|----------|---------------|----|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | ALZHEIMER'S NEW JERSEY |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | YES |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|---------------------|---|
| NAME | Alzheimer's New Jersey, Inc. |
| ADDRESS | 400 Morris Avenue, Suite 251 Denville, NJ 07834 |
| ENTITY | 03-CORPORATION |
| CITIZENSHIP | New Jersey |
| GOODS AN | D SERVICES |
| INTERNATIONAL CLASS | 036 |
| DESCRIPTION TEXT | Charitable fundraising; Charitable fundraising services by means of running and walking events; Charitable fundraising services, by means of providing individuals with the information and opportunity to make monetary donations to their favorite charity; Charitable fundraising services; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's care and research; Charitable fundraising to support Alzheimer's care and research; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's; Memorial fundraising; On-line charitable fundraising |
| INTERNATIONAL CLASS | 042 |
| DESCRIPTION TEXT | Providing a website featuring educational information in the field of clinical research |
| INTERNATIONAL CLASS | 044 |
| DESCRIPTION TEXT | Geriatric health care management services; Health care services, namely, Alzheimer's; Healthcare; Nursing services in the field of Alzheimer's care; Providing personalized healthcare and medical information in the nature of Alzheimer's; Providing healthcare information |

| Providing fleatificate information | | | | | | | |
|--|-----------------------------------|----------------|-------------|----------------------------------|------------------------------------|------------------------|----------|
| | GOODS AND SERVICES CLASSIFICATION | | | | | | |
| INTERNATIONAL CLASS | 036 | FIRST USE DATE | 12/18/2015 | FIRST USE IN COMMERCE DATE | 12/18/2015 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 042 | FIRST USE DATE | 12/18/2015 | FIRST USE IN COMMERCE DATE | 12/18/2015 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 044 | FIRST USE DATE | 12/18/2015 | FIRST USE IN COMMERCE DATE | 12/18/2015 | CLASS STATUS | 6-ACTIVE |
| | | MISCELL | ANEOUS INFO | RMATION/STA | FEMENTS | | |
| CHANGE IN REGIS | TRATION | | | NO | | | |
| COLORS CLAIMED | STATEMENT | | | The color(s) green a | nd purple is/are claim | ed as a feature of the | mark. |
| DISCLAIMER W/PR | EDETER TXT | | | "ALZHEIMER'S" | | | |
| DESCRIPTION OF MARK The mark consists of the word "Alzheimer's" in purple in font Apex Sans Books, all in small letters except for the first letter that is capitalized followed by a picture of the outline of the State of New Jersey in green and then followed by the words "New Jersey" in purple in font Apex Sans Books, all in small letters except for the first letter of New and the first letter of Jersey capitalized. | | | | | by a picture of the the words "New | | |
| PROSECUTION HISTORY | | | | | | | |

DATE

12/09/2016

ENT CD

CNTA

ENT TYPE

0

DESCRIPTION

APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER

ENT NUM

015

| 12/08/2016 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 014 |
|------------|------|---|--|-----|
| 12/08/2016 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 013 |
| 12/08/2016 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 012 |
| 06/20/2016 | CNRT | 0 | NON-FINAL ACTION MAILED | 011 |
| 06/18/2016 | CNRT | R | NON-FINAL ACTION WRITTEN | 010 |
| 06/17/2016 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 009 |
| 06/16/2016 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 008 |
| 06/16/2016 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 007 |
| 05/13/2016 | CNRT | F | NON-FINAL ACTION MAILED | 006 |
| 05/12/2016 | CNRT | R | NON-FINAL ACTION WRITTEN | 005 |
| 05/12/2016 | DOCK | D | ASSIGNED TO EXAMINER | 004 |
| 04/19/2016 | MDSC | 0 | NOTICE OF DESIGN SEARCH CODE MAILED | 003 |
| 04/18/2016 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 04/16/2016 | NWAP | I | NEW APPLICATION ENTERED IN TRAM | 001 |

CURRENT CORRESPONDENCE INFORMATION

| ATTORNEY | Lisa D. Taylor, |
|-------------------------|---|
| CORRESPONDENCE ADDRESS | LISA D. TAYLOR, INGLESINO WEBSTER WYCISKALA & TAYLOR, LL 600 PARSIPPANY ROAD, SUITE 204 600 PARSIPPANY ROAD, SUITE 204 PARSIPPANY, NJ 07054 |
| DOMESTIC REPRESENTATIVE | NONE |



Trademark Snap Shot Amendment & Mail Processing Stylesheet (Table presents the data on Amendment & Mail Processing Complete)

OVERVIEW

| SERIAL NUMBER | 86974098 | FILING DATE | 04/13/2016 |
|---------------|-----------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | SUPPLEMENTAL | MARK TYPE | SERVICE MARK |
| INTL REG# | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | CLARK, ROBERT C | L.O. ASSIGNED | 101 |

PUB INFORMATION

| RUN DATE | 12/09/2016 | 12/09/2016 | | |
|----------------------|---------------------------------|------------------------|-----|--|
| PUB DATE | N/A | | | |
| STATUS | 661-RESPONSE AFTER NON-FINAL-AC | CTION-ENTERED | | |
| STATUS DATE | 12/08/2016 | | | |
| LITERAL MARK ELEMENT | ALZHEIMER'S NEW JERSEY | ALZHEIMER'S NEW JERSEY | | |
| | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | |
| SECTION 15 | NO | REPUB 12C | N/A | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | |
| DATE AMEND REG | 12/08/2016 | | | |

FILING BASIS

| FILED BASIS | | CURREN | IT BASIS | AMENDED BASIS | |
|-------------|-----|----------|----------|---------------|----|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | ALZHEIMER'S NEW JERSEY |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | YES |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|---------------------|---|
| NAME | Alzheimer's New Jersey, Inc. |
| ADDRESS | 400 Morris Avenue, Suite 251 Denville, NJ 07834 |
| ENTITY | 03-CORPORATION |
| CITIZENSHIP | New Jersey |
| GOODS AN | D SERVICES |
| INTERNATIONAL CLASS | 036 |
| DESCRIPTION TEXT | Charitable fundraising; Charitable fundraising services by means of running and walking events; Charitable fundraising services, by means of providing individuals with the information and opportunity to make monetary donations to their favorite charity; Charitable fundraising services; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's care and research; Charitable fundraising to support Alzheimer's care and research; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's; Memorial fundraising; On-line charitable fundraising |
| INTERNATIONAL CLASS | 042 |
| DESCRIPTION TEXT | Providing a website featuring educational information in the field of clinical research |
| INTERNATIONAL CLASS | 044 |
| DESCRIPTION TEXT | Geriatric health care management services; Health care services, namely, Alzheimer's; Healthcare; Nursing services in the field of Alzheimer's care; Providing personalized healthcare and medical information in the nature of Alzheimer's; Providing healthcare information |

| Alzheimer's; Healthcare; Nursing services in the field of Alzheimer's personalized healthcare and medical information in the nature of Al Providing healthcare information | | | | | | | | | |
|--|-------------|--|----------|---------------|----------------------------------|-------------------------|----------------------------|----------------------------------|--|
| | | | GOOD | OS AND SERVIC | CES CLASSIFIC | ATION | | | |
| INTERNATIONAL CLASS | 036 | FIRST | USE DATE | 12/18/2015 | FIRST USE IN COMMERCE DATE | 12/18/2015 | CLASS STATUS 6 | -ACTIVE | |
| INTERNATIONAL CLASS | 042 | FIRST | USE DATE | 12/18/2015 | FIRST USE IN COMMERCE DATE | 12/18/2015 | CLASS STATUS 6 | -ACTIVE | |
| INTERNATIONAL CLASS | 044 | FIRST | USE DATE | 12/18/2015 | FIRST USE IN COMMERCE DATE | 12/18/2015 | CLASS STATUS 6 | -ACTIVE | |
| | |] | MISCELL | ANEOUS INFO | RMATION/STA | TEMENTS | | | |
| CHANGE IN REGIS | TRATION | | | | NO | | | | |
| COLORS CLAIMED | STATEMENT | • | | | The color(s) green a | and purple is/are clain | ned as a feature of the ma | rk. | |
| DISCLAIMER W/PR | REDETER TXT | | | | "ALZHEIMER'S" | | | | |
| The mark consists of the word "Alzheimer's" in purple in font Apex Sa small letters except for the first letter that is capitalized followed by a outline of the State of New Jersey in green and then followed by the value of New Jersey in purple in font Apex Sans Books, all in small letters except of New and the first letter of Jersey capitalized. | | | | | | | | a picture of the e words "New | |
| | | | | PROSECUTI | ON HISTORY | | | | |
| DATE | | ENT CD ENT TYPE DESCRIPTION | | | | | ENT NUM | | |
| 12/08/2016 | | TEME I TEAS/EMAIL CORRESPONDENCE ENTERED 014 | | | | | | 014 | |
| | | | | | | | | | |

| 12/08/2016 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 013 |
|------------|------|---|--|-----|
| 12/08/2016 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 012 |
| 06/20/2016 | CNRT | 0 | NON-FINAL ACTION MAILED | 011 |
| 06/18/2016 | CNRT | R | NON-FINAL ACTION WRITTEN | 010 |
| 06/17/2016 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 009 |
| 06/16/2016 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 800 |
| 06/16/2016 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 007 |
| 05/13/2016 | CNRT | F | NON-FINAL ACTION MAILED | 006 |
| 05/12/2016 | CNRT | R | NON-FINAL ACTION WRITTEN | 005 |
| 05/12/2016 | DOCK | D | ASSIGNED TO EXAMINER | 004 |
| 04/19/2016 | MDSC | 0 | NOTICE OF DESIGN SEARCH CODE MAILED | 003 |
| 04/18/2016 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 04/16/2016 | NWAP | I | NEW APPLICATION ENTERED IN TRAM | 001 |

| CURRENT CORRESPONDENCE INFORMATION | | | | | | | |
|------------------------------------|---|--|--|--|--|--|--|
| ATTORNEY | Lisa D. Taylor, | | | | | | |
| CORRESPONDENCE ADDRESS | LISA D. TAYLOR, INGLESINO WEBSTER WYCISKALA & TAYLOR, LL 600 PARSIPPANY ROAD, SUITE 204 600 PARSIPPANY ROAD, SUITE 204 PARSIPPANY, NJ 07054 | | | | | | |
| DOMESTIC REPRESENTATIVE | NONE | | | | | | |



Response to Office Action

The table below presents the data as entered.

| Input Field | Entered |
|---|---|
| SERIAL NUMBER | 86974098 |
| LAW OFFICE ASSIGNED | LAW OFFICE 101 |
| MARK SECTION | |
| MARK FILE NAME | https://tmng-al.uspto.gov/resting2/api/img/86974098/large |
| LITERAL ELEMENT | ALZHEIMER'S NEW JERSEY |
| STANDARD CHARACTERS | NO |
| USPTO-GENERATED IMAGE | NO |
| COLOR(S) CLAIMED (If applicable) | The color(s) green and purple is/are claimed as a feature of the mark. |
| DESCRIPTION OF THE MARK (and Color Location, if applicable) | The mark consists of the word "Alzheimer's" in purple in font Apex Sans Books, all in small letters except for the first letter that is capitalized followed by a picture of the outline of the State of New Jersey in green and then followed by the words "New Jersey" in purple in font Apex Sans Books, all in small letters except for the first letter of New and the first letter of Jersey capitalized. |
| ADDITIONAL STATEMENTS SECTION | |
| DISCLAIMER | No claim is made to the exclusive right to use Alzheimer's apart from the mark as shown. |
| SUPPLEMENTAL REGISTER | The applicant seeks registration of the mark on the Supplemental Register (i.e., a change of the words 'Principal Register' to 'Supplemental Register'). |
| SIGNATURE SECTION | |
| RESPONSE SIGNATURE | /Lisa D. Taylor, Esq./ |
| SIGNATORY'S NAME | Lisa D. Taylor, Esq. |
| SIGNATORY'S POSITION | Attorney for Alzheimer's New Jersey, Inc. Attorney of Record, New Jersey Bar Member |
| SIGNATORY'S PHONE NUMBER | 973-947-7111 |
| DATE SIGNED | 12/08/2016 |
| AUTHORIZED SIGNATORY | YES |
| FILING INFORMATION SECTION | |
| SUBMIT DATE | Thu Dec 08 11:44:38 EST 2016 |
| TEAS STAMP | USPTO/ROA-XXX.XX.XX.X2-201 61208114438359212-8697409 8-5708dd0718623eaf2feea8d c56e6bcc5d149e8a21a6f6574 11fc537ac74e7734c4-N/A-N/ A-20161208114120352219 |

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number.

PTO Form 1957 (Rev 10/2011)

OMB No. 0651-0050 (Exp 07/31/2017)

Response to Office Action

To the Commissioner for Trademarks:

Application serial no. **86974098** ALZHEIMER'S NEW JERSEY (Stylized and/or with Design, see https://tmng-al.uspto.gov/resting2/api/img/86974098/large) has been amended as follows:

ADDITIONAL STATEMENTS

Disclaimer

No claim is made to the exclusive right to use Alzheimer's apart from the mark as shown.

Supplemental Register

The applicant seeks registration of the mark on the Supplemental Register (i.e., a change of the words 'Principal Register' to 'Supplemental Register').

SIGNATURE(S)

Response Signature

Signature: /Lisa D. Taylor, Esq./ Date: 12/08/2016

Signatory's Name: Lisa D. Taylor, Esq.

Signatory's Position: Attorney for Alzheimer's New Jersey, Inc. Attorney of Record, New Jersey Bar Member

Signatory's Phone Number: 973-947-7111

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the owner's/holder's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the owner/holder in this matter: (1) the owner/holder has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the owner/holder has filed a power of attorney appointing him/her in this matter; or (4) the owner's/holder's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

Serial Number: 86974098

Internet Transmission Date: Thu Dec 08 11:44:38 EST 2016 TEAS Stamp: USPTO/ROA-XXX.XX.XX.XX.201612081144383592 12-86974098-5708dd0718623eaf2feea8dc56e6

bcc5d149e8a21a6f657411fc537ac74e7734c4-N

/A-N/A-20161208114120352219

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO) OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

U.S. APPLICATION SERIAL NO. 86974098

MARK: ALZHEIMER'S NEW JERSEY

86974098

CORRESPONDENT ADDRESS:

LISA D. TAYLOR,

INGLESINO WEBSTER WYCISKALA & TAYLOR, LL

600 PARSIPPANY ROAD, SUITE 204 600 PARSIPPANY ROAD, SUITE 204

PARSIPPANY, NJ 07054

APPLICANT: Alzheimer's New Jersey, Inc.

CLICK HERE TO RESPOND TO THIS LETTER: http://www.uspto.gov/trademarks/teas/response_forms.jsp

CORRESPONDENT'S REFERENCE/DOCKET NO:

857-001

CORRESPONDENT E-MAIL ADDRESS:

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

ISSUE/MAILING DATE:

This is responsive to the communication received June 16, 2016. The refusal because the applied-for mark is primarily geographically descriptive of the origin of applicant's services is continued.

DISCLAIMER

Applicant has disclaimed the wording in the mark. However, the disclaimer is unacceptable because the entire mark is geographically descriptive.

Applicant argues that the mark is not geographically descriptive because the reference to New Jersey intends to indicate that the services are concerned with local matters in New Jersey. However, Applicant is located in New Jersey and the services are presumably rendered in New Jersey.

Applicant must provide a written statement explaining whether the services or any aspect of the services is rendered in, or has any other connection with, the geographic location named in the mark. See 37 C.F.R. §2.61(b); In re AOP LLC, 107 USPQ2d 1644, 1650-51 (TTAB 2013); In re Cheezwhse.com, Inc., 85 USPQ2d 1917, 1919 (TTAB 2008); In re Planalytics, Inc., 70 USPQ2d 1453, 1457-58 (TTAB 2004); TMEP §§814, 1210.03. Failure to comply with a request for information can be grounds for refusing registration. In re AOP LLC, 107

USPQ2d at 1651; In re DTI P'ship LLP, 67 USPQ2d 1699, 1701-02 (TTAB 2003); TMEP §814.

| Applicant also argues that ALZHEIMER'S is not merely descriptive or generic of the services but is suggestive. Applicant's services in Classes 36 and 44 specifically refer to Alzheimer's. All of the services are broad enough to include services for patients with Alzheimer's. |
|---|
| SUPPLEMENTAL REGISTER |
| The applied-for mark has been refused registration on the Principal Register. Applicant may respond to the refusal by submitting evidence and arguments in support of registration and/or by amending the application to seek registration on the Supplemental Register. See 15 U.S.C. §1091; 37 C.F.R. §§2.47, 2.75(a); TMEP §§801.02(b), 816. Amending to the Supplemental Register does not preclude applicant from submitting evidence and arguments against the refusal(s). TMEP §816.04. |
| GENERIC ADVISORY |
| Applicant is advised that, if the application is amended to seek registration on the Supplemental Register, applicant will be required to disclaim "ALZHEIMER'S" because such wording appears to be generic in the context of applicant's goods and/or services. See 15 U.S.C. §1056(a); In re Wella Corp., 565 F.2d 143, 144, 196 USPQ 7, 8 (C.C.P.A. 1977); In re Creative Goldsmiths of Wash., Inc., 229 USPQ 766, 768 (TTAB 1986); TMEP §1213.03(b). |
| The following is the standardized format for a disclaimer: |
| No claim is made to the exclusive right to use "ALZHEIMER'S" apart from the mark as shown. |
| TMEP §1213.08(a)(i). |
| If applicant has questions regarding this Office action, please telephone or e-mail the assigned trademark examining attorney. All relevant e-mail communications will be placed in the official application record; however, an e-mail communication will not be accepted as a response to this Office action and will not extend the deadline for filing a proper response. <i>See</i> 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.0102, 709.0405. Further, although the trademark examining attorney may provide additional explanation pertaining to the refusal(s) and/or requirement(s) in this Office action, the trademark examining attorney may not provide legal advice or statements about applicant's rights. <i>See</i> TMEP §§705.02, 709.06. |

/Robert Clark/ Examining Attorney Law Office 101 571-272-9144 robert.clark@uspto.gov

TO RESPOND TO THIS LETTER: Go to http://www.uspto.gov/trademarks/teas/response forms.jsp. Please wait 48-72 hours from the issue/mailing date before using the Trademark Electronic Application System (TEAS), to allow for necessary system updates of the application. For technical assistance with online forms, e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned trademark examining attorney. E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.

All informal e-mail communications relevant to this application will be placed in the official application record.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at http://tsdr.uspto.gov/. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at TrademarkAssistanceCenter@uspto.gov or call 1-800-786-9199. For more information on checking status, see http://www.uspto.gov/trademarks/process/status/.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at http://www.uspto.gov/trademarks/teas/correspondence.jsp.

Trademark Snap Shot Amendment & Mail Processing Stylesheet (Table presents the data on Amendment & Mail Processing Complete)

OVERVIEW

| J | | | | |
|---------------|-----------------|---------------|--------------|--|
| SERIAL NUMBER | 86974098 | FILING DATE | 04/13/2016 | |
| REG NUMBER | 0000000 | REG DATE | N/A | |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK | |
| INTL REG# | N/A | INTL REG DATE | N/A | |
| TM ATTORNEY | CLARK, ROBERT C | L.O. ASSIGNED | 101 | |

PUB INFORMATION

| RUN DATE | 06/18/2016 | 06/18/2016 | | | | | | |
|----------------------|--------------------------|---------------------|-----|--|--|--|--|--|
| PUB DATE | N/A | | | | | | | |
| STATUS | 661-RESPONSE AFTER NON-F | INAL-ACTION-ENTERED | | | | | | |
| STATUS DATE | 06/17/2016 | 06/17/2016 | | | | | | |
| LITERAL MARK ELEMENT | ALZHEIMER'S NEW JERSEY | | | | | | | |
| | | | | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | | | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | | | | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | | | | | |
| SECTION 15 | NO | REPUB 12C | N/A | | | | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | | | | |
| DATE AMEND REG | N/A | | | | | | | |

FILING BASIS

| FILED BASIS | | CURRENT BASIS | | AMENDED BASIS | |
|-------------|-----|---------------|-----|---------------|----|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | ALZHEIMER'S NEW JERSEY |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | YES |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|---------------------|---|
| NAME | Alzheimer's New Jersey, Inc. |
| ADDRESS | 400 Morris Avenue, Suite 251 Denville, NJ 07834 |
| ENTITY | 03-CORPORATION |
| CITIZENSHIP | New Jersey |
| GOODS AN | D SERVICES |
| INTERNATIONAL CLASS | 036 |
| DESCRIPTION TEXT | Charitable fundraising; Charitable fundraising services by means of running and walking events; Charitable fundraising services, by means of providing individuals with the information and opportunity to make monetary donations to their favorite charity; Charitable fundraising services; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's care and research; Charitable fundraising to support Alzheimer's care and research; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's; Memorial fundraising; On-line charitable fundraising |
| INTERNATIONAL CLASS | 042 |
| DESCRIPTION TEXT | Providing a website featuring educational information in the field of clinical research |
| INTERNATIONAL CLASS | 044 |
| DESCRIPTION TEXT | Geriatric health care management services; Health care services, namely, Alzheimer's; Healthcare; Nursing services in the field of Alzheimer's care; Providing personalized healthcare and medical information in the nature of Alzheimer's; Providing healthcare information |

| GOODS AND SERVICES CLASSIFICATION | | | | | | | | | |
|-----------------------------------|---------|---------|----------|-------------|--|--|---|--------------------------------------|--|
| INTERNATIONAL CLASS | 036 | FIRST (| JSE DATE | 12/18/2015 | FIRST USE IN COMMERCE DATE | 12/18/2015 | CLASS STATUS | 6-ACTIVE | |
| INTERNATIONAL CLASS | 042 | FIRST (| JSE DATE | 12/18/2015 | FIRST USE IN COMMERCE DATE | 12/18/2015 | CLASS STATUS | 6-ACTIVE | |
| INTERNATIONAL CLASS | 044 | FIRST | JSE DATE | 12/18/2015 | FIRST USE IN COMMERCE DATE | 12/18/2015 | CLASS STATUS | 6-ACTIVE | |
| QUANCE IN DECIS | TRATION | 1 | MISCELL | ANEOUS INFO | RMATION/STA | TEMENTS | | | |
| CHANGE IN REGIS | | | | | NO The color(s) green s | and nurnle is/are claim | ned as a feature of the n | nark | |
| DISCLAIMER W/PR | | | | | 1 (70 | LZHEIMER'S OR NEW JERSEY" | | | |
| DESCRIPTION OF | | | | | The mark consists of small letters except outline of the State of Jersey" in purple in | of the word "Alzheimer for the first letter that of New Jersey in gree | d's" in purple in font Ape is capitalized followed by n and then followed by s, all in small letters exc dized. | y a picture of the the words "New | |
| PROSECUTION HISTORY | | | | | | | | | |
| DATE ENT CD ENT TYPE DESCRIPTION | | | | | | | ENT NUM | | |

TEAS/EMAIL CORRESPONDENCE ENTERED

009

1

TEME

06/17/2016

| 06/16/2016 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 800 |
|------------|------|---|--|-----|
| 06/16/2016 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 007 |
| 05/13/2016 | CNRT | F | NON-FINAL ACTION MAILED | 006 |
| 05/12/2016 | CNRT | R | NON-FINAL ACTION WRITTEN | 005 |
| 05/12/2016 | DOCK | D | ASSIGNED TO EXAMINER | 004 |
| 04/19/2016 | MDSC | 0 | NOTICE OF DESIGN SEARCH CODE MAILED | 003 |
| 04/18/2016 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 04/16/2016 | NWAP | I | NEW APPLICATION ENTERED IN TRAM | 001 |
| | | | | · |

CURRENT CORRESPONDENCE INFORMATION

| ATTORNEY | Lisa D. Taylor, |
|-------------------------|---|
| CORRESPONDENCE ADDRESS | LISA D. TAYLOR, INGLESINO WEBSTER WYCISKALA & TAYLOR, LL 600 PARSIPPANY ROAD, SUITE 204 600 PARSIPPANY ROAD, SUITE 204 PARSIPPANY, NJ 07054 |
| DOMESTIC REPRESENTATIVE | NONE |



Response to Office Action

The table below presents the data as entered.

| Input Field | Entered |
|---|---|
| SERIAL NUMBER | 86974098 |
| LAW OFFICE ASSIGNED | LAW OFFICE 101 |
| MARK SECTION | |
| MARK FILE NAME | http://tmng-al.uspto.gov/resting2/api/img/86974098/large |
| LITERAL ELEMENT | ALZHEIMER'S NEW JERSEY |
| STANDARD CHARACTERS | NO |
| USPTO-GENERATED IMAGE | NO |
| COLOR(S) CLAIMED (If applicable) | The color(s) green and purple is/are claimed as a feature of the mark. |
| DESCRIPTION OF THE MARK (and Color Location, if applicable) | The mark consists of the word "Alzheimer's" in purple in font Apex Sans Books, all in small letters except for the first letter that is capitalized followed by a picture of the outline of the State of New Jersey in green and then followed by the words "New Jersey" in purple in font Apex Sans Books, all in small letters except for the first letter of New and the first letter of Jersey capitalized. |
| EVIDENCE SECTION | |
| EVIDENCE FILE NAME(S) | |
| ORIGINAL PDF FILE | evi_20799325-20160616141656435853 86974098_857-001.PDF |
| CONVERTED PDF FILE(S) (13 pages) | \\\TICRS\EXPORT16\IMAGEOUT16\869\740\86974098\xml5\ROA0002.JPG |
| | \\\TICRS\EXPORT16\IMAGEOUT16\869\740\86974098\xml5\ROA0003.JPG |
| | \\\TICRS\EXPORT16\IMAGEOUT16\869\740\86974098\xml5\ROA0004.JPG |
| | \\\TICRS\EXPORT16\IMAGEOUT16\869\740\86974098\xml5\ROA0005.JPG |
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| | \\TICRS\EXPORT16\IMAGEOUT16\869\740\86974098\xml5\ROA0014.JPG |
| DESCRIPTION OF EVIDENCE FILE | PDF of argument and Exhibit A |
| ADDITIONAL STATEMENTS SECTION | |

| DISCLAIMER | No claim is made to the exclusive right to use Alzheimer's or New Jersey apart from the mark as shown. |
|----------------------------|--|
| SIGNATURE SECTION | |
| RESPONSE SIGNATURE | /Lisa D. Taylor, Esq./ |
| SIGNATORY'S NAME | Lisa D. Taylor, Esq. |
| SIGNATORY'S POSITION | Attorney for Alzheimer's New Jersey, Inc. Attorney of Record, New Jersey Bar Member |
| SIGNATORY'S PHONE NUMBER | 973-947-7111 |
| DATE SIGNED | 06/16/2016 |
| AUTHORIZED SIGNATORY | YES |
| FILING INFORMATION SECTION | |
| SUBMIT DATE | Thu Jun 16 14:20:47 EDT 2016 |
| TEAS STAMP | USPTO/ROA-XXX.XX.XX.XX-201 60616142047332040-8697409 8-550ba53d2b33f7e3cf5cf66 214c8dabfaf486ee12928fd38 66afd6d7d97b9747-N/A-N/A- 20160616141656435853 |

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number.

PTO Form 1957 (Rev 10/2011)

OMB No. 0651-0050 (Exp 07/31/2017)

Response to Office Action

To the Commissioner for Trademarks:

Application serial no. **86974098** ALZHEIMER'S NEW JERSEY (Stylized and/or with Design, see http://tmng-al.uspto.gov/resting2/api/img/86974098/large) has been amended as follows:

EVIDENCE

Evidence in the nature of PDF of argument and Exhibit A has been attached.

Original PDF file:

evi 20799325-20160616141656435853 . 86974098 857-001.PDF

Converted PDF file(s) (13 pages)

Evidence-1

Evidence-2

Evidence-3

Evidence-4

Evidence-5

Evidence-6

Evidence-7

Evidence-8

Evidence-9

Evidence-10

Evidence-11

Evidence-12

Evidence-13

ADDITIONAL STATEMENTS

Disclaimer

No claim is made to the exclusive right to use Alzheimer's or New Jersey apart from the mark as shown.

SIGNATURE(S)

Response Signature

Signature: /Lisa D. Taylor, Esq./ Date: 06/16/2016

Signatory's Name: Lisa D. Taylor, Esq.

Signatory's Position: Attorney for Alzheimer's New Jersey, Inc. Attorney of Record, New Jersey Bar Member

Signatory's Phone Number: 973-947-7111

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the owner's/holder's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the owner/holder in this matter: (1) the owner/holder has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the owner/holder has filed a power of attorney appointing him/her in this matter; or (4) the owner's/holder's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

Serial Number: 86974098

Internet Transmission Date: Thu Jun 16 14:20:47 EDT 2016

TEAS Stamp: USPTO/ROA-XXX.XX.XX.XX-201606161420473320

 $40-86974098-550ba53d2b33f7e3cf5cf66214c8\\ dabfaf486ee12928fd3866afd6d7d97b9747-N/A$

-N/A-20160616141656435853



600 Parsippany Road, Suite 204 Parsippany, New Jersey 07054 T (973) 947-7111 FAX (973) 887-2700 www.iwt-law.com LISA D. TAYLOR
BOARD CERTIFIED IN HEALTH LAW
BY THE FLORIDA BAR
ALSO ADMITTED IN NJ, NY, PA, TN, DC
Direct: (973) 947-7135
Itaylor@iwt-law.com

June 16, 2016

Via Online Submission

Robert Clark, Esq.
Examining Attorney
Law Office 101
United States Patent and Trademark Office ("USPTO")
571-272-9144
robert.clark@uspto.gov

Re: U.S. Application Serial No. 86974098

Alzheimer's New Jersey, Inc.'s Application for registration of "Alzheimer's New Jersey" as a service mark on the Principal Register

Response to May 13, 2016 Office Action

Dear Mr. Clark:

This firm represents Alzheimer's New Jersey, Inc. ("Alzheimer's NJ") in connection with the above referenced application. This document serves as Alzheimer's NJ's Response to the Office Action issued by the United States Patent and Trademark Office ("USPTO") on May 13, 2016.

The Office Action states that the applied for mark is refused registration because it is primarily geographically descriptive. The USPTO asserts that the mark "Alzheimer's New Jersey" is primarily geographically descriptive because the term New Jersey is a prominent geographic location- namely a state within the United States. Further, the USPTO states that the addition of the word "Alzheimer's" is generic or highly descriptive wording and does not diminish the geographic wording or its primary geographic significance.

Initially, Alzheimer's NJ submits that the applied for mark is a design mark such that the wording and design will never be used apart. Because it is a design mark the evaluation for the mark should be different than if it was a words only mark. The design and the wording should be considered together and not as individual units.

Robert Clark, Esq. Examining Attorney June 16, 2016 Page 2

Alzheimer's NJ submits that the reference to New Jersey is not primarily geographically descriptive. The purpose of the reference to New Jersey is not to identify with the state itself but rather to make clear to the public that the association is concerned with local matters within New Jersey. Specifically, when Alzheimer's NJ, formerly Alzheimer's Disease & Related Disorders Association, Inc., Greater New Jersey Chapter, disaffiliated in December of 2015 it did so to ensure that funding and services remained with local patients and caregivers struggling with various dementias. See attached newspaper articles attached hereto as Exhibit "A". Therefore, the rationale for including a reference to New Jersey within the organization's name was to ensure that people understood that any money donated would continue to be used to support affected people and programs within the local area.

Other organizations have sought to register their marks with a reference to New Jersey or another state. For instance, design marks were approved for the New Jersey Realtors and New Jersey Auto Show. Both have a reference to New Jersey within their marks. We also discovered design marks with a reference to New York, another state within the eastern United States. These marks include "Fluffy New York", "The New York International School", "DKNY Be Desired 100% Pure New York", and "Kate Spade New York". These design marks are no different from the design mark that Alzheimer's NJ is seeking to register.

Moreover, Alzheimer's NJ submits that the word "Alzheimer's" is the primary significance of the mark and is suggestive wording rather than an addition of generic or highly descriptive wording.

I. "Alzheimer's" is Not Highly Descriptive

Alzheimer's NJ submits that "Alzheimer's" is suggestive rather than descriptive because there is no clear association with their services. Under §2(e)(1) of the Lanham (Trademark) Act, a mark shall not be refused registration unless it is "merely descriptive" of the goods or services of the applicant. 15 U.S.C. §1052(e)(1). The word "merely" in the Lanham Act has been interpreted as meaning "only," in that if "the mark clearly does not tell the potential purchaser *only* what the goods are, their function, their characteristics or their use," then the mark is not "merely descriptive". In re Colonial Stores. Inc., 394 F.2d 549, 552 (CCPA 1968) (emphasis added); In re Application of Quik-Print Copy Shops, Inc., 616 F.2d 523, 525, n.7 (C.C.P.A. 1980).

Marks which are not "merely descriptive" and not purely arbitrary or fanciful are classified as "suggestive." McCarthy, J., 2 McCarthy on Trademarks and Unfair Competition

Robert Clark, Esq. Examining Attorney June 16, 2016 Page 3

§11:63 (4th ed) (hereinafter "McCarthy on Trademarks") (citing Bennett v. McKinley, 65 F. 505, 506, 13 C.C.A. 25 (2d Cir. 1895).

Suggestive marks merely suggest some quality or ingredient of the relevant goods or services. McCarthy on Trademarks §11:62. A trademark is suggestive if "it requires imagination, thought and perception to reach a conclusion as to the nature of the goods." These trademarks are subject to the trademark laws without proof of secondary meaning. See E. Air Lines, Inc. v. New York Air Lines, Inc., 559 F. Supp. 1270 (S.D.N.Y. 1983).

In distinguishing between descriptive terms and suggestive marks, the reviewer must determine whether a connection arises between the consumer's mind and the qualities of the product or service. In re Nett Designs, Inc., 236 F. 3d 1339 (Fed. Cir. 2001). The Sixth Circuit went through such an analysis when it decided whether the mark "5-Hour Energy" was suggestive of energy shot drinks. There the Court evaluated whether the mark could be considered merely descriptive and whether a reasonable person could conclude that the product involved five hour energy boosts. That, however, was not the end of the inquiry. The Court further evaluated how the energy was transferred, i.e. through food or drink, and what kind of energy would be transferred i.e. food energy, electrical energy, or nuclear energy. The need to make these additional inquiries is indicative of a suggestive rather than a descriptive mark. See Innovation Ventures, LLC v. N.V.E., Inc., 694 F. 3d 723 (6th Cir. 2012).

Here, the word "Alzheimer's" may be understood by the public to refer to Alzheimer's disease, a degenerative brain disease, but the exact nature of the services to be provided by Alzheimer's NJ are not known. Additional inquiries must be made by the public to determine the actual services that are provided by the agency and in fact they are broader than most services for Alzheimer's. The cognitive inquiries that are required to identify the services provided by Alzheimer's NJ are associated with a suggestive rather than a descriptive mark.

II. "Alzheimer's" is Not Generic

In addition, Alzheimer's NJ submits that "Alzheimer's" is not a generic terms. The USPTO bears the burden of "substantially showing . . . that [a mark] is in fact generic . . . based on clear evidence of generic use." See In re Steelbuilding.com, 415 F. 3d 1293, 1296 (Fed. Cir. 2005) (citing In re Am. Fertility Soc'y, 188 F. 3d 1341, 1346 (Fed. Cir. 1999). The Courts have found that in order to determine whether something is generic the following test must be applied:

i. the fact finder determines the genus of goods or services at issue;

Robert Clark, Esq. Examining Attorney June 16, 2016 Page 4

ii. the fact finder determines whether the term sought to be registered is understood by the relevant public primarily to refer to a genus of goods or services. <u>Id.</u> (citing <u>In re Fertility Soc'y</u>, 188 <u>F.3d</u> at 1347).

In the instant application, the USPTO has not identified any genus of services. It is not an applicant's responsibility to establish the relevant genus of services to which the mark will apply to. Once the genus is identified, the next step is to determine whether the public would understand the mark as primarily referring to that genius. Here, it may be apparent to individuals that Alzheimer's NJ's goods and services relate to the disease known as Alzheimer's. However, it is not clear from the mere name what services are provided by the agency. The reference to Alzheimer's can have many different meanings and involve various types of goods or services. As such, Alzheimer's NJ submits that individuals would not understand the mark to refer to any particular genus of goods or services.

Furthermore, Alzheimer's NJ is willing to make a disclaimer for the registration of "Alzheimer's New Jersey" with the Principal Register that Alzheimer's NJ does not have any right to use the term "Alzheimer's" or "New Jersey" apart from the mark as shown for registration. This is consistent with marks in the Principal Register that have been permitted registration conditioned upon disclaiming the exclusive right to use certain terms apart from their respective marks as shown.

Therefore, Alzheimer's NJ respectfully requests that the USPTO permit the registration of "Alzheimer's New Jersey" design mark with the Principal Register under International Classes 36, 42, and 44.

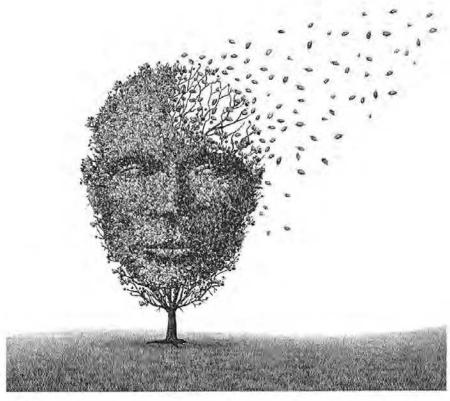
Thank you for your consideration.

Very truly yours,

/s/ Lisa D. Taylor



N.J. Alzheimer's chapter splits from national group



(Photo: wildpixel)



By Kathleen O'Brien | NJ Advance Media for NJ.com Email the author | Follow on Twitter

on December 29, 2015 at 12:31 PM, updated December 30, 2015 at 4:49 PM

The New Jersey chapter of the Alzheimer's Association has become the fourth local group to pull out of the disease's national group, following the split of chapters in New York City, San Diego and Orange County, Ca.

The Denville-based group, which aims to help the half-million New Jersey residents impacted by the illness, will now be called **Alzheimer's New Jersey**.

The split occurred when **the national organization** decided to become a single charity, proposing that its many local chapters merge with them. Leaders of the Denville chapter feared they would lose the freedom to use donations to help local families struggling with the incurable disease.

"We felt it was important to keep the local focus," said Kathleen Townshend Dugan, chair of the board of directors.

Of particular concern was the group's program to support caregivers with grants and education about their own physical and emotional needs, said Kenneth Zaentz, CEO of the group. When stressed-out spouses or relatives — often "on duty" 24/7 — neglect their own care, they can trigger a household crisis with their own illnesses, he said.

Grants of \$1,000 can help those households pay for outside aides so the can get a brief break.

Under the old arrangement, the local affiliate sent 40 percent of its unrestricted money to the national headquarters, but had freedom to oversee the remaining funds.

Under the consolidation proposed by the national group, that freedom would be gone. Funding respite care is not currently a national priority, which led the New Jersey group to fear for the survival of their approach.

"We don't know that it would've been tomorrow, or a year from now, but we really felt that was a program that might be in jeopardy," Zaentz said.

Also driving the decision to split off from the national group was a practical consideration: Once they decided to be folded into the national non-profit, the local group would disappear as a legal entity. "There'd be no going back," Zaentz said.

Local chapters had until Jan. 15th to decide, and Zaentz said there are rumors that local groups in other states might break off as well. Before talk of the consolidation, 54 of the 81 chapters of the national group had yet to decide to merge. In an advisory vote over the summer, they split 27-27 over the proposal.



To prevent Alzheimer's, eat this, not that

"... we really felt that was a program that might be in jeopardy."

The New Jersey group, founded in 1985, has an annual budget of about \$3.5 million, nearly all of it from private donations.

For donors, it means that money sent to the Denville-based group will stay in New Jersey. Most of that will go towards the support programs it provides to local families. Some will still go to research, but that research will have to be done in

New Jersey or accessible to patients from New Jersey.

The national organization will continue to support a broader array of research.

Stewart Pułnam, chair of the Alzheimer's Association national board of directors, said having chapters merge into a single organization would help it be more effective in funding accelerated research and lobbying state and local governments to support care and research.

"The disease is accelerating at a very strong rate," he said. "It's on a very steep trajectory because of the aging of the population. The number of cases is set to triple by 2050."

It was felt the organization, which has an annual budget of \$321 million, would accomplish more if its chapters worked together in a unified fashion, he said.

One downside for the breakaway local chapters? Links to their websites no longer appear on the national group's home page. That means someone searching for Alzheimer's help in New Jersey might have to work a bit harder to find it.

The link vanished within days of the local group's decision to leave the national group, Zaentz said.

The New Jersey website is now www.alznj.org.

In the southern portion of the state, **the Delaware Valley chapter**, which serves Philadelphia, Delaware, and southern New Jersey, will merge with the national group, said CEO Wendy L. Campbell.

That decision came after months of analysis about "what would help us serve our constituents the best," she said. That group, which started in 1980, has an annual budget of \$5.6 million. It has New Jersey offices in Marlton and Northfield.

NOTE: An earlier version of this article referred to the Alzheimer's group as a foundation. For both the national state groups, their foundations are separate entities.

Kathleen O'Brien may be reached at **kobrien@njadvancemedia.com**. Follow her on Twitter **@OBrienLedger**. Find **NJ.com on Facebook**.

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Alzheimer's split-off: 3 things to know in New Jersey

Jerry Carino, @njboopshaven 11:08 a.m. EST January 17, 2016

"Alzheimer's New Jersey" has split off the national Alzheimer's Association. What does this mean for patients and their families?



/Pholo: Alzheimer's New Jersey)

Eleanor Pearson knows how hard Alzheimer's disease can be on a family, between the memory loss, confusion and mood changes. Her father Al suffered from it, prompting her to join the Greater New Jersey chapter of the Alzheimer's Association.

In 1996, she helped the chapter establish an annual fundraising walk in Point Pleasant Beach, which now draws 3,000 people each September.

"That first year we had 75 people, most of whom were volunteers," said Pearson, a Manchester resident. "It's grown from there and it's still growing."

But the organization behind the walk and other local Alzheimer's services is changing. It's now called Alzheimer's New Jersey after a split from the national Alzheimer's Association.



A woman writes the name of a loyed one on wall during the annual Alzheimer's fundraising walk in Point Pleasant. (Photo. Alzheimer's New Jersey)

"I think it will be a good thing for the people of New Jersey," Pearson said. "The New Jersey chapter has always focused on supporting caregivers and doing things that help local people handle the problems that exist."

There are approximately 170,000 Alzheimer's patients in New Jersey Ocean County, with its large population of senior citizens, is an Alzheimer's hotspot.

"It's a difficult task for caregivers," Pearson said, "They need all the support they can get."

Here are three things to know about the breakup and the new Alzheimer's New Jersey

1. Why did they split?

The Aizheimer's Association voted in October to restructure into a single corporate entity, instead of each chapter functioning independently under the national organization's umbrella.

Alzheimer's split-off: 3 things to know in New Jersey in response, the governing poard of the Greater New Jersey Chapter voted to split off from the Chicago

parent organization. Some other chapters, including New York City's, have done the same.



Ken Zaentz, Alzheimer's New Jersey President and CEO (Photo: Alzheimer's New Jersey J

"Having that board be able to make local decisions, allocate resources locally and fight a disease that requires local care and support was really the only way to go," said Ken Zaentz, president and CEO of Alzheimer's New Jersey. "A great deal of fundraising was happening on the local level. The majority of money that was raised, was raised locally."

The organization has an annual budget of \$3 million, a staff of 20 and four offices, including one in Red Bank.

"We wanted to retain the dollars we raise here in state," said Kathleen Dugan, chair of Alzheimer's New Jersey's board. "In the past, 40 percent of all undesignated donations were sent to the national organization."



Kathleen Dugan, chair, Alzhelmer's New Jersey (Photo: Aizhelmer's New Jersey)

2. What's new?

"The two big things are, we have a new website which we'd love people to visit, and we have a new help-line phone number," Zaentz

The website is www.alznj.org (http://www.alznj.org/). The help line is 888-280-6055.

Alzheimer's New Jersey also has to rebuild its social media presence from scratch. A Facebook page is on the works. By contrast, the national Alzheimer's Association has 750,000 followers on social media.

"There is a change in name and branding changes (including the

logo), but in terms of services provided, I don't think people will see a change in the negative sense," Zaentz said. "In the positive, it will free us up to be more creative and responsive to the needs of our community."



Logo for the newly-constituted Alzheimer's New Jersey, (Photo: Alzheimer's New Jersey)

3. What's the same?

The organization's keynote services, especially the help line and respite care, will continue uninterrupted

The respite care program provides information about caregiving and links to resources to help them with what can be an arduous task. There also are \$1,000 scholarships to help caregivers with the cost of respite care services.

http://www.app.com/story/news/local/ocean-county/2016/01/15/alzheimers-split-off-3-things-know-new... 1/21/2016

The walk will continue as well. It's scheduled for Sept. 24 in Point Beach.

Jerry Carino; jcarino@gannettnj.com

Peanut butter is probably not your first thought as a game changer in Alzheimer's research, but the future of early detection could be as easy as a trip to your kitchen cabinets. WBIR-TV

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North Jersey Alzheimer's charity splinters over funding issue

EDUCATE NOTE THE RECORD

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Parkopanta in the national "Walk to End Atzhentier s" in Paramas in 2012. Atzhentier's New Joysey's fundrations with with the called "Walk to Sight Atzhenner's."

The northern New Jersey chapter of the Alzheimer's Association — one of the country's oldest branches — has split from the national organization in a disagreement over how and where the millions of dollars raised in behalf of those with the disease should be spent.

The chapter, founded 30 years ago, has a new name - Alzheimer's New Jersey - and a new mission to serve the whole state.

But the national organization isn't surrendering the territory, setting up something of a conflict for the families of the 170,000 in New Jersey with the disease.

In response to the defection, the Alzheimer's Association is expanding its southern New Jersey chapter so that it will cover the entire state. It hopes to open a new northern New Jersey office by the end of February.

The two groups have their own separate telephone help lines and purple logos—the signature color associated with Alzheimer's efforts. Both organizations are planning separate fundraising walks—with the national group using its trademarked name of "Walk to End Alzheimer's" and the state's versions to be called "Walk to Fight Alzheimer's." Families may end up having to choose where to send their fundraising dollars.

The reason for the split is dollars — and power. The national group is moving to strip state chapters of their independent governing authority and will leave state groups with less ability to decide what they do with the money they have raised, according to officials with the new group in New Jersey and officials in some chapters in other states.

The Greater New Jersey chapter, as it was formerly known until the name was officially changed in late December, is one of five chapters around the country — including the New York City chapter and three others in Southern California — that have decided to sever ties with the national organization because of the reorganization plan.

Leaders of the New Jersey organization wanted to retain control over local programs as well as its \$3,3 million budget. Previously state chapters were required to send about 40 percent of the dollars they raised locally to the Chicago headquarters of the Alzheimer's Association, but could make their own decisions on how to spend the rest. Under the restructuring plan the national organization will implement in July, the New Jersey chapter's board would have become advisory only, and all funds spent on local programs would have been doled out by the national organization's board.

North Jersey chapter leaders had been particularly concerned about the fate of a \$300,000 respite scholarship program, which provides up to \$1,000 to families in need of a caregiving break. Not all of the national association's 81 chapters have such a program.

"Once the people in New Jersey hear our message, we're confident they'll see and understand why we made this decision," said Kathleen Townshend Duggan, a Ramsey resident who served on the board of the chapter before it changed course and is now on the board of the new organization.

"When they're looking to support the cause they'll know that the money they donate to us will be used to support people here in this local

This isn't the first time that the Alzheimer's Association, whose combined national office and chapter revenues were close to \$300 million in 2015, has been confronted with competition for its status as a leading voice for Alzheimer's patients and their families.

Another national organization, the Alzheimer's Foundation of America, was created in 2002, and representatives say its roughly \$6 million budget is primarily used to fund grass-roots efforts. One such initiative is the Hudson County-based Act Now Foundation, which launched three years ago and opened a resource center in Jersey City this fall.

Kristine Allen said she and a friend launched the effort because they believed there were too many gaps in the support networks offered by the state's two chapters of the Alzheimer's Association, especially in low-income urban neighborhoods with high immigrant populations.

Alten said her organization also hopes to start a conversation about the many "memory care" units that have opened inside nursing homes and assisted-living residences, and whether they offer appropriate care and safeguards. "Families in New Jersey have gotten very little guidance about how to find good care for their loved ones." Allen said.

Other critics say the Alzheimer's Association has become so focused on raising money for research to find a cure that it has neglected the grass-roots advocacy needed to improve care and services for those who already have the disease.

"It's not that it's a bad strategy to focus on finding a cure," said Brian Kaskie, a University of Iowa associate professor who researches long-term care and dementia issues. "But there's a fine line that needs to be walked to make sure you are not doing it to exclusion of advocating for state-level policies to protect people with the disease from exploitation or neglect."

Leaders of the national organization dispute claims that they chose funding the search for a cure over local programs or state lobbying efforts to improve care and help families.

"This isn't about a choice," said Stewart Putnam, chairman of the Alzheimer's Association's national board, stressing that the organization's restructuring was intended to make sure it can more effectively advocate for both a cure and better care.

The national board decided to centralize all chapter operations to create more uniformity, saying some chapters offered services that others didn't. "We do have the obligation to look at what are the most effective programs and which have langible outcomes," Putnam said.

A chapter's programs would only be eliminated if they aren't effective, and, despite the new centralized structure, 60 percent of all money raised locally will be spent locally, he said.

While leaders of the national group and the New Jersey spin-off downplayed any suggestion of being in direct competition with each other, they did acknowledge that longtime volunteers and donors might find the new arrangement a little confusing.

"Obviously the Alzheimer's Association is going to continue to have a New Jersey presence, and I'm not sure what that's going to mean," said Ken Zaentz, president of the new organization. The group employed a publicist to help get the word out about its newly independent status.

As a state with a long history of insisting on local control — or "home rule," as it's known in governing circles — Zaentz said he believes the chapter's longtime supporters will be pleased to receive assurances that money raised will continue to be spent in the region. "It's about local control," he said. "Isn't that what New Jersey is all about?"

Stacey Feder — who first reached out to the Greater New Jersey chapter for help when her mother, a Demarest resident — was diagnosed about eight years ago, said she appreciates that the new group will make sure that its support group and helpline programs are run by people who know the instand outs of New Jersey programs, policies and care options.

"It really helps to talk to someone who has a local lens," said Feder, whose family regularly participates in annual fundraising walks.

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UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO) OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

U.S. APPLICATION SERIAL NO. 86974098

MARK: ALZHEIMER'S NEW JERSEY

86974098

CORRESPONDENT ADDRESS:

LISA D. TAYLOR,

INGLESINO WEBSTER WYCISKALA & TAYLOR, LL

600 PARSIPPANY ROAD, SUITE 204

600 PARSIPPANY ROAD, SUITE 204

PARSIPPANY, NJ 07054

APPLICANT: Alzheimer's New Jersey, Inc.

CLICK HERE TO RESPOND TO THIS LETTER: http://www.uspto.gov/trademarks/teas/response_forms.jsp

CORRESPONDENT'S REFERENCE/DOCKET NO:

857-001

CORRESPONDENT E-MAIL ADDRESS:

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

ISSUE/MAILING DATE:

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

SECTION 2(e)(2) REFUSAL – PRIMARILY GEOGRAPHICALLY DESCRIPTIVE

Registration is refused because the applied-for mark is primarily geographically descriptive of the origin of applicant's goods and/or services. Trademark Act Section 2(e)(2), 15 U.S.C. §1052(e)(2); see TMEP §§1210, 1210.01(a).

The attached evidence form Merriam-Webster.com indicates that New Jersey is a state in eastern U.S.

A mark is primarily geographically descriptive when the following is demonstrated:

- (1) The primary significance of the mark is a generally known geographic place or location;
- (2) The goods and/or services for which applicant seeks registration originate in the geographic place identified in the mark; and

(3) Purchasers would be likely to make a goods-place or services-place association; that is, purchasers would be likely to believe that the goods and/or services originate in the geographic place identified in the mark.

TMEP §1210.01(a); see In re Societe Generale des Eaux Minerales de Vittel S.A., 824 F.2d 957, 959, 3 USPQ2d 1450, 1452 (Fed. Cir. 1987); In re Hollywood Lawyers Online, 110 USPQ2d 1852, 1853 (TTAB 2014).

The addition of generic or highly descriptive wording to a geographic word or term does not diminish that geographic word or term's primary geographic significance. TMEP §1210.02(c)(ii); see, e.g., In re Hollywood Lawyers Online, 110 USPQ2d 1852, 1853-54 (TTAB 2014) (holding HOLLYWOOD LAWYERS ONLINE primarily geographically descriptive of attorney referrals, online business information, and an online business directory); In re Cheezwhse.com, Inc., 85 USPQ2d 1917, 1920 (TTAB 2008) (holding NORMANDIE CAMEMBERT primarily geographically descriptive of cheese).

An accurate picture or design of geographically descriptive matter and the word or words that describe the design are legal equivalents. *See In re Can. Dry Ginger Ale, Inc.*, 86 F.2d 830, 832, 32 USPQ 49, 50 (C.C.P.A. 1936) (holding a map of Canada equivalent to the word "Canada" and primarily geographically descriptive of applicant's soft drinks); *East Tenn. Packing Co. v. Armour & Co.*, 102 USPQ 425, 426 (Chief Exam'r 1954) (finding a map of Tennessee equivalent to the word "Tennessee"); TMEP §1210.02(a).

SUPPLEMENTAL REGISTER

The applied-for mark has been refused registration on the Principal Register. Applicant may respond to the refusal by submitting evidence and arguments in support of registration and/or by amending the application to seek registration on the Supplemental Register. *See* 15 U.S.C. §1091; 37 C.F.R. §§2.47, 2.75(a); TMEP §§801.02(b), 816. Amending to the Supplemental Register does not preclude applicant from submitting evidence and arguments against the refusal(s). TMEP §816.04.

GENERIC ADVISORY

Applicant is advised that, if the application is amended to seek registration on the Supplemental Register, applicant will be required to disclaim "ALZHEIMER'S" because such wording appears to be generic in the context of applicant's goods and/or services. See 15 U.S.C. §1056(a); In re Wella Corp., 565 F.2d 143, 144, 196 USPQ 7, 8 (C.C.P.A. 1977); In re Creative Goldsmiths of Wash., Inc., 229 USPQ 766, 768 (TTAB 1986); TMEP §1213.03(b).

The following is the standardized format for a disclaimer:

No claim is made to the exclusive right to use "ALZHEIMER'S" apart from the mark as shown.

TMEP §1213.08(a)(i).

SEARCH OF THE OFFICE RECORDS DID NOT REVEAL A CONFUSINGLY SIMILAR MARK

The trademark examining attorney has searched the Office's database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). TMEP §704.02; see 15 U.S.C. §1052(d).

If applicant has questions regarding this Office action, please telephone or e-mail the assigned trademark examining attorney. All relevant e-mail communications will be placed in the official application record; however, an e-mail communication will not be accepted as a response to this Office action and will not extend the deadline for filing a proper response. *See* 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05. Further, although the trademark examining attorney may provide additional explanation pertaining to the refusal(s) and/or requirement(s) in this Office action, the trademark examining attorney may not provide legal advice or statements about applicant's rights. *See* TMEP §§705.02, 709.06.

Clark, Robert
/Robert Clark/
Examining Attorney
Law Office 101
571-272-9144
robert.clark@uspto.gov

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All informal e-mail communications relevant to this application will be placed in the official application record.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at http://tsdr.uspto.gov/. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at TrademarkAssistanceCenter@uspto.gov or call 1-800-786-9199. For more information on checking status, see http://www.uspto.gov/trademarks/process/status/.

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New Jersey

Definition of NEW JERSEY

state E United States * Trenton area 7787 square miles (20.168 square kilometers), pop 8,791,894

New Jerseyite \- It\ noun

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| 01 | 3 | 0 | 3 | 3 | P/0:01 | "ALZHEIMER'S NEW JERSEY"[bi,ti] |
| 02 | 299 | 126 | 17 | 17 | P/0:01 | "ALZHEIMER'"[bi,ti] |
| 03 | 302 | N/A | 0 | 0 | P/0:01 | $l{v:2}m{v:2}r*[bi,ti]$ |
| 04 | 3 | 2 | 1 | 1 | P/0:01 | 3 not 2 |
| 05 | 1911 | N/A | 0 | 0 | P/0:01 | *j{v}r{"sz"}{"iye"}*[bi,ti] |
| 06 | 76 | N/A | 0 | 0 | P/0:02 | *g{v}r{"sz"}{"iye"}*[bi,ti] |
| 07 | 3 | 0 | 3 | 3 | P/0:01 | 3 and (5 or 6) |
| 08 | 2788487 | N/A | 0 | 0 | P/0:02 | "036"[cc] |
| 09 | 388075 | N/A | 0 | 0 | P/0:03 | "036"[ic] or "a"[ic] or "b"[ic] or "200"[ic] |
| 10 | 706382 | N/A | 0 | 0 | P/0:02 | "042"[ic] or "a"[ic] or "b"[ic] or "200"[ic] |
| 11 | 148565 | N/A | 0 | 0 | P/0:02 | "044"[ic] or "a"[ic] or "b"[ic] or "200"[ic] |
| 12 | 109694 | N/A | 0 | 0 | P/0:02 | "045"[ic] or "a"[ic] or "b"[ic] or "200"[ic] |
| 13 | 1030 | N/A | 0 | 0 | P/0:01 | 5 and 8 |
| 14 | 171 | 114 | 15 | 19 | P/0:01 | 5 and 9 |
| 15 | 162 | 115 | 15 | 21 | P/0:01 | 5 and 10 |
| 16 | 77 | 36 | 12 | 14 | P/0:01 | 5 and 11 |
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| 19 | 2 | 0 | 2 | 2 | P/0:01 | 2 and 18 |
| 20 | 101 | 55 | 3 | 46 | P/0:01 | 5 and 18 |

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Session finished 5/12/2016 4:41:43 PM
Total search duration 0 minutes 27 seconds
Session duration 12 minutes 55 seconds
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UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Trademarks P.O. Box 1451 Alexandria, VA 22313-1451 www.uspto.gov

Apr 19, 2016

NOTICE OF DESIGN SEARCH CODE

LISA D. TAYLOR, INGLESINO WEBSTER WYCISKALA & TAYLOR, LL 600 PARSIPPANY ROAD, SUITE 204 600 PARSIPPANY ROAD, SUITE 204 PARSIPPANY, NJ 07054

Docket/Reference Number: 857-001

U.S. Serial Number: 86974098

Mark: ALZHEIMER'S NEW JERSEY (Stylized/Design)

Owner: Alzheimer's New Jersey, Inc.

The USPTO may assign design search codes, as appropriate, to new applications and renewed registrations to assist in searching the USPTO database for conflicting marks. They have no legal significance and will not appear on the registration certificate.

Design search codes are numerical codes assigned to figurative, non-textual elements found in marks. For example, if your mark contains the design of a flower, design search code 05.05 would be assigned to your application. Design search codes are described on Internet Web page http://www.uspto.gov/tmdb/dscm/index.html.

Response to this notice is not required; however, to suggest additions or changes to the design search code(s) assigned to your mark, please e-mail TMDesignCodeComments@USPTO.GOV. You **must** reference your application serial number within your request. The USPTO will review the proposal and update the record, if appropriate. For questions, please call 1-800-786-9199 to speak to a Customer Service representative.

To view this notice and other documents for this application online, or to view the status of the application or registration, go to http://tsdr.uspto.gov/, enter the U.S. application serial number in the box next to the text "US Serial No," and select the button labeled "Documents" or "Status," as applicable.

Design search codes assigned to the referenced serial number are listed below.

DESIGN SEARCH CODES:

01.17.08 - Maps of the United States; United States, maps of

Trademark/Service Mark Application, Principal Register

Serial Number: 86974098 Filing Date: 04/13/2016

The table below presents the data as entered.

| Input Field | Entered | |
|---|---|--|
| SERIAL NUMBER | 86974098 | |
| MARK INFORMATION | | |
| *MARK | \\TICRS\EXPORT16\IMAGEOUT 16\869\740\86974098\xml1\\ APP0002.JPG | |
| SPECIAL FORM | YES | |
| USPTO-GENERATED IMAGE | NO | |
| LITERAL ELEMENT | Alzheimer's New Jersey | |
| COLOR MARK | YES | |
| COLOR(S) CLAIMED (If applicable) | The color(s) green and purple is/are claimed as a feature of the mark. | |
| *DESCRIPTION OF THE MARK (and Color Location, if applicable) | The mark consists of the word "Alzheimer's" in purple in font Apex Sans Books, all in small letters except for the first letter that is capitalized followed by a picture of the outline of the State of New Jersey in green and then followed by the words "New Jersey" in purple in font Apex Sans Books, all in small letters except for the first letter of New and the first letter of Jersey capitalized. | |
| PIXEL COUNT ACCEPTABLE | YES | |
| PIXEL COUNT | 944 x 250 | |
| REGISTER | Principal | |
| APPLICANT INFORMATION | | |
| *OWNER OF MARK | Alzheimer's New Jersey, Inc. | |
| *STREET | 400 Morris Avenue, Suite 251 | |
| *CITY | Denville | |
| *STATE (Required for U.S. applicants) | New Jersey | |
| *COUNTRY | United States | |
| *ZIP/POSTAL CODE (Required for U.S. applicants) | 07834 | |
| PHONE | 973-586-4300 | |
| FAX | 973-586-4342 | |
| WEBSITE ADDRESS | www.alznj.org | |
| LEGAL ENTITY INFORMATION | | |
| ТҮРЕ | corporation | |
| STATE/COUNTRY OF INCORPORATION | | |

| STATE/COUNTRY OF INCORPORATION | New Jersey | | |
|---|---|--|--|
| GOODS AND/OR SERVICES AND BASIS INFORMATION | | | |
| INTERNATIONAL CLASS | 036 | | |
| *IDENTIFICATION | Charitable fundraising; Charitable fundraising services by means of running and walking events; Charitable fundraising services, by means of providing individuals with the information and opportunity to make monetary donations to their favorite charity; Charitable fundraising services; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's care and research; Charitable fundraising to support Alzheimer's care and research; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's; Memorial fundraising; On-line charitable fundraising | | |
| FILING BASIS | SECTION 1(a) | | |
| FIRST USE ANYWHERE DATE | At least as early as 12/18/2015 | | |
| FIRST USE IN COMMERCE DATE | At least as early as 12/18/2015 | | |
| SPECIMEN FILE NAME(S) | | | |
| ORIGINAL PDF FILE | SPE0-20799325-20160413122923747981 . Alzheimer s New Jersey-Gala Announcement.PDF | | |
| CONVERTED PDF FILE(S) (1 page) | \\\TICRS\EXPORT16\IMAGEOUT16\869\740\86974098\xml1\APP0003.JPG | | |
| ORIGINAL PDF FILE | SPE0-20799325-20160413122923747981 . s New Jersey - Programs Services and Volunteer Opportunities.pdf | | |
| CONVERTED PDF FILE(S) (2 pages) | \\\TICRS\EXPORT16\IMAGEOUT16\869\740\86974098\xm11\APP0004.JPG | | |
| | \\\TICRS\EXPORT16\IMAGEOUT16\869\740\86974098\xm11\APP0005.JPG | | |
| ORIGINAL PDF FILE | <u>SPE0-20799325-20160413122923747981</u> . Alzheimer s New Jersey - <u>Letterhead.pdf</u> | | |
| CONVERTED PDF FILE(S) (1 page) | \\TICRS\EXPORT16\IMAGEOUT16\869\740\86974098\xml1\APP0006.JPG | | |
| SPECIMEN DESCRIPTION | PDF of Gala announcement, letterhead and program listing where the mark is used | | |
| INTERNATIONAL CLASS | 042 | | |
| *IDENTIFICATION | Providing a website featuring educational information in the field of clinical research | | |
| FILING BASIS | SECTION 1(a) | | |
| FIRST USE ANYWHERE DATE | At least as early as 12/18/2015 | | |
| FIRST USE IN COMMERCE DATE | At least as early as 12/18/2015 | | |
| SPECIMEN FILE NAME(S) | | | |
| ORIGINAL PDF FILE | <u>SPE0-1-20799325-20160413122923747981</u> . <u>Alzheimer s New Jersey - Letterhead.pdf</u> | | |
| CONVERTED PDF FILE(S) (1 page) | \\TICRS\EXPORT16\IMAGEOUT16\869\740\86974098\xml1\APP0007.JPG | | |
| ORIGINAL PDF FILE | SPE0-1-20799325-20160413122923747981 . s New Jersey - Programs Services and Volunteer Opportunities.pdf | | |
| CONVERTED PDF FILE(S) (2 pages) | \\\TICRS\EXPORT16\IMAGEOUT16\869\740\86974098\xml1\APP0008.JPG | | |

| | \\TICRS\EXPORT16\IMAGEOUT16\869\740\86974098\xml1\APP0009.JPG | | |
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| ORIGINAL PDF FILE | SPE0-1-20799325-20160413122923747981 . Alzheimer s New Jersey-Gala Announcement.PDF | | |
| CONVERTED PDF FILE(S) (1 page) | \\TICRS\EXPORT16\IMAGEOUT16\869\740\86974098\xml1\APP0010.JPG | | |
| SPECIMEN DESCRIPTION | PDF of Gala announcement, letterhead and program listing where the mark is used | | |
| INTERNATIONAL CLASS | 044 | | |
| *IDENTIFICATION | Geriatric health care management services; Health care services, namely, Alzheimer's; Healthcare; Nursing services in the field of Alzheimer's care; Providing personalized healthcare and medical information in the nature of Alzheimer's; Providing healthcare information | | |
| FILING BASIS | SECTION 1(a) | | |
| FIRST USE ANYWHERE DATE | At least as early as 12/18/2015 | | |
| FIRST USE IN COMMERCE DATE | At least as early as 12/18/2015 | | |
| SPECIMEN FILE NAME(S) | | | |
| ORIGINAL PDF FILE | SPE0-2-20799325-20160413122923747981 . Alzheimer s New Jersey-Gala_Announcement.PDF | | |
| CONVERTED PDF FILE(S) (1 page) | \\TICRS\EXPORT16\IMAGEOUT16\869\740\86974098\xml1\APP0011.JPG | | |
| ORIGINAL PDF FILE | SPE0-2-20799325-20160413122923747981 . s New Jersey - Programs Services and Volunteer Opportunities.pdf | | |
| CONVERTED PDF FILE(S) (2 pages) | \\\TICRS\EXPORT16\IMAGEOUT16\869\740\86974098\xml1\APP0012.JPG | | |
| | \\TICRS\EXPORT16\IMAGEOUT16\869\740\86974098\xml1\APP0013.JPG | | |
| ORIGINAL PDF FILE | <u>SPE0-2-20799325-20160413122923747981</u> . <u>Alzheimer s New Jersey - Letterhead.pdf</u> | | |
| CONVERTED PDF FILE(S) (1 page) | \\\TICRS\EXPORT16\IMAGEOUT16\869\740\86974098\xml1\APP0014.JPG | | |
| SPECIMEN DESCRIPTION | PDF of Gala Announcement, letterhead and program listing where the mark is used | | |
| ATTORNEY INFORMATION | | | |
| NAME | Lisa D. Taylor, Esq. | | |
| ATTORNEY DOCKET NUMBER | 857-001 | | |
| FIRM NAME | Inglesino Webster Wyciskala & Taylor, LLC | | |
| INTERNAL ADDRESS | 600 Parsippany Road, Suite 204 | | |
| STREET | 600 Parsippany Road, Suite 204 | | |
| CITY | Parsippany | | |
| STATE | New Jersey | | |
| COUNTRY | United States | | |
| ZIP/POSTAL CODE | 07054 | | |
| PHONE | 973947-7111 | | |
| FAX | 973-887-2700 | | |

| EMAIL ADDRESS | ltaylor@iwt-law.com | | |
|-------------------------------------|--|--|--|
| AUTHORIZED TO COMMUNICATE VIA EMAIL | No | | |
| CORRESPONDENCE INFORMATION | | | |
| NAME | Lisa D. Taylor, Esq. | | |
| FIRM NAME | Inglesino Webster Wyciskala & Taylor, LLC | | |
| INTERNAL ADDRESS | 600 Parsippany Road, Suite 204 | | |
| STREET | 600 Parsippany Road, Suite 204 | | |
| CITY | Parsippany | | |
| STATE | New Jersey | | |
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| FAX | 973-887-2700 | | |
| EMAIL ADDRESS | ltaylor@iwt-law.com | | |
| AUTHORIZED TO COMMUNICATE VIA EMAIL | No | | |
| FEE INFORMATION | | | |
| APPLICATION FILING OPTION | Regular TEAS | | |
| NUMBER OF CLASSES | 3 | | |
| FEE PER CLASS | 325 | | |
| *TOTAL FEE DUE | 975 | | |
| *TOTAL FEE PAID | 975 | | |
| SIGNATURE INFORMATION | | | |
| SIGNATURE | /Lisa D. Taylor/ | | |
| SIGNATORY'S NAME | Lisa D. Taylor, Esq. | | |
| SIGNATORY'S POSITION | Attorney of Record for Alzheimer's New Jersey, Inc., New Jersey bar member | | |
| SIGNATORY'S PHONE NUMBER | 973-947-7111 | | |
| DATE SIGNED | 04/13/2016 | | |

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number.

OMB No. 0651-0009 (Exp 02/28/2018)

Trademark/Service Mark Application, Principal Register

Serial Number: 86974098 Filing Date: 04/13/2016

To the Commissioner for Trademarks:

MARK: Alzheimer's New Jersey (stylized and/or with design, see mark)

The literal element of the mark consists of Alzheimer's New Jersey.

The color(s) green and purple is/are claimed as a feature of the mark. The mark consists of the word "Alzheimer's" in purple in font Apex Sans Books, all in small letters except for the first letter that is capitalized followed by a picture of the outline of the State of New Jersey in green and then followed by the words "New Jersey" in purple in font Apex Sans Books, all in small letters except for the first letter of New and the first letter of Jersey capitalized.

The applicant, Alzheimer's New Jersey, Inc., a corporation of New Jersey, having an address of

400 Morris Avenue, Suite 251 Denville, New Jersey 07834 United States 973-586-4300(phone) 973-586-4342(fax)

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 036: Charitable fundraising; Charitable fundraising services by means of running and walking events; Charitable fundraising services, by means of providing individuals with the information and opportunity to make monetary donations to their favorite charity; Charitable fundraising services; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's care and research; Charitable fundraising to support Alzheimer's care and research; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's; Memorial fundraising; On-line charitable fundraising

In International Class 036, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 12/18/2015, and first used in commerce at least as early as 12/18/2015, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) PDF of Gala announcement, letterhead and program listing where the mark is used.

Original PDF file:

SPE0-20799325-20160413122923747981 . Alzheimer s New Jersey- Gala Announcement.PDF

Converted PDF file(s) (1 page)

Specimen File1

Original PDF file:

SPE0-20799325-20160413122923747981 . s New Jersey - Programs Services and Volunteer Opportunities.pdf

Converted PDF file(s) (2 pages)

Specimen File1

Specimen File2

Original PDF file:

SPE0-20799325-20160413122923747981 . Alzheimer s New Jersey - Letterhead.pdf

Converted PDF file(s) (1 page)

Specimen File1

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 042: Providing a website featuring educational information in the field of clinical research

In International Class 042, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 12/18/2015, and first used in commerce at least as early as 12/18/2015, and is now in use in such commerce. The applicant is

submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) PDF of Gala announcement, letterhead and program listing where the mark is used.

Original PDF file:

SPE0-1-20799325-20160413122923747981 . Alzheimer s New Jersey - Letterhead.pdf

Converted PDF file(s) (1 page)

Specimen File1

Original PDF file:

SPE0-1-20799325-20160413122923747981 . s New Jersey - Programs Services and Volunteer Opportunities.pdf

Converted PDF file(s) (2 pages)

Specimen File1

Specimen File2

Original PDF file:

SPE0-1-20799325-20160413122923747981 . Alzheimer s New Jersey- Gala Announcement.PDF

Converted PDF file(s) (1 page)

Specimen File1

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 044: Geriatric health care management services; Health care services, namely, Alzheimer's; Healthcare; Nursing services in the field of Alzheimer's care; Providing personalized healthcare and medical information in the nature of Alzheimer's; Providing healthcare information

In International Class 044, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 12/18/2015, and first used in commerce at least as early as 12/18/2015, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) PDF of Gala Announcement, letterhead and program listing where the mark is used.

Original PDF file:

SPE0-2-20799325-20160413122923747981 . Alzheimer s New Jersey- Gala Announcement.PDF

Converted PDF file(s) (1 page)

Specimen File1

Original PDF file:

SPE0-2-20799325-20160413122923747981 . s New Jersey - Programs Services and Volunteer Opportunities.pdf

Converted PDF file(s) (2 pages)

Specimen File1

Specimen File2

Original PDF file:

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Converted PDF file(s) (1 page)

Specimen File1

For informational purposes only, applicant's website address is: www.alznj.org

The applicant's current Attorney Information:

Lisa D. Taylor, Esq. of Inglesino Webster Wyciskala & Taylor, LLC

600 Parsippany Road, Suite 204

600 Parsippany Road, Suite 204

Parsippany, New Jersey 07054

United States

973947-7111(phone)

973-887-2700(fax)

ltaylor@iwt-law.com (not authorized)

The attorney docket/reference number is 857-001.

The applicant's current Correspondence Information:

Lisa D. Taylor, Esq.

Inglesino Webster Wyciskala & Taylor, LLC

600 Parsippany Road, Suite 204

600 Parsippany Road, Suite 204
Parsippany, New Jersey 07054
973-947-7111(phone)
973-887-2700(fax)
Itaylor@iwt-law.com (not authorized)

A fee payment in the amount of \$975 has been submitted with the application, representing payment for 3 class(es).

Declaration

The signatory believes that: if the applicant is filing the application under 15 U.S.C. § 1051(a), the applicant is the owner of the trademark/service mark sought to be registered; the applicant is using the mark in commerce on or in connection with the goods/services in the application; the specimen(s) shows the mark as used on or in connection with the goods/services in the application; and/or if the applicant filed an application under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e), the applicant is entitled to use the mark in commerce; the applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the goods/services in the application. The signatory believes that to the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive. The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Declaration Signature

Signature: /Lisa D. Taylor/ Date: 04/13/2016 Signatory's Name: Lisa D. Taylor, Esq.

Signatory's Position: Attorney of Record for Alzheimer's New Jersey, Inc., New Jersey bar member

RAM Sale Number: 86974098 RAM Accounting Date: 04/13/2016

Serial Number: 86974098

Internet Transmission Date: Wed Apr 13 13:07:43 EDT 2016 TEAS Stamp: USPTO/BAS-XXX.XX.XX.XX-201604131307438640 65-86974098-550847ae485951caec5f5d7b07bc ca3e2a624edda42ff762ca8731ab9efc93494-CC -9563-20160413122923747981





400 Morris Avenue, Suite 251 Denville, NJ 07834

Gateway to Hope Gala

May 12, 2016 Maritime Parc, Jersey City

An evening of entertainment, dinner, and dancing to help raise vital funds for medical and scientific research and local care and support programs for New Jersey Alzheimer's disease individuals and their families.

> Entertainment provided by: Brian Kirk and The Jirks

For sponsorship and ticket-information, please contact Julie Schuldner at 973.586.4300 or email jschuldner@alznj.org



Programs, Services and Volunteer Opportunities

Helpline (888 - 280 - 6055) is a professionally staffed, toll-free contact center that provides callers with confidential and personalized in-depth guidance about Alzheimer's disease and dementia to assist with planning, problem solving, referrals to community resources and emotional support.





The Respite Care and Wellness Program Caring for someone with Alzheimer's can be emotionally and physically exhausting, and span a period of years. Our Respite Care and Wellness program is designed to provide family caregivers with information and education about the importance of regular time-off from caregiving, and help link them to available community-based respite care resources. We also provide a financial scholarship of \$1,000 to help offset the expense associated with respite care services.

Family Support Group Programs are always free and open to the community. The groups provide families and caregivers with the emotional support and education they need to better understand Alzheimer's disease and related dementia disorders. Our support group facilitators receive specialized training about Alzheimer's disease and dementia and group facilitation, as well as ongoing support and evaluation.





Community and Professional Education and Training Education and training are the core of our mission. We are dedicated to providing education and training to individuals and families, healthcare providers, and all the various business and public and community agencies throughout New Jersey. We offer programs throughout the year in a variety of community and professional venues, including an annual Education and Research Conference where leading experts in the field of Alzheimer's disease speak to New Jersey physicians and healthcare providers.

Clinical Trial Connections Program Clinical research trials test new ways to detect, treat and prevent Alzheimer's disease and dementia. Clinical trials offer the opportunity for individuals to participate in studies, while also helping others through the advancement of research. Recruiting and retaining clinical trial participants is one of the greatest obstacles to developing the next generation of Alzheimer's treatments. The Clinical Trial Connections program helps individuals and families interested in participating in a clinical trial. Find out more about available trial programs in and around the communities where they live.





Always Safe is a safety awareness and promotion program designed for individuals with Alzheimer's disease and dementia who have a greater personal safety risk due to their impairment in memory and cognition. In addition to a registry database, Always Safe provides individuals and families with educational information and resources about home and personal safety, and provides professional education and training about Alzheimer's and dementia to New Jersey law enforcement and emergency first-responders. Should someone with Alzheimer's disease or dementia wander and become lost, we work hand-in-hand with law enforcement professionals and the media to help raise awareness about the missing individual during the search and rescue process, and provide support and counseling to family and friends.

Volunteer Opportunities Volunteers are the key to our success. There are many opportunities for you to contribute your time and talent in a way that truly makes a difference in the lives of those who are affected by Alzheimer's disease and dementia.

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 at Health and Wellness fairs and community events.
- Advocacy Join our advocates as they organize letter-writing campaigns, speak to legislators, phone interested individuals, and more.
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- Office Assistance Assist with the tasks that help our office run effortlessly mailings, phone calls, data entry and more.
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888-280-6055



Headquarters Office at Denville

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Northern Regional Office at Oradell

690 Kinderkamack Rd Suite 300 Oradell, NJ 07649

201.261.6009 201.261.6059 fax

Central Regional Office at Princeton

196 Princeton-Hightstown Rd Bldg. 2, Suite 11 Princeton Junction, NJ 08550

609.275.1180 609.275.1182 fax

Southern Regional Office at Red Bank

331 Newman Springs Rd Bldg. 1, 4th Floor, Suite 143 Red Bank, NJ 07701

732.832.7818 732.832.7819 fax



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Gateway to Hope Gala

May 12, 2016 Maritime Parc, Jersey City

An evening of entertainment, dinner, and dancing to help raise vital funds for medical and scientific research and local care and support programs for New Jersey Alzheimer's disease individuals and their families.

> Entertainment provided by: Brian Kirk and The Jirks

For sponsorship and ticket-information, please contact Julie Schuldner at 973.586.4300 or email jschuldner@alznj.org



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Programs, Services and Volunteer Opportunities

Helpline (888 - 280 - 6055) is a professionally staffed, toll-free contact center that provides callers with confidential and personalized in-depth guidance about Alzheimer's disease and dementia to assist with planning, problem solving, referrals to community resources and emotional support.





The Respite Care and Wellness Program Caring for someone with Alzheimer's can be emotionally and physically exhausting, and span a period of years. Our Respite Care and Wellness program is designed to provide family caregivers with information and education about the importance of regular time-off from caregiving, and help link them to available community-based respite care resources. We also provide a financial scholarship of \$1,000 to help offset the expense associated with respite care services.

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Community and Professional Education and Training Education and training are the core of our mission. We are dedicated to providing education and training to individuals and families, healthcare providers, and all the various business and public and community agencies throughout New Jersey. We offer programs throughout the year in a variety of community and professional venues, including an annual Education and Research Conference where leading experts in the field of Alzheimer's disease speak to New Jersey physicians and healthcare providers.

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Alzheimer's New Jersey 400 Morris Avenue, Suite 251 Denville, NJ 07834 www.alznj.org Call us toll free:

888-280-6055



Headquarters Office at Denville

400 Morris Avenue Suite 251 Denville, NJ 07834

973.586.4300 973.586.4342 fax

Northern Regional Office at Oradell

690 Kinderkamack Rd Suite 300 Oradell, NJ 07649

201.261.6009 201.261.6059 fax

Central Regional Office at Princeton

196 Princeton-Hightstown Rd Bldg. 2, Suite 11 Princeton Junction, NJ 08550

609.275.1180 609.275.1182 fax

Southern Regional Office at Red Bank

331 Newman Springs Rd Bldg. 1, 4th Floor, Suite 143 Red Bank, NJ 07701

732.832.7818 732.832.7819 fax



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Gateway to Hope Gala

May 12, 2016 Maritime Parc, Jersey City

An evening of entertainment, dinner, and dancing to help raise vital funds for medical and scientific research and local care and support programs for New Jersey Alzheimer's disease individuals and their families.

> Entertainment provided by: Brian Kirk and The Jirks

For sponsorship and ticket-information, please contact Julie Schuldner at 973.586.4300 or email jschuldner@alznj.org



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EXHIBIT L

Generated on: This page was generated by TSDR on 2020-10-21 16:07:35 EDT

Mark: ALZHEIMER'S NEW JERSEY



US Serial Number: 87005498 Application Filing Apr. 19, 2016

Date:

US Registration 5134857 Registration Date: Jan. 31, 2017

Number:

Register: Supplemental

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Amended to No Date Amended to Dec. 08, 2016

Principal Register: Current Register:

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

Status Date: Jan. 31, 2017

Mark Information

Mark Literal ALZHEIMER'S NEW JERSEY

Elements:

Standard Character No

Claim:

Mark Drawing 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Type

Description of The mark consists of a picture of the outline of the State of New Jersey colored in green followed by the words "ALZHEIMER'S NEW

Mark: JERSEY" in purple in font Apex Sans Books with the word "ALZHEIMER'S" stacked on top of the words "NEW JERSEY" with the first

letter of each word capitalized and the remaining letters in small letters.

Color Drawing: Yes

Color(s) Claimed: The color(s) green and purple is/are claimed as a feature of the mark.

Disclaimer: "ALZHEIMER'S"

Design Search 01.17.11 - Maps of states of the United States, excluding Texas

Code(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: Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of running and walking events; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's research and care; Charitable fundraising services, by means of providing individuals with the information and opportunity to make monetary donations to their favorite charity; Charitable fundraising to support Alzheimer's; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's research and care; Memorial fundraising; On-line charitable fundraising

International 036 - Primary Class U.S Class(es): 100, 101, 102

Class(es):

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 18, 2015 **Use in Commerce:** Dec. 18, 2015

For: Providing a website featuring educational information in the field of clinical research

International 042 - Primary Class U.S Class(es): 100, 101

Class(es):

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 18, 2015 **Use in Commerce:** Dec. 18, 2015

For: Geriatric health care management services; Health care; Health care services, namely, Alzheimer's; Providing healthcare information;

Providing personalized healthcare and medical information in the nature of Alzheimer's

International 044 - Primary Class U.S Class(es): 100, 101

Class(es):

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 18, 2015 Use in Commerce: Dec. 18, 2015

Basis Information (Case Level)

Filed Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Alzheimer's New Jersey, Inc.
Owner Address: 400 Morris Avenue, Suite 251

Denville, NEW JERSEY UNITED STATES 07834

Legal Entity Type: CORPORATION State or Country NEW JERSEY

Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Lisa D. Taylor

Attorney Primary | Itaylor@iwt-law.com | Email Address: | Attorney Email | No Authorized: | Authorized: | Authorized: | Authorized: | Attorney Email | No Authorized: | Authorized: |

Correspondent

Correspondent LISA D. TAYLOR

Name/Address: INGLESINO, WEBSTER, WYCISKALA & TAYLOR,

600 PARSIPPANY RD STE 204

PARSIPPANY, NEW JERSEY UNITED STATES 07054-3715

Phone: 973-947-7111 **Fax:** 973-887-2700

Domestic Representative - Not Found

Prosecution History

| Date | Description | Proceeding Number |
|---------------|---|----------------------|
| Jan. 31, 2017 | REGISTERED-SUPPLEMENTAL REGISTER | |
| Dec. 28, 2016 | LAW OFFICE PUBLICATION REVIEW COMPLETED | 74221 |
| Dec. 27, 2016 | ASSIGNED TO LIE | 74221 |
| Dec. 09, 2016 | APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER | |
| Dec. 08, 2016 | TEAS/EMAIL CORRESPONDENCE ENTERED | 88889 |
| Dec. 08, 2016 | CORRESPONDENCE RECEIVED IN LAW OFFICE | 88889 |
| Dec. 08, 2016 | TEAS RESPONSE TO OFFICE ACTION RECEIVED | |
| Jul. 05, 2016 | NON-FINAL ACTION MAILED | |

| Jul. 05, 2016 | NON-FINAL ACTION WRITTEN | 59500 |
|---------------|--|-------|
| Jun. 21, 2016 | TEAS/EMAIL CORRESPONDENCE ENTERED | 88889 |
| Jun. 21, 2016 | CORRESPONDENCE RECEIVED IN LAW OFFICE | 88889 |
| Jun. 21, 2016 | TEAS RESPONSE TO OFFICE ACTION RECEIVED | |
| May 13, 2016 | NON-FINAL ACTION MAILED | |
| May 12, 2016 | NON-FINAL ACTION WRITTEN | 59500 |
| May 12, 2016 | ASSIGNED TO EXAMINER | 59500 |
| Apr. 23, 2016 | NOTICE OF DESIGN SEARCH CODE MAILED | |
| Apr. 22, 2016 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | |
| Apr. 22, 2016 | NEW APPLICATION ENTERED IN TRAM | |
| | | |

TM Staff and Location Information

TM Staff Information - None File Location

Current Location: PUBLICATION AND ISSUE SECTION Date in Location: Jan. 31, 2017

United States of America United States Patent and Trademark Office



Reg. No. 5,134,857

Registered Jan. 31, 2017

Int. Cl.: 36, 42, 44

Service Mark

Supplemental Register

Alzheimer's New Jersey, Inc. (NEW JERSEY CORPORATION) 400 Morris Avenue, Suite 251

Denville, NJ 07834

CLASS 36: Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of running and walking events; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's research and care; Charitable fundraising services, by means of providing individuals with the information and opportunity to make monetary donations to their favorite charity; Charitable fundraising to support Alzheimer's; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's research and care; Memorial fundraising; On-line charitable fundraising

FIRST USE 12-18-2015; IN COMMERCE 12-18-2015

CLASS 42: Providing a website featuring educational information in the field of clinical research

FIRST USE 12-18-2015; IN COMMERCE 12-18-2015

CLASS 44: Geriatric health care management services; Health care; Health care services, namely, Alzheimer's; Providing healthcare information; Providing personalized healthcare and medical information in the nature of Alzheimer's

FIRST USE 12-18-2015; IN COMMERCE 12-18-2015

The color(s) green and purple is/are claimed as a feature of the mark.

The mark consists of a picture of the outline of the State of New Jersey colored in green followed by the words "ALZHEIMER'S NEW JERSEY" in purple in font Apex Sans Books with the word "ALZHEIMER'S" stacked on top of the words "NEW JERSEY" with the first letter of each word capitalized and the remaining letters in small letters.

No claim is made to the exclusive right to use the following apart from the mark as shown: "ALZHEIMER'S"

SER. NO. 87-005,498, FILED P.R. 04-19-2016; AM. S.R. 12-08-2016 ROBERT C CLARK, EXAMINING ATTORNEY



Director of the United States Patent and Trademark Office

Michelle K. Zen

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years* What and When to File:

- *First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods* What and When to File:

• You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

*ATTENTION MADRID PROTOCOL REGISTRANTS: The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see http://www.wipo.int/madrid/en/.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at h ttp://www.uspto.gov.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at http://www.uspto.gov.

Page: 2 of 2 / RN # 5134857

Trademark Snap Shot Publication & Issue Review Stylesheet (Table presents the data on Publication & Issue Review Complete)

OVERVIEW

| SERIAL NUMBER | 87005498 | FILING DATE | 04/19/2016 |
|---------------|-----------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | 01/31/2017 |
| REGISTER | SUPPLEMENTAL | MARK TYPE | SERVICE MARK |
| INTL REG# | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | CLARK, ROBERT C | L.O. ASSIGNED | 101 |

PUB INFORMATION

| RUN DATE | 12/29/2016 | 12/29/2016 | | | | |
|----------------------|---------------------------------|---------------------------------------|-----|--|--|--|
| PUB DATE | N/A | N/A | | | | |
| STATUS | 681-PUBLICATION/ISSUE REVIEW CO | 681-PUBLICATION/ISSUE REVIEW COMPLETE | | | | |
| STATUS DATE | 12/28/2016 | 12/28/2016 | | | | |
| LITERAL MARK ELEMENT | ALZHEIMER'S NEW JERSEY | | | | | |
| | | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | | | |
| SECTION 15 | NO | REPUB 12C | N/A | | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | | |
| DATE AMEND REG | 12/08/2016 | | | | | |

FILING BASIS

| FILED BASIS | | CURRENT BASIS | | AMENDED BASIS | |
|-------------|-----|---------------|-----|---------------|----|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | ALZHEIMER'S NEW JERSEY |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | YES |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|---------------------|---|
| NAME | Alzheimer's New Jersey, Inc. |
| ADDRESS | 400 Morris Avenue, Suite 251 Denville, NJ 07834 |
| ENTITY | 03-CORPORATION |
| CITIZENSHIP | New Jersey |
| GOODS AN | D SERVICES |
| INTERNATIONAL CLASS | 036 |
| DESCRIPTION TEXT | Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of running and walking events; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's research and care; Charitable fundraising services, by means of providing individuals with the information and opportunity to make monetary donations to their favorite charity; Charitable fundraising to support Alzheimer's; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's research and care; Memorial fundraising; On-line charitable fundraising |
| INTERNATIONAL CLACC | 042 |
| INTERNATIONAL CLASS | |
| DESCRIPTION TEXT | Providing a website featuring educational information in the field of clinical research |
| INTERNATIONAL CLASS | 044 |
| DESCRIPTION TEXT | Geriatric health care management services; Health care; Health care services, namely, Alzheimer's; Providing healthcare information; Providing personalized healthcare and medical information in the nature of Alzheimer's |

| GOODS AND SERVICES CLASSIFICATION | | | | | | | |
|-----------------------------------|-----------|----------------|-------------|----------------------------------|------------|-------------------------|----------|
| INTERNATIONAL CLASS | 036 | FIRST USE DATE | 12/18/2015 | FIRST USE IN COMMERCE DATE | 12/18/2015 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 042 | FIRST USE DATE | 12/18/2015 | FIRST USE IN COMMERCE DATE | 12/18/2015 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL | 044 | FIRST USE DATE | 12/18/2015 | FIRST USE IN COMMERCE | 12/18/2015 | CLASS STATUS | 6-ACTIVE |
| CLASS | | | | DATE | | | |
| | | MISCELI | ANEOUS INFO | | TEMENTS | | |
| | TRATION | MISCELI | ANEOUS INFO | DATE | TEMENTS | | |
| CLASS | | MISCELL | ANEOUS INFO | DRMATION/STA | | med as a feature of the | mark. |
| CLASS CHANGE IN REGIS | STATEMENT | MISCELI | ANEOUS INFO | DRMATION/STA | | med as a feature of the | mark. |

DATE

12/28/2016

ENT CD

PREV

ENT TYPE

О

DESCRIPTION

LAW OFFICE PUBLICATION REVIEW COMPLETED

ENT NUM

017

| 12/27/2016 | ALIE | A | ASSIGNED TO LIE | 016 |
|------------|------|---|--|-----|
| 12/09/2016 | CNTA | 0 | APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER | 015 |
| 12/08/2016 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 014 |
| 12/08/2016 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 013 |
| 12/08/2016 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 012 |
| 07/05/2016 | CNRT | 0 | NON-FINAL ACTION MAILED | 011 |
| 07/05/2016 | CNRT | R | NON-FINAL ACTION WRITTEN | 010 |
| 06/21/2016 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 009 |
| 06/21/2016 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 008 |
| 06/21/2016 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 007 |
| 05/13/2016 | CNRT | F | NON-FINAL ACTION MAILED | 006 |
| 05/12/2016 | CNRT | R | NON-FINAL ACTION WRITTEN | 005 |
| 05/12/2016 | DOCK | D | ASSIGNED TO EXAMINER | 004 |
| 04/23/2016 | MDSC | 0 | NOTICE OF DESIGN SEARCH CODE MAILED | 003 |
| 04/22/2016 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 04/22/2016 | NWAP | I | NEW APPLICATION ENTERED IN TRAM | 001 |

CURRENT CORRESPONDENCE INFORMATION

| ATTORNEY | Lisa D. Taylor |
|-------------------------|---|
| CORRESPONDENCE ADDRESS | LISA D. TAYLOR INGLESINO, WEBSTER, WYCISKALA & TAYLOR, 600 PARSIPPANY RD STE 204 PARSIPPANY, NJ 07054-3715 |
| DOMESTIC REPRESENTATIVE | NONE |



Trademark Snap Shot Publication Stylesheet (Table presents the data on Publication Approval)

OVERVIEW

| SERIAL NUMBER | 87005498 | FILING DATE | 04/19/2016 |
|---------------|-----------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | SUPPLEMENTAL | MARK TYPE | SERVICE MARK |
| INTL REG# | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | CLARK, ROBERT C | L.O. ASSIGNED | 101 |

PUB INFORMATION

| RUN DATE | 12/12/2016 | | | | |
|----------------------|------------------------------|--------------------|-----|--|--|
| PUB DATE | N/A | | | | |
| STATUS | 680-APPROVED FOR PUBLICATION | | | | |
| STATUS DATE | 12/09/2016 | | | | |
| LITERAL MARK ELEMENT | ALZHEIMER'S NEW JERSEY | | | | |
| | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | | |
| SECTION 15 | NO | REPUB 12C | N/A | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | |
| DATE AMEND REG | 12/08/2016 | | | | |

FILING BASIS

| FILED BASIS | | CURRENT BASIS | | AMENDED BASIS | |
|-------------|-----|---------------|-----|---------------|----|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | ALZHEIMER'S NEW JERSEY |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | YES |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|---------------------|---|
| NAME | Alzheimer's New Jersey, Inc. |
| ADDRESS | 400 Morris Avenue, Suite 251 Denville, NJ 07834 |
| ENTITY | 03-CORPORATION |
| CITIZENSHIP | New Jersey |
| | GOODS AND SERVICES |
| INTERNATIONAL CLASS | 036 |
| DESCRIPTION TEXT | Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of running and walking events; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's research and care; Charitable fundraising services, by means of providing individuals with the information and opportunity to make monetary donations to their favorite charity; Charitable fundraising to support Alzheimer's; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's research and care; Memorial fundraising; On-line charitable fundraising |
| INTERNATIONAL CLASS | 042 |
| | |
| DESCRIPTION TEXT | Providing a website featuring educational information in the field of clinical research |
| INTERNATIONAL CLASS | 044 |
| DESCRIPTION TEXT | Geriatric health care management services; Health care; Health care services, namely, Alzheimer's; Providing healthcare information; Providing personalized healthcare and medical information in the nature of Alzheimer's |

| GOODS AND SERVICES CLASSIFICATION | | | | | | | |
|---|------------|----------------|-------------|----------------------------------|------------------------|------------------------|----------|
| INTERNATIONAL CLASS | 036 | FIRST USE DATE | 12/18/2015 | FIRST USE IN COMMERCE DATE | 12/18/2015 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 042 | FIRST USE DATE | 12/18/2015 | FIRST USE IN COMMERCE DATE | 12/18/2015 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 044 | FIRST USE DATE | 12/18/2015 | FIRST USE IN COMMERCE DATE | 12/18/2015 | CLASS STATUS | 6-ACTIVE |
| | | MISCELL | ANEOUS INFO | RMATION/STA | FEMENTS | | |
| CHANGE IN REGIS | TRATION | | | NO | | | |
| COLORS CLAIMED | STATEMENT | | | The color(s) green a | nd purple is/are claim | ed as a feature of the | mark. |
| DISCLAIMER W/PR | EDETER TXT | | | "ALZHEIMER'S" | | | |
| DESCRIPTION OF MARK The mark consists of a picture of the outline of the State of New Jersey colored in green followed by the words "Alzheimer's New Jersey" in purple in font Apex Sans Books with the word "Alzheimer's" stacked on top of the words "New Jersey" with the first letter of each word capitalized and the remaining letters in small letters. | | | | | | | |
| PROSECUTION HISTORY | | | | | | | |

DATE

12/09/2016

12/08/2016

ENT CD

CNTA

TEME

ENT TYPE

0

I

DESCRIPTION

APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER

TEAS/EMAIL CORRESPONDENCE ENTERED

ENT NUM

015

014

| 12/08/2016 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 013 |
|------------|------|---|--|-----|
| 12/08/2016 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 012 |
| 07/05/2016 | CNRT | 0 | NON-FINAL ACTION MAILED | 011 |
| 07/05/2016 | CNRT | R | NON-FINAL ACTION WRITTEN | 010 |
| 06/21/2016 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 009 |
| 06/21/2016 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 008 |
| 06/21/2016 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 007 |
| 05/13/2016 | CNRT | F | NON-FINAL ACTION MAILED | 006 |
| 05/12/2016 | CNRT | R | NON-FINAL ACTION WRITTEN | 005 |
| 05/12/2016 | DOCK | D | ASSIGNED TO EXAMINER | 004 |
| 04/23/2016 | MDSC | 0 | NOTICE OF DESIGN SEARCH CODE MAILED | 003 |
| 04/22/2016 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 04/22/2016 | NWAP | ı | NEW APPLICATION ENTERED IN TRAM | 001 |

CURRENT CORRESPONDENCE INFORMATION

| ATTORNEY | Lisa D. Taylor, |
|-------------------------|--|
| CORRESPONDENCE ADDRESS | LISA D. TAYLOR, INGLESINO, WEBSTER, WYCISKALA & TAYLOR, 600 PARSIPPANY ROAD, SUITE 204 600 PARSIPPANY ROAD, SUITE 204 PARSIPPANY, NJ 07054 |
| DOMESTIC REPRESENTATIVE | NONE |



Trademark Snap Shot Amendment & Mail Processing Stylesheet (Table presents the data on Amendment & Mail Processing Complete)

OVERVIEW

| SERIAL NUMBER | 87005498 | FILING DATE | 04/19/2016 | |
|---------------|-----------------|---------------|--------------|--|
| REG NUMBER | 0000000 | REG DATE | N/A | |
| REGISTER | SUPPLEMENTAL | MARK TYPE | SERVICE MARK | |
| INTL REG# | N/A | INTL REG DATE | N/A | |
| TM ATTORNEY | CLARK, ROBERT C | L.O. ASSIGNED | 101 | |

PUB INFORMATION

| RUN DATE | 12/09/2016 | 12/09/2016 | | | | |
|----------------------|---------------------------------|--------------------|-----|--|--|--|
| PUB DATE | N/A | | | | | |
| STATUS | 661-RESPONSE AFTER NON-FINAL-AC | TION-ENTERED | | | | |
| STATUS DATE | 12/08/2016 | | | | | |
| LITERAL MARK ELEMENT | ALZHEIMER'S NEW JERSEY | | | | | |
| | | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | | | |
| SECTION 15 | NO | REPUB 12C | N/A | | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | | |
| DATE AMEND REG | 12/08/2016 | | | | | |

FILING BASIS

| FILED BASIS | | CURRENT BASIS | | AMENDED BASIS | |
|-------------|-----|---------------|-----|---------------|----|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | ALZHEIMER'S NEW JERSEY |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | YES |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|---------------------|---|
| NAME | Alzheimer's New Jersey, Inc. |
| ADDRESS | 400 Morris Avenue, Suite 251 Denville, NJ 07834 |
| ENTITY | 03-CORPORATION |
| CITIZENSHIP | New Jersey |
| | GOODS AND SERVICES |
| INTERNATIONAL CLASS | 036 |
| DESCRIPTION TEXT | Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of running and walking events; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's research and care; Charitable fundraising services, by means of providing individuals with the information and opportunity to make monetary donations to their favorite charity; Charitable fundraising to support Alzheimer's; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's research and care; Memorial fundraising; On-line charitable fundraising |
| INTERNATIONAL CLASS | 042 |
| | |
| DESCRIPTION TEXT | Providing a website featuring educational information in the field of clinical research |
| INTERNATIONAL CLASS | 044 |
| DESCRIPTION TEXT | Geriatric health care management services; Health care; Health care services, namely, Alzheimer's; Providing healthcare information; Providing personalized healthcare and medical information in the nature of Alzheimer's |

| GOODS AND SERVICES CLASSIFICATION | | | | | | | |
|---|------------|----------------|-------------|----------------------------------|-------------------------|-------------------------|----------|
| INTERNATIONAL CLASS | 036 | FIRST USE DATE | 12/18/2015 | FIRST USE IN COMMERCE DATE | 12/18/2015 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 042 | FIRST USE DATE | 12/18/2015 | FIRST USE IN COMMERCE DATE | 12/18/2015 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 044 | FIRST USE DATE | 12/18/2015 | FIRST USE IN COMMERCE DATE | 12/18/2015 | CLASS STATUS | 6-ACTIVE |
| | | MISCELL | ANEOUS INFO | RMATION/STA | FEMENTS | | |
| CHANGE IN REGIS | TRATION | | | NO | | | |
| COLORS CLAIMED | STATEMENT | | | The color(s) green a | ind purple is/are claim | ned as a feature of the | mark. |
| DISCLAIMER W/PR | EDETER TXT | | | "ALZHEIMER'S" | | | |
| DESCRIPTION OF MARK The mark consists of a picture of the outline of the State of New Jersey colored in green followed by the words "Alzheimer's New Jersey" in purple in font Apex Sans Books with the word "Alzheimer's" stacked on top of the words "New Jersey" with the first letter of each word capitalized and the remaining letters in small letters. | | | | | | | |
| | | | PROSECUTION | ON HISTORY | | | |

DESCRIPTION

TEAS/EMAIL CORRESPONDENCE ENTERED

CORRESPONDENCE RECEIVED IN LAW OFFICE

ENT NUM

014

013

ENT CD

TEME

CRFA

ENT TYPE

1

I

DATE

12/08/2016

12/08/2016

| | | I . | 012 |
|------|--|--|--|
| CNRT | 0 | NON-FINAL ACTION MAILED | 011 |
| CNRT | R | NON-FINAL ACTION WRITTEN | 010 |
| TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 009 |
| CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 008 |
| TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 007 |
| CNRT | F | NON-FINAL ACTION MAILED | 006 |
| CNRT | R | NON-FINAL ACTION WRITTEN | 005 |
| DOCK | D | ASSIGNED TO EXAMINER | 004 |
| MDSC | 0 | NOTICE OF DESIGN SEARCH CODE MAILED | 003 |
| NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| NWAP | I | NEW APPLICATION ENTERED IN TRAM | 001 |
| | CNRT TEME CRFA TROA CNRT CNRT DOCK MDSC NWOS | CNRT R TEME I CRFA I TROA I CNRT F CNRT R DOCK D MDSC O NWOS I | CNRT R NON-FINAL ACTION WRITTEN TEME I TEAS/EMAIL CORRESPONDENCE ENTERED CRFA I CORRESPONDENCE RECEIVED IN LAW OFFICE TROA I TEAS RESPONSE TO OFFICE ACTION RECEIVED CNRT F NON-FINAL ACTION MAILED CNRT R NON-FINAL ACTION WRITTEN DOCK D ASSIGNED TO EXAMINER MDSC O NOTICE OF DESIGN SEARCH CODE MAILED NWOS I NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM |

CURRENT CORRESPONDENCE INFORMATION

| ATTORNEY | Lisa D. Taylor, |
|-------------------------|--|
| CORRESPONDENCE ADDRESS | LISA D. TAYLOR, INGLESINO, WEBSTER, WYCISKALA & TAYLOR, 600 PARSIPPANY ROAD, SUITE 204 600 PARSIPPANY ROAD, SUITE 204 PARSIPPANY, NJ 07054 |
| DOMESTIC REPRESENTATIVE | NONE |



Response to Office Action

The table below presents the data as entered.

| Input Field | Entered | | |
|---|--|--|--|
| SERIAL NUMBER | 87005498 | | |
| LAW OFFICE ASSIGNED | LAW OFFICE 101 | | |
| MARK SECTION | | | |
| MARK FILE NAME | https://tmng-al.uspto.gov/resting2/api/img/87005498/large | | |
| LITERAL ELEMENT | ALZHEIMER'S NEW JERSEY | | |
| STANDARD CHARACTERS | NO | | |
| USPTO-GENERATED IMAGE | NO | | |
| COLOR(S) CLAIMED (If applicable) | The color(s) green and purple is/are claimed as a feature of the mark. | | |
| DESCRIPTION OF THE MARK (and Color Location, if applicable) | The mark consists of a picture of the outline of the State of New Jersey colored in green followed by the words "Alzheimer's New Jersey" in purple in font Apex Sans Books with the word "Alzheimer's" stacked on top of the words "New Jersey" with the first letter of each word capitalized and the remaining letters in small letters. | | |
| ADDITIONAL STATEMENTS SECTION | | | |
| DISCLAIMER | No claim is made to the exclusive right to use Alzheimer's apart from the mark as shown. | | |
| SUPPLEMENTAL REGISTER | The applicant seeks registration of the mark on the Supplemental Register (i.e., a change of the words 'Principal Register' to 'Supplemental Register'). | | |
| SIGNATURE SECTION | | | |
| RESPONSE SIGNATURE | /Lisa D. Taylor, Esq./ | | |
| SIGNATORY'S NAME | Lisa D. Taylor | | |
| SIGNATORY'S POSITION | Attorney for Alzheimer's New Jersey, Inc. Attorney of Record, New Jersey Bar Member | | |
| SIGNATORY'S PHONE NUMBER | 973-947-7111 | | |
| DATE SIGNED | 12/08/2016 | | |
| AUTHORIZED SIGNATORY | YES | | |
| FILING INFORMATION SECTION | | | |
| SUBMIT DATE | Thu Dec 08 11:39:33 EST 2016 | | |
| TEAS STAMP | USPTO/ROA-XXX.XX.XX.XX.201 61208113933000769-8700549 8-570fccc85f247a28b609433 17f9e7d687ac67458bc288b77 367923b9e42b3580b3-N/A-N/ A-20161208113601089025 | | |

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number.

OMB No. 0651-0050 (Exp 07/31/2017)

Response to Office Action

To the Commissioner for Trademarks:

Application serial no. 87005498 ALZHEIMER'S NEW JERSEY (Stylized and/or with Design, see https://tmngal.uspto.gov/resting2/api/img/87005498/large) has been amended as follows:

ADDITIONAL STATEMENTS

Disclaimer

No claim is made to the exclusive right to use Alzheimer's apart from the mark as shown.

Supplemental Register

The applicant seeks registration of the mark on the Supplemental Register (i.e., a change of the words 'Principal Register' to 'Supplemental Register').

SIGNATURE(S)

Response Signature

Signature: /Lisa D. Taylor, Esq./ Date: 12/08/2016

Signatory's Name: Lisa D. Taylor

Signatory's Position: Attorney for Alzheimer's New Jersey, Inc. Attorney of Record, New Jersey Bar Member

Signatory's Phone Number: 973-947-7111

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the owner's/holder's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the owner/holder in this matter: (1) the owner/holder has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the owner/holder has filed a power of attorney appointing him/her in this matter; or (4) the owner's/holder's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

Serial Number: 87005498

Internet Transmission Date: Thu Dec 08 11:39:33 EST 2016

TEAS Stamp: USPTO/ROA-XXX.XX.XX.XX-201612081139330007

69-87005498-570fccc85f247a28b60943317f9e 7d687ac67458bc288b77367923b9e42b3580b3-N

/A-N/A-20161208113601089025

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO) OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

U.S. APPLICATION SERIAL NO. 87005498

MARK: ALZHEIMER'S NEW JERSEY

87005498

CORRESPONDENT ADDRESS:

LISA D. TAYLOR,

 ${\tt INGLESINO, WEBSTER, WYCISKALA \& TAYLOR,}$

600 PARSIPPANY ROAD, SUITE 204

600 PARSIPPANY ROAD, SUITE 204

PARSIPPANY, NJ 07054

APPLICANT: Alzheimer's New Jersey, Inc.

CLICK HERE TO RESPOND TO THIS LETTER: http://www.uspto.gov/trademarks/teas/response_forms.jsp

CORRESPONDENT'S REFERENCE/DOCKET NO:

857-001

CORRESPONDENT E-MAIL ADDRESS:

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

ISSUE/MAILING DATE:

This is responsive to the communication received June 16, 2016. The refusal because the applied-for mark is primarily geographically descriptive of the origin of applicant's services is continued.

DISCLAIMER

Applicant has disclaimed the wording in the mark. However, the disclaimer is unacceptable because the entire mark is geographically descriptive.

Applicant argues that the mark is not geographically descriptive because the reference to New Jersey intends to indicate that the services are concerned with local matters in New Jersey. However, Applicant is located in New Jersey and the services are presumably rendered in New Jersey.

Applicant must provide a written statement explaining whether the services or any aspect of the services is rendered in, or has any other connection with, the geographic location named in the mark. See 37 C.F.R. §2.61(b); In re AOP LLC, 107 USPQ2d 1644, 1650-51 (TTAB 2013); In re Cheezwhse.com, Inc., 85 USPQ2d 1917, 1919 (TTAB 2008); In re Planalytics, Inc., 70 USPQ2d 1453, 1457-58 (TTAB 2004); TMEP §§814, 1210.03. Failure to comply with a request for information can be grounds for refusing registration. In re AOP LLC, 107 USPQ2d

at 1651; In re DTI P'ship LLP, 67 USPO2d 1699, 1701-02 (TTAB 2003); TMEP §814.

Applicant also argues that ALZHEIMER'S is not merely descriptive or generic of the services but is suggestive. Applicant's services in Classes 36 and 44 specifically refer to Alzheimer's. All of the services are broad enough to include services for patients with Alzheimer's.

SUPPLEMENTAL REGISTER

The applied-for mark has been refused registration on the Principal Register. Applicant may respond to the refusal by submitting evidence and arguments in support of registration and/or by amending the application to seek registration on the Supplemental Register. See 15 U.S.C. §1091; 37 C.F.R. §§2.47, 2.75(a); TMEP §§801.02(b), 816. Amending to the Supplemental Register does not preclude applicant from submitting evidence and arguments against the refusal(s). TMEP §816.04.

GENERIC ADVISORY

Applicant is advised that, if the application is amended to seek registration on the Supplemental Register, applicant will be required to disclaim "ALZHEIMER'S" because such wording appears to be generic in the context of applicant's goods and/or services. See 15 U.S.C. §1056(a); In re Wella Corp., 565 F.2d 143, 144, 196 USPQ 7, 8 (C.C.P.A. 1977); In re Creative Goldsmiths of Wash., Inc., 229 USPQ 766, 768 (TTAB 1986); TMEP §1213.03(b).

The following is the standardized format for a disclaimer:

No claim is made to the exclusive right to use "ALZHEIMER'S" apart from the mark as shown.

TMEP §1213.08(a)(i).

If applicant has questions regarding this Office action, please telephone or e-mail the assigned trademark examining attorney. All relevant e-mail communications will be placed in the official application record; however, an e-mail communication will not be accepted as a response to this Office action and will not extend the deadline for filing a proper response. See 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05. Further, although the trademark examining attorney may provide additional explanation pertaining to the refusal(s) and/or requirement(s) in this Office action, the trademark examining attorney may not provide legal advice or statements about applicant's rights. See TMEP §§705.02, 709.06.

Clark, Robert
/Robert Clark/
Examining Attorney
Law Office 101

571-272-9144

robert.clark@uspto.gov

TO RESPOND TO THIS LETTER: Go to http://www.uspto.gov/trademarks/teas/response forms.jsp. Please wait 48-72 hours from the issue/mailing date before using the Trademark Electronic Application System (TEAS), to allow for necessary system updates of the application. For technical assistance with online forms, e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned trademark examining attorney. E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.

All informal e-mail communications relevant to this application will be placed in the official application record.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at http://tsdr.uspto.gov/. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at TrademarkAssistanceCenter@uspto.gov or call 1-800-786-9199. For more information on checking status, see http://www.uspto.gov/trademarks/process/status/.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at http://www.uspto.gov/trademarks/teas/correspondence.jsp.

Trademark Snap Shot Amendment & Mail Processing Stylesheet (Table presents the data on Amendment & Mail Processing Complete)

OVERVIEW

| I . | | | |
|---------------|-----------------|---------------|--------------|
| SERIAL NUMBER | 87005498 | FILING DATE | 04/19/2016 |
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | CLARK, ROBERT C | L.O. ASSIGNED | 101 |

PUB INFORMATION

| RUN DATE | 06/22/2016 | 06/22/2016 | | |
|----------------------|------------------------------|--------------------|-----|--|
| PUB DATE | N/A | | | |
| STATUS | 661-RESPONSE AFTER NON-FINAL | ACTION-ENTERED | | |
| STATUS DATE | 06/21/2016 | | | |
| LITERAL MARK ELEMENT | ALZHEIMER'S NEW JERSEY | | | |
| | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | |
| SECTION 15 | NO | REPUB 12C | N/A | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | |
| DATE AMEND REG | N/A | | | |

FILING BASIS

| FILED BASIS | | CURREN | IT BASIS | AMENDED BASIS | |
|-------------|-----|----------|----------|---------------|----|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | ALZHEIMER'S NEW JERSEY |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | YES |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|---------------------|---|
| NAME | Alzheimer's New Jersey, Inc. |
| ADDRESS | 400 Morris Avenue, Suite 251 Denville, NJ 07834 |
| ENTITY | 03-CORPORATION |
| CITIZENSHIP | New Jersey |
| | GOODS AND SERVICES |
| INTERNATIONAL CLASS | 036 |
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| DESCRIPTION TEXT | Providing a website featuring educational information in the field of clinical research |
| INTERNATIONAL CLASS | 044 |
| INTERNATIONAL CLASS | U44 |
| DESCRIPTION TEXT | Geriatric health care management services; Health care; Health care services, namely, Alzheimer's; Providing healthcare information; Providing personalized healthcare and medical information in the nature of Alzheimer's |

| | GOODS AND SERVICES CLASSIFICATION | | | | | | |
|---|--------------------------------------|----------------|------------|----------------------------------|------------------------|------------------------|----------|
| INTERNATIONAL CLASS | 036 | FIRST USE DATE | 12/18/2015 | FIRST USE IN COMMERCE DATE | 12/18/2015 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 042 | FIRST USE DATE | 12/18/2015 | FIRST USE IN COMMERCE DATE | 12/18/2015 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 044 | FIRST USE DATE | 12/18/2015 | FIRST USE IN COMMERCE DATE | 12/18/2015 | CLASS STATUS | 6-ACTIVE |
| | MISCELLANEOUS INFORMATION/STATEMENTS | | | | | | |
| CHANGE IN REGIS | TRATION | | | NO | | | |
| COLORS CLAIMED | STATEMENT | | | The color(s) green a | nd purple is/are claim | ed as a feature of the | mark. |
| DISCLAIMER W/PR | EDETER TXT | | | "ALZHEIMER'S OR | NEW JERSEY" | | |
| DESCRIPTION OF MARK The mark consists of a picture of the outline of the State of New Jersey colored in green followed by the words "Alzheimer's New Jersey" in purple in font Apex Sans Books with the word "Alzheimer's" stacked on top of the words "New Jersey" with the first letter of each word capitalized and the remaining letters in small letters. | | | | | | | |
| PROSECUTION HISTORY | | | | | | | |

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| 06/21/2016 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 007 |
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| 05/13/2016 | CNRT | F | NON-FINAL ACTION MAILED | 006 |
| 05/12/2016 | CNRT | R | NON-FINAL ACTION WRITTEN | 005 |
| 05/12/2016 | DOCK | D | ASSIGNED TO EXAMINER | 004 |
| 04/23/2016 | MDSC | 0 | NOTICE OF DESIGN SEARCH CODE MAILED | 003 |
| 04/22/2016 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 04/22/2016 | NWAP | I | NEW APPLICATION ENTERED IN TRAM | 001 |

CURRENT CORRESPONDENCE INFORMATION ATTORNEY Lisa D. Taylor, CORRESPONDENCE ADDRESS LISA D. TAYLOR, INGLESINO, WEBSTER, WYCISKALA & TAYLOR, 600 PARSIPPANY ROAD, SUITE 204 600 PARSIPPANY ROAD, SUITE 204 PARSIPPANY, NJ 07054 DOMESTIC REPRESENTATIVE NONE



Response to Office Action

The table below presents the data as entered.

| Input Field | Entered |
|--|---|
| SERIAL NUMBER | 87005498 |
| LAW OFFICE ASSIGNED | LAW OFFICE 101 |
| MARK SECTION | |
| MARK FILE NAME | http://tmng-al.uspto.gov/resting2/api/img/87005498/large |
| LITERAL ELEMENT | ALZHEIMER'S NEW JERSEY |
| STANDARD CHARACTERS | NO |
| USPTO-GENERATED IMAGE | NO |
| COLOR(S) CLAIMED (If applicable) | The color(s) green and purple is/are claimed as a feature of the mark. |
| DESCRIPTION OF THE MARK (and Color Location, if applicable) | The mark consists of a picture of the outline of the State of New Jersey colored in green followed by the words "Alzheimer's New Jersey" in purple in font Apex Sans Books with the word "Alzheimer's" stacked on top of the words "New Jersey" with the first letter of each word capitalized and the remaining letters in small letters. |
| EVIDENCE SECTIO | ON CONTRACTOR OF THE PROPERTY |
| EVIDENCE FILE NA | AME(S) |
| ORIGINAL PDF FILE | evi 20799325-20160621095703943195 . rk re Alzheimer s New Jersey logo stacked 00396667xC17EA .pdf |
| CONVERTED PDF FILE(S) (13 pages) | \\TICRS\EXPORT16\IMAGEOUT16\870\054\87005498\xml5\ROA0002.JPG |
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| DESCRIPTION OF | PDF of argument and Exhibit A |

| EVIDENCE FILE | | | | | |
|-------------------------------|--|--|--|--|--|
| ADDITIONAL STATEMENTS SECTION | | | | | |
| DISCLAIMER | No claim is made to the exclusive right to use Alzheimer's or New Jersey apart from the mark as shown. | | | | |
| SIGNATURE SECTION | | | | | |
| RESPONSE SIGNATURE | /Lisa D. Taylor, Esq./ | | | | |
| SIGNATORY'S NAME | Lisa D. Taylor, Esq. | | | | |
| SIGNATORY'S POSITION | Attorney for Alzheimer's New Jersey, Attorney of Record, New Jersey bar member | | | | |
| SIGNATORY'S PHONE NUMBER | 973-947-7111 | | | | |
| DATE SIGNED | 06/21/2016 | | | | |
| AUTHORIZED SIGNATORY | YES | | | | |
| FILING INFORMAT | TION SECTION | | | | |
| SUBMIT DATE | Tue Jun 21 10:01:17 EDT 2016 | | | | |
| TEAS STAMP | USPTO/ROA-XXX.XX.XX.XX.201 60621100117561953-8700549 8-550fb68d4fd2aaad288ab5d b582c15c6c73d44f24193d5ab e69dbe96677038ae-N/A-N/A- 20160621095703943195 | | | | |

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OMB No. 0651-0050 (Exp 07/31/2017)

Response to Office Action

To the Commissioner for Trademarks:

Application serial no. **87005498** ALZHEIMER'S NEW JERSEY (Stylized and/or with Design, see http://tmng-al.uspto.gov/resting2/api/img/87005498/large) has been amended as follows:

EVIDENCE

Evidence in the nature of PDF of argument and Exhibit A has been attached.

Original PDF file:

evi 20799325-20160621095703943195 . rk re Alzheimer s New Jersey logo stacked 00396667xC17EA .pdf

Converted PDF file(s) (13 pages)

Evidence-1

Evidence-2

Evidence-3

Evidence-4

Evidence-5

Evidence-6

Evidence-7

Evidence-8

Evidence-9

Evidence-10

Evidence-11

Evidence-12

Evidence-13

ADDITIONAL STATEMENTS

Disclaimer

No claim is made to the exclusive right to use Alzheimer's or New Jersey apart from the mark as shown.

SIGNATURE(S) Response Signature

Signature: /Lisa D. Taylor, Esq./ Date: 06/21/2016

Signatory's Name: Lisa D. Taylor, Esq.

Signatory's Position: Attorney for Alzheimer's New Jersey, Attorney of Record, New Jersey bar member

Signatory's Phone Number: 973-947-7111

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the owner's/holder's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the owner/holder in this matter: (1) the owner/holder has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the owner/holder has filed a power of attorney appointing him/her in this matter; or (4) the owner's/holder's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

Serial Number: 87005498

Internet Transmission Date: Tue Jun 21 10:01:17 EDT 2016

TEAS Stamp: USPTO/ROA-XXX.XX.XX.XX-201606211001175619

 $53-87005498-550fb68d4fd2aaad288ab5db582c\\15c6c73d44f24193d5abe69dbe96677038ae-N/A$

-N/A-20160621095703943195



600 Parsippany Road, Suite 204 Parsippany, New Jersey 07054 T (973) 947-7111 FAX (973) 887-2700 www.iwt-law.com LISA D. T'AYLOR
BOARD CERTIFIED IN HEALTH LAW
BY THE FLORIDA BAR
ALSO ADMITTED IN NJ, NY, PA, TN, DC
Direct: (973) 947-7135
Itaylor@iwt-law.com

June 20, 2016

Via Online Submission

Robert Clark, Esq.
Examining Attorney
Law Office 101
United States Patent and Trademark Office ("USPTO")
571-272-9144
robert.clark@uspto.gov

Re:

U.S. Application Serial No. 87005498

Alzheimer's New Jersey, Inc.'s Application for registration of "Alzheimer's

New Jersey" as a service mark on the Principal Register

Response to May 13, 2016 Office Action

Dear Mr. Clark:

This firm represents Alzheimer's New Jersey, Inc. ("Alzheimer's NJ") in connection with the above referenced application. This document serves as Alzheimer's NJ's Response to the Office Action issued by the United States Patent and Trademark Office ("USPTO") on May 13, 2016.

The Office Action states that the applied for mark is refused registration because it is primarily geographically descriptive. The USPTO asserts that the mark "Alzheimer's New Jersey" is primarily geographically descriptive because the term New Jersey is a prominent geographic location- namely a state within the United States. Further, the USPTO states that the addition of the word "Alzheimer's" is generic or highly descriptive wording and does not diminish the geographic wording or its primary geographic significance.

Initially, Alzheimer's NJ submits that the applied for mark is a design mark such that the wording and design will never be used apart. Because it is a design mark the evaluation for the mark should be different than if it was a words only mark. The design and the wording should be considered together and not as individual units.

Robert Clark, Esq. Examining Attorney June 20, 2016 Page 2

Alzheimer's NJ submits that the reference to New Jersey is not primarily geographically descriptive. The purpose of the reference to New Jersey is not to identify with the state itself but rather to make clear to the public that the association is concerned with local matters within New Jersey. Specifically, when Alzheimer's NJ, formerly Alzheimer's Disease & Related Disorders Association, Inc., Greater New Jersey Chapter, disaffiliated in December of 2015 it did so to ensure that funding and services remained with local patients and caregivers struggling with various dementias. See attached newspaper articles attached hereto as Exhibit "A". Therefore, the rationale for including a reference to New Jersey within the organization's name was to ensure that people understood that any money donated would continue to be used to support affected people and programs within the local area.

Other organizations have sought to register their marks with a reference to New Jersey or another state. For instance, design marks were approved for the New Jersey Realtors and New Jersey Auto Show. Both have a reference to New Jersey within their marks. We also discovered design marks with a reference to New York, another state within the eastern United States. These marks include "Fluffy New York", "The New York International School", "DKNY Be Desired 100% Pure New York", and "Kate Spade New York". These design marks are no different from the design mark that Alzheimer's NJ is seeking to register.

Moreover, Alzheimer's NJ submits that the word "Alzheimer's" is the primary significance of the mark and is suggestive wording rather than an addition of generic or highly descriptive wording.

I. "Alzheimer's" is Not Highly Descriptive

Alzheimer's NJ submits that "Alzheimer's" is suggestive rather than descriptive because there is no clear association with their services. Under §2(e)(1) of the Lanham (Trademark) Act, a mark shall not be refused registration unless it is "merely descriptive" of the goods or services of the applicant. 15 U.S.C. §1052(e)(1). The word "merely" in the Lanham Act has been interpreted as meaning "only," in that if "the mark clearly does not tell the potential purchaser *only* what the goods are, their function, their characteristics or their use," then the mark is not "merely descriptive". In re Colonial Stores. Inc., 394 F.2d 549, 552 (CCPA 1968) (emphasis added); In re Application of Quik-Print Copy Shops, Inc., 616 F.2d 523, 525, n.7 (C.C.P.A. 1980).

Marks which are not "merely descriptive" and not purely arbitrary or fanciful are classified as "suggestive." McCarthy, J., 2 McCarthy on Trademarks and Unfair Competition

Robert Clark, Esq. Examining Attorney June 20, 2016 Page 3

§11:63 (4th ed) (hereinafter "McCarthy on Trademarks") (citing Bennett v. McKinley, 65 F. 505, 506, 13 C.C.A. 25 (2d Cir. 1895).

Suggestive marks merely suggest some quality or ingredient of the relevant goods or services. McCarthy on Trademarks §11:62. A trademark is suggestive if "it requires imagination, thought and perception to reach a conclusion as to the nature of the goods." These trademarks are subject to the trademark laws without proof of secondary meaning. See E. Air Lines, Inc. v. New York Air Lines, Inc., 559 F. Supp. 1270 (S.D.N.Y. 1983).

In distinguishing between descriptive terms and suggestive marks, the reviewer must determine whether a connection arises between the consumer's mind and the qualities of the product or service. In re Nett Designs, Inc., 236 F. 3d 1339 (Fed. Cir. 2001). The Sixth Circuit went through such an analysis when it decided whether the mark "5-Hour Energy" was suggestive of energy shot drinks. There the Court evaluated whether the mark could be considered merely descriptive and whether a reasonable person could conclude that the product involved five hour energy boosts. That, however, was not the end of the inquiry. The Court further evaluated how the energy was transferred, i.e. through food or drink, and what kind of energy would be transferred i.e. food energy, electrical energy, or nuclear energy. The need to make these additional inquiries is indicative of a suggestive rather than a descriptive mark. See Innovation Ventures, LLC v. N.V.E., Inc., 694 F. 3d 723 (6th Cir. 2012).

Here, the word "Alzheimer's" may be understood by the public to refer to Alzheimer's disease, a degenerative brain disease, but the exact nature of the services to be provided by Alzheimer's NJ are not known. Additional inquiries must be made by the public to determine the actual services that are provided by the agency and in fact they are broader than most services for Alzheimer's. The cognitive inquiries that are required to identify the services provided by Alzheimer's NJ are associated with a suggestive rather than a descriptive mark.

II. "Alzheimer's" is Not Generic

In addition, Alzheimer's NJ submits that "Alzheimer's" is not a generic terms. The USPTO bears the burden of "substantially showing . . . that [a mark] is in fact generic . . . based on clear evidence of generic use." See In re Steelbuilding.com, 415 F. 3d 1293, 1296 (Fed. Cir. 2005) (citing In re Am. Fertility Soc'y, 188 F. 3d 1341, 1346 (Fed. Cir. 1999). The Courts have found that in order to determine whether something is generic the following test must be applied:

the fact finder determines the genus of goods or services at issue;

Robert Clark, Esq. Examining Attorney June 20, 2016 Page 4

ii. the fact finder determines whether the term sought to be registered is understood by the relevant public primarily to refer to a genus of goods or services. <u>Id.</u> (citing <u>In re Fertility Soc'y</u>, 188 <u>F.3d</u> at 1347).

In the instant application, the USPTO has not identified any genus of services. It is not an applicant's responsibility to establish the relevant genus of services to which the mark will apply to. Once the genus is identified, the next step is to determine whether the public would understand the mark as primarily referring to that genius. Here, it may be apparent to individuals that Alzheimer's NJ's goods and services relate to the disease known as Alzheimer's. However, it is not clear from the mere name what services are provided by the agency. The reference to Alzheimer's can have many different meanings and involve various types of goods or services. As such, Alzheimer's NJ submits that individuals would not understand the mark to refer to any particular genus of goods or services.

Furthermore, Alzheimer's NJ is willing to make a disclaimer for the registration of "Alzheimer's New Jersey" with the Principal Register that Alzheimer's NJ does not have any right to use the term "Alzheimer's" or "New Jersey" apart from the mark as shown for registration. This is consistent with marks in the Principal Register that have been permitted registration conditioned upon disclaiming the exclusive right to use certain terms apart from their respective marks as shown.

Therefore, Alzheimer's NJ respectfully requests that the USPTO permit the registration of "Alzheimer's New Jersey" design mark with the Principal Register under International Classes 36, 42, and 44.

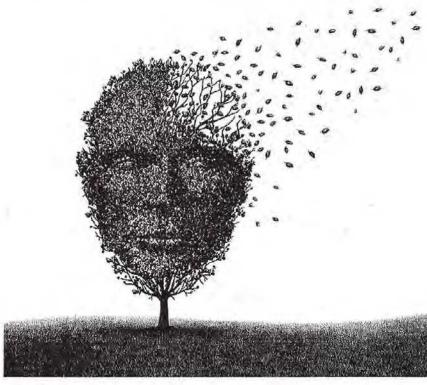
Thank you for your consideration.

Very truly yours,

/s/ Lisa D. Taylor



N.J. Alzheimer's chapter splits from national group



(Pnoto: wildpixel)



By Kathleen O'Brien | NJ Advance Media for NJ.com Email the author | Follow on Twitter

on December 29, 2015 at 12.31 PM, updated December 30, 2015 at 4:49 PM

The New Jersey chapter of the Alzheimer's Association has become the fourth local group to pull out of the disease's national group, following the split of chapters in New York City, San Diego and Orange County, Ca.

The Denville-based group, which aims to help the half-million New Jersey residents impacted by the illness, will now be called **Alzheimer's New Jersey**.

The split occurred when **the national organization** decided to become a single charity, proposing that its many local chapters merge with them. Leaders of the Denville chapter feared they would lose the freedom to use donations to help local families struggling with the incurable disease.

"We felt it was important to keep the local focus," said Kathleen Townshend Dugan, chair of the board of directors.

Of particular concern was the group's program to support caregivers with grants and education about their own physical and emotional needs, said Kenneth Zaentz, CEO of the group. When stressed-out spouses or relatives — often "on duty" 24/7 — neglect their own care, they can trigger a household crisis with their own illnesses, he said.

Grants of \$1,000 can help those households pay for outside aides so the can get a brief break.

Under the old arrangement, the local affiliate sent 40 percent of its unrestricted money to the national headquarters, but had freedom to oversee the remaining funds.

Under the consolidation proposed by the national group, that freedom would be gone. Funding respite care is not currently a national priority, which led the New Jersey group to fear for the survival of their approach.

"We don't know that it would've been tomorrow, or a year from now, but we really felt that was a program that might be in jeopardy," Zaentz said.

Also driving the decision to split off from the national group was a practical consideration: Once they decided to be folded into the national non-profit, the local group would disappear as a legal entity. "There'd be no going back," Zaentz said.

Local chapters had until Jan. 15th to decide, and Zaentz said there are rumors that local groups in other states might break off as well. Before talk of the consolidation, 54 of the 81 chapters of the national group had yet to decide to merge. In an advisory vote over the summer, they split 27-27 over the proposal.



To prevent Alzheimer's, eat this, not that

"... we really felt that was a program that might be in jeopardy."

The New Jersey group, founded in 1985, has an annual budget of about \$3.5 million, nearly all of it from private donations.

For donors, it means that money sent to the Denville-based group will stay in New Jersey. Most of that will go towards the support programs it provides to local families. Some will still go to research, but that research will have to be done in

New Jersey or accessible to patients from New Jersey.

The national organization will continue to support a broader array of research.

Stewart Putnam, chair of the Alzheimer's Association national board of directors, said having chapters merge into a single organization would help it be more effective in funding accelerated research and lobbying state and local governments to support care and research.

"The disease is accelerating at a very strong rate," he said. "It's on a very steep trajectory because of the aging of the population. The number of cases is set to triple by 2050."

It was felt the organization, which has an annual budget of \$321 million, would accomplish more if its chapters worked together in a unified fashion, he said.

One downside for the breakaway local chapters? Links to their websites no longer appear on the national group's home page. That means someone searching for Alzheimer's help in New Jersey might have to work a bit harder to find it.

The link vanished within days of the local group's decision to leave the national group, Zaentz said.

The New Jersey website is now www.alznj.org.

In the southern portion of the state, **the Delaware Valley chapter**, which serves Philadelphia, Delaware, and southern New Jersey, will merge with the national group, said CEO Wendy L. Campbell.

That decision came after months of analysis about "what would help us serve our constituents the best," she said. That group, which started in 1980, has an annual budget of \$5.6 million. It has New Jersey offices in Marlton and Northfield.

NOTE: An earlier version of this article referred to the Alzheimer's group as a foundation. For both the national state groups, their foundations are separate entities.

Kathleen O'Brien may be reached at kobrien@njadvancemedia.com. Follow her on Twitter @OBrienLedger. Find NJ.com on Facebook.

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Alzheimer's split-off: 3 things to know in New Jersey

Jerry Carino, @njhoopshaven 11:08 a.m. EST Jonnary 17, 2016

"Alzheimer's New Jersey" has split off the national Alzheimer's Association. What does this mean for patients and their families?



(Photo: Altheimer's New Jersey)

Eleanor Pearson knows how hard Alzheimer's disease can be on a family, between the memory loss, confusion and mood changes. Her father Al suffered from it, prompting her to join the Gheater New Jersey chapter of the Alzheimer's Association.

In 1996, she helped the chapter establish an annual fundraising walk in Point Pleasant Beach, which now draws 3,000 people each September.

"That first year we had 75 people, most of whom were volunteers," said Pearson, a Manchester resident. "It's grown from there and it's still growing."

But the organization behind the walk and other local Alzheimer's services is changing. It's now called Alzheimer's New Jersey after a split from the national Alzheimer's Association.



A woman writes the name of a loved one on wall during the annual Alzhelmer's fundralsing walk in Point Pleasant. (Photo: Alzhelmer's New Jersey)

"I think it will be a good thing for the people of New Jersey," Pearson said. "The New Jersey chapter has always focused on supporting caregivers and doing things that help local people handle the problems that exist."

There are approximately 170,000 Alzheimer's patients in New Jersey. Ocean County, with its large population of senior citizens, is an Alzheimer's hotsoot.

"It's a difficult task for caregivers," Pearson said. "They need all the support they can get."

Here are three things to know about the breakup and the new Alzheimer's New Jersey:

1. Why did they split?

The Alzheimer's Association voted in October to restructure into a single corporate entity, instead of each chapter functioning independently under the national organization's umbrella.

Page 2 of 5

Alzheimer's split-off: 3 things to know in New Jersey in response, the governing board of the Greater New Jersey Chapter voted to split off from the Unicago parent organization. Some other chapters, including New York City's, have done the same.

> "Having that board be able to make local decisions, allocate resources locally and fight a disease that requires local care and support was really the only way to go," said Ken Zaentz, president and CEO of Alzheimer's New Jersey. "A great deal of fundraising was happening on the local level. The majority of money that was raised, was raised locally."

The organization has an annual budget of \$3 million, a staff of 20 and four offices, including one in Red Bank.

"We wanted to retain the dollars we raise here in state," said Kathleen Dugan, chair of Alzheimer's New Jersey's board. "In the past, 40 percent of all undesignated donations were sent to the national organization."



Ken Zaentz, Alzhelmer's New Jersey President and CEO (Pholo: Alzhelmer's New Jersey.)



Kathleen Dugan, chair Alzheimer's New Jersey (Photo: Alzhelmer's New Jersey)

2. What's new?

"The two big things are, we have a new website which we'd love people to visit, and we have a new help-line phone number," Zaentz

The website is www.alznj.org (http://www.alznj.org/). The help line is 888-280-6055.

Alzheimer's New Jersey also has to rebuild its social media presence from scratch. A Facebook page is on the works. By contrast, the national Alzheimer's Association has 750,000 followers on social media.

"There is a change in name and branding changes (including the logo), but in terms of services provided, I don't think people will see a change in the negative sense," Zaentz said. "In the positive, it will free us up to be more creative and responsive to the needs of our community."



Logo for the newly-constituted Alzheimer's New Jersey. (Photo: Alzheimer's New Jersey)

3. What's the same?

The organization's keynote services, especially the help line and respite care, will continue uninterrupted.

The respite care program provides information about caregiving and links to resources to help them with what can be an arduous task. There also are \$1,000 scholarships to help caregivers with the cost of respite care services.

http://www.app.com/story/news/local/ocean-county/2016/01/15/alzheimers-split-off-3-things-know-new... 1/21/2016

Alzheimer's split-off: 3 things to know in New Jersey
There is no greater comfort than speaking with somebooy from your state who is ramiliar with the programs and services where you are, Dugan said.

The walk will continue as well. It's scheduled for Sept. 24 in Point Beach.

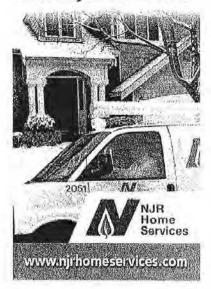
Jerry Carino: jcarino@gannettnj.com

Peanut butter is probably not your first thought as a game changer in Alzheimer's research, but the future of early detection could be as easy as a trip to your kitchen cabinets. WBIR-TV

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Your home furnace just failed.

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North Jersey Alzheimer's charity splinters over funding issue

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nniciprots in the national Walk to End Alzhainiar's" in Paranus in 2018. Alzhainiar's New Jersey's fundrassing walk ou

The northern New Jersey chapter of the Alzheimer's Association — one of the country's oldest branches — has split from the national organization in a disagreement over how and where the millions of dollars raised in behalf of those with the disease should be spent.

The chapter, founded 30 years ago, has a new name - Alzheimer's New Jersey - and a new mission to serve the whole state.

But the national organization isn't surrendering the territory, setting up something of a conflict for the families of the 170,000 in New Jersey with the disease.

In response to the defection, the Alzheimer's Association is expanding its southern New Jersey chapter so that it will cover the entire state. It hopes to open a new northern New Jersey office by the end of February.

The two groups have their own separate telephone help lines and purple logos — the signature color associated with Alzheimer's efforts. Both organizations are planning separate fundraising walks — with the national group using its trademarked name of "Walk to End Alzheimer's" and the state's versions to be called "Walk to Fight Alzheimer's," Families may end up having to choose where to send their fundraising dollars.

The reason for the split is dollars—and power. The national group is moving to strip state chapters of their independent governing authority and will leave state groups with less ability to decide what they do with the money they have raised, according to officials with the new group in New Jersey and officials in some chapters in other states.

The Greater New Jersey chapter, as it was formerly known until the name was officially changed in late December, is one of five chapters around the country — including the New York City chapter and three others in Southern California — that have decided to sever ties with the national organization because of the reorganization plan.

Leaders of the New Jersey organization wanted to retain control over local programs as well as its \$3.3 million budget. Previously state chapters were required to send about 40 percent of the dollars they raised locally to the Chicago headquarters of the Alzheimer's Association, but could make their own decisions on how to spend the rest. Under the restructuring plan the national organization will implement in July, the New Jersey chapter's board would have become advisory only, and all funds spent on local programs would have been doled out by the national organization's board.

North Jersey chapter leaders had been particularly concerned about the fale of a \$300,000 respite scholarship program, which provides up to \$1,000 to families in need of a caregiving break, Not all of the national association's 81 chapters have such a program.

"Once the people in New Jersey hear our message, we're confident they'll see and understand why we made this decision," said Kathleen Townshend Duggan, a Ramsey resident who served on the board of the chapter before it changed course and is now on the board of the new organization.

"When they're looking to support the cause they'll know that the money they donate to us will be used to support people here in this local area," she said.

This isn't the first time that the Alzheimer's Association, whose combined national office and chapter revenues were close to \$300 million in 2015, has been confronted with competition for its status as a leading voice for Alzheimer's patients and their families.

Another national organization, the Alzheimer's Foundation of America, was created in 2002, and representatives say its roughly \$6 million budget is primarily used to fund grass-roots efforts. One such initiative is the Hudson County-based Act Now Foundation, which launched three years ago and opened a resource center in Jersey City this fall.

Kristine Allen said she and a friend launched the effort because they believed there were too many gaps in the support networks offered by the state's two chapters of the Alzheimer's Association, especially in low-income urban neighborhoods with high immigrant populations.

Allen said her organization also hopes to start a conversation about the many "memory care" units that have opened inside nursing homes and assisted-living residences, and whether they offer appropriate care and safeguards. "Families in New Jersey have gotten very little guidance about how to find good care for their loved ones." Allen said.

Other critics say the Alzheimer's Association has become so focused on raising money for research to find a cure that it has neglected the grass-roots advocacy needed to improve care and services for those who already have the disease.

"It's not that it's a bad strategy to focus on finding a cure," said Brian Kaskie, a University of lowa associate professor who researches long-term care and dementia issues. "But there's a fine line that needs to be walked to make sure you are not doing it to exclusion of advocating for state-level policies to protect people with the disease from exploitation or neglect."

Leaders of the national organization dispute claims that they chose funding the search for a cure over local programs or state lobbying efforts to improve care and help families.

"This isn't about a choice," said Stewart Putnam, chairman of the Alzheimer's Association's national board, stressing that the organization's restructuring was intended to make sure it can more effectively advocate for both a cure and better care.

The national board decided to centralize all chapter operations to create more uniformity, saying some chapters offered services that others didn't. "We do have the obligation to look at what are the most effective programs and which have tangible outcomes," Putnam said.

A chapter's programs would only be eliminated if they aren't effective, and, despite the new centralized structure, 60 percent of all money raised locally will be spent locally, he said.

While leaders of the national group and the New Jersey spin-off downplayed any suggestion of being in direct competition with each other, they did acknowledge that longtime volunteers and donors might find the new arrangement a little confusing.

"Obviously the Alzheimer's Association is going to continue to have a New Jersey presence, and I'm not sure what that's going to mean," said Ken Zaentz, president of the new organization. The group employed a publicist to help get the word out about its newly independent status.

As a state with a long history of insisting on local control — or "home rule," as it's known in governing circles — Zaentz said he believes the chapter's longtime supporters will be pleased to receive assurances that money raised will continue to be spent in the region. "It's about local control," he said. "Isn't that what New Jersey is all about?"

Stacey Feder — who first reached out to the Greater New Jersey chapter for help when her mother, a Demarest resident — was diagnosed about eight years ago, said she appreciates that the new group will make sure that its support group and helpline programs are run by people who know the instand outs of New Jersey programs, policies and care options.

"It really helps to talk to someone who has a local lens," said Feder, whose family regularly participates in annual fundraising walks,

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UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO) OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

U.S. APPLICATION SERIAL NO. 87005498

MARK: ALZHEIMER'S NEW JERSEY

87005498

CORRESPONDENT ADDRESS:

LISA D. TAYLOR,

 ${\tt INGLESINO, WEBSTER, WYCISKALA \& TAYLOR,}$

600 PARSIPPANY ROAD, SUITE 204 600 PARSIPPANY ROAD, SUITE 204

PARSIPPANY, NJ 07054

APPLICANT: Alzheimer's New Jersey, Inc.

CLICK HERE TO RESPOND TO THIS LETTER: http://www.uspto.gov/trademarks/teas/response_forms.jsp

CORRESPONDENT'S REFERENCE/DOCKET NO:

857-001

CORRESPONDENT E-MAIL ADDRESS:

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

ISSUE/MAILING DATE:

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

SECTION 2(e)(2) REFUSAL – PRIMARILY GEOGRAPHICALLY DESCRIPTIVE

Registration is refused because the applied-for mark is primarily geographically descriptive of the origin of applicant's goods and/or services. Trademark Act Section 2(e)(2), 15 U.S.C. §1052(e)(2); see TMEP §§1210, 1210.01(a).

The attached evidence form Merriam-Webster.com indicates that New Jersey is a state in eastern U.S.

A mark is primarily geographically descriptive when the following is demonstrated:

- (1) The primary significance of the mark is a generally known geographic place or location;
- (2) The goods and/or services for which applicant seeks registration originate in the geographic place identified in the mark; and

(3) Purchasers would be likely to make a goods-place or services-place association; that is, purchasers would be likely to believe that the goods and/or services originate in the geographic place identified in the mark.

TMEP §1210.01(a); see In re Societe Generale des Eaux Minerales de Vittel S.A., 824 F.2d 957, 959, 3 USPQ2d 1450, 1452 (Fed. Cir. 1987); In re Hollywood Lawyers Online, 110 USPQ2d 1852, 1853 (TTAB 2014).

The addition of generic or highly descriptive wording to a geographic word or term does not diminish that geographic word or term's primary geographic significance. TMEP §1210.02(c)(ii); see, e.g., In re Hollywood Lawyers Online, 110 USPQ2d 1852, 1853-54 (TTAB 2014) (holding HOLLYWOOD LAWYERS ONLINE primarily geographically descriptive of attorney referrals, online business information, and an online business directory); In re Cheezwhse.com, Inc., 85 USPQ2d 1917, 1920 (TTAB 2008) (holding NORMANDIE CAMEMBERT primarily geographically descriptive of cheese).

An accurate picture or design of geographically descriptive matter and the word or words that describe the design are legal equivalents. *See In re Can. Dry Ginger Ale, Inc.*, 86 F.2d 830, 832, 32 USPQ 49, 50 (C.C.P.A. 1936) (holding a map of Canada equivalent to the word "Canada" and primarily geographically descriptive of applicant's soft drinks); *East Tenn. Packing Co. v. Armour & Co.*, 102 USPQ 425, 426 (Chief Exam'r 1954) (finding a map of Tennessee equivalent to the word "Tennessee"); TMEP §1210.02(a).

SUPPLEMENTAL REGISTER

The applied-for mark has been refused registration on the Principal Register. Applicant may respond to the refusal by submitting evidence and arguments in support of registration and/or by amending the application to seek registration on the Supplemental Register. *See* 15 U.S.C. §1091; 37 C.F.R. §§2.47, 2.75(a); TMEP §§801.02(b), 816. Amending to the Supplemental Register does not preclude applicant from submitting evidence and arguments against the refusal(s). TMEP §816.04.

GENERIC ADVISORY

Applicant is advised that, if the application is amended to seek registration on the Supplemental Register, applicant will be required to disclaim "ALZHEIMER'S" because such wording appears to be generic in the context of applicant's goods and/or services. *See* 15 U.S.C. §1056(a); *In re Wella Corp.*, 565 F.2d 143, 144, 196 USPQ 7, 8 (C.C.P.A. 1977); *In re Creative Goldsmiths of Wash.*, *Inc.*, 229 USPQ 766, 768 (TTAB 1986); TMEP §1213.03(b).

The following is the standardized format for a disclaimer:

No claim is made to the exclusive right to use "ALZHEIMER'S" apart from the mark as shown.

TMEP §1213.08(a)(i).

SEARCH OF THE OFFICE RECORDS DID NOT REVEAL A CONFUSINGLY SIMILAR MARK

The trademark examining attorney has searched the Office's database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). TMEP §704.02; see 15 U.S.C. §1052(d).

If applicant has questions regarding this Office action, please telephone or e-mail the assigned trademark examining attorney. All relevant e-mail communications will be placed in the official application record; however, an e-mail communication will not be accepted as a response to this

Office action and will not extend the deadline for filing a proper response. *See* 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05. Further, although the trademark examining attorney may provide additional explanation pertaining to the refusal(s) and/or requirement(s) in this Office action, the trademark examining attorney may not provide legal advice or statements about applicant's rights. *See* TMEP §§705.02, 709.06.

Clark, Robert
/Robert Clark/
Examining Attorney
Law Office 101
571-272-9144
robert.clark@uspto.gov

TO RESPOND TO THIS LETTER: Go to http://www.uspto.gov/trademarks/teas/response forms.jsp. Please wait 48-72 hours from the issue/mailing date before using the Trademark Electronic Application System (TEAS), to allow for necessary system updates of the application. For technical assistance with online forms, e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned trademark examining attorney. E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.

All informal e-mail communications relevant to this application will be placed in the official application record.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at http://tsdr.uspto.gov/. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at TrademarkAssistanceCenter@uspto.gov or call 1-800-786-9199. For more information on checking status, see http://www.uspto.gov/trademarks/process/status/.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at http://www.uspto.gov/trademarks/teas/correspondence.jsp.



jnew jersey An Encyclopædia Britannica Company

New Jersey

Definition of NEW JERSEY

state E United States * Trenton area 7787 square miles (20.168 square kilometers), pop 8,791,894

New Jerseyite \- It\ noun

Learn More about NEW JERSEY

Nglish: Translation of "New Jersey" for Spanish speakers Britannica English: Translation of "New Jersey" for Arabic speakers Britannica.com: Encyclopedia article about "New Jersey"

Seen and Heard

What made you want to look up New Jersey? Please tell us where you read or heard it (including the quote, if possible).



TRENDING NOW

Unanimous

"Of one mind"

Presumptive

Not 'presumtive'

Philanderer

Cruz goes on the offensive against T

Lucifer

In the flesh

Élan

Lookups increased 2600% after Cru

How Icv Greenland Got Its

First or **Firstly? We've identified your firstly) problem The History of **High Jinks** What's the meaning of all this? Ask the editors Ask the editors irregardless

The True Story of the

Irregardless

now icy Greemano Got its Name

Was 'Even Icier Land' taken?

the true Story of the Backward Index

These people needed a computer

irregardiess

It is in fact a real word (but that doesn't mean you should use it).

e geese goose geese g e moose moose mo geese goose gees 1005e moose moose

Weird Plurals

One goose, two geese. One moose, two... moose. What's up



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Where news, pop culture, and the dictionary collide.

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Can you spell these 10 commonly misspelled words?

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|-------|---------------------|-------|--------|--------|----------|--|
| # | Total | Dead | Live | Live | Status/ | Search |
| | Marks | Marks | Viewed | Viewed | Search | |
| | | | Docs | Images | Duration | |
| 01 | 3 | 0 | 3 | 3 | P/0:01 | "ALZHEIMER'S NEW JERSEY"[bi,ti] |
| 02 | 299 | 126 | 17 | 17 | P/0:01 | "ALZHEIMER'"[bi,ti] |
| 03 | 302 | N/A | 0 | 0 | P/0:01 | *1{"szC"}h{v:2}m{v:2}r* [bi,ti] |
| 04 | 3 | 2 | 1 | 1 | P/0:01 | 3 not 2 |
| 05 | 1911 | N/A | 0 | 0 | P/0:01 | *j{v}r{"sz"}{"iye"}*[bi,ti] |
| 06 | 76 | N/A | 0 | 0 | P/0:02 | *g{v}r{"sz"}{"iye"}*[bi,ti] |
| 07 | 3 | 0 | 3 | 3 | P/0:01 | 3 and (5 or 6) |
| 08 | 2788487 | N/A | 0 | 0 | P/0:02 | "036"[cc] |
| 09 | 388075 | N/A | 0 | 0 | P/0:03 | "036"[ic] or "a"[ic] or "b"[ic] or "200"[ic] |
| 10 | 706382 | N/A | 0 | 0 | P/0:02 | "042"[ic] or "a"[ic] or "b"[ic] or "200"[ic] |
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| 12 | 109694 | N/A | 0 | 0 | P/0:02 | "045"[ic] or "a"[ic] or "b"[ic] or "200"[ic] |
| 13 | 1030 | N/A | 0 | 0 | P/0:01 | 5 and 8 |
| 14 | 171 | 114 | 15 | 19 | P/0:01 | 5 and 9 |
| 15 | 162 | 115 | 15 | 21 | P/0:01 | 5 and 10 |
| 16 | 77 | 36 | 12 | 14 | P/0:01 | 5 and 11 |
| 17 | 48 | 24 | 13 | 14 | P/0:01 | 5 and 12 |
| 18 | 4409 | N/A | 0 | 0 | P/0:01 | 011711[dc] |
| 19 | 2 | 0 | 2 | 2 | P/0:01 | 2 and 18 |
| 20 | 101 | 55 | 3 | 46 | P/0:01 | 5 and 18 |
| | | | | | | |

Session started 5/12/2016 4:28:48 PM
Session finished 5/12/2016 4:41:56 PM
Total search duration 0 minutes 27 seconds
Session duration 13 minutes 8 seconds
Defaut NEAR limit=1ADJ limit=1

Sent to TICRS as Serial Number: 87005498



UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Trademarks P.O. Box 1451 Alexandria, VA 22313-1451 www.uspto.gov

Apr 23, 2016

NOTICE OF DESIGN SEARCH CODE

LISA D. TAYLOR, INGLESINO, WEBSTER, WYCISKALA & TAYLOR, 600 PARSIPPANY ROAD, SUITE 204 600 PARSIPPANY ROAD, SUITE 204 PARSIPPANY, NJ 07054

Docket/Reference Number: 857-001

U.S. Serial Number: 87005498

Mark: ALZHEIMER'S NEW JERSEY (Stylized/Design)

Owner: Alzheimer's New Jersey, Inc.

The USPTO may assign design search codes, as appropriate, to new applications and renewed registrations to assist in searching the USPTO database for conflicting marks. They have no legal significance and will not appear on the registration certificate.

Design search codes are numerical codes assigned to figurative, non-textual elements found in marks. For example, if your mark contains the design of a flower, design search code 05.05 would be assigned to your application. Design search codes are described on Internet Web page http://www.uspto.gov/tmdb/dscm/index.html.

Response to this notice is not required; however, to suggest additions or changes to the design search code(s) assigned to your mark, please e-mail TMDesignCodeComments@USPTO.GOV. You **must** reference your application serial number within your request. The USPTO will review the proposal and update the record, if appropriate. For questions, please call 1-800-786-9199 to speak to a Customer Service representative.

To view this notice and other documents for this application online, or to view the status of the application or registration, go to http://tsdr.uspto.gov/, enter the U.S. application serial number in the box next to the text "US Serial No," and select the button labeled "Documents" or "Status," as applicable.

Design search codes assigned to the referenced serial number are listed below.

DESIGN SEARCH CODES:

01.17.11 - Maps of states of the United States, excluding Texas

Trademark/Service Mark Application, Principal Register

Serial Number: 87005498 Filing Date: 04/19/2016

The table below presents the data as entered.

| Input Field | Entered |
|---|--|
| SERIAL NUMBER | 87005498 |
| MARK INFORMATION | |
| *MARK | \\TICRS\EXPORT16\IMAGEOUT 16\870\054\87005498\xml1\ APP0002.JPG |
| SPECIAL FORM | YES |
| USPTO-GENERATED IMAGE | NO |
| LITERAL ELEMENT | Alzheimer's New Jersey |
| COLOR MARK | YES |
| COLOR(S) CLAIMED (If applicable) | The color(s) green and purple is/are claimed as a feature of the mark. |
| *DESCRIPTION OF THE MARK (and Color Location, if applicable) | The mark consists of a picture of the outline of the State of New Jersey colored in green followed by the words "Alzheimer's New Jersey" in purple in font Apex Sans Books with the word "Alzheimer's" stacked on top of the words "New Jersey" with the first letter of each word capitalized and the remaining letters in small letters. |
| PIXEL COUNT ACCEPTABLE | YES |
| PIXEL COUNT | 837 x 309 |
| REGISTER | Principal |
| APPLICANT INFORMATION | |
| *OWNER OF MARK | Alzheimer's New Jersey, Inc. |
| *STREET | 400 Morris Avenue, Suite 251 |
| *CITY | Denville |
| *STATE (Required for U.S. applicants) | New Jersey |
| *COUNTRY | United States |
| *ZIP/POSTAL CODE (Required for U.S. applicants) | 07834 |
| PHONE | 973-586-4300 |
| FAX | 973-586-4342 |
| WEBSITE ADDRESS | www.alznj.org |
| LEGAL ENTITY INFORMATION | |
| ТҮРЕ | corporation |
| STATE/COUNTRY OF INCORPORATION | New Jersey |
| GOODS AND/OR SERVICES AND | BASIS INFORMATION |
| | |

| INTERNATIONAL CLASS | 036 |
|------------------------------------|---|
| *IDENTIFICATION | Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of running and walking events; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's research and care; Charitable fundraising services, by means of providing individuals with the information and opportunity to make monetary donations to their favorite charity; Charitable fundraising to support Alzheimer's; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's research and care; Memorial fundraising; On-line charitable fundraising |
| FILING BASIS | SECTION 1(a) |
| FIRST USE ANYWHERE DATE | At least as early as 12/18/2015 |
| FIRST USE IN COMMERCE DATE | At least as early as 12/18/2015 |
| SPECIMEN FILE NAME(S) | |
| ORIGINAL PDF FILE | <u>SPE0-20799325-20160419083311836797</u> . <u>Alzheimer s New Jersey Website.pdf</u> |
| CONVERTED PDF FILE(S) (3 pages) | \\TICRS\EXPORT16\IMAGEOUT16\870\054\87005498\xml1\APP0003.JPG |
| | \\TICRS\EXPORT16\IMAGEOUT16\870\054\87005498\xml1\APP0004.JPG |
| | \\TICRS\EXPORT16\IMAGEOUT16\870\054\87005498\xml1\APP0005.JPG |
| SPECIMEN DESCRIPTION | PDF of webpage where the mark is used |
| INTERNATIONAL CLASS | 042 |
| *IDENTIFICATION | Providing a website featuring educational information in the field of clinical research |
| FILING BASIS | SECTION 1(a) |
| FIRST USE ANYWHERE DATE | At least as early as 12/18/2015 |
| FIRST USE IN COMMERCE DATE | At least as early as 12/18/2015 |
| SPECIMEN FILE NAME(S) | |
| ORIGINAL PDF FILE | SPE0-1-20799325-20160419083311836797 . Alzheimer s New Jersey Website.pdf |
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| | \\TICRS\EXPORT16\IMAGEOUT16\870\054\87005498\xml1\APP0008.JPG |
| SPECIMEN DESCRIPTION | PDF of webpage where the mark is used |
| INTERNATIONAL CLASS | 044 |
| *IDENTIFICATION | Geriatric health care management services; Health care; Health care services, namely, Alzheimer's; Providing healthcare information; Providing personalized healthcare and medical information in the nature of Alzheimer's |
| FILING BASIS | SECTION 1(a) |
| FIRST USE ANYWHERE DATE | At least as early as 12/18/2015 |
| FIRST USE IN COMMERCE DATE | At least as early as 12/18/2015 |
| SPECIMEN FILE NAME(S) | |
| ORIGINAL PDF FILE | <u>SPE0-2-20799325-20160419083311836797</u> . <u>Alzheimer s New Jersey Website.pdf</u> |
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| SPECIMEN DESCRIPTION | PDF of webpage where the mark is used | | |
| ATTORNEY INFORMATION | · | | |
| NAME | Lisa D. Taylor, Esq. | | |
| ATTORNEY DOCKET NUMBER | 857-001 | | |
| FIRM NAME | Inglesino, Webster, Wyciskala & Taylor, LLC | | |
| INTERNAL ADDRESS | 600 Parsippany Road, Suite 204 | | |
| STREET | 600 Parsippany Road, Suite 204 | | |
| CITY | Parsippany | | |
| STATE | New Jersey | | |
| COUNTRY | United States | | |
| ZIP/POSTAL CODE | 07054 | | |
| PHONE | 973-947-7111 | | |
| FAX | 973-887-2700 | | |
| EMAIL ADDRESS | ltaylor@iwt-law.com | | |
| AUTHORIZED TO COMMUNICATE VIA EMAIL | No | | |
| CORRESPONDENCE INFORMATION | ON | | |
| NAME | Lisa D. Taylor, Esq. | | |
| FIRM NAME | Inglesino, Webster, Wyciskala & Taylor, LLC | | |
| INTERNAL ADDRESS | 600 Parsippany Road, Suite 204 | | |
| STREET | 600 Parsippany Road, Suite 204 | | |
| CITY | Parsippany | | |
| STATE | New Jersey | | |
| COUNTRY | United States | | |
| ZIP/POSTAL CODE | 07054 | | |
| PHONE | 973-947-7111 | | |
| FAX | 973-887-2700 | | |
| EMAIL ADDRESS | ltaylor@iwt-law.com | | |
| AUTHORIZED TO COMMUNICATE VIA EMAIL | No | | |
| FEE INFORMATION | | | |
| APPLICATION FILING OPTION | Regular TEAS | | |
| NUMBER OF CLASSES | 3 | | |
| FEE PER CLASS | 325 | | |
| *TOTAL FEE DUE | 975 | | |
| *TOTAL FEE PAID | 975 | | |
| SIGNATURE INFORMATION | | | |

| SIGNATURE | /Lisa D. Taylor/ |
|--------------------------|--|
| SIGNATORY'S NAME | Lisa D. Taylor, Esq. |
| SIGNATORY'S POSITION | Attorney of Record for Alzheimer's New Jersey, Inc., New Jersey bar member |
| SIGNATORY'S PHONE NUMBER | 973-947-7111 |
| DATE SIGNED | 04/19/2016 |

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number.

OMB No. 0651-0009 (Exp 02/28/2018)

Trademark/Service Mark Application, Principal Register

Serial Number: 87005498 Filing Date: 04/19/2016

To the Commissioner for Trademarks:

MARK: Alzheimer's New Jersey (stylized and/or with design, see mark)

The literal element of the mark consists of Alzheimer's New Jersey.

The color(s) green and purple is/are claimed as a feature of the mark. The mark consists of a picture of the outline of the State of New Jersey colored in green followed by the words "Alzheimer's New Jersey" in purple in font Apex Sans Books with the word "Alzheimer's" stacked on top of the words "New Jersey" with the first letter of each word capitalized and the remaining letters in small letters.

The applicant, Alzheimer's New Jersey, Inc., a corporation of New Jersey, having an address of

400 Morris Avenue, Suite 251 Denville, New Jersey 07834 United States 973-586-4300(phone) 973-586-4342(fax)

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 036: Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of running and walking events; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's research and care; Charitable fundraising services, by means of providing individuals with the information and opportunity to make monetary donations to their favorite charity; Charitable fundraising to support Alzheimer's; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's research and care; Memorial fundraising; On-line charitable fundraising

In International Class 036, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 12/18/2015, and first used in commerce at least as early as 12/18/2015, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) PDF of webpage where the mark is used.

Original PDF file:

SPE0-20799325-20160419083311836797 . Alzheimer s New Jersey Website.pdf

Converted PDF file(s) (3 pages)

Specimen File1

Specimen File2

Specimen File3

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 042: Providing a website featuring educational information in the field of clinical research

In International Class 042, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 12/18/2015, and first used in commerce at least as early as 12/18/2015, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) PDF of webpage where the mark is used.

Original PDF file:

SPE0-1-20799325-20160419083311836797 . Alzheimer s New Jersey Website.pdf

Converted PDF file(s) (3 pages)

Specimen File1

Specimen File2

Specimen File3

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 044: Geriatric health care management services; Health care; Health care services, namely, Alzheimer's; Providing healthcare information; Providing personalized healthcare and medical information in the nature of Alzheimer's

In International Class 044, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 12/18/2015, and first used in commerce at least as early as 12/18/2015, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) PDF of webpage where the mark is used.

Original PDF file:

SPE0-2-20799325-20160419083311836797 . Alzheimer s New Jersey Website.pdf

Converted PDF file(s) (3 pages)

Specimen File1

Specimen File2

Specimen File3

For informational purposes only, applicant's website address is: www.alznj.org

The applicant's current Attorney Information:

Lisa D. Taylor, Esq. of Inglesino, Webster, Wyciskala & Taylor, LLC

600 Parsippany Road, Suite 204

600 Parsippany Road, Suite 204

Parsippany, New Jersey 07054

United States

973-947-7111(phone)

973-887-2700(fax)

ltaylor@iwt-law.com (not authorized)

The attorney docket/reference number is 857-001.

The applicant's current Correspondence Information:

Lisa D. Taylor, Esq.

Inglesino, Webster, Wyciskala & Taylor, LLC

600 Parsippany Road, Suite 204

600 Parsippany Road, Suite 204

Parsippany, New Jersey 07054

973-947-7111(phone)

973-887-2700(fax)

ltaylor@iwt-law.com (not authorized)

A fee payment in the amount of \$975 has been submitted with the application, representing payment for 3 class(es).

Declaration

The signatory believes that: if the applicant is filing the application under 15 U.S.C. § 1051(a), the applicant is the owner of the trademark/service mark sought to be registered; the applicant is using the mark in commerce on or in connection with the goods/services in the application; the specimen(s) shows the mark as used on or in connection with the goods/services in the application; and/or if the applicant filed an application under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e), the applicant is entitled to use the mark in commerce; the applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the goods/services in the application. The signatory believes that to the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive. The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Declaration Signature

Signature: /Lisa D. Taylor/ Date: 04/19/2016 Signatory's Name: Lisa D. Taylor, Esq.

Signatory's Position: Attorney of Record for Alzheimer's New Jersey, Inc., New Jersey bar member

RAM Sale Number: 87005498 RAM Accounting Date: 04/19/2016

Serial Number: 87005498

Internet Transmission Date: Tue Apr 19 09:12:20 EDT 2016 TEAS Stamp: USPTO/BAS-XXX.XX.XX.X2-201604190912200288

66-87005498-5504b2963bdb94c3824d0339914e d19f9b4dd6a61c8a19a2a28fb0e14c404d41cc-C

C-8127-20160419083311836797







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| Care Consultations | Living With Alzheimer's | Volunteer | Email: info@alznj.org |
|--------------------------------------|-----------------------------------|--------------------|------------------------|
| Respite Care and Wellness | Disease | - | Headquarters Office |
| Program | Legal and Financial Planning | Advocate | 400 Morris Avenue, Sui |
| Family Support Groups | | Other Ways to Give | 251 |
| | Managing Challenging Behaviors | | Denville, NJ 07834 |
| Always Safe | Care for the Caregiver | | 400 Morris Ave |
| Clinical Trial Connections | Care for the Caregiver | | |
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| Program | Legal and Financial Planning | Mayocate | 400 Morris Avenue, Suite |
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EXHIBIT M

Generated on: This page was generated by TSDR on 2020-10-21 21:01:35 EDT

Mark: ALZHEIMER'S NEW JERSEY



US Serial Number: 87797034 Application Filing Feb. 14, 2018

Date:

US Registration 5537559 Registration Date: Aug. 07, 2018

Number:

Filed as TEAS RF: Yes Currently TEAS RF: Yes

Register: Supplemental Mark Type: Service Mark

TM5 Common Status Descriptor:

LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Amended to No Date Amended to Jun. 14, 2018 **Principal Register:**

Current Register:

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

Status Date: Aug. 07, 2018

Mark Information

Mark Literal ALZHEIMER'S NEW JERSEY

Elements:

Standard Character No

Claim:

Mark Drawing 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Type:

Description of The mark consists of a purple background with the word "Alzheimer's" in white in the font Apex Sans Book, all in small letters except

Mark: for the first letter that is capitalized followed by a picture of the outline of the State of New Jersey in white and then followed by the words "New Jersey" in white in the font Apex Sans Book, all in small letters except for the first letter of "New" and the first letter of

"Jersey" which are capitalized.

Color Drawing: Yes

Color(s) Claimed: The color(s) purple and white is/are claimed as a feature of the mark.

Disclaimer: "ALZHEIMER'S"

Design Search 01.17.11 - Maps of states of the United States, excluding Texas

Code(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: Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of a golf event; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services by means of organizing special events for Alzheimer's care and research; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's care and research; Charitable fundraising services, by means of organizing and conducting musical entertainment events featuring food and wine; Charitable fundraising to support Alzheimer's care and research; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's care and research; Memorial fundraising; On-line charitable fundraising

International 036 - Primary Class U.S Class(es): 100, 101, 102

Class(es):

Class Status: ACTIVE Basis: 1(a)

First Use: Feb. 01, 2017 Use in Commerce: Feb. 01, 2017

For: Geriatric health care management services; Health care; Health care services, namely, Alzheimer's; Nursing services in the field of Alzheimer's care and research; Providing healthcare information; Providing personalized healthcare and medical information in the

nature of Alzheimer's care and research

International 044 - Primary Class U.S Class(es): 100, 101

Class(es):

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 01, 2017 Use in Commerce: Feb. 01, 2017

Basis Information (Case Level)

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

Filed No Basis: No

Current Owner(s) Information

Owner Name: Alzheimer's New Jersey

Owner Address: 425 Eagle Rock Avenue, Suite 203

Roseland, NEW JERSEY UNITED STATES 07068

Legal Entity Type: CORPORATION State or Country NEW JERSEY

Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Lisa D. Taylor, Esq.

Attorney Primary Email Address:

Docket Number: 857-001

Attorney Primary Attorney Email Yes
Authorized:

Correspondent

Correspondent LISA D. TAYLOR, ESQ.

Name/Address: INGLESINO, WEBSTER, WYCISKALA & TAYLOR

600 PARSIPPANY ROAD, SUITE 204

PARSIPPANY, NEW JERSEY UNITED STATES 07054

Phone: 973-947-7111 **Fax:** 973-887-2700

Correspondent e- ltaylor@iwt-law.com mail: Correspondent e- Yes mail Authorized:

Domestic Representative - Not Found

Prosecution History

| Date | Description | Proceeding Number |
|---------------|---|----------------------|
| Aug. 07, 2018 | REGISTERED-SUPPLEMENTAL REGISTER | |
| Jul. 03, 2018 | LAW OFFICE PUBLICATION REVIEW COMPLETED | 66213 |
| Jun. 29, 2018 | ASSIGNED TO LIE | 66213 |
| Jun. 18, 2018 | APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER | |
| Jun. 14, 2018 | TEAS/EMAIL CORRESPONDENCE ENTERED | 88889 |
| Jun. 14, 2018 | CORRESPONDENCE RECEIVED IN LAW OFFICE | 88889 |
| Jun. 14, 2018 | TEAS RESPONSE TO OFFICE ACTION RECEIVED | |
| Jun. 06, 2018 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 6325 |
| Jun. 06, 2018 | NON-FINAL ACTION E-MAILED | 6325 |
| Jun. 06, 2018 | NON-FINAL ACTION WRITTEN | 76406 |
| May 30, 2018 | ASSIGNED TO EXAMINER | 76406 |

Feb. 23, 2018 NOTICE OF DESIGN SEARCH CODE E-MAILED

Feb. 22, 2018 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM

Feb. 17, 2018 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. 07, 2018

United States of America United States Patent and Trademark Office



Reg. No. 5,537,559

Registered Aug. 07, 2018

Int. Cl.: 36, 44

Service Mark

Supplemental Register

Alzheimer's New Jersey (NEW JERSEY CORPORATION) 425 Eagle Rock Avenue, Suite 203 Roseland, NEW JERSEY 07068

CLASS 36: Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of a golf event; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services by means of organizing special events for Alzheimer's care and research; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's care and research; Charitable fundraising services, by means of organizing and conducting musical entertainment events featuring food and wine; Charitable fundraising to support Alzheimer's care and research; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's care and research; Memorial fundraising; On-line charitable fundraising

FIRST USE 2-1-2017; IN COMMERCE 2-1-2017

CLASS 44: Geriatric health care management services; Health care; Health care services, namely, Alzheimer's; Nursing services in the field of Alzheimer's care and research; Providing healthcare information; Providing personalized healthcare and medical information in the nature of Alzheimer's care and research

FIRST USE 2-1-2017; IN COMMERCE 2-1-2017

The color(s) purple and white is/are claimed as a feature of the mark.

The mark consists of a purple background with the word "Alzheimer's" in white in the font Apex Sans Book, all in small letters except for the first letter that is capitalized followed by a picture of the outline of the State of New Jersey in white and then followed by the words "New Jersey" in white in the font Apex Sans Book, all in small letters except for the first letter of "New" and the first letter of "Jersey" which are capitalized.

No claim is made to the exclusive right to use the following apart from the mark as shown: "ALZHEIMER'S"

SER. NO. 87-797,034, FILED P.R. 02-14-2018; AM. S.R. 06-14-2018



Endrei Jano

Director of the United States Patent and Trademark Office

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years* What and When to File:

- *First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods* What and When to File:

• You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

*ATTENTION MADRID PROTOCOL REGISTRANTS: The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see http://www.wipo.int/madrid/en/.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at h ttp://www.uspto.gov.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at http://www.uspto.gov.

Page: 2 of 2 / RN # 5537559

Trademark Snap Shot Publication & Issue Review Stylesheet (Table presents the data on Publication & Issue Review Complete)

OVERVIEW

| SERIAL NUMBER | 87797034 | FILING DATE | 02/14/2018 |
|---------------|-----------------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | 08/07/2018 |
| REGISTER | SUPPLEMENTAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | CLYBURN, CARLA DIONNE | L.O. ASSIGNED | 110 |

PUB INFORMATION

| RUN DATE | 07/04/2018 | 07/04/2018 | | | | | |
|----------------------|--------------------------------|--------------------|-----|--|--|--|--|
| PUB DATE | N/A | N/A | | | | | |
| STATUS | 681-PUBLICATION/ISSUE REVIEW C | OMPLETE | | | | | |
| STATUS DATE | 07/03/2018 | | | | | | |
| LITERAL MARK ELEMENT | ALZHEIMER'S NEW JERSEY | | | | | | |
| | | | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | | | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | | | | |
| SECTION 15 | NO | REPUB 12C | N/A | | | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | | | |
| DATE AMEND REG | 06/14/2018 | | | | | | |

FILING BASIS

| FILED BASIS | | CURRENT BASIS | | AMENDED BASIS | |
|-------------|-----|---------------|-----|---------------|----|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | ALZHEIMER'S NEW JERSEY |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | YES |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|---------------------|--|
| NAME | Alzheimer's New Jersey |
| ADDRESS | 425 Eagle Rock Avenue, Suite 203 Roseland, NJ 07068 |
| ENTITY | 03-CORPORATION |
| CITIZENSHIP | New Jersey |
| GOODS AN | D SERVICES |
| INTERNATIONAL CLASS | 036 |
| DESCRIPTION TEXT | Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of a golf event; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services by means of organizing special events for Alzheimer's care and research; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's care and research; Charitable fundraising services, by means of organizing and conducting musical entertainment events featuring food and wine; Charitable fundraising to support Alzheimer's care and research; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's care and research; Memorial fundraising; On-line charitable fundraising |

| Geriatric health care management services; Health care; Health care services, namely, Alzheimer's; Nursing services in the field of Alzheimer's care and research; Providing healthcare information; Providing personalized healthcare and medical information in the nature of Alzheimer's care and research |
|---|
| |
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044

INTERNATIONAL CLASS

| | | G001 | OS AND SERVIC | CES CLASSIFICA | ATION | | |
|------------------------|-----|----------------|---------------|----------------------------------|------------|--------------|----------|
| INTERNATIONAL CLASS | 036 | FIRST USE DATE | 02/01/2017 | FIRST USE IN COMMERCE DATE | 02/01/2017 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 044 | FIRST USE DATE | 02/01/2017 | FIRST USE IN COMMERCE DATE | 02/01/2017 | CLASS STATUS | 6-ACTIVE |

| MISCELLANEOUS INFORMATION/STATEMENTS | | | | | | |
|--------------------------------------|--|--|--|--|--|--|
| CHANGE IN REGISTRATION | NO | | | | | |
| COLORS CLAIMED STATEMENT | The color(s) purple and white is/are claimed as a feature of the mark. | | | | | |
| DISCLAIMER W/PREDETER TXT | "ALZHEIMER'S" | | | | | |
| DESCRIPTION OF MARK | The mark consists of a purple background with the word "Alzheimer's" in white in the font Apex Sans Book, all in small letters except for the first letter that is capitalized followed by a picture of the outline of the State of New Jersey in white and then followed by the words "New Jersey" in white in the font Apex Sans Book, all in small letters except for the first letter of "New" and the first letter of "Jersey" which are capitalized. | | | | | |

| PROSECUTION HISTORY | | | | | | |
|---------------------|--------|----------|---|---------|--|--|
| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM | | |
| 07/03/2018 | PREV | 0 | LAW OFFICE PUBLICATION REVIEW COMPLETED | 013 | | |
| 06/29/2018 | ALIE | Α | ASSIGNED TO LIE | 012 | | |
| 06/18/2018 | CNTA | 0 | APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER | 011 | | |
| 06/14/2018 | TEME | ı | TEAS/EMAIL CORRESPONDENCE ENTERED | 010 | | |

| 06/14/2018 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 009 |
|------------|------|---|--|-----|
| 06/14/2018 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 008 |
| 06/06/2018 | GNRN | 0 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 007 |
| 06/06/2018 | GNRT | F | NON-FINAL ACTION E-MAILED | 006 |
| 06/06/2018 | CNRT | R | NON-FINAL ACTION WRITTEN | 005 |
| 05/30/2018 | DOCK | D | ASSIGNED TO EXAMINER | 004 |
| 02/23/2018 | MDSC | E | NOTICE OF DESIGN SEARCH CODE E-MAILED | 003 |
| 02/22/2018 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 02/17/2018 | NWAP | I | NEW APPLICATION ENTERED IN TRAM | 001 |
| | | | | |

ATTORNEY Lisa D. Taylor, Esq. CORRESPONDENCE ADDRESS LISA D. TAYLOR, ESQ. INGLESINO, WEBSTER, WYCISKALA & TAYLOR 600 PARSIPPANY ROAD, SUITE 204 PARSIPPANY, NJ 07054

NONE

DOMESTIC REPRESENTATIVE

Trademark Snap Shot Publication Stylesheet (Table presents the data on Publication Approval)

OVERVIEW

| SERIAL NUMBER | 87797034 | FILING DATE | 02/14/2018 |
|---------------|-----------------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | SUPPLEMENTAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | CLYBURN, CARLA DIONNE | L.O. ASSIGNED | 110 |

PUB INFORMATION

| RUN DATE | 06/19/2018 | 06/19/2018 | | | |
|----------------------|------------------------------|------------------------------|-----|--|--|
| PUB DATE | N/A | N/A | | | |
| STATUS | 680-APPROVED FOR PUBLICATION | 680-APPROVED FOR PUBLICATION | | | |
| STATUS DATE | 06/18/2018 | 06/18/2018 | | | |
| LITERAL MARK ELEMENT | ALZHEIMER'S NEW JERSEY | ALZHEIMER'S NEW JERSEY | | | |
| | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | | |
| SECTION 15 | NO | REPUB 12C | N/A | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | |
| DATE AMEND REG | 06/14/2018 | | | | |

FILING BASIS

| FILED | BASIS | CURREN | IT BASIS | AMENDE | ED BASIS |
|----------|-------|----------|----------|--------|----------|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | ALZHEIMER'S NEW JERSEY |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | YES |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|------------------|--|
| NAME | Alzheimer's New Jersey |
| ADDRESS | 425 Eagle Rock Avenue, Suite 203 Roseland, NJ 07068 |
| ENTITY | 03-CORPORATION |
| CITIZENSHIP | New Jersey |
| GOODS ANI | D SERVICES 036 |
| DESCRIPTION TEXT | Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of a golf event; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services by means of organizing special events for Alzheimer's care and research; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's care and research; Charitable fundraising services, by means of organizing and conducting musical entertainment events featuring food and wine; Charitable fundraising to support Alzheimer's care and research; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's care and research; Memorial fundraising; On-line charitable fundraising |

044

Geriatric health care management services; Health care; Health care services, namely, Alzheimer's; Nursing services in the field of Alzheimer's care and research; Providing healthcare information; Providing personalized healthcare and medical

ENT NUM

011

010

009

800

information in the nature of Alzheimer's care and research

INTERNATIONAL CLASS

DATE

06/18/2018

06/14/2018

06/14/2018

06/14/2018

ENT CD

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ENT TYPE

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DESCRIPTION

APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER

TEAS/EMAIL CORRESPONDENCE ENTERED

CORRESPONDENCE RECEIVED IN LAW OFFICE

TEAS RESPONSE TO OFFICE ACTION RECEIVED

DESCRIPTION TEXT

| GOODS AND SERVICES CLASSIFICATION | | | | | | | |
|---|------------|----------------|------------|----------------------------------|--------------------------|--------------|----------|
| INTERNATIONAL CLASS | 036 | FIRST USE DATE | 02/01/2017 | FIRST USE IN COMMERCE DATE | 02/01/2017 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 044 | FIRST USE DATE | 02/01/2017 | FIRST USE IN COMMERCE DATE | 02/01/2017 | CLASS STATUS | 6-ACTIVE |
| MISCELLANEOUS INFORMATION/STATEMENTS | | | | | | | |
| CHANGE IN REGIS | TRATION | | | NO | | | |
| COLORS CLAIMED STATEMENT The color(s) purple and white is/are claimed as a feature | | | | | ed as a feature of the r | nark. | |
| DISCLAIMER W/PR | EDETER TXT | | | "ALZHEIMER'S" | | | |
| DESCRIPTION OF MARK The mark consists of a purple background with the word "Alzheimer's" in white in the font Apex Sans Book, all in small letters except for the first letter that is capitalized followed by a picture of the outline of the State of New Jersey in white and then followed by the words "New Jersey" in white in the font Apex Sans Book, all in small letters except for the first letter of New and the first letter of Jersey which are capitalized. | | | | | | | |
| PROSECUTION HISTORY | | | | | | | |

| 06/06/2018 | GNRN | 0 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 007 |
|------------|------|---|--|-----|
| 06/06/2018 | GNRT | F | NON-FINAL ACTION E-MAILED | 006 |
| 06/06/2018 | CNRT | R | NON-FINAL ACTION WRITTEN | 005 |
| 05/30/2018 | DOCK | D | ASSIGNED TO EXAMINER | 004 |
| 02/23/2018 | MDSC | E | NOTICE OF DESIGN SEARCH CODE E-MAILED | 003 |
| 02/22/2018 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 02/17/2018 | NWAP | ı | NEW APPLICATION ENTERED IN TRAM | 001 |

CURRENT CORRESPONDENCE INFORMATION

| ATTORNEY | Lisa D. Taylor, Esq. |
|-------------------------|---|
| CORRESPONDENCE ADDRESS | LISA D. TAYLOR, ESQ. INGLESINO, WEBSTER, WYCISKALA & TAYLOR 600 PARSIPPANY ROAD, SUITE 204 PARSIPPANY, NJ 07054 |
| DOMESTIC REPRESENTATIVE | NONE |

Alzheimer's New Jersey

Trademark Snap Shot Amendment & Mail Processing Stylesheet (Table presents the data on Amendment & Mail Processing Complete)

OVERVIEW

| SERIAL NUMBER | 87797034 | FILING DATE | 02/14/2018 |
|---------------|-----------------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | SUPPLEMENTAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | CLYBURN, CARLA DIONNE | L.O. ASSIGNED | 110 |

PUB INFORMATION

| RUN DATE | 06/15/2018 | 06/15/2018 | | | | |
|----------------------|------------------------------|--------------------|-----|--|--|--|
| PUB DATE | N/A | | | | | |
| STATUS | 661-RESPONSE AFTER NON-FINAL | -ACTION-ENTERED | | | | |
| STATUS DATE | 06/14/2018 | | | | | |
| LITERAL MARK ELEMENT | ALZHEIMER'S NEW JERSEY | | | | | |
| | | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | | | |
| SECTION 15 | NO | NO REPUB 12C N/A | | | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | | |
| DATE AMEND REG | 06/14/2018 | | | | | |

FILING BASIS

| FILED BASIS | | CURREN | IT BASIS | AMENDED BASIS | |
|-------------|-----|----------|----------|---------------|----|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | ALZHEIMER'S NEW JERSEY |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | YES |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|---------------------|--|
| NAME | Alzheimer's New Jersey |
| ADDRESS | 425 Eagle Rock Avenue, Suite 203 Roseland, NJ 07068 |
| ENTITY | 03-CORPORATION |
| CITIZENSHIP | New Jersey |
| | GOODS AND SERVICES |
| INTERNATIONAL CLASS | 036 |
| DESCRIPTION TEXT | Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of a golf event; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services by means of organizing special events for Alzheimer's care and research; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's care and research; Charitable fundraising services, by means of organizing and conducting musical entertainment events featuring food and wine; Charitable fundraising to support Alzheimer's care and research; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's care and research; Memorial fundraising; On-line charitable fundraising |
| INTERNATIONAL CLASS | 044 |
| DESCRIPTION TEXT | Geriatric health care management services; Health care; Health care services, namely, Alzheimer's; Nursing services in the field of Alzheimer's care and research; |

Providing healthcare information; Providing personalized healthcare and medical

ENT NUM

010

009

800

007

information in the nature of Alzheimer's care and research

| | GOODS AND SERVICES CLASSIFICATION | | | | | | |
|---|-----------------------------------|----------------|------------|----------------------------------|------------|--------------|----------|
| INTERNATIONAL CLASS | 036 | FIRST USE DATE | 02/01/2017 | FIRST USE IN COMMERCE DATE | 02/01/2017 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 044 | FIRST USE DATE | 02/01/2017 | FIRST USE IN COMMERCE DATE | 02/01/2017 | CLASS STATUS | 6-ACTIVE |
| MISCELLANEOUS INFORMATION/STATEMENTS | | | | | | | |
| CHANGE IN REGIS | TRATION | | | NO | | | |
| COLORS CLAIMED STATEMENT The color(s) purple and white is/are claimed as a feature of the mark. | | | | | | mark. | |
| DISCLAIMER W/PR | EDETER TXT | | | "ALZHEIMER'S" | | | |
| DESCRIPTION OF MARK The mark consists of a purple background with the word "Alzheimer's" in white in the font Apex Sans Book, all in small letters except for the first letter that is capitalized followed by a picture of the outline of the State of New Jersey in white and then followed by the words "New Jersey" in white in the font Apex Sans Book, all in small letters except for the first letter of New and the first letter of Jersey which are capitalized. | | | | | | | |
| PROSECUTION HISTORY | | | | | | | |

ENT TYPE

1

1

1

0

DESCRIPTION

TEAS/EMAIL CORRESPONDENCE ENTERED

CORRESPONDENCE RECEIVED IN LAW OFFICE

TEAS RESPONSE TO OFFICE ACTION RECEIVED

NOTIFICATION OF NON-FINAL ACTION E-MAILED

ENT CD

TEME

CRFA

TROA

GNRN

DATE

06/14/2018

06/14/2018

06/14/2018

06/06/2018

| 06/06/2018 | GNRT | F | NON-FINAL AC | 006 | | | | |
|-------------------------|------------------------------------|---|--|--|-----|--|--|--|
| 06/06/2018 | CNRT | R | NON-FINAL AC | NON-FINAL ACTION WRITTEN | | | | |
| 05/30/2018 | DOCK | D | ASSIGNED TO | EXAMINER | 004 | | | |
| 02/23/2018 | MDSC | E | NOTICE OF DE | SIGN SEARCH CODE E-MAILED | 003 | | | |
| 02/22/2018 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM 002 | | | | | |
| 02/17/2018 | NWAP | I | NEW APPLICATION ENTERED IN TRAM | | | | | |
| | CURRENT CORRESPONDENCE INFORMATION | | | | | | | |
| ATTORNEY | | | | Lisa D. Taylor, Esq. | | | | |
| CORRESPONDENCE ADDRESS | | | | LISA D. TAYLOR, ESQ. INGLESINO, WEBSTER, WYCISKALA & TAYLOR 600 PARSIPPANY ROAD, SUITE 204 PARSIPPANY, NJ 07054 | | | | |
| DOMESTIC REPRESENTATIVE | | | | NONE | | | | |

Alzheimer's New Jersey

Response to Office Action

The table below presents the data as entered.

| Input Field | Entered |
|---|--|
| SERIAL NUMBER | 87797034 |
| LAW OFFICE ASSIGNED | LAW OFFICE 110 |
| MARK SECTION | |
| MARK FILE NAME | https://tmng-al.uspto.gov/resting2/api/img/87797034/large |
| LITERAL ELEMENT | ALZHEIMER'S NEW JERSEY |
| STANDARD CHARACTERS | NO |
| USPTO-GENERATED IMAGE | NO |
| COLOR(S) CLAIMED (If applicable) | The color(s) purple and white is/are claimed as a feature of the mark. |
| DESCRIPTION OF THE MARK (and Color Location, if applicable) | The mark consists of a purple background with the word "Alzheimer's" in white in the font Apex Sans Book, all in small letters except for the first letter that is capitalized followed by a picture of the outline of the State of New Jersey in white and then followed by the words "New Jersey" in white in the font Apex Sans Book, all in small letters except for the first letter of New and the first letter of Jersey which are capitalized. |
| ADDITIONAL STATEMENTS SECTION | |
| DISCLAIMER | No claim is made to the exclusive right to use Alzheimer's apart from the mark as shown. |
| SUPPLEMENTAL REGISTER | The applicant seeks registration of the mark on the Supplemental Register (i.e., a change of the words 'Principal Register' to 'Supplemental Register'). |
| SIGNATURE SECTION | |
| RESPONSE SIGNATURE | /Lisa D. Taylor/ |
| SIGNATORY'S NAME | Lisa D. Taylor, Esq. |
| SIGNATORY'S POSITION | Attorney of Record for Alzheimer's New Jersey, Inc., New Jersey Bar Member |
| SIGNATORY'S PHONE NUMBER | 973-947-7111 |
| DATE SIGNED | 06/14/2018 |
| AUTHORIZED SIGNATORY | YES |
| FILING INFORMATION SECTION | |
| SUBMIT DATE | Thu Jun 14 10:26:28 EDT 2018 |
| TEAS STAMP | USPTO/ROA-XXX.XX.XX.X2-201 80614102628141120-8779703 4-61032dc7ed0bc533b127fdf db54bae310a91032fe35d7381 57f78d27a24e6c1-N/A-N/A-2 0180614102028718164 |

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number.

PTO Form 1957 (Rev 10/2011

OMB No. 0651-0050 (Exp 09/20/2020)

Response to Office Action

To the Commissioner for Trademarks:

Application serial no. **87797034** ALZHEIMER'S NEW JERSEY (Stylized and/or with Design, see https://tmng-al.uspto.gov/resting2/api/img/87797034/large) has been amended as follows:

ADDITIONAL STATEMENTS

Disclaimer

No claim is made to the exclusive right to use Alzheimer's apart from the mark as shown.

Supplemental Register

The applicant seeks registration of the mark on the Supplemental Register (i.e., a change of the words 'Principal Register' to 'Supplemental Register').

SIGNATURE(S)

Response Signature

Signature: /Lisa D. Taylor/ Date: 06/14/2018

Signatory's Name: Lisa D. Taylor, Esq.

Signatory's Position: Attorney of Record for Alzheimer's New Jersey, Inc., New Jersey Bar Member

Signatory's Phone Number: 973-947-7111

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the owner's/holder's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the owner/holder in this matter: (1) the owner/holder has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the owner/holder has filed a power of attorney appointing him/her in this matter; or (4) the owner's/holder's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

Serial Number: 87797034

Internet Transmission Date: Thu Jun 14 10:26:28 EDT 2018 TEAS Stamp: USPTO/ROA-XXX.XX.XX.XX.201806141026281411 20-87797034-61032dc7ed0bc533b127fdfdb54b ae310a91032fe35d738157f78d27a24e6c1-N/A-

N/A-20180614102028718164

To: Alzheimer's New Jersey (ltaylor@iwt-law.com)

U.S. TRADEMARK APPLICATION NO. 87797034 - ALZHEIMER'S NEW JERSEY - 857-001 **Subject:**

Sent: 6/6/2018 10:07:28 PM

Sent As: ECOM110@USPTO.GOV

Attachments: Attachment - 1

> Attachment - 2 Attachment - 3 Attachment - 4 Attachment - 5 Attachment - 6 Attachment - 7 Attachment - 8

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

U.S. APPLICATION **SERIAL NO.** 87797034

MARK: ALZHEIMER'S

NEW JERSEY

87797034

CORRESPONDENT

ADDRESS:

LISA D. TAYLOR,

ESQ.

CLICK HERE TO RESPOND TO THIS

LETTER:

INGLESINO,

 $\underline{http://www.uspto.gov/trademarks/teas/response_forms.jsp}$

WEBSTER, WYCISKALA & **TAYLOR**

VIEW YOUR APPLICATION FILE

600 PARSIPPANY ROAD, SUITE 204

PARSIPPANY, NJ

07054

APPLICANT:

Alzheimer's New Jersey

CORRESPONDENT'S REFERENCE/DOCKET

NO:

857-001

CORRESPONDENT E-MAIL ADDRESS:

ltaylor@iwt-law.com

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW. A RESPONSE TRANSMITTED THROUGH THE TRADEMARK ELECTRONIC APPLICATION SYSTEM (TEAS) MUST BE RECEIVED BEFORE MIDNIGHT **EASTERN TIME** OF THE LAST DAY OF THE RESPONSE PERIOD.

ISSUE/MAILING DATE: 6/6/2018

TEAS PLUS OR TEAS REDUCED FEE (TEAS RF) APPLICANTS - TO MAINTAIN LOWER FEE, ADDITIONAL

REQUIREMENTS MUST BE MET, INCLUDING SUBMITTING DOCUMENTS ONLINE: Applicants who filed their application online using the lower-fee TEAS Plus or TEAS RF application form must (1) file certain documents online using TEAS, including responses to Office actions (see TMEP §§819.02(b), 820.02(b) for a complete list of these documents); (2) maintain a valid e-mail correspondence address; and (3) agree to receive correspondence from the USPTO by e-mail throughout the prosecution of the application. *See* 37 C.F.R. §§2.22(b), 2.23(b); TMEP §§819, 820. TEAS Plus or TEAS RF applicants who do not meet these requirements must submit an additional processing fee of \$125 per class of goods and/or services. 37 C.F.R. §§2.6(a)(1)(v), 2.22(c), 2.23(c); TMEP §§819.04, 820.04. However, in certain situations, TEAS Plus or TEAS RF applicants may respond to an Office action by authorizing an examiner's amendment by telephone or e-mail without incurring this additional fee.

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62, 2.65(a); TMEP §§711, 718.03.

SEARCH RESULTS

The Office records have been searched and there are no similar registered or pending marks that would bar registration under Trademark Act Section 2(d), 15 U.S.C. §1052(d). TMEP §704.02.

SUMMARY OF ISSUES:

- 2e(2) Primarily Geographically Descriptive
- Supplemental Suggestion
- Generic Advisory

SECTION 2(e)(2) REFUSAL – PRIMARILY GEOGRAPHICALLY DESCRIPTIVE

Registration is refused because the applied-for mark is primarily geographically descriptive of the origin of applicant's goods and/or services. Trademark Act Section 2(e)(2), 15 U.S.C. \$1052(e)(2); see TMEP §\$1210, 1210.01(a).

The attached evidence form Merriam-Webster.com indicates that New Jersey is a state in eastern U.S.

A mark is primarily geographically descriptive when the following is demonstrated:

- (1) The primary significance of the mark is a generally known geographic place or location;
- (2) The goods and/or services for which applicant seeks registration originate in the geographic place identified in the mark; and
- (3) Purchasers would be likely to make a goods-place or services-place association; that is, purchasers would be likely to believe that the goods and/or services originate in the geographic place identified in the mark.

TMEP \$1210.01(a); see In re Societe Generale des Eaux Minerales de Vittel S.A., 824 F.2d 957, 959, 3 USPQ2d 1450, 1452 (Fed. Cir. 1987); In re Hollywood Lawyers Online, 110 USPQ2d 1852, 1853 (TTAB 2014).

The addition of generic or highly descriptive wording to a geographic word or term does not diminish that geographic word or term's primary geographic significance. TMEP §1210.02(c)(ii); *see, e.g., In re Hollywood Lawyers Online*, 110 USPQ2d 1852, 1853-54 (TTAB 2014) (holding HOLLYWOOD LAWYERS ONLINE primarily geographically descriptive of attorney referrals, online business information, and an online business directory); *In re Cheezwhse.com, Inc.*, 85 USPQ2d 1917, 1920 (TTAB 2008) (holding NORMANDIE CAMEMBERT primarily geographically descriptive of cheese).

An accurate picture or design of geographically descriptive matter and the word or words that describe the design are legal equivalents. *See In re Can. Dry Ginger Ale, Inc.*, 86 F.2d 830, 832, 32 USPQ 49, 50 (C.C.P.A. 1936) (holding a map of Canada equivalent to the word "Canada" and primarily geographically descriptive of applicant's soft drinks); *East Tenn. Packing Co. v. Armour & Co.*, 102 USPQ 425, 426 (Chief Exam'r 1954) (finding a map of Tennessee equivalent to the word "Tennessee"); TMEP §1210.02(a).

SUPPLEMENTAL REGISTER

The applied-for mark has been refused registration on the Principal Register. Applicant may respond to the refusal by submitting evidence and arguments in support of registration and/or by amending the application to seek registration on the Supplemental Register. *See* 15 U.S.C. §1091; 37 C.F.R. §§2.47, 2.75(a); TMEP §§801.02(b), 816. Amending to the Supplemental Register does not preclude applicant from submitting evidence and arguments against the refusal(s). TMEP §816.04.

GENERIC ADVISORY

Applicant is advised that, if the application is amended to seek registration on the Supplemental Register, applicant will be required to disclaim "ALZHEIMER'S" because such wording appears to be generic in the context of applicant's goods and/or services. *See* 15 U.S.C. §1056(a); *In re Wella Corp.*, 565 F.2d 143, 144, 196 USPQ 7, 8 (C.C.P.A. 1977); *In re Creative Goldsmiths of Wash.*, *Inc.*, 229 USPQ 766, 768 (TTAB 1986); TMEP §1213.03(b).

The following is the standardized format for a disclaimer:

No claim is made to the exclusive right to use "ALZHEIMER'S" apart from the mark as shown.

TMEP §1213.08(a)(i).

TEAS RESPONSE GUIDELINES

To expedite prosecution of the application, applicant is encouraged to file its response to this Office action online via the Trademark Electronic Application System (TEAS), which is available at http://www.uspto.gov/trademarks/teas/index.jsp. If applicant has technical questions about the TEAS response to Office action form, applicant can review the electronic filing tips available online at http://www.uspto.gov/trademarks/teas/e_filing_tips.jsp and e-mail technical questions to TEAS@uspto.gov.

If applicant has questions regarding this Office action, please telephone or e-mail the assigned trademark examining attorney. All relevant e-mail communications will be placed in the official application record; however, an e-mail communication will not be accepted as a response to this Office action and will not extend the deadline for filing a proper response. *See* 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05. Further, although the trademark examining attorney may provide additional explanation pertaining to the refusal(s) and/or requirement(s) in this Office action, the trademark examining attorney may not provide legal advice or statements about applicant's rights. *See* TMEP §§705.02, 709.06.

/C. Dionne Clyburn/

C. Dionne Clyburn

Trademark Examining Attorney

Law Office 110

571-272-9358

dionne.clyburn@uspto.gov

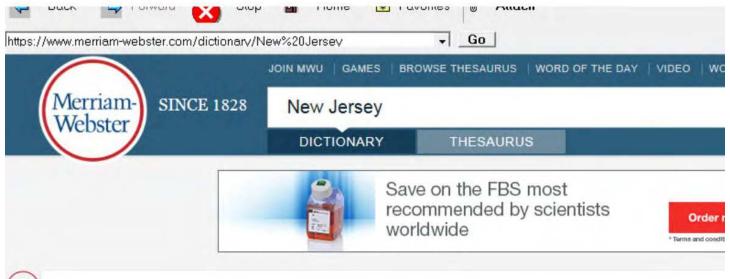
TO RESPOND TO THIS LETTER: Go to http://www.uspto.gov/trademarks/teas/response_forms.jsp. Please wait 48-72 hours from the issue/mailing date before using the Trademark Electronic Application System (TEAS), to allow for necessary system updates of the application. For technical assistance with online forms, e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned trademark examining attorney. E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.

All informal e-mail communications relevant to this application will be placed in the official application record.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at http://tsdr.uspto.gov/. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at TrademarkAssistanceCenter@uspto.gov or call 1-800-786-9199. For more information on checking status, see http://www.uspto.gov/trademarks/process/status/.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at http://www.uspto.gov/trademarks/teas/correspondence.jsp.









New Jersey

geographical name

Definition of NEW JERSEY



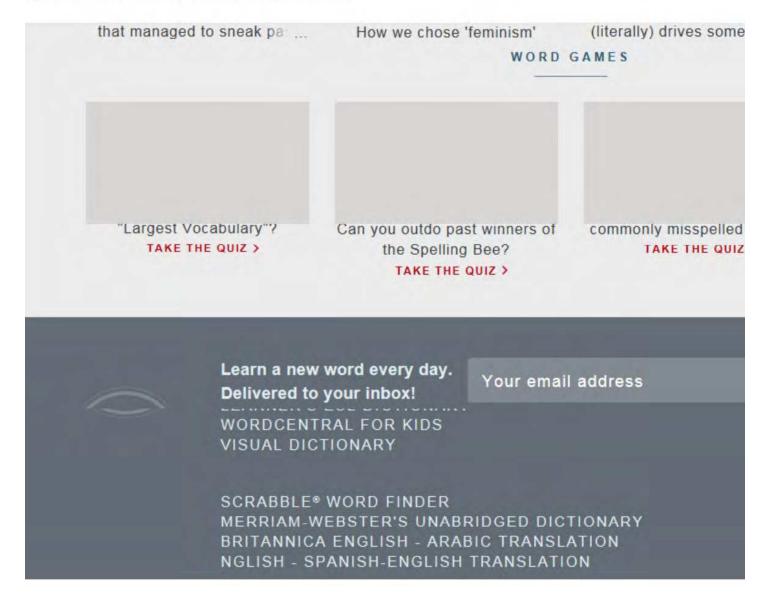


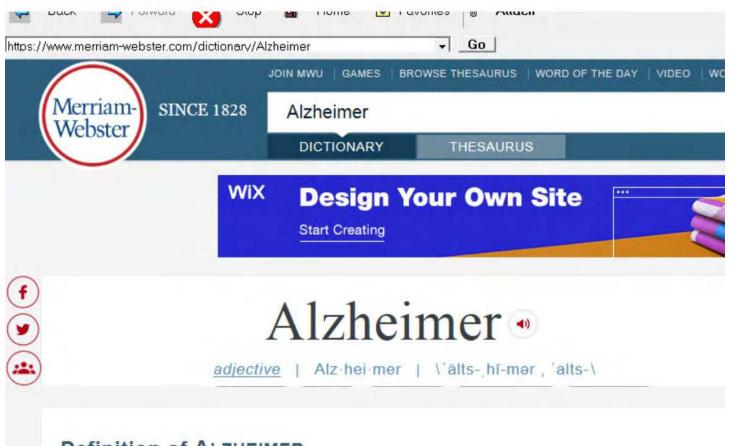


state in the eastern U.S. bordering on Lower New York Bay, Delaware Bay, and the Atlantic Ocean and separated from Pennsylvania and Delaware by the Delaware River; capital Trenton area 7787 square miles (20,168 square kilometers), population 8,791,894



Love words? Need even more definit WORDS AT PLAY 10 Words from Pennsylvania The Strange Story of The Problems with 'Lumber' German People have issues Don't be a 'snallygaster' More than its raw materials **Ghost Word** 2017 Word of the Year: Literally Behind the Scenes The story of an imaginary word How to use a word





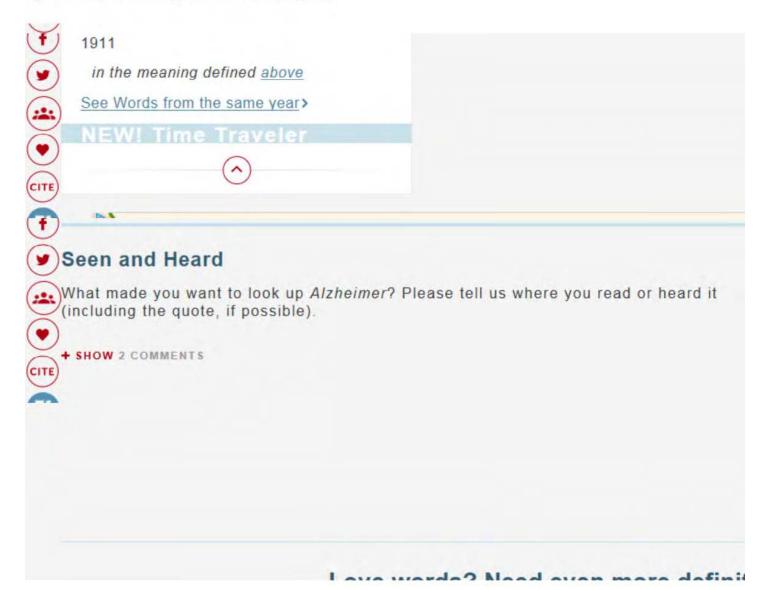
Definition of ALZHEIMER



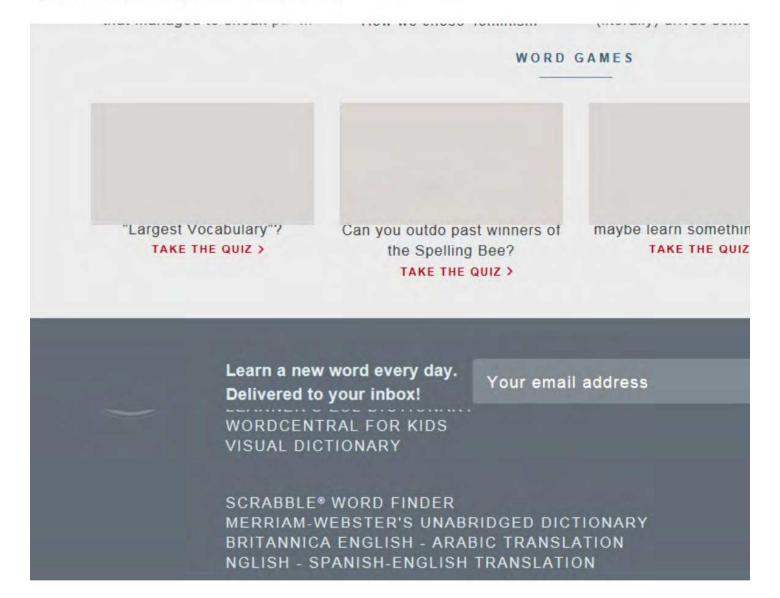
: of, relating to, used in, or affected by Alzheimer's disease - an Alzheimer patient



 Researchers in the U.S. are also involved in the guest for Alzheimer biomarkers. —Gauta Naik



Love words? Need even more definit WORDS AT PLAY The Strange Story of 10 Words from Pennsylvania The Problems with 'Lumber' German People have issues Don't be a 'snallygaster' More than its raw materials **Ghost Word** 2017 Word of the Year: Literally Behind the Scenes The story of an imaginary word How to use a word (literally) drives some that managed to sneak pa ... How we chose 'feminism'



To: Alzheimer's New Jersey (ltaylor@iwt-law.com)

Subject: U.S. TRADEMARK APPLICATION NO. 87797034 - ALZHEIMER'S NEW JERSEY - 857-001

Sent: 6/6/2018 10:07:30 PM Sent As: ECOM110@USPTO.GOV

Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

IMPORTANT NOTICE REGARDING YOUR U.S. TRADEMARK APPLICATION

USPTO OFFICE ACTION (OFFICIAL LETTER) HAS ISSUED

ON 6/6/2018 FOR U.S. APPLICATION SERIAL NO. 87797034

Please follow the instructions below:

(1) TO READ THE LETTER: Click on this <u>link</u> or go to http://tsdr.uspto.gov, enter the U.S. application serial number, and click on "Documents."

The Office action may not be immediately viewable, to allow for necessary system updates of the application, but will be available within 24 hours of this e-mail notification.

(2) TIMELY RESPONSE IS REQUIRED: Please carefully review the Office action to determine (1) how to respond, and (2) the applicable response time period. Your response deadline will be calculated from 6/6/2018 (or sooner if specified in the Office action). A response transmitted through the Trademark Electronic Application System (TEAS) must be received before midnight Eastern Time of the last day of the response period. For information regarding response time periods, see http://www.uspto.gov/trademarks/process/status/responsetime.jsp.

Do NOT hit "Reply" to this e-mail notification, or otherwise e-mail your response because the USPTO does NOT accept e-mails as responses to Office actions. Instead, the USPTO recommends that you respond online using the TEAS response form located at http://www.uspto.gov/trademarks/teas/response_forms.jsp.

(3) **QUESTIONS:** For questions about the contents of the Office action itself, please contact the assigned trademark examining attorney. For *technical* assistance in accessing or viewing the Office action in the Trademark Status and Document Retrieval (TSDR) system, please e-mail TSDR@uspto.gov.

WARNING

Failure to file the required response by the applicable response deadline will result in the ABANDONMENT of your application. For

more information regarding abandonment, see http://www.uspto.gov/trademarks/basics/abandon.jsp.

PRIVATE COMPANY SOLICITATIONS REGARDING YOUR APPLICATION: Private companies **not** associated with the USPTO are using information provided in trademark applications to mail or e-mail trademark-related solicitations. These companies often use names that closely resemble the USPTO and their solicitations may look like an official government document. Many solicitations require that you pay "fees."

Please carefully review all correspondence you receive regarding this application to make sure that you are responding to an official document from the USPTO rather than a private company solicitation. All <u>official</u> USPTO correspondence will be mailed only from the "United States Patent and Trademark Office" in Alexandria, VA; or sent by e-mail from the domain "@uspto.gov." For more information on how to handle private company solicitations, see http://www.uspto.gov/trademarks/solicitation_warnings.jsp.

From: TMDesignCodeComments

Sent: Friday, February 23, 2018 00:25 AM

To: Itaylor@iwt-law.com

Subject: Official USPTO Notice of Design Search Code: U.S. Trademark SN: 87797034: ALZHEIMER'S NEW JERSEY (Stylized/Design): Docket/Reference

No. 857-001

Docket/Reference Number: 857-001

The USPTO has assigned design search codes to your application (U.S. serial number: 87797034).

Design search codes assigned to your application:

01.17.11 - Maps of states of the United States, excluding Texas

If you would like to request that we add or delete a design search code, please email Through your name, application serial number, a list of design search codes you would like to add or delete, and a brief justification. We will process your request within two business days. If we approve your request, the updated list of design search codes will appear in our Trademark Status and Document Retrieval (TSDR) database, accessible at https://tsdr.uspto.gov/, under the "Mark Information" tab.

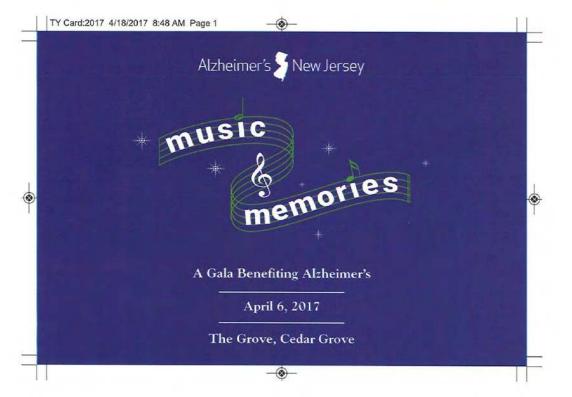
Design search codes are numerical codes we assign to the prominent features of your mark's design. We call these features "design elements." A design element can be any component of your mark that is not a word, such as a depiction of a star or a flower. Assigning design search codes to your mark helps us more effectively search our database for marks that may conflict with yours. Design search codes have no legal significance and will not appear on the registration certificate.

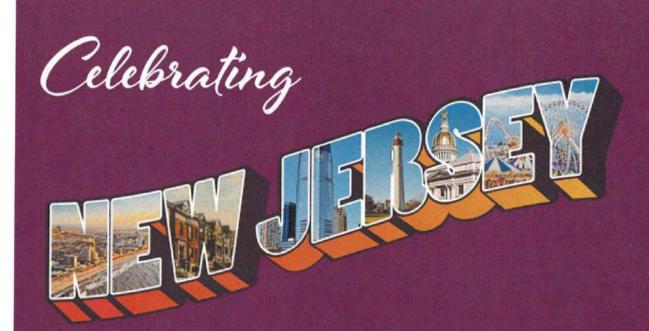
For more information about design search codes, including why and how we use them and information on adding or deleting design search codes from your application, please visit our design search code webpage at http://www.uspto.gov/DesignSearchCodes. For a list of design search codes, see the design search code manual at http://tess2.uspto.gov/tmdb/dscm/index.htm.

For questions, please call 1-800-786-9199 (option 1) to speak to a Customer Service representative in the Trademark Assistance Center. Please visit http://www.uspto.gov/TrademarkAssistance for additional information about the Trademark Assistance Center.

This notice will be available in TSDR in one business day.

Alzheimer's New Jersey



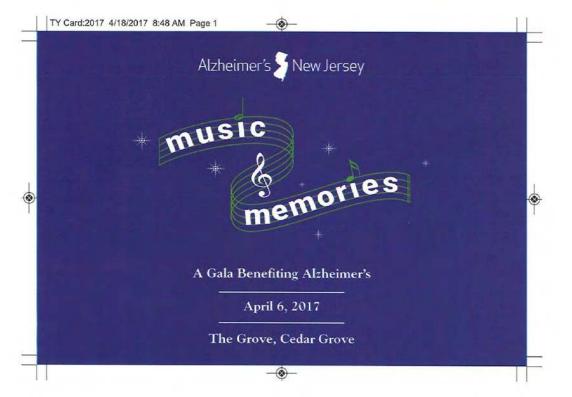


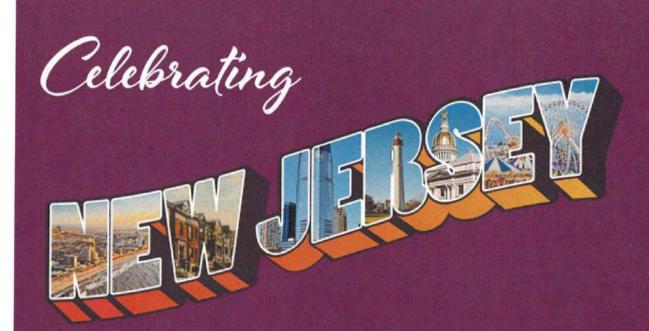
THURSDAY, MAY 3, 2018
THE GROVE, CEDAR GROVE

A Gala Benefitting

Alzheimer's New Jersey

Alzheimer's New Jersey
www.alznj.org
888-280-6055





THURSDAY, MAY 3, 2018
THE GROVE, CEDAR GROVE

A Gala Benefitting

Alzheimer's New Jersey

Alzheimer's New Jersey
www.alznj.org
888-280-6055

Trademark/Service Mark Application, Principal Register

Serial Number: 87797034 Filing Date: 02/14/2018

The table below presents the data as entered.

| Input Field | Entered | |
|--|--|--|
| SERIAL NUMBER | 87797034 | |
| MARK INFORMATION | | |
| *MARK | \\TICRS\EXPORT17\IMAGEOUT 17\877\970\87797034\xml1\ RFA0002.JPG | |
| SPECIAL FORM | YES | |
| USPTO-GENERATED IMAGE | NO | |
| LITERAL ELEMENT | Alzheimer's New Jersey | |
| COLOR MARK | YES | |
| COLOR(S) CLAIMED (If applicable) | The color(s) purple and white is/are claimed as a feature of the mark. | |
| *DESCRIPTION OF THE MARK (and Color Location, if applicable) | The mark consists of a purple background with the word "Alzheimer's" in white in the font Apex Sans Book, all in small letters except for the first letter that is capitalized followed by a picture of the outline of the State of New Jersey in white and then followed by the words "New Jersey" in white in the font Apex Sans Book, all in small letters except for the first letter of New and the first letter of Jersey which are capitalized. | |
| PIXEL COUNT ACCEPTABLE | YES | |
| PIXEL COUNT | 850 x 275 | |
| REGISTER | Principal | |
| APPLICANT INFORMATION | | |
| *OWNER OF MARK | Alzheimer's New Jersey | |
| *STREET | 425 Eagle Rock Avenue, Suite 203 | |
| *CITY | Roseland | |
| *STATE (Required for U.S. applicants) | New Jersey | |
| *COUNTRY | United States | |
| *ZIP/POSTAL CODE (Required for U.S. and certain international addresses) | 07068 | |
| PHONE | 973-586-4300 | |
| FAX | 973-586-4342 | |
| WEBSITE ADDRESS | www.alznj.org | |
| LEGAL ENTITY INFORMATION | | |
| ТҮРЕ | corporation | |
| STATE/COUNTRY OF INCORPORATION | New Jersey | |

| INTERNATIONAL CLASS | 036 |
|--------------------------------|--|
| *IDENTIFICATION | Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of a golf event; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services by means of organizing special events for Alzheimer's care and research; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's care and research; Charitable fundraising services, by means of organizing and conducting musical entertainment events featuring food and wine; Charitable fundraising to support Alzheimer's care and research; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's care and research; Memorial fundraising; On-line charitable fundraising |
| FILING BASIS | SECTION 1(a) |
| FIRST USE ANYWHERE DATE | At least as early as 02/01/2017 |
| FIRST USE IN COMMERCE DATE | At least as early as 02/01/2017 |
| SPECIMEN FILE NAME(S) | |
| ORIGINAL PDF FILE | SPE0-20799325-20180214103212403644 . 2017 gala invite purple and white logo.pdf |
| CONVERTED PDF FILE(S) (1 page) | \\TICRS\EXPORT17\IMAGEOUT17\877\970\87797034\xml1\RFA0003.JPG |
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| CONVERTED PDF FILE(S) (1 page) | \\TICRS\EXPORT17\IMAGEOUT17\877\970\87797034\xml1\RFA0004.JPG |
| ORIGINAL PDF FILE | SPE0-20799325-20180214103212403644 ALZNJ_logo_purple_and_white_bag.pdf |
| CONVERTED PDF FILE(S) (1 page) | \\TICRS\EXPORT17\IMAGEOUT17\877\970\87797034\xml1\RFA0005.JPG |
| SPECIMEN DESCRIPTION | PDF of 2017 and 2018 Gala Announcements and a picture of a tote bag distributed by Alzheimer's New Jersey at its events |
| INTERNATIONAL CLASS | 044 |
| *IDENTIFICATION | Geriatric health care management services; Health care; Health care services, namely, Alzheimer's; Nursing services in the field of Alzheimer's care and research; Providing healthcare information; Providing personalized healthcare and medical information in the nature of Alzheimer's care and research |
| FILING BASIS | SECTION 1(a) |
| FIRST USE ANYWHERE DATE | At least as early as 02/01/2017 |
| FIRST USE IN COMMERCE DATE | At least as early as 02/01/2017 |
| SPECIMEN FILE NAME(S) | |
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| CONVERTED PDF FILE(S) (1 page) | \\TICRS\EXPORT17\IMAGEOUT17\877\970\87797034\xml1\RFA0007.JPG |
| ORIGINAL PDF FILE | SPE0-1-20799325-20180214103212403644ALZNJ_logo_purple_and_white_bag.pdf |

| CONVERTED PDF FILE(S) (1 page) | \\\TICRS\EXPORT17\IMAGEOUT17\877\970\87797034\xml1\\RFA0008.JPG | |
|---|---|--|
| SPECIMEN DESCRIPTION | PDF of 2017 and 2018 Gala Announcements and a picture of a tote bag distributed by Alzheimer's New Jersey at its events | |
| ATTORNEY INFORMATION | | |
| NAME | Lisa D. Taylor, Esq. | |
| ATTORNEY DOCKET NUMBER | 857-001 | |
| FIRM NAME | Inglesino, Webster, Wyciskala & Taylor | |
| STREET | 600 Parsippany Road, Suite 204 | |
| CITY | Parsippany | |
| STATE | New Jersey | |
| COUNTRY | United States | |
| ZIP/POSTAL CODE | 07054 | |
| PHONE | 973-947-7111 | |
| FAX | 973-887-2700 | |
| EMAIL ADDRESS | ltaylor@iwt-law.com | |
| AUTHORIZED TO COMMUNICATE VIA EMAIL | Yes | |
| CORRESPONDENCE INFOR | MATION | |
| NAME | Lisa D. Taylor, Esq. | |
| FIRM NAME | Inglesino, Webster, Wyciskala & Taylor | |
| STREET | 600 Parsippany Road, Suite 204 | |
| CITY | Parsippany | |
| STATE | New Jersey | |
| COUNTRY | United States | |
| ZIP/POSTAL CODE | 07054 | |
| PHONE | 973-947-7111 | |
| FAX | 973-887-2700 | |
| *EMAIL ADDRESS | ltaylor@iwt-law.com | |
| *AUTHORIZED TO COMMUNICATE VIA EMAIL | Yes | |
| FEE INFORMATION | | |
| APPLICATION FILING OPTION | TEAS RF | |
| NUMBER OF CLASSES | 2 | |
| APPLICATION FOR REGISTRATION PER CLASS | 275 | |
| *TOTAL FEE DUE | 550 | |
| *TOTAL FEE PAID | 550 | |
| SIGNATURE INFORMATION | | |
| SIGNATURE | /Lisa D. Taylor, Esq./ | |
| | | |

| SIGNATORY'S NAME | Lisa D. Taylor, Esq. |
|--------------------------|--|
| SIGNATORY'S POSITION | Attorney of Record for Alzheimer's New Jersey, Inc., New Jersey Bar Member |
| SIGNATORY'S PHONE NUMBER | 973-947-7111 |
| DATE SIGNED | 02/14/2018 |

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number.

PTO Form 1478 (Rev 09/2006)

OMB No. 0651-0009 (Exp 02/28/2021)

Trademark/Service Mark Application, Principal Register

Serial Number: 87797034 Filing Date: 02/14/2018

To the Commissioner for Trademarks:

MARK: Alzheimer's New Jersey (stylized and/or with design, see mark)

The literal element of the mark consists of Alzheimer's New Jersey.

The color(s) purple and white is/are claimed as a feature of the mark. The mark consists of a purple background with the word "Alzheimer's" in white in the font Apex Sans Book, all in small letters except for the first letter that is capitalized followed by a picture of the outline of the State of New Jersey in white and then followed by the words "New Jersey" in white in the font Apex Sans Book, all in small letters except for the first letter of New and the first letter of Jersey which are capitalized.

The applicant, Alzheimer's New Jersey, a corporation of New Jersey, having an address of

425 Eagle Rock Avenue, Suite 203 Roseland, New Jersey 07068 United States 973-586-4300(phone) 973-586-4342(fax)

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 036: Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of a golf event; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services by means of organizing special events for Alzheimer's care and research; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's care and research; Charitable fundraising services, by means of organizing and conducting musical entertainment events featuring food and wine; Charitable fundraising to support Alzheimer's care and research; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's care and research; Memorial fundraising; On-line charitable fundraising

In International Class 036, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 02/01/2017, and first used in commerce at least as early as 02/01/2017, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) PDF of 2017 and 2018 Gala Announcements and a picture of a tote bag distributed by Alzheimer's New Jersey at its events.

Original PDF file:

SPE0-20799325-20180214103212403644 __ 2017_gala_invite_purple_and_white_logo.pdf

Converted PDF file(s) (1 page)

Specimen File1

Original PDF file:

SPE0-20799325-20180214103212403644 . 2018 Gala_invite_purple_and_white_logo.pdf

Converted PDF file(s) (1 page)

Specimen File1

Original PDF file:

SPE0-20799325-20180214103212403644 . ALZNJ logo purple and white bag.pdf

Converted PDF file(s) (1 page)

Specimen File1

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 044: Geriatric health care management services; Health care; Health care services, namely, Alzheimer's; Nursing services in the field of Alzheimer's care and research; Providing healthcare information; Providing personalized healthcare and medical information in the nature of Alzheimer's care and research

In International Class 044, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 02/01/2017, and first used in commerce at least as early as 02/01/2017, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) PDF of 2017 and 2018 Gala Announcements and a picture of a tote bag distributed by Alzheimer's New Jersey at its events.

Original PDF file:

SPE0-1-20799325-20180214103212403644 . 2017 gala invite purple and white logo.pdf

Converted PDF file(s) (1 page)

Specimen File1

Original PDF file:

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Converted PDF file(s) (1 page)

Specimen File1

Original PDF file:

SPE0-1-20799325-20180214103212403644 . ALZNJ logo purple and white bag.pdf

Converted PDF file(s) (1 page)

Specimen File1

For informational purposes only, applicant's website address is: www.alznj.org

The applicant's current Attorney Information:

Lisa D. Taylor, Esq. of Inglesino, Webster, Wyciskala & Taylor 600 Parsippany Road, Suite 204 Parsippany, New Jersey 07054

United States

973-947-7111(phone)

973-887-2700(fax)

ltaylor@iwt-law.com (authorized)

The attorney docket/reference number is 857-001.

The applicant's current Correspondence Information:

Lisa D. Taylor, Esq.

Inglesino, Webster, Wyciskala & Taylor

600 Parsippany Road, Suite 204

Parsippany, New Jersey 07054

973-947-7111(phone)

973-887-2700(fax)

ltaylor@iwt-law.com (authorized)

E-mail Authorization: I authorize the USPTO to send e-mail correspondence concerning the application to the applicant, the applicant's attorney, or the applicant's domestic representative at the e-mail address provided in this application. I understand that a valid e-mail address must be maintained and that the applicant or the applicant's attorney must file the relevant subsequent application-related submissions via the Trademark Electronic Application System (TEAS). Failure to do so will result in the loss of TEAS Reduced Fee status and a requirement to submit an additional processing fee of \$125 per international class of goods/services.

A fee payment in the amount of \$550 has been submitted with the application, representing payment for 2 class(es).

Declaration

V Basis:

If the applicant is filing the application based on use in commerce under 15 U.S.C. § 1051(a):

- The signatory believes that the applicant is the owner of the trademark/service mark sought to be registered;
- The mark is in use in commerce on or in connection with the goods/services in the application;
- The specimen(s) shows the mark as used on or in connection with the goods/services in the application; and
- To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.

And/Or

If the applicant is filing the application based on an intent to use the mark in commerce under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e):

- The signatory believes that the applicant is entitled to use the mark in commerce;
- The applicant has a bona fide intention to use the mark in commerce on or in connection with the goods/services in the application; and
- To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.
- To the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive.
- To the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.
- The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Declaration Signature

Signature: /Lisa D. Taylor, Esq./ Date: 02/14/2018

Signatory's Name: Lisa D. Taylor, Esq.

Signatory's Position: Attorney of Record for Alzheimer's New Jersey, Inc., New Jersey Bar Member

Payment Sale Number: 87797034 Payment Accounting Date: 02/14/2018

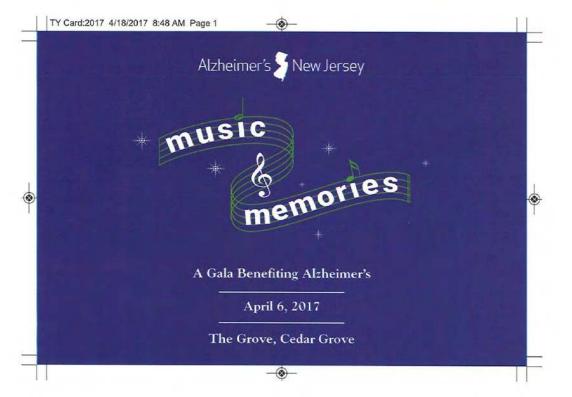
Serial Number: 87797034

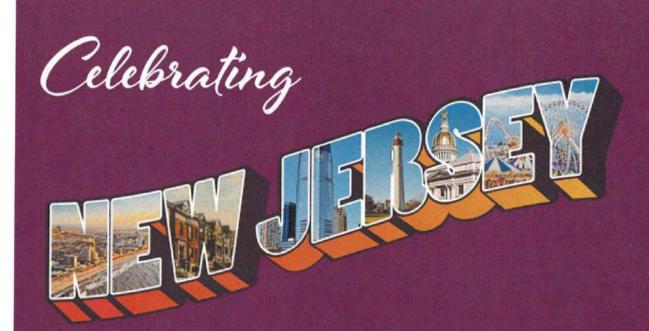
Internet Transmission Date: Wed Feb 14 11:28:39 EST 2018 TEAS Stamp: USPTO/BAS-XXX.XX.XX.XX.201802141128395772

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-10949 - 20180214103212403644

Alzheimer's New Jersey



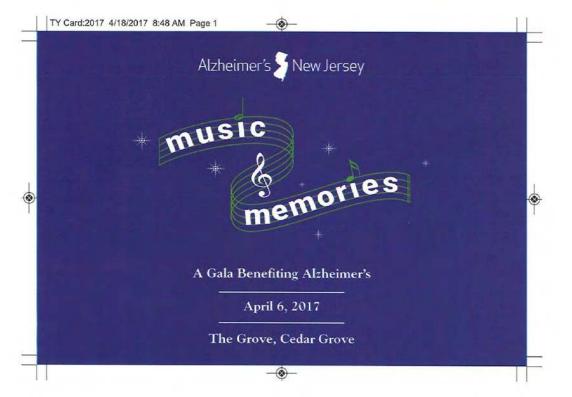


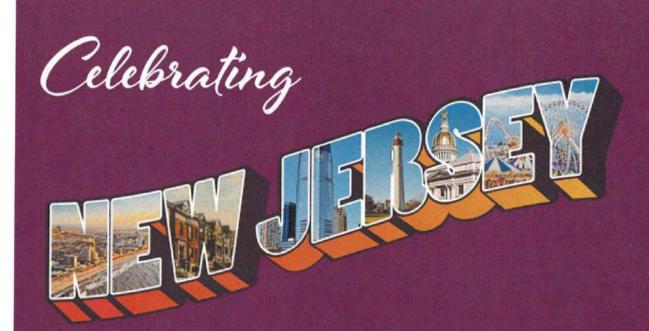
THURSDAY, MAY 3, 2018
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THURSDAY, MAY 3, 2018
THE GROVE, CEDAR GROVE

A Gala Benefitting

Alzheimer's New Jersey

Alzheimer's New Jersey
www.alznj.org
888-280-6055

EXHIBIT N

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Mark: ALZHEIMER'S NEW JERSEY



US Serial Number: 88115562 Application Filing Sep. 13, 2018

Date:

US Registration 5753680 Registration Date: May 14, 2019

Number:

Register: Supplemental
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: May 14, 2019

Mark Information

Mark Literal ALZHEIMER'S NEW JERSEY

Elements: Standard Character No

Claim:

Mark Drawing 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Type:

Description of The mark consists of the wording "ALZHEIMER'S NEW JERSEY" in stylized letters with a map of New Jersey appearing between the

Mark: words "ALZHEIMER'S" and "NEW JERSEY".

Color(s) Claimed: Color is not claimed as a feature of the mark.

Disclaimer: "ALZHEIMER'S"

Design Search 01.17.11 - Maps of states of the United States, excluding Texas

Code(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: Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of a golf event; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services by means of organizing special events for Alzheimer's care and research; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's care and research; Charitable fundraising services, by means of organizing and conducting musical entertainment events featuring food and wine; Charitable fundraising to support Alzheimer's care and research; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's care and research; Memorial fundraising; On-line charitable fundraising

International 036 - Primary Class U.S Class(es): 100, 101, 102

Class(es):

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 01, 2017 Use in Commerce: Feb. 01, 2017

For: Geriatric health care management services; Health care; Health care services, namely, treating Alzheimer's disease; Nursing services in the field of Alzheimer's care; Providing healthcare information; Providing personalized healthcare and medical information in the

nature of Alzheimer's care

International 044 - Primary Class U.S Class(es): 100, 101

Class(es):

Class Status: ACTIVE Basis: 1(a)

> Use in Commerce: Feb. 01, 2017 First Use: Feb. 01, 2017

Basis Information (Case Level)

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

Filed No Basis: No

Current Owner(s) Information

Owner Name: Alzheimer's New Jersey

Owner Address: 425 Eagle Rock Avenue, Suite 203 Roseland, NEW JERSEY UNITED STATES 07068

Legal Entity Type: CORPORATION State or Country NEW JERSEY

Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Lisa D. Taylor Docket Number: 857-001 Attorney Primary | taylor@iwt-law.com Attorney Email Yes Email Address: Authorized:

Correspondent

Correspondent LISA D. TAYLOR

Name/Address: INGLESINO, WEBTER, WYCISKALA & TAYLOR, L

600 PARSIPPANY ROAD, SUITE 204

PARSIPPANY, NEW JERSEY UNITED STATES 07054

Phone: 973-947-7111 Fax: 973-887-2700

Correspondent e- ltaylor@iwt-law.com Correspondent e- Yes mail: mail Authorized:

Domestic Representative - Not Found

Prosecution History

| Date | Description | Proceeding Number |
|---------------|--|----------------------|
| May 14, 2019 | REGISTERED-SUPPLEMENTAL REGISTER | |
| Apr. 10, 2019 | LAW OFFICE PUBLICATION REVIEW COMPLETED | 74221 |
| Apr. 05, 2019 | APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER | |
| Mar. 06, 2019 | EXAMINER'S AMENDMENT ENTERED | 88888 |
| Mar. 06, 2019 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED | 6328 |
| Mar. 06, 2019 | EXAMINERS AMENDMENT E-MAILED | 6328 |
| Mar. 06, 2019 | EXAMINERS AMENDMENT -WRITTEN | 92461 |
| Jan. 31, 2019 | TEAS/EMAIL CORRESPONDENCE ENTERED | 74221 |
| Jan. 31, 2019 | CORRESPONDENCE RECEIVED IN LAW OFFICE | 74221 |
| Jan. 28, 2019 | ASSIGNED TO LIE | 74221 |
| Jan. 23, 2019 | TEAS RESPONSE TO OFFICE ACTION RECEIVED | |
| Dec. 30, 2018 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 6325 |
| Dec. 30, 2018 | NON-FINAL ACTION E-MAILED | 6325 |
| Dec. 30, 2018 | NON-FINAL ACTION WRITTEN | 92461 |
| Dec. 25, 2018 | ASSIGNED TO EXAMINER | 92461 |
| Sep. 21, 2018 | NOTICE OF DESIGN SEARCH CODE E-MAILED | |
| Sep. 20, 2018 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | |

TM Staff and Location Information

TM Staff Information - None File Location

Current Location: PUBLICATION AND ISSUE SECTION Date in Location: May 14, 2019

United States of America United States Patent and Trademark Office



Reg. No. 5,753,680

Registered May 14, 2019

Int. Cl.: 36, 44

Service Mark

Supplemental Register

Alzheimer's New Jersey (NEW JERSEY CORPORATION) 425 Eagle Rock Avenue, Suite 203 Roseland, NEW JERSEY 07068

CLASS 36: Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of a golf event; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services by means of organizing special events for Alzheimer's care and research; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's care and research; Charitable fundraising services, by means of organizing and conducting musical entertainment events featuring food and wine; Charitable fundraising to support Alzheimer's care and research; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's care and research; Memorial fundraising; On-line charitable fundraising

FIRST USE 2-1-2017; IN COMMERCE 2-1-2017

CLASS 44: Geriatric health care management services; Health care; Health care services, namely, treating Alzheimer's disease; Nursing services in the field of Alzheimer's care; Providing healthcare information; Providing personalized healthcare and medical information in the nature of Alzheimer's care

FIRST USE 2-1-2017; IN COMMERCE 2-1-2017

The mark consists of the wording "ALZHEIMER'S NEW JERSEY" in stylized letters with a map of New Jersey appearing between the words "ALZHEIMER'S" and "NEW JERSEY".

No claim is made to the exclusive right to use the following apart from the mark as shown: "ALZHEIMER'S"

SER. NO. 88-115,562, FILED 09-13-2018



Director of the United States Patent and Trademark Office

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years* What and When to File:

- *First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods* What and When to File:

• You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

*ATTENTION MADRID PROTOCOL REGISTRANTS: The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see http://www.wipo.int/madrid/en/.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at h ttp://www.uspto.gov.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at http://www.uspto.gov.

Page: 2 of 2 / RN # 5753680

Trademark Snap Shot Publication & Issue Review Stylesheet (Table presents the data on Publication & Issue Review Complete)

OVERVIEW

| I . | | | |
|---------------|--------------|---------------|--------------|
| SERIAL NUMBER | 88115562 | FILING DATE | 09/13/2018 |
| REG NUMBER | 0000000 | REG DATE | 05/14/2019 |
| REGISTER | SUPPLEMENTAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | LEE, IN PYO | L.O. ASSIGNED | 114 |

PUB INFORMATION

| RUN DATE | 04/11/2019 | | | | |
|----------------------|----------------------------------|--------------------|-----|--|--|
| PUB DATE | N/A | | | | |
| STATUS | 681-PUBLICATION/ISSUE REVIEW COM | 1PLETE | | | |
| STATUS DATE | 04/10/2019 | | | | |
| LITERAL MARK ELEMENT | ALZHEIMER'S NEW JERSEY | | | | |
| | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | | |
| SECTION 15 | NO | REPUB 12C | N/A | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | |
| DATE AMEND REG | N/A | | | | |

FILING BASIS

| FILED BASIS | | CURRENT BASIS | | AMENDED BASIS | |
|-------------|-----|---------------|-----|---------------|----|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | ALZHEIMER'S NEW JERSEY |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | YES |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|---------------------|--|
| NAME | Alzheimer's New Jersey |
| ADDRESS | 425 Eagle Rock Avenue, Suite 203 Roseland, NJ 07068 |
| ENTITY | 03-CORPORATION |
| CITIZENSHIP | New Jersey |
| GOODS AN | D SERVICES |
| INTERNATIONAL CLASS | 036 |
| DESCRIPTION TEXT | Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of a golf event; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services by means of organizing special events for Alzheimer's care and research; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's care and research; Charitable fundraising services, by means of organizing and conducting musical entertainment events featuring food and wine; Charitable fundraising to support Alzheimer's care and research; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's care and research; Memorial fundraising; On-line charitable fundraising |
| INTERNATIONAL CLASS | 044 |
| DESCRIPTION TEXT | Geriatric health care management services; Health care; Health care services, namely, treating Alzheimer's disease; Nursing services in the field of Alzheimer's care; Providing healthcare information; Providing personalized healthcare and medical information in the nature of Alzheimer's care |

| GOODS AND SERVICES CLASSIFICATION | | | | | | | |
|--------------------------------------|---|----------------|--|----------------------------------|------------------------|--------------|----------|
| INTERNATIONAL CLASS | 036 | FIRST USE DATE | 02/01/2017 | FIRST USE IN COMMERCE DATE | 02/01/2017 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 044 | FIRST USE DATE | 02/01/2017 | FIRST USE IN COMMERCE DATE | 02/01/2017 | CLASS STATUS | 6-ACTIVE |
| MISCELLANEOUS INFORMATION/STATEMENTS | | | | | | | |
| CHANGE IN REGIS | TRATION | | | NO | | | |
| COLORS CLAIMED | STATEMENT | | | Color is not claimed | as a feature of the ma | ırk. | |
| DISCLAIMER W/PR | DISCLAIMER W/PREDETER TXT "ALZHEIMER'S" | | | | | | |
| DESCRIPTION OF MARK | | | The mark consists of the wording "ALZHEIMER'S NEW JERSEY" in stylized letters with a map of New Jersey appearing between the words "ALZHEIMER'S" and "NEW JERSEY". | | | | |

| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM |
|------------|--------|----------|---|---------|
| 04/10/2019 | PREV | 0 | LAW OFFICE PUBLICATION REVIEW COMPLETED | 017 |
| 04/05/2019 | CNTA | 0 | APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER | 016 |
| 03/06/2019 | XAEC | I | EXAMINER'S AMENDMENT ENTERED | 015 |
| 03/06/2019 | GNEN | 0 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED | 014 |
| 03/06/2019 | GNEA | 0 | EXAMINERS AMENDMENT E-MAILED | 013 |
| | | | | |

PROSECUTION HISTORY

| 03/06/2019 | CNEA | R | EXAMINERS AMENDMENT -WRITTEN | 012 |
|------------|------|---|--|-----|
| 01/31/2019 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 011 |
| 01/31/2019 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 010 |
| 01/28/2019 | ALIE | Α | ASSIGNED TO LIE | 009 |
| 01/23/2019 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 008 |
| 12/30/2018 | GNRN | 0 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 007 |
| 12/30/2018 | GNRT | F | NON-FINAL ACTION E-MAILED | 006 |
| 12/30/2018 | CNRT | R | NON-FINAL ACTION WRITTEN | 005 |
| 12/25/2018 | DOCK | D | ASSIGNED TO EXAMINER | 004 |
| 09/21/2018 | MDSC | E | NOTICE OF DESIGN SEARCH CODE E-MAILED | 003 |
| 09/20/2018 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 09/17/2018 | NWAP | I | NEW APPLICATION ENTERED IN TRAM | 001 |

| CURRENT CORRESPONDENCE INFORMATION | | | | |
|------------------------------------|--|--|--|--|
| ATTORNEY | Lisa D. Taylor | | | |
| CORRESPONDENCE ADDRESS | LISA D. TAYLOR INGLESINO, WEBTER, WYCISKALA & TAYLOR, L 600 PARSIPPANY ROAD, SUITE 204 PARSIPPANY, NJ 07054 | | | |
| DOMESTIC REPRESENTATIVE | NONE | | | |

Alzheimer's New Jersey

Trademark Snap Shot Publication Stylesheet (Table presents the data on Publication Approval)

OVERVIEW

| SERIAL NUMBER | 88115562 | FILING DATE | 09/13/2018 |
|---------------|--------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | SUPPLEMENTAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | LEE, IN PYO | L.O. ASSIGNED | 114 |

PUB INFORMATION

| RUN DATE | 04/06/2019 | 04/06/2019 | | | | |
|----------------------|------------------------------|--------------------|-----|--|--|--|
| PUB DATE | N/A | | | | | |
| STATUS | 680-APPROVED FOR PUBLICATION | | | | | |
| STATUS DATE | 04/05/2019 | | | | | |
| LITERAL MARK ELEMENT | ALZHEIMER'S NEW JERSEY | | | | | |
| | | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | | | |
| SECTION 15 | NO | REPUB 12C | N/A | | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | | |
| DATE AMEND REG | N/A | | | | | |

FILING BASIS

| FILED | BASIS | CURREN | IT BASIS | AMENDE | ED BASIS |
|----------|-------|----------|----------|--------|----------|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | ALZHEIMER'S NEW JERSEY |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | YES |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|---------------------|--|
| NAME | Alzheimer's New Jersey |
| ADDRESS | 425 Eagle Rock Avenue, Suite 203 Roseland, NJ 07068 |
| ENTITY | 03-CORPORATION |
| CITIZENSHIP | New Jersey |
| GOODS AN | D SERVICES |
| INTERNATIONAL CLASS | 036 |
| DESCRIPTION TEXT | Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of a golf event; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services by means of organizing special events for Alzheimer's care and research; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's care and research; Charitable fundraising services, by means of organizing and conducting musical entertainment events featuring food and wine; Charitable fundraising to support Alzheimer's care and research; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's care and research; Memorial fundraising; On-line charitable fundraising |
| INTERNATIONAL CLASS | 044 |
| DESCRIPTION TEXT | Geriatric health care management services; Health care; Health care services, namely, treating Alzheimer's disease; Nursing services in the field of Alzheimer's care; Providing healthcare information; Providing personalized healthcare and medical information in the nature of Alzheimer's care |

| GOODS AND SERVICES CLASSIFICATION | | | | | | |
|--------------------------------------|-------------------------------------|--|---|---|--|---|
| 036 | FIRST USE DATE | 02/01/2017 | FIRST USE IN COMMERCE DATE | 02/01/2017 | CLASS STATUS | 6-ACTIVE |
| 044 | FIRST USE DATE | 02/01/2017 | FIRST USE IN | 02/01/2017 | CLASS STATUS | 6-ACTIVE |
| | | | COMMERCE DATE | | | |
| MISCELLANEOUS INFORMATION/STATEMENTS | | | | | | |
| CHANGE IN REGISTRATION NO | | | | | | |
| STATEMENT | | | Color is not claimed as a feature of the mark. | | | |
| DISCLAIMER W/PREDETER TXT | | | | "ALZHEIMER'S" | | |
| DESCRIPTION OF MARK | | | | | | |
| | 044 TRATION STATEMENT EDETER TXT | 036 FIRST USE DATE 044 FIRST USE DATE MISCELL TRATION STATEMENT EDETER TXT | 036 FIRST USE DATE 02/01/2017 044 FIRST USE DATE 02/01/2017 MISCELLANEOUS INFO TRATION STATEMENT EDETER TXT | 036 FIRST USE DATE 02/01/2017 FIRST USE IN COMMERCE DATE 044 FIRST USE DATE 02/01/2017 FIRST USE IN COMMERCE DATE MISCELLANEOUS INFORMATION/STATE TRATION NO STATEMENT Color is not claimed EDETER TXT "ALZHEIMER'S" MARK The mark consists o with a map of New J | 036 FIRST USE DATE 02/01/2017 FIRST USE IN COMMERCE DATE 02/01/2017 FIRST USE IN COMMERCE DATE 02/01/2017 FIRST USE IN COMMERCE DATE 02/01/2017 CO | 036 FIRST USE DATE 02/01/2017 FIRST USE IN COMMERCE DATE 02/01/2017 CLASS STATUS 044 FIRST USE DATE 02/01/2017 FIRST USE IN COMMERCE DATE 02/01/2017 CLASS STATUS MISCELLANEOUS INFORMATION/STATEMENTS TRATION NO STATEMENT Color is not claimed as a feature of the mark. "ALZHEIMER'S" MARK The mark consists of the wording "ALZHEIMER'S NEW JERSE" with a map of New Jersey appearing between the words "ALZHI |

| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM |
|------------|--------|----------|---|---------|
| 04/05/2019 | CNTA | 0 | APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER | 016 |
| 03/06/2019 | XAEC | I | EXAMINER'S AMENDMENT ENTERED | 015 |
| 03/06/2019 | GNEN | 0 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED | 014 |
| 03/06/2019 | GNEA | 0 | EXAMINERS AMENDMENT E-MAILED | 013 |
| 03/06/2019 | CNEA | R | EXAMINERS AMENDMENT -WRITTEN | 012 |
| | | | | |

PROSECUTION HISTORY

| 01/31/2019 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 011 |
|------------|------|---|--|-----|
| 01/31/2019 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 010 |
| 01/28/2019 | ALIE | Α | ASSIGNED TO LIE | 009 |
| 01/23/2019 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 008 |
| 12/30/2018 | GNRN | 0 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 007 |
| 12/30/2018 | GNRT | F | NON-FINAL ACTION E-MAILED | 006 |
| 12/30/2018 | CNRT | R | NON-FINAL ACTION WRITTEN | 005 |
| 12/25/2018 | DOCK | D | ASSIGNED TO EXAMINER | 004 |
| 09/21/2018 | MDSC | E | NOTICE OF DESIGN SEARCH CODE E-MAILED | 003 |
| 09/20/2018 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 09/17/2018 | NWAP | ı | NEW APPLICATION ENTERED IN TRAM | 001 |

CURRENT CORRESPONDENCE INFORMATION

| ATTORNEY | Lisa D. Taylor |
|-------------------------|--|
| CORRESPONDENCE ADDRESS | LISA D. TAYLOR INGLESINO, WEBTER, WYCISKALA & TAYLOR, L 600 PARSIPPANY ROAD, SUITE 204 PARSIPPANY, NJ 07054 |
| DOMESTIC REPRESENTATIVE | NONE |

Alzheimer's New Jersey

Trademark Snap Shot Amendment & Mail Processing Stylesheet (Table presents the data on Amendment & Mail Processing Complete)

OVERVIEW

| SERIAL NUMBER | 88115562 | FILING DATE | 09/13/2018 |
|---------------|--------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | SUPPLEMENTAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | LEE, IN PYO | L.O. ASSIGNED | 114 |

PUB INFORMATION

| RUN DATE | 03/07/2019 | 03/07/2019 | | |
|----------------------|---------------------------------|------------------------|-----|--|
| PUB DATE | N/A | | | |
| STATUS | 647-EXAMINERS AMENDMENT - MAILE | ED . | | |
| STATUS DATE | 03/06/2019 | 03/06/2019 | | |
| LITERAL MARK ELEMENT | ALZHEIMER'S NEW JERSEY | ALZHEIMER'S NEW JERSEY | | |
| | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | |
| SECTION 15 | NO | REPUB 12C | N/A | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | |
| DATE AMEND REG | N/A | | | |

FILING BASIS

| FILED BASIS | | CURREN | CURRENT BASIS | | AMENDED BASIS | |
|-------------|-----|----------|---------------|-------|---------------|--|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO | |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO | |
| 44D | NO | 44D | NO | 44D | NO | |
| 44E | NO | 44E | NO | 44E | NO | |
| 66A | NO | 66A | NO | | | |
| NO BASIS | NO | NO BASIS | NO | | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | ALZHEIMER'S NEW JERSEY |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | YES |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|---------------------|--|
| NAME | Alzheimer's New Jersey |
| ADDRESS | 425 Eagle Rock Avenue, Suite 203 Roseland, NJ 07068 |
| ENTITY | 03-CORPORATION |
| CITIZENSHIP | New Jersey |
| GOODS AN | D SERVICES |
| INTERNATIONAL CLASS | 036 |
| DESCRIPTION TEXT | Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of a golf event; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services by means of organizing special events for Alzheimer's care and research; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's care and research; Charitable fundraising services, by means of organizing and conducting musical entertainment events featuring food and wine; Charitable fundraising to support Alzheimer's care and research; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's care and research; Memorial fundraising; On-line charitable fundraising |
| INTERNATIONAL CLASS | 044 |
| DESCRIPTION TEXT | Geriatric health care management services; Health care; Health care services, namely, treating Alzheimer's disease; Nursing services in the field of Alzheimer's care; Providing healthcare information; Providing personalized healthcare and medical information in the nature of Alzheimer's care |

| GOODS AND SERVICES CLASSIFICATION | | | | | | | |
|-----------------------------------|---------------------|----------------|-------------|----------------------------------|------------------------|---|----------|
| INTERNATIONAL CLASS | 036 | FIRST USE DATE | 02/01/2017 | FIRST USE IN COMMERCE DATE | 02/01/2017 | CLASS STATUS | 6-ACTIVE |
| | | | | | | | |
| INTERNATIONAL CLASS | 044 | FIRST USE DATE | 02/01/2017 | FIRST USE IN COMMERCE DATE | 02/01/2017 | CLASS STATUS | 6-ACTIVE |
| CHANGE IN REGIS | TRATION | MISCELL | ANEOUS INFO | RMATION/STA | TEMENTS . | | |
| CHANGE IN REGIS | TRATION | | | NO | | | |
| COLORS CLAIMED | STATEMENT | | | Color is not claimed | as a feature of the ma | ark. | |
| DISCLAIMER W/PR | EDETER TXT | | | "ALZHEIMER'S" | | | |
| DESCRIPTION OF I | DESCRIPTION OF MARK | | | | | IMER'S NEW JERSE' een the words "ALZHI | |
| | | | | | | | |

| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM |
|------------|--------|----------|--|---------|
| 03/06/2019 | XAEC | I | EXAMINER'S AMENDMENT ENTERED | 015 |
| 03/06/2019 | GNEN | 0 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED | 014 |
| 03/06/2019 | GNEA | 0 | EXAMINERS AMENDMENT E-MAILED | 013 |
| 03/06/2019 | CNEA | R | EXAMINERS AMENDMENT -WRITTEN | 012 |
| 01/31/2019 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 011 |
| | | | | |

PROSECUTION HISTORY

| 01/31/2019 | CRFA | l I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 010 |
|------------|------|-----|--|-----|
| 01/28/2019 | ALIE | Α | ASSIGNED TO LIE | 009 |
| 01/23/2019 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 008 |
| 12/30/2018 | GNRN | 0 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 007 |
| 12/30/2018 | GNRT | F | NON-FINAL ACTION E-MAILED | 006 |
| 12/30/2018 | CNRT | R | NON-FINAL ACTION WRITTEN | 005 |
| 12/25/2018 | DOCK | D | ASSIGNED TO EXAMINER | 004 |
| 09/21/2018 | MDSC | E | NOTICE OF DESIGN SEARCH CODE E-MAILED | 003 |
| 09/20/2018 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 09/17/2018 | NWAP | I | NEW APPLICATION ENTERED IN TRAM | 001 |

CURRENT CORRESPONDENCE INFORMATION

| ATTORNEY | Lisa D. Taylor |
|-------------------------|--|
| CORRESPONDENCE ADDRESS | LISA D. TAYLOR INGLESINO, WEBTER, WYCISKALA & TAYLOR, L 600 PARSIPPANY ROAD, SUITE 204 PARSIPPANY, NJ 07054 |
| DOMESTIC REPRESENTATIVE | NONE |

Alzheimer's New Jersey

NOTE TO THE FILE

| DATE: | 03/06/2019 | |
|--|---|--|
| NAME: | ilee1 | |
| NOTE: | | |
| Searched: Google Lexis/Nexis OneLook Wikipedia Acronym Finder Other: | Protest evidence reviewed | |
| Checked: Geographic signifi Surname Translation ID with ID/CLASS m | | |
| Checked list of approved | Canadian attorneys and agents | |
| Checked list of approved Discussed file with Attorney/Applicant via: | | |
| Discussed file with Attorney/Applicant via: X phone | Canadian attorneys and agents Left message with Attorney/Applicant | |

To: Alzheimer's New Jersey (ltaylor@iwt-law.com)

U.S. TRADEMARK APPLICATION NO. 88115562 - ALZHEIMER'S NEW JERSEY - 857-001 **Subject:**

Sent: 3/6/2019 1:14:30 PM

Sent As: ECOM114@USPTO.GOV

Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO) OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

U.S. APPLICATION **SERIAL NO.** 88115562

MARK: ALZHEIMER'S **NEW JERSEY**

88115562

CORRESPONDENT

ADDRESS:

GENERAL TRADEMARK LISA D. TAYLOR INFORMATION:

INGLESINO,

http://www.uspto.gov/trademarks/index.jsp

WEBTER, WYCISKALA

& TAYLOR, L

600 PARSIPPANY **ROAD. SUITE 204** PARSIPPANY, NJ

07054

VIEW YOUR APPLICATION FILE

APPLICANT:

Alzheimer's New Jersey

CORRESPONDENT'S REFERENCE/DOCKET

NO:

857-001

CORRESPONDENT E-MAIL ADDRESS:

ltaylor@iwt-law.com

EXAMINER'S AMENDMENT

ISSUE/MAILING DATE: 3/6/2019

APPLICATION HAS BEEN AMENDED: In accordance with the authorization granted by Lisa D. Taylor, Esq. on March 6, 2019, the trademark examining attorney has amended the application as indicated below. Please advise the undersigned immediately of any objections. Otherwise, no response is necessary. TMEP §707. Any amendments to the identification of goods and/or services may clarify or limit the goods and/or services, but may not add to or broaden the scope of the goods and/or services. 37 C.F.R. §2.71(a); see TMEP §§1402.06 et seq.

Amended Description of the Mark

The following description of the mark is added to the record:

The mark consists of the wording "ALZHEIMER'S NEW JERSEY" in stylized letters with a map of New Jersey appearing between the words "ALZHEIMER'S" and "NEW JERSEY".

See 37 C.F.R. §2.37; TMEP §§808 et seq.

/In Pyo Lee/ In Pyo Lee Examining Attorney Law Office 114 (571) 270 – 3623 inpyo.lee@uspto.gov

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at http://tsdr.uspto.gov/. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at trademarkAssistanceCenter@uspto.gov or call 1-800-786-9199. For more information on checking status, see http://www.uspto.gov/trademarks/process/status/.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the Trademark Electronic Application System (TEAS) form at http://www.uspto.gov/trademarks/teas/correspondence.jsp.

To: Alzheimer's New Jersey (ltaylor@iwt-law.com)

Subject: U.S. TRADEMARK APPLICATION NO. 88115562 - ALZHEIMER'S NEW JERSEY - 857-001

Sent: 3/6/2019 1:14:31 PM

Sent As: ECOM114@USPTO.GOV

Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

IMPORTANT NOTICE REGARDING YOUR U.S. TRADEMARK APPLICATION

USPTO OFFICE ACTION (OFFICIAL LETTER) HAS ISSUED ON 3/6/2019 FOR U.S. APPLICATION SERIAL NO.88115562

Please follow the instructions below:

(1) TO READ THE LETTER: Click on this <u>link</u> or go to <u>http://tsdr.uspto.gov/</u>, enter the U.S. application serial number, and click on "Documents."

The Office action may not be immediately viewable, to allow for necessary system updates of the application, but will be available within 24 hours of this e-mail notification.

(2) **QUESTIONS:** For questions about the contents of the Office action itself, please contact the assigned trademark examining attorney. For *technical* assistance in accessing or viewing the Office action in the Trademark Status and Document Retrieval (TSDR) system, please e-mail TSDR@uspto.gov.

WARNING

PRIVATE COMPANY SOLICITATIONS REGARDING YOUR APPLICATION: Private companies **not** associated with the USPTO are using information provided in trademark applications to mail or e-mail trademark-related solicitations. These companies often use names that closely resemble the USPTO and their solicitations may look like an official government document. Many solicitations require that you pay "fees."

Please carefully review all correspondence you receive regarding this application to make sure that you are responding to an official document from the USPTO rather than a private company solicitation. All <u>official</u> USPTO correspondence will be mailed only from the "United States Patent and Trademark Office" in Alexandria, VA; or sent by e-mail from the domain "@uspto.gov." For more information on how to handle private company solicitations, see http://www.uspto.gov/trademarks/solicitation_warnings.jsp.

Trademark Snap Shot Amendment & Mail Processing Stylesheet (Table presents the data on Amendment & Mail Processing Complete)

OVERVIEW

| SERIAL NUMBER | 88115562 | FILING DATE | 09/13/2018 |
|---------------|--------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | SUPPLEMENTAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | LEE, IN PYO | L.O. ASSIGNED | 114 |

PUB INFORMATION

| RUN DATE | 02/01/2019 | 02/01/2019 | | | | | |
|----------------------|--------------------------|---|-----|--|--|--|--|
| PUB DATE | N/A | N/A | | | | | |
| STATUS | 661-RESPONSE AFTER NON-F | 661-RESPONSE AFTER NON-FINAL-ACTION-ENTERED | | | | | |
| STATUS DATE | 01/31/2019 | 01/31/2019 | | | | | |
| LITERAL MARK ELEMENT | ALZHEIMER'S NEW JERSEY | ALZHEIMER'S NEW JERSEY | | | | | |
| | | | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | | | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | | | | |
| SECTION 15 | NO | REPUB 12C | N/A | | | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | | | |
| DATE AMEND REG | N/A | | | | | | |

FILING BASIS

| FILED BASIS | | CURRENT BASIS | | AMENDED BASIS | |
|-------------|-----|---------------|-----|---------------|----|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | ALZHEIMER'S NEW JERSEY |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | YES |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|---------------------|--|
| NAME | Alzheimer's New Jersey |
| ADDRESS | 425 Eagle Rock Avenue, Suite 203 Roseland, NJ 07068 |
| ENTITY | 03-CORPORATION |
| CITIZENSHIP | New Jersey |
| GOODS AN | D SERVICES |
| INTERNATIONAL CLASS | 036 |
| DESCRIPTION TEXT | Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of a golf event; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services by means of organizing special events for Alzheimer's care and research; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's care and research; Charitable fundraising services, by means of organizing and conducting musical entertainment events featuring food and wine; Charitable fundraising to support Alzheimer's care and research; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's care and research; Memorial fundraising; On-line charitable fundraising |
| INTERNATIONAL CLASS | 044 |
| DESCRIPTION TEXT | Geriatric health care management services; Health care; Health care services, namely, treating Alzheimer's disease; Nursing services in the field of Alzheimer's care; Providing healthcare information; Providing personalized healthcare and medical information in the nature of Alzheimer's care |

| GOODS AND SERVICES CLASSIFICATION | | | | | | | |
|--|------------|----------------|-------------|----------------------------------|-----------------------|--------------|----------|
| INTERNATIONAL CLASS | 036 | FIRST USE DATE | 02/01/2017 | FIRST USE IN COMMERCE DATE | 02/01/2017 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 044 | FIRST USE DATE | 02/01/2017 | FIRST USE IN COMMERCE DATE | 02/01/2017 | CLASS STATUS | 6-ACTIVE |
| CHANGE IN REGIS | TRATION | MISCELI | ANEOUS INFO | RMATION/STA | TEMENTS | | |
| COLORS CLAIMED | | | | | as a feature of the m | ark. | |
| DISCLAIMER W/PR | EDETER TXT | | | "ALZHEIMER'S" | | | |
| DESCRIPTION OF MARK The mark consists of the words "ALZHEIMER'S" in the font Apex Sans Book, all in small letters except for the first letter that is capitalized followed by a picture of the outline of the State of New Jersey and then followed by the words "NEW JERSEY" in the font Apex Sans Book, all in small letters except for the first letter of "NEW" and the first letter of "JERSEY" which are capitalized. | | | | | | | |
| | | | PROSECUTI | ON HISTORY | | | |

| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM |
|------------|--------|----------|---|---------|
| 01/31/2019 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 011 |
| 01/31/2019 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 010 |
| 01/28/2019 | ALIE | Α | ASSIGNED TO LIE | 009 |
| 01/23/2019 | TROA | ı | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 008 |
| | | | | |

| 12/30/2018 | GNRN | 0 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 007 |
|------------|------|---|--|-----|
| 12/30/2018 | GNRT | F | NON-FINAL ACTION E-MAILED | 006 |
| 12/30/2018 | CNRT | R | NON-FINAL ACTION WRITTEN | 005 |
| 12/25/2018 | DOCK | D | ASSIGNED TO EXAMINER | 004 |
| 09/21/2018 | MDSC | E | NOTICE OF DESIGN SEARCH CODE E-MAILED | 003 |
| 09/20/2018 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 09/17/2018 | NWAP | ı | NEW APPLICATION ENTERED IN TRAM | 001 |

| CURRENT CORRESPONDENCE INFORMATION | | | | | |
|------------------------------------|--|--|--|--|--|
| ATTORNEY | Lisa D. Taylor | | | | |
| CORRESPONDENCE ADDRESS | LISA D. TAYLOR INGLESINO, WEBTER, WYCISKALA & TAYLOR, L 600 PARSIPPANY ROAD, SUITE 204 PARSIPPANY, NJ 07054 | | | | |
| DOMESTIC REPRESENTATIVE | NONE | | | | |



Alzheimer's New Jersey

Alzheimer's New Jersey

Response to Office Action

The table below presents the data as entered.

| Input Field | Entered | |
|---|---|--|
| SERIAL NUMBER | 88115562 | |
| LAW OFFICE ASSIGNED | LAW OFFICE 114 | |
| MARK SECTION (current) | | |
| LITERAL ELEMENT | ALZHEIMER'S NEW JERSEY | |
| STANDARD CHARACTERS | NO | |
| USPTO-GENERATED IMAGE | NO | |
| COLOR(S) CLAIMED (If applicable) | The color(s) White is/are claimed as a feature of the mark. | |
| DESCRIPTION OF THE MARK (and Color Location, if applicable) | The mark consists of the word "Alzheimer's" in white in the font Apex Sans Book, all in small letters except for the first letter that is capitalized followed by a picture of the outline of the State of New Jersey in white and then followed by the words "New Jersey" in white in the font Apex Sans Book, all in small letters except for the first letter of "New" and the first letter of "Jersey" which are capitalized. | |
| MARK SECTION (proposed) | | |
| MARK FILE NAME | \\TICRS\EXPORT17\IMAGEOUT 17\881\155\88115562\xml5\ ROA0002.JPG | |
| LITERAL ELEMENT | Alzheimer's New Jersey | |
| STANDARD CHARACTERS | NO | |
| USPTO-GENERATED IMAGE | NO | |
| COLOR MARK | NO | |
| DESCRIPTION OF THE MARK (and Color Location, if applicable) | The mark consists of the words "Alzheimer's" in the font Apex Sans Book, all in small letters except for the first letter that is capitalized followed by a picture of the outline of the State of New Jersey and then followed by the words "New Jersey" in the font Apex Sans Book, all in small letters except for the first letter of "New" and the first letter of "Jersey" which are capitalized. | |
| PIXEL COUNT ACCEPTABLE | YES | |
| PIXEL COUNT | 700 x 700 | |
| GOODS AND/OR SERVICES SECTION (036)(current) | | |
| INTERNATIONAL CLASS | 036 | |
| DESCRIPTION | | |

Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of a golf event; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services by means of organizing special events for Alzheimer's care and research; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's care and research; Charitable fundraising services, by means of organizing and conducting musical entertainment events featuring food and wine; Charitable fundraising to support Alzheimer's care and research; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's care and research; Memorial fundraising; On-line charitable fundraising

| FILING BASIS Section 1(a) | |
|---------------------------|--|
|---------------------------|--|

| FIRST USE ANYWHERE DATE | At least as early as 02/01/2017 | |
|---|---------------------------------|--|
| FIRST USE IN COMMERCE DATE At least as early as 02/01/2017 | | |
| GOODS AND/OR SERVICES SECTION (036)(proposed) | | |
| INTERNATIONAL CLASS 036 | | |

DESCRIPTION

Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of a golf event; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services by means of organizing special events for Alzheimer's care and research; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's care and research; Charitable fundraising services, by means of organizing and conducting musical entertainment events featuring food and wine; Charitable fundraising to support Alzheimer's care and research; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's care and research; Memorial fundraising; On-line charitable fundraising

| FILING BASIS | Section 1(a) | |
|------------------------------------|--|--|
| FIRST USE ANYWHERE DATE | At least as early as 02/01/2017 | |
| FIRST USE IN COMMERCE DATE | At least as early as 02/01/2017 | |
| STATEMENT TYPE | "The substitute (or new, or originally submitted, if appropriate) specimen(s) was/were in use in commerce at least as early as the filing date of the application"[for an application based on Section 1(a), Use in Commerce] OR "The substitute (or new, or originally submitted, if appropriate) specimen(s) was/were in use in commerce prior either to the filing of the Amendment to Allege Use or expiration of the filing deadline for filing a Statement of Use" [for an application based on Section 1(b) Intent-to-Use]. OR "The attached specimen is a true copy of the specimen that was originally submitted with the application, amendment to allege use, or statement of use" [for an illegible specimen]. | |
| SPECIMEN FILE NAME(S) | | |
| ORIGINAL PDF FILE | <u>SPU0-20799325-20190123121854727074</u> <u>Alzheimer_s_NJ_Webpage.pdf</u> | |
| CONVERTED PDF FILE(S) (4 pages) | \\TICRS\EXPORT17\IMAGEOUT17\881\155\88115562\xml5\ROA0003.JPG | |
| | \\TICRS\EXPORT17\IMAGEOUT17\881\155\88115562\xml5\ROA0004.JPG | |
| | \\TICRS\EXPORT17\IMAGEOUT17\881\155\88115562\xml5\ROA0005.JPG | |
| | \\TICRS\EXPORT17\IMAGEOUT17\881\155\88115562\xml5\ROA0006.JPG | |
| ORIGINAL PDF FILE | <u>SPU0-20799325-20190123121854727074Alzheimer_s_NJ_Webpage_2.pdf</u> | |
| CONVERTED PDF FILE(S) (6 pages) | \\TICRS\EXPORT17\IMAGEOUT17\881\155\88115562\xml5\ROA0007.JPG | |
| | \\TICRS\EXPORT17\IMAGEOUT17\881\155\88115562\xml5\ROA0008.JPG | |
| | \\TICRS\EXPORT17\IMAGEOUT17\881\155\88115562\xml5\ROA0009.JPG | |
| | \\TICRS\EXPORT17\IMAGEOUT17\881\155\88115562\xml5\ROA0010.JPG | |
| | \\TICRS\EXPORT17\IMAGEOUT17\881\155\88115562\xm15\ROA0011.JPG | |
| | \\TICRS\EXPORT17\IMAGEOUT17\881\155\88115562\xm15\ROA0012.JPG | |
| SPECIMEN DESCRIPTION | PDF of webpages from Alzheimer's New Jersey's website | |

GOODS AND/OR SERVICES SECTION (044)(Cultent)

INTERNATIONAL CLASS 044

DESCRIPTION

Geriatric health care management services; Health care; Health care services, namely, Alzheimer's; Nursing services in the field of Alzheimer's care and research; Providing healthcare information; Providing personalized healthcare and medical information in the nature of Alzheimer's

| care and research | | |
|--|---|--|
| FILING BASIS | Section 1(a) | |
| FIRST USE ANYWHERE DATE | At least as early as 02/01/2017 | |
| FIRST USE IN COMMERCE DATE | At least as early as 02/01/2017 | |
| GOODS AND/OR SERVICES SECTION (044)(proposed) | | |
| INTERNATIONAL CLASS | 044 | |
| TRACKED TEXT DESCRIPTION | | |
| Alzheimer's disease; Nursing services in the field of Alzh | Health care services, namely, Alzheimer's; Health care services, namely, treating neimer's care and research; Nursing services in the field of Alzheimer's care; Providing and medical information in the nature of Alzheimer's care and research; Providing nature of Alzheimer's care | |
| FINAL DESCRIPTION | | |
| Geriatric health care management services; Health care; Health care services, namely, treating Alzheimer's disease; Nursing services in the field of Alzheimer's care; Providing healthcare information; Providing personalized healthcare and medical information in the nature of Alzheimer's care | | |
| FILING BASIS | Section 1(a) | |
| FIRST USE ANYWHERE DATE | At least as early as 02/01/2017 | |
| FIRST USE IN COMMERCE DATE | At least as early as 02/01/2017 | |
| ADDITIONAL STATEMENTS SECTION | | |
| MISCELLANEOUS STATEMENT | Please delete any claim of color that was previously made a part of this mark | |
| SIGNATURE SECTION | | |
| DECLARATION SIGNATURE | /Lisa D. Taylor, Esq./ | |
| SIGNATORY'S NAME | Lisa D. Taylor, Esq. | |
| SIGNATORY'S POSITION | Attorney for Alzheimer's New Jersey, Attorney of Record, State of New Jersey | |
| SIGNATORY'S PHONE NUMBER | 973-947-7111 | |
| DATE SIGNED | 01/23/2019 | |
| RESPONSE SIGNATURE | /Lisa D. Taylor/ | |
| SIGNATORY'S NAME | Lisa D. Taylor, Esq. | |
| SIGNATORY'S POSITION | Attorney of Record for Alzheimer's New Jersey, Inc., New Jersey Bar Member | |
| | NUMBER 973-947-7111 | |
| SIGNATORY'S PHONE NUMBER | 973-947-7111 | |

FILING INFORMATION SECTION

AUTHORIZED SIGNATORY

| SUBMIT DATE | Wed Jan 23 12:48:29 EST 2019 | | |
|-------------|--|--|--|
| TEAS STAMP | USPTO/ROA-XXX.XX.XX.XX.201 90123124829382402-8811556 2-6207374a0c86a742dd1dd7d 830f2f16484a1f2b550f17fa9 77e848a9c09ee47685-N/A-N/ A-20190123121854727074 | | |

YES

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number.

PTO Form 1957 (Rev 10/2011)

OMB No. 0651-0050 (Exp 09/20/2020)

Response to Office Action

To the Commissioner for Trademarks:

Application serial no. 88115562 ALZHEIMER'S NEW JERSEY (Stylized and/or with Design, see) has been amended as follows:

MARK

Applicant proposes to amend the mark as follows:

 $\textbf{Current:} \ ALZHEIMER'S \ NEW \ JERSEY \ (Stylized \ and/or \ with \ Design, see \)$

Proposed: Alzheimer's New Jersey (Stylized and/or with Design, see mark)

The applicant is not claiming color as a feature of the mark.

The mark consists of the words "Alzheimer's" in the font Apex Sans Book, all in small letters except for the first letter that is capitalized followed by a picture of the outline of the State of New Jersey and then followed by the words "New Jersey" in the font Apex Sans Book, all in small letters except for the first letter of "New" and the first letter of "Jersey" which are capitalized.

CLASSIFICATION AND LISTING OF GOODS/SERVICES

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 036 for Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of a golf event; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services by means of organizing special events for Alzheimer's care and research; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's care and research; Charitable fundraising services, by means of organizing and conducting musical entertainment events featuring food and wine; Charitable fundraising to support Alzheimer's care and research; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's care and research; Memorial fundraising; On-line charitable fundraising

Original Filing Basis:

Filing Basis: Section 1(a), Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 02/01/2017 and first used in commerce at least as early as 02/01/2017, and is now in use in such commerce.

Proposed: Class 036 for Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of a golf event; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services by means of organizing special events for Alzheimer's care and research; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's care and research; Charitable fundraising services, by means of organizing and conducting musical entertainment events featuring food and wine; Charitable fundraising to support Alzheimer's care and research; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's care and research; Memorial fundraising; On-line charitable fundraising

Filing Basis: Section 1(a), Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 02/01/2017 and first used in commerce at least as early as 02/01/2017, and is now in use in such commerce. Applicant hereby submits one(or more) specimen(s) for Class 036. The specimen(s) submitted consists of PDF of webpages from Alzheimer's New Jersey's website.

"The substitute (or new, or originally submitted, if appropriate) specimen(s) was/were in use in commerce at least as early as the filing date of the application '[for an application based on Section 1(a), Use in Commerce] OR "The substitute (or new, or originally submitted, if appropriate) specimen(s) was/were in use in commerce prior either to the filing of the Amendment to Allege Use or expiration of the filing deadline for filing a Statement of Use" [for an application based on Section 1(b) Intent-to-Use]. OR "The attached specimen is a true copy of the specimen that was originally submitted with the application, amendment to allege use, or statement of use" [for an illegible specimen].

Original PDF file:

SPU0-20799325-20190123121854727074 . Alzheimer s NJ Webpage.pdf

Converted PDF file(s) (4 pages)

Specimen File1

Specimen File2

Specimen File3

Specimen File4

Original PDF file:

<u>SPU0-20799325-20190123121854727074_._Alzheimer_s_NJ_Webpage_2.pdf</u>

Converted PDF file(s) (6 pages)

Specimen File1

Specimen File2

Specimen File3

Specimen File4

Specimen File5

Specimen File6

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 044 for Geriatric health care management services; Health care; Health care services, namely, Alzheimer's; Nursing services in the field of Alzheimer's care and research; Providing healthcare information; Providing personalized healthcare and medical information in the nature of Alzheimer's care and research

Original Filing Basis:

Filing Basis: Section 1(a), Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 02/01/2017 and first used in commerce at least as early as 02/01/2017, and is now in use in such commerce.

Proposed:

Tracked Text Description: Geriatric health care management services; Health care; Health care services, namely, Alzheimer's; Health care services, namely, treating Alzheimer's disease; Nursing services in the field of Alzheimer's care and research; Nursing services in the field of Alzheimer's care; Providing healthcare information; Providing personalized healthcare and medical information in the nature of Alzheimer's care and research; Providing personalized healthcare and medical information in the nature of Alzheimer's care

Class 044 for Geriatric health care management services; Health care; Health care services, namely, treating Alzheimer's disease; Nursing services in the field of Alzheimer's care; Providing healthcare information; Providing personalized healthcare and medical information in the nature of Alzheimer's care

Filing Basis: Section 1(a), Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 02/01/2017 and first used in commerce at least as early as 02/01/2017, and is now in use in such commerce.

ADDITIONAL STATEMENTS

Miscellaneous Statement

Please delete any claim of color that was previously made a part of this mark

SIGNATURE(S)

Declaration Signature

DECLARATION: The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that, if the applicant submitted the application or allegation of use (AOU) unsigned, all statements in the application or AOU and this submission based on the signatory's own knowledge are true, and all statements in the application or AOU and this submission made on information and belief are believed to be true.

STATEMENTS FOR UNSIGNED SECTION 1(a) APPLICATION/AOU: If the applicant filed an unsigned application under 15 U.S.C. §1051(a) or AOU under 15 U.S.C. §1051(c), the signatory additionally believes that: the applicant is the owner of the mark sought to be registered; the mark is in use in commerce and was in use in commerce as of the filing date of the application or AOU on or in connection with the goods/services/collective membership organization in the application or AOU; the original specimen(s), if applicable, shows the mark in use in commerce as of the filing date of the application or AOU on or in connection with the goods/services/collective membership organization in the application or AOU; for a collective trademark, collective service mark, collective membership mark application, or certification mark application, the applicant is exercising legitimate control over the use of the mark in commerce and was exercising legitimate control over the use of the mark in commerce as of the filing date of the application or AOU; for a certification mark application, the applicant is not engaged in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant. To the best of the signatory's knowledge and belief, no other persons, except, if applicable, authorized users, members, and/or concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services/collective membership organization of such other persons, to cause confusion or mistake, or to deceive.

STATEMENTS FOR UNSIGNED SECTION 1(b)/SECTION 44 APPLICATION AND FOR SECTION 66(a)

COLLECTIVE/CERTIFICATION MARK APPLICATION: If the applicant filed an unsigned application under 15 U.S.C. §§ 1051(b), 1126(d), and/or 1126(e), or filed a collective/certification mark application under 15 U.S.C. §1141f(a), the signatory additionally believes that: *for a trademark or service mark application*, the applicant is entitled to use the mark in commerce on or in connection with the goods/services

specified in the application; the applicant has a bona fide intention to use the mark in commerce and had a bona fide intention to use the mark in commerce as of the application filing date; for a collective trademark, collective service mark, collective membership mark, or certification mark application, the applicant has a bona fide intention, and is entitled, to exercise legitimate control over the use of the mark in commerce and had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce as of the application filing date; the signatory is properly authorized to execute the declaration on behalf of the applicant; for a certification mark application, the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant. To the best of the signatory's knowledge and belief, no other persons, except, if applicable, authorized users, members, and/or concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services/collective membership organization of such other persons, to cause confusion or mistake, or to deceive.

Signature: /Lisa D. Taylor, Esq./ Date: 01/23/2019

Signatory's Name: Lisa D. Taylor, Esq.

Signatory's Position: Attorney for Alzheimer's New Jersey, Attorney of Record, State of New Jersey

Signatory's Phone Number: 973-947-7111

Response Signature

Signature: /Lisa D. Taylor/ Date: 01/23/2019

Signatory's Name: Lisa D. Taylor, Esq.

Signatory's Position: Attorney of Record for Alzheimer's New Jersey, Inc., New Jersey Bar Member

Signatory's Phone Number: 973-947-7111

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the owner's/holder's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the owner/holder in this matter: (1) the owner/holder has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the owner/holder has filed a power of attorney appointing him/her in this matter; or (4) the owner's/holder's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

Serial Number: 88115562

Internet Transmission Date: Wed Jan 23 12:48:29 EST 2019 TEAS Stamp: USPTO/ROA-XXX.XX.XX.X201901231248293824

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Click Donate Now to make a one-time donation, a monthly donation, or to make a memorial or tribute gift for a friend or loved one. Making a monthly gift will have an even greater impact over time; helping to expand critical programs and services for New Jersey families that face the daily challenges of Alzheimer's disease and dementia.

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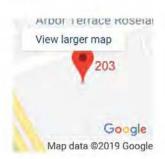
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Appreciated Securities

When you donate appreciated securities to Alzheimer's New Jersey[®], you receive two tax breaks. First, you may be able to deduct these gifts as charitable donations. Moreover, you can also avoid capital gains tax on the transfer. When giving securities, be sure to consult with your financial advisor and/or attorney.

A gift of appreciated securities can be made directly to Alzheimer's New Jersey. You may be able to deduct the fair market value of the securities without paying federal income tax on the appreciated value. If you sell the securities and donate the proceeds, you will have to pay the capital gains tax, thus decreasing the amount of your gift. Gifts of stock may be securely and conveniently transferred electronically to Alzheimer's New Jersey. Please call Kenneth C. Zaentz, President and CEO at 973.586.4300, so we can inform our broker that a transfer will be made. Then, contact your broker to initiate the gift of securities to Alzheimer's New Jersey. Your broker will

need the following information which we can provide: Account Name; Account Number and DTC Number.

Mutual Funds

Contact the customer service department at your company to secure the forms needed, and then call Kenneth C. Zaentz, President and CEO, at 973.586.4300, to discuss your intent. Please allow at least one month for the transfer. Mutual fund transfers may take longer, as each mutual fund company has its own requirements for making charitable contributions.

For more information about gifts and securities, please call Kenneth C. Zaentz, President and CEO, at 973.586.4300 or e-mail development@alznj.org.

Bequests and Other Estate Gifts

There are many ways to achieve your long-term financial goals while also leaving a legacy to Alzheimer's New Jersey. Alzheimer's New Jersey offers you a variety of planned giving arrangements. Bequests and other types of estate gifts can make a long lasting contribution to the important work of Alzheimer's New Jersey. In addition, these gifts can provide important tax benefits. Donors should work with their attorneys and financial professionals to determine the type of gift that is most appropriate for their own circumstances. Please notify Alzheimer's New Jersey of your intent to make a planned gift, so that we may provide any help you need as well as thank and recognize you appropriately. For more information about any of these planned giving options, please call Kenneth C. Zaentz, President and CEO at 973-586-4300.

Bequests

By remembering Alzheimer's New Jersey in your will, you can have a significant impact on improving the quality of care for New Jersey families that are impacted by Alzheimer's disease. Your bequest may have estate tax planning benefits as well. Here is sample bequest information you can take to your attorney:

I, [your name] [address, city, state, zip], give, devise and bequeath to Alzheimer's New Jersey, with offices located at 425 Eagle Rock Avenue, Suite 203, Roseland, NJ 07068 [insert written amount of gift, percentage of estate, or residuary of estate, or description of property] for its unrestricted use and purpose.

Gifts of Retirement Plans

Many companies offer qualified retirement plans that allow employees to defer paying taxes on a portion of their income until the assets are withdrawn. Designating Alzheimer's New Jersey as the beneficiary of a retirement plan allows you to pass on those dollars tax free, instead of leaving a tax burden to your heirs or estate. Examples of plans to consider include 401(k), 403(b), Keoghs, and traditional Individual Retirement Accounts (IRAs).

IRA Qualified Charitable Distribution

The IRA charitable distribution is a great way to make a tax-free gift to Alzheimer's New Jersey. If you are age 70½ or older you can make a tax-free gift of up to \$100,000 transferred directly from your traditional or Roth IRA to Alzheimer's New Jersey. To

qualify, the distribution check must be made payable directly to Alzheimer's New Jersey and you must be at least 70½ on the date of the distribution –not merely turning 70½ sometime that year. You will not receive an income tax charitable deduction for the gift, but you won't pay taxes on your IRA withdrawal, which means the IRA charitable distribution is tax-free. In addition, the gift will satisfy the required minimum distribution from your IRA. Speak with your professional tax advisor to see if an IRA charitable rollover gift meets your needs.

Life Insurance

A life insurance policy can provide a substantial contribution to the Alzheimer's New Jersey and present tax advantages in estate planning. The policy can be either a new one or a paid-up policy that is no longer needed for its original purpose. The most direct way to make this type of gift is to name Alzheimer's New Jersey as both the owner and the beneficiary of the life insurance policy.

Memorial and Tribute Gifts

Memorial and Tribute gifts provide a way to honor the memory of a family member, friend or colleague, or to recognize an individual or a special occasion such as a birthday, graduation or wedding anniversary. In making your memorial or tribute gift to Alzheimer's New Jersey, you are not only providing meaningful recognition, but you are also helping to support thousands of New Jersey families that are facing the impact of Alzheimer's disease on their lives.

Fund a Respite Care Scholarship

Our Respite Care and Wellness program is designed to provide family caregivers with information and education about the importance of regular time-off from caregiving, and help link them to available community-based respite care resources. We also provide a financial scholarship of \$1,000 to help support the cost of respite care services.

Your gift of \$1,000 or more can be designated to fund a respite care scholarship and directly assist family caregivers who often experience an overwhelming amount of emotional and financial stress due to the demands of caring for a loved one with Alzheimer's disease or dementia.

You can help to improve the lives of family caregivers and their loved ones living with Alzheimer's disease. For more information about funding a respite care scholarship, please call Development and Communications at 973.586.4300.

For more information about making a donation, please call 973.586.4300 or email development@alznj.org

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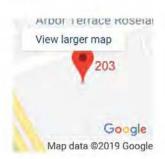
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Appreciated Securities

When you donate appreciated securities to Alzheimer's New Jersey[®], you receive two tax breaks. First, you may be able to deduct these gifts as charitable donations. Moreover, you can also avoid capital gains tax on the transfer. When giving securities, be sure to consult with your financial advisor and/or attorney.

A gift of appreciated securities can be made directly to Alzheimer's New Jersey. You may be able to deduct the fair market value of the securities without paying federal income tax on the appreciated value. If you sell the securities and donate the proceeds, you will have to pay the capital gains tax, thus decreasing the amount of your gift. Gifts of stock may be securely and conveniently transferred electronically to Alzheimer's New Jersey. Please call Kenneth C. Zaentz, President and CEO at 973.586.4300, so we can inform our broker that a transfer will be made. Then, contact your broker to initiate the gift of securities to Alzheimer's New Jersey. Your broker will

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To: Alzheimer's New Jersey (ltaylor@iwt-law.com)

U.S. TRADEMARK APPLICATION NO. 88115562 - ALZHEIMER'S NEW JERSEY - 857-001 **Subject:**

Sent: 12/30/2018 12:16:05 PM **Sent As:** ECOM114@USPTO.GOV

Attachments: Attachment - 1

> Attachment - 2 Attachment - 3

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO) OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

U.S. APPLICATION **SERIAL NO.** 88115562

MARK: ALZHEIMER'S

NEW JERSEY

88115562

VIEW YOUR APPLICATION FILE

CORRESPONDENT

ADDRESS:

CLICK HERE TO RESPOND TO THIS LETTER:

LISA D. TAYLOR,

ESQ.

 $\underline{http://www.uspto.gov/trademarks/teas/response_forms.jsp}$

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WEBTER, WYCISKALA

& TAYLOR, L

600 PARSIPPANY

ROAD. SUITE 204

600 PARSIPPANY

ROAD, SUITE 204

PARSIPPANY, NJ

APPLICANT:

Alzheimer's New Jersey

CORRESPONDENT'S REFERENCE/DOCKET

NO:

857-001

CORRESPONDENT E-

MAIL ADDRESS:

ltaylor@iwt-law.com

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE BELOW. A RESPONSE TRANSMITTED THROUGH THE TRADEMARK ELECTRONIC APPLICATION SYSTEM (TEAS) MUST BE RECEIVED BEFORE MIDNIGHT EASTERN TIME OF THE LAST DAY OF THE RESPONSE PERIOD.

ISSUE/MAILING DATE: 12/30/2018

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

Summary of Issues

- 1. Refusal Current Application is Duplicate of a Registration
- 2. Specimen Not Acceptable: Does Not Show Mark with Specific Class International Class 036
- 3. Amended Classification and/or Identification of Services Required International Class 044
- 4. Color Drawing Color Claim/Description Disagree with Drawing Color Not Material

Search of Office's Database of Marks

The trademark examining attorney has searched the Office's database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). TMEP §704.02; see 15 U.S.C. §1052(d).

Refusal - Current Application is Duplicate of a Registration

Registration is refused because this application appears to be an exact duplicate of U.S. Registration No. 5537559. 37 C.F.R. §2.48; TMEP §703. See the attached registration. The USPTO will not issue duplicate registrations. 37 C.F.R. §2.48; TMEP §703.

Applicant may respond to this refusal by abandoning the application or surrendering the registration. To expressly abandon the application, an applicant should use the TEAS Request for Express Abandonment (Withdrawal) of Application form; to surrender the registration, the TEAS Surrender of registration for cancellation form should be used.

Although applicant's mark has been refused registration, applicant may respond to the refusal(s) by submitting evidence and arguments in support of registration. However, if applicant responds to the refusal(s), applicant must also respond to the requirement(s) set forth below.

Specimen Not Acceptable: Does Not Show Mark with Specific Class - International Class 036

Registration is refused because the specimen does not show the applied-for mark in use in commerce in connection with any of the services specified in International Class 036 in the application. Trademark Act Sections 1 and 45, 15 U.S.C. §§1051, 1127; 37 C.F.R. §§2.34(a)(1)(iv), 2.56(a); *In re Keep A Breast Found.*, 123 USPQ2d 1869, 1876-79 (TTAB 2017); *In re Graystone Consulting Assocs.*, *Inc.*, 115 USPQ2d 2035, 2037-38 (TTAB 2015); TMEP §§904, 904.07(a), 1301.04(d), (g)(i). Please be advised that this requirement only pertains to the services in International Class 036.

Specifically, the specimen comprises photographs of tote bags in many different colors. While page five of the specimen features the wording "Union County Department of Human Services Division on Aging" which indicates that the applicant is providing various health care services in International Class 044, it does not show the applied-for mark in connection with any of the charitable fundraising services in International Class 036.

An application based on Trademark Act Section 1(a) must include a specimen showing the applied-for mark in use in commerce for each international class of goods and/or services identified in the application or amendment to allege use. 15 U.S.C. §1051(a)(1); 37 C.F.R. §\$2.34(a)(1)(iv), 2.56(a); TMEP §\$904, 904.07(a).

Examples of specimens for goods include tags, labels, instruction manuals, containers, photographs that show the mark on the actual goods or packaging, and displays associated with the actual goods at their point of sale. *See* TMEP §§904.03 *et seq.* Webpages may also be specimens for goods when they include a picture or textual description of the goods associated with the mark and the means to order the goods. TMEP §904.03(i). Examples of specimens for services include advertising and marketing materials, brochures, photographs of business signage and billboards, and webpages that show the mark used in the actual sale, rendering, or advertising of the services. *See* TMEP §1301.04(a), (h)(iv)(C). Specimens comprising advertising and promotional materials must show a direct association between the mark and the services. TMEP §1301.04(f)(ii).

Applicant may respond to this refusal by satisfying one of the following for each applicable international class:

- (1) Submit a different specimen (a verified "substitute" specimen) that (a) was in actual use in commerce at least as early as the filing date of the application or prior to the filing of an amendment to allege use and (b) shows the mark in actual use in commerce for the goods and/or services identified in the application or amendment to allege use. A "verified substitute specimen" is a specimen that is accompanied by the following statement made in a signed affidavit or supported by a declaration under 37 C.F.R. §2.20: "The substitute (or new, or originally submitted, if appropriate) specimen(s) was/were in use in commerce at least as early as the filing date of the application or prior to the filing of the amendment to allege use." The substitute specimen cannot be accepted without this statement.
- (2) Amend the filing basis to intent to use under Section 1(b), for which no specimen is required. This option will later necessitate

additional fee(s) and filing requirements such as providing a specimen.

For an overview of *both* response options referenced above and instructions on how to satisfy either option online using the Trademark Electronic Application System (TEAS) form, please go to http://www.uspto.gov/trademarks/law/specimen.jsp.

Amended Classification and/or Identification of Services Required - International Class 044

Applicant has applied to register the mark ALZHEIMER'S NEW JERSEY for services in Classes 036 and 044. Please be advised that this requirement only pertains to the identification of services in International Class 044.

The clauses "health care services, namely, Alzheimer's; nursing services in the field of Alzheimer's care and research" in the identification of services are indefinite because they fail to identify specific services. *See* 37 C.F.R. §2.32(a)(6); TMEP §1402.01. Applicant must amend this wording to specify the common commercial or generic name of the services. *See* TMEP §1402.01. If the services have no common commercial or generic name, applicant must describe or explain the nature of the services using clear and succinct language. *See id*.

Moreover, the wording "providing personalized healthcare and medical information in the nature of Alzheimer's care and research" in the identification of services for International Class 044 must be clarified because it is too broad and could include services in other international classes. *See* 37 C.F.R. §2.32(a)(6); TMEP §§1402.01, 1402.03. In particular, this wording could encompass the provision of medical information which is correctly classified in International Class 044. However, it also may encompass medical research in International Class 042 where the Office classifies research services. Hence, the applicant must clarify this clause and classify the services accordingly.

Suggestions and explanations are incorporated into the proposed wording below in bolded font. Applicant may adopt the following wording, $\underline{i}\underline{f}$ accurate:

- § "Medical research services in the field of Alzheimer's disease" in International Class 042;
- § "Geriatric health care management services; Health care; Health care services, namely, **treating** Alzheimer's **disease**; Nursing services in the field of Alzheimer's care and research; Providing healthcare information; Providing personalized healthcare and medical information in the nature of Alzheimer's care and research" in International Class 044.

Applicant's goods and/or services may be clarified or limited, but may not be expanded beyond those originally itemized in the application or as acceptably amended. *See* 37 C.F.R. §2.71(a); TMEP §1402.06. Applicant may clarify or limit the identification by inserting qualifying language or deleting items to result in a more specific identification; however, applicant may not substitute different goods and/or services or add goods and/or services not found or encompassed by those in the original application or as acceptably amended. *See* TMEP §1402.06(a)-(b). The scope of the goods and/or services sets the outer limit for any changes to the identification and is generally determined by the ordinary meaning of the wording in the identification. TMEP §\$1402.06(b), 1402.07(a)-(b). Any acceptable changes to the goods and/or services will further limit scope, and once goods and/or services are deleted, they are not permitted to be reinserted. TMEP §1402.07(e).

For assistance with identifying and classifying goods and services in trademark applications, please see the USPTO's online searchable <u>U.S.</u>

Acceptable Identification of Goods and Services Manual. See TMEP §1402.04.

Multiple-class Application Requirements

The application references goods and/or services based on use in commerce in more than one international class; therefore, applicant must satisfy all the requirements below for each international class:

- (1) <u>List the goods and/or services by their international class number</u> in consecutive numerical order, starting with the lowest numbered class (for example, International Class 3: perfume; International Class 18: cosmetic bags sold empty).
- (2) <u>Submit a filing fee for each international class</u> not covered by the fee(s) already paid (view the <u>USPTO's current fee schedule</u>). Specifically, the application identifies goods and/or services based on use in commerce that are classified in at least three classes; however, applicant submitted a fee(s) sufficient for only two classes. Applicant must either (a) submit the filing fees for the classes not covered by the submitted fees or (b) restrict the application to the number of classes covered by the fees already paid.
- (3) <u>Submit verified dates of first use of the mark</u> anywhere and in commerce **for each international class**. <u>See more information</u> about verified dates of use.
- (4) <u>Submit a specimen for each international class</u>. The current specimen is acceptable for class 044; and applicant needs a specimen for classes 036 and 042. <u>See more information about specimens</u>.

Examples of specimens for services include advertising and marketing materials, brochures, photographs of business signage and billboards, and website printouts that show the mark used in the actual sale, rendering, or advertising of the services.

(5) <u>Submit a verified statement</u> that "The specimen was in use in commerce on or in connection with the goods and/or services listed in the application at least as early as the filing date of the application." See more information about verification.

See 15 U.S.C. §§1051(a), 1112; 37 C.F.R. §§2.32(a)(6)-(7), 2.34(a)(1), 2.86(a); TMEP §§904, 1403.01, 1403.02(c).

See <u>an overview</u> of the requirements for a Section 1(a) multiple-class application and how to satisfy the requirements online using the Trademark Electronic Application System (TEAS) form.

Color Drawing - Color Claim/Description Disagree with Drawing - Color Not Material

Applicant must clarify the colors that are being claimed as a feature of the mark. See 37 C.F.R. §§2.37, 2.52(b)(1), 2.61(b); TMEP §§807.07(a) et seq. The drawing shows the mark in the colors purple and white; however, the following colors appear in the color claim and description of the mark: White.

Where the color claim and/or description of the mark and drawing are inconsistent with one another, generally the USPTO looks to the drawing to determine what the mark is. TMEP §807.07(a)(i)-(a)(ii), (c). Additionally, the colors in the drawing, color claim, and description must match. See 37 C.F.R. §2.52(b)(1); TMEP §807.07 et seq.

To clarify the colors in the mark, applicant may satisfy one of the following:

- (1) Submit a new color drawing that shows the mark in the colors specified in the color claim and description. TMEP §807.07(c). However, any other amendments to the drawing will not be accepted if they would materially alter the mark. 37 C.F.R. §2.72; see TMEP §807.07(c), 807.14 et seq.
- (2) Submit an amended color claim and description that matches the colors in the drawing. Generic color names must be used to describe the colors in the mark, e.g., red, yellow, blue. TMEP §807.07(a)(i)-(ii). If black, white, and/or gray represent background, outlining, shading, and/or transparent areas and are not part of the mark, applicant must so specify in the description. See TMEP §807.07(d).

The following color claim and description are suggested:

Color claim: "The colors purple and white are claimed as a feature of the mark."

Description: "The mark consists of a purple rectangle inside which appears the wording "ALZHEIMER'S NEW JERSEY" in white stylized letters with a map of New Jersey in white appearing between the words "ALZHEIMER'S" and "NEW JERSEY".

For more information about drawings and instructions on how to submit a new color drawing, amended color claim and/or description online using the Trademark Electronic Application System (TEAS) form, see the Drawing webpage.

Response Guidelines

If applicant has questions regarding this Office action, please telephone or e-mail the assigned trademark examining attorney. All relevant e-mail communications will be placed in the official application record; however, an e-mail communication will not be accepted as a response to this Office action and will not extend the deadline for filing a proper response. *See* 37 C.F.R. §\$2.62(c), 2.191; TMEP §\$304.01-.02, 709.04-.05. Further, although the trademark examining attorney may provide additional explanation pertaining to the refusal(s) and/or requirement(s) in this Office action, the trademark examining attorney may not provide legal advice or statements about applicant's rights. *See* TMEP §\$705.02, 709.06.

/In Pyo Lee/ In Pyo Lee Examining Attorney Law Office 114 (571) 270 – 3623

inpyo.lee@uspto.gov

TO RESPOND TO THIS LETTER: Go to http://www.uspto.gov/trademarks/teas/response_forms.jsp. Please wait 48-72 hours from the issue/mailing date before using the Trademark Electronic Application System (TEAS), to allow for necessary system updates of the application. For technical assistance with online forms, e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned trademark examining attorney. E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.

All informal e-mail communications relevant to this application will be placed in the official application record.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at http://tsdr.uspto.gov/. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at TrademarkAssistanceCenter@uspto.gov or call 1-800-786-9199. For more information on checking status, see http://www.uspto.gov/trademarks/process/status/.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at http://www.uspto.gov/trademarks/teas/correspondence.jsp.

87797034

Print: Dec 30, 2018

DESIGN MARK

Serial Number

87797034

Status

REGISTERED

Word Mark

ALZHEIMER'S NEW JERSEY

Standard Character Mark

No

Registration Number

5537559

Date Registered

2018/08/07

Type of Mark

SERVICE MARK

Register

SUPPLEMENTAL

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS AND/OR NUMBERS

Owner

Alzheimer's New Jersey CORPORATION NEW JERSEY 425 Eagle Rock Avenue, Suite 203 Roseland NEW JERSEY 07068

Goods/Services

Class Status -- ACTIVE. IC 036. US 100 101 102. G & S: Charitable fundraising: Charitable fundraising services: Charitable fundraising services by means of a golf event; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services by means of organizing special events for Alzheimer's care and research; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's care and research; Charitable fundraising services, by means of organizing and conducting musical entertainment events featuring food and wine; Charitable fundraising to support Alzheimer's care and research; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's care and research; Memorial fundraising; On-line charitable fundraising. First Use: 2017/02/01. First Use In Commerce: 2017/02/01.

-1-

Print: Dec 30, 2018

Goods/Services

Class Status -- ACTIVE. IC 044. US 100 101. G & S: Geriatric health care management services; Health care; Health care services, namely, Alzheimer's; Nursing services in the field of Alzheimer's care and research; Providing healthcare information; Providing personalized healthcare and medical information in the nature of Alzheimer's care

and research. First Use: 2017/02/01. First Use In Commerce:

2017/02/01.

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ALZHEIMER'S" APART FROM THE MARK AS SHOWN.

Description of Mark

The mark consists of a purple background with the word "Alzheimer's" in white in the font Apex Sans Book, all in small letters except for the first letter that is capitalized followed by a picture of the outline of the State of New Jersey in white and then followed by the words "New Jersey" in white in the font Apex Sans Book, all in small letters except for the first letter of "New" and the first letter of "Jersey" which are capitalized.

Colors Claimed

The color(s) purple and white is/are claimed as a feature of the mark.

Filing Date

2018/02/14

Amended Register Date

2018/06/14

Examining Attorney

CLYBURN, DIONNE

Attorney of Record

Lisa D. Taylor, Esq.

Alzheimer's New Jersey

To: Alzheimer's New Jersey (ltaylor@iwt-law.com)

Subject: U.S. TRADEMARK APPLICATION NO. 88115562 - ALZHEIMER'S NEW JERSEY - 857-001

Sent: 12/30/2018 12:16:06 PM **Sent As:** ECOM114@USPTO.GOV

Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

IMPORTANT NOTICE REGARDING YOUR U.S. TRADEMARK APPLICATION

USPTO OFFICE ACTION (OFFICIAL LETTER) HAS ISSUED ON 12/30/2018 FOR U.S. APPLICATION SERIAL NO. 88115562

Please follow the instructions below:

(1) TO READ THE LETTER: Click on this <u>link</u> or go to <u>http://tsdr.uspto.gov</u>, enter the U.S. application serial number, and click on "Documents."

The Office action may not be immediately viewable, to allow for necessary system updates of the application, but will be available within 24 hours of this e-mail notification.

(2) TIMELY RESPONSE IS REQUIRED: Please carefully review the Office action to determine (1) how to respond, and (2) the applicable response time period. Your response deadline will be calculated from 12/30/2018 (or sooner if specified in the Office action). A response transmitted through the Trademark Electronic Application System (TEAS) must be received before midnight Eastern Time of the last day of the response period. For information regarding response time periods, see http://www.uspto.gov/trademarks/process/status/responsetime.jsp.

Do NOT hit "Reply" to this e-mail notification, or otherwise e-mail your response because the USPTO does NOT accept e-mails as responses to Office actions. Instead, the USPTO recommends that you respond online using the TEAS response form located at http://www.uspto.gov/trademarks/teas/response_forms.jsp.

(3) **QUESTIONS:** For questions about the contents of the Office action itself, please contact the assigned trademark examining attorney. For *technical* assistance in accessing or viewing the Office action in the Trademark Status and Document Retrieval (TSDR) system, please e-mail TSDR@uspto.gov.

WARNING

Failure to file the required response by the applicable response deadline will result in the ABANDONMENT of your application. For more information regarding abandonment, see http://www.uspto.gov/trademarks/basics/abandon.jsp.

PRIVATE COMPANY SOLICITATIONS REGARDING YOUR APPLICATION: Private companies **not** associated with the USPTO are using information provided in trademark applications to mail or e-mail trademark-related solicitations. These companies often use names that closely resemble the USPTO and their solicitations may look like an official government document. Many solicitations require that you pay "fees."

Please carefully review all correspondence you receive regarding this application to make sure that you are responding to an official document from the USPTO rather than a private company solicitation. All <u>official</u> USPTO correspondence will be mailed only from the "United States Patent and Trademark Office" in Alexandria, VA; or sent by e-mail from the domain "@uspto.gov." For more information on how to handle private company solicitations, see http://www.uspto.gov/trademarks/solicitation_warnings.jsp.

| *** | Hee | r·ile | 1 م | *** |
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| # | Total | Dead | Live | Live | Status/ | Search |
|----|-------|-------|--------|--------|----------|---|
| | Marks | Marks | Viewed | Viewed | Search | |
| | | | Docs | Images | Duration | |
| 01 | 211 | 0 | 211 | 207 | 0:01 | *{v}l{"sz"}h{"eiy"1:2}m*[bi,ti] not dead[ld] |
| 02 | 39722 | N/A | 0 | 0 | 0:02 | (*ne{"uw"}* nu* "NJ" "N J")[bi,ti] not dead[ld] |
| 03 | 832 | N/A | 0 | 0 | 0:13 | ${\tt *{"sjz"}{v}r{"sxz"}{"eiy"}*[bi,ti] not dead[ld]}$ |
| 04 | 199 | 0 | 199 | 196 | 0:01 | ("NJ" "N J")[bi,ti] not dead[ld] |
| 05 | 2154 | N/A | 0 | 0 | 0:01 | (011711 Map)[dc] not dead[ld] |
| 06 | 10 | 0 | 10 | 10 | 0:01 | 1 and (2 3 4 5) |
| 07 | 3015 | N/A | 0 | 0 | 0:01 | *wal{"ckqx"}*[bi,ti] not dead[ld] |
| 08 | 29452 | N/A | 0 | 0 | 0:03 | *{"fh"}{"iy"}{"gh"0:2}t*[bi,ti] not dead[ld] |
| 09 | 25 | 0 | 25 | 24 | 0:01 | 7 and 8 |
| 10 | 1009 | 0 | 7 | 1009 | 0:02 | (090702 Shoes)[dc] not dead[ld] |
| | | | | | | |

Session started 12/26/2018 3:15:10 PM Session finished 12/26/2018 3:30:43 PM Total search duration 0 minutes 26 seconds Session duration 15 minutes 33 seconds Defaut NEAR limit=1ADJ limit=1

Sent to TICRS as Serial Number: 88115562

From: TMDesignCodeComments

Sent: Friday, September 21, 2018 00:25 AM

To: Itaylor@iwt-law.com

Subject: Official USPTO Notice of Design Search Code: U.S. Trademark SN: 88115562: ALZHEIMER'S NEW JERSEY (Stylized/Design): Docket/Reference

No. 857-001

Docket/Reference Number: 857-001

The USPTO has assigned design search codes to your application (U.S. serial number: 88115562).

Design search codes assigned to your application:

01.17.11 - Maps of states of the United States, excluding Texas

If you would like to request that we add or delete a design search code, please email Through your name, application serial number, a list of design search codes you would like to add or delete, and a brief justification. We will process your request within two business days. If we approve your request, the updated list of design search codes will appear in our Trademark Status and Document Retrieval (TSDR) database, accessible at https://tsdr.uspto.gov/, under the "Mark Information" tab.

Design search codes are numerical codes we assign to the prominent features of your mark's design. We call these features "design elements." A design element can be any component of your mark that is not a word, such as a depiction of a star or a flower. Assigning design search codes to your mark helps us more effectively search our database for marks that may conflict with yours. Design search codes have no legal significance and will not appear on the registration certificate.

For more information about design search codes, including why and how we use them and information on adding or deleting design search codes from your application, please visit our design search code webpage at http://www.uspto.gov/DesignSearchCodes. For a list of design search codes, see the design search code manual at http://tess2.uspto.gov/tmdb/dscm/index.htm.

For questions, please call 1-800-786-9199 (option 1) to speak to a Customer Service representative in the Trademark Assistance Center. Please visit http://www.uspto.gov/TrademarkAssistance for additional information about the Trademark Assistance Center.

This notice will be available in TSDR in one business day.

OMB No. 0651-0009 (Exp 02/28/2021)

Trademark/Service Mark Form, Supplemental Register

Serial Number: 88115562 Filing Date: 09/13/2018

The table below presents the data as entered.

| Input Field | Entered |
|---|---|
| SERIAL NUMBER | 88115562 |
| MARK INFORMATION | |
| *MARK | \\\TICRS\EXPORT17\IMAGEOUT 17\881\155\88115562\xml1\APP0002.JPG |
| SPECIAL FORM | YES |
| USPTO-GENERATED IMAGE | NO |
| LITERAL ELEMENT | Alzheimer's New Jersey |
| COLOR MARK | YES |
| COLOR(S) CLAIMED (If applicable) | The color(s) White is/are claimed as a feature of the mark. |
| *DESCRIPTION OF THE MARK (and Color Location, if applicable) | The mark consists of the word "Alzheimer's" in white in the font Apex Sans Book, all in small letters except for the first letter that is capitalized followed by a picture of the outline of the State of New Jersey in white and then followed by the words "New Jersey" in white in the font Apex Sans Book, all in small letters except for the first letter of "New" and the first letter of "Jersey" which are capitalized. |
| PIXEL COUNT ACCEPTABLE | YES |
| PIXEL COUNT | 850 x 275 |
| REGISTER | Supplemental |
| APPLICANT INFORMATION | |
| *OWNER OF MARK | Alzheimer's New Jersey |
| *STREET | 425 Eagle Rock Avenue, Suite 203 |
| *CITY | Roseland |
| *STATE (Required for U.S. applicants) | New Jersey |
| *COUNTRY | United States |
| *ZIP/POSTAL CODE (Required for U.S. and certain international addresses) | 07068 |
| PHONE | 973-586-4300 |
| FAX | 973-586-4342 |
| WEBSITE ADDRESS | www.alznj.org |
| LEGAL ENTITY INFORMATION | |
| ТҮРЕ | corporation |

| GOODS AND/OR SERVICES AND BASIS INFORMATIONAL CLASS | ION |
|---|--|
| INTERNATIONAL CLASS | |
| | 036 |
| *IDENTIFICATION | Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of a golf event; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services by means of organizing special events for Alzheimer's care and research; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's care and research; Charitable fundraising services, by means of organizing and conducting musical entertainment events featuring food and wine; Charitable fundraising to support Alzheimer's care and research; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's care and research; Memorial fundraising; On-line charitable fundraising |
| FILING BASIS | SECTION 1(a) |
| FIRST USE ANYWHERE DATE | At least as early as 02/01/2017 |
| FIRST USE IN COMMERCE DATE | At least as early as 02/01/2017 |
| SPECIMEN FILE NAME(S) | \\\TICRS\EXPORT17\IMAGEOUT 17\\881\155\\88115562\\xml1\\APP0003.JPG |
| | \\\TICRS\EXPORT17\IMAGEOUT 17\881\155\88115562\xml1\APP0004.JPG |
| | \\\TICRS\EXPORT17\IMAGEOUT 17\\881\\155\\88115562\\xml1\\APP0005.JPG |
| SPECIMEN DESCRIPTION | Pictures of various tote bags in maroon, green and purple showing the use of the mark |
| INTERNATIONAL CLASS | 044 |
| *IDENTIFICATION | Geriatric health care management services; Health care; Health care services, namely, Alzheimer's; Nursing services in the field of Alzheimer's care and research; Providing healthcare information; Providing personalized healthcare and medical information in the nature of Alzheimer's care and research |
| FILING BASIS | SECTION 1(a) |
| FIRST USE ANYWHERE DATE | At least as early as 02/01/2017 |
| FIRST USE IN COMMERCE DATE | At least as early as 02/01/2017 |
| SPECIMEN FILE NAME(S) | \\\TICRS\EXPORT17\IMAGEOUT 17\\881\\155\\88115562\\xml1\\APP0006.JPG |
| | \\\TICRS\EXPORT17\IMAGEOUT 17\\881\\155\\88115562\\xml1\\APP0007.JPG |
| | \\\TICRS\EXPORT17\IMAGEOUT 17\\881\\155\\88115562\\xml1\\APP0008.JPG |
| SPECIMEN DESCRIPTION | PDFs of various tote bags used in maroon, green and purple showing the use of the mark |

| DISCLAIMER | No claim is made to the exclusive right to use Alzheimer's apart from the mark as shown. |
|--|--|
| ATTORNEY INFORMATION | |
| NAME | Lisa D. Taylor, Esq. |
| ATTORNEY DOCKET NUMBER | 857-001 |
| FIRM NAME | Inglesino, Webter, Wyciskala & Taylor, LLC |
| INTERNAL ADDRESS | 600 Parsippany Road, Suite 204 |
| STREET | 600 Parsippany Road, Suite 204 |
| CITY | Parsippany |
| STATE | New Jersey |
| COUNTRY | United States |
| ZIP/POSTAL CODE | 07054 |
| PHONE | 973-947-7111 |
| FAX | 973-887-2700 |
| EMAIL ADDRESS | ltaylor@iwt-law.com |
| AUTHORIZED TO COMMUNICATE VIA EMAIL | Yes |
| CORRESPONDENCE INFORMATION | <u>'</u> |
| NAME | Lisa D. Taylor, Esq. |
| FIRM NAME | Inglesino, Webter, Wyciskala & Taylor, LLC |
| INTERNAL ADDRESS | 600 Parsippany Road, Suite 204 |
| STREET | 600 Parsippany Road, Suite 204 |
| СІТУ | Parsippany |
| STATE | New Jersey |
| COUNTRY | United States |
| ZIP/POSTAL CODE | 07054 |
| PHONE | 973-947-7111 |
| FAX | 973-887-2700 |
| EMAIL ADDRESS | ltaylor@iwt-law.com |
| AUTHORIZED TO COMMUNICATE VIA EMAIL | Yes |
| FEE INFORMATION | · |
| APPLICATION FILING OPTION | Regular TEAS |
| NUMBER OF CLASSES | 2 |
| APPLICATION FOR REGISTRATION PER CLASS | 400 |
| *TOTAL FEE DUE | 800 |
| *TOTAL FEE PAID | 800 |
| SIGNATURE INFORMATION | |
| SIGNATURE | /Lisa D. Taylor, Esq./ |
| SIGNATORY'S NAME | Lisa D. Taylor, Esq. |

| SIGNATORY'S POSITION | Attorney of Record for Alzheimer's New Jersey, Inc., New Jersey Bar Member |
|--------------------------|--|
| SIGNATORY'S PHONE NUMBER | 973-947-7111 |
| DATE SIGNED | 09/13/2018 |

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number.

PTO Form 1479 (Rev 09/2006)

OMB No. 0651-0009 (Exp 02/28/2021)

Trademark/Service Mark Form, Supplemental Register

Serial Number: 88115562 Filing Date: 09/13/2018

To the Commissioner for Trademarks:

MARK: Alzheimer's New Jersey (stylized and/or with design, see mark)

The literal element of the mark consists of Alzheimer's New Jersey.

The color(s) White is/are claimed as a feature of the mark. The mark consists of the word "Alzheimer's" in white in the font Apex Sans Book, all in small letters except for the first letter that is capitalized followed by a picture of the outline of the State of New Jersey in white and then followed by the words "New Jersey" in white in the font Apex Sans Book, all in small letters except for the first letter of "New" and the first letter of "Jersey" which are capitalized.

The applicant, Alzheimer's New Jersey, a corporation of New Jersey, having an address of

425 Eagle Rock Avenue, Suite 203 Roseland, New Jersey 07068 United States 973-586-4300(phone) 973-586-4342(fax)

requests that the trademark/service mark identified above be registered with the USPTO on the Supplemental Register for the following:

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 036: Charitable fundraising; Charitable fundraising services; Charitable fundraising services by means of a golf event; Charitable fundraising services by means of organizing and conducting special events; Charitable fundraising services by means of organizing special events for Alzheimer's care and research; Charitable fundraising services for promoting research, education and other activities relating to Alzheimer's care and research; Charitable fundraising services, by means of organizing and conducting musical entertainment events featuring food and wine; Charitable fundraising to support Alzheimer's care and research; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable services, namely, fundraising services by means of organizing special events for Alzheimer's care and research; Memorial fundraising; On-line charitable fundraising

In International Class 036, the mark was first used at least as early as 02/01/2017, and first used in commerce at least as early as 02/01/2017, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) Pictures of various tote bags in maroon, green and purple showing the use of the mark .

Specimen File1

Specimen File2

Specimen File3

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 044: Geriatric health care management services; Health care; Health care services, namely, Alzheimer's; Nursing services in the field of Alzheimer's care and research; Providing healthcare information; Providing personalized healthcare and medical information in the nature of Alzheimer's care and research

In International Class 044, the mark was first used at least as early as 02/01/2017, and first used in commerce at least as early as 02/01/2017, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) PDFs of various tote bags used in maroon, green and purple showing the use of the mark .

Specimen File1

Specimen File2

Specimen File3

Disclaimer

No claim is made to the exclusive right to use Alzheimer's apart from the mark as shown.

For informational purposes only, applicant's website address is: www.alznj.org

The applicant's current Attorney Information:

Lisa D. Taylor, Esq. of Inglesino, Webter, Wyciskala & Taylor, LLC 600 Parsippany Road, Suite 204 600 Parsippany Road, Suite 204 Parsippany, New Jersey 07054 United States 973-947-7111(phone) 973-887-2700(fax) ltaylor@iwt-law.com (authorized)

The attorney docket/reference number is 857-001.

The applicant's current Correspondence Information:

Lisa D. Taylor, Esq.
Inglesino, Webter, Wyciskala & Taylor, LLC
600 Parsippany Road, Suite 204
600 Parsippany Road, Suite 204
Parsippany, New Jersey 07054
973-947-7111(phone)
973-887-2700(fax)
Itaylor@iwt-law.com (authorized)

A fee payment in the amount of \$800 has been submitted with the application, representing payment for 2 class(es).

Declaration

V Basis:

If the applicant is filing the application based on use in commerce under 15 U.S.C. § 1051(a):

- The signatory believes that the applicant is the owner of the trademark/service mark sought to be registered;
- The mark is in use in commerce on or in connection with the goods/services in the application;
- The specimen(s) shows the mark as used on or in connection with the goods/services in the application; and
- To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.

AND/OR

If the applicant is filing the application based on an intent to use the mark in commerce under 15 U.S.C. \S 1126(d) and/or \S 1126(e):

- The signatory believes that the applicant is entitled to use the mark in commerce;
- The applicant has a bona fide intention to use the mark in commerce on or in connection with the goods/services in the application; and
- To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.
- ☑ To the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive.
- To the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.
- ☑ The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Declaration Signature

Signature: /Lisa D. Taylor, Esq./ Date: 09/13/2018

Signatory's Name: Lisa D. Taylor, Esq.

Signatory's Position: Attorney of Record for Alzheimer's New Jersey, Inc., New Jersey Bar Member

Payment Sale Number: 88115562 Payment Accounting Date: 09/13/2018

Serial Number: 88115562

Internet Transmission Date: Thu Sep 13 12:05:45 EDT 2018 TEAS Stamp: USPTO/SUP-XXX.XX.XX.X201809131205459434

85-88115562-610cf4ceff59b40bda69d5f31ef1 6ad9f4b5f16df87df1b8b379c57198e557243bd-

CC-16545-20180913111715817912

























EXHIBIT 0



K TO SUNDAY SEPTEMBER 30 HORRISTOWN

COLLEGE OF SAINT ELIZABETH



100% FUNDS RAISED SUPPORT SUPPORT NEW JERSEY INDIVIDUALS and FAMILIES

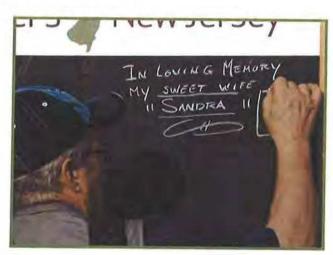
Walk Local — Support Local

REGISTER TODAY

alznj.org/walk | 888-280-6055







SUNDAY, SEPTEMBER 30, 2018

COLLEGE OF SAINT ELIZABETH

Registration 8:30 am, Kick-Off Rally 9:30 am, Walk 10:00 am

REGISTER AT:

WWW.ALZNJ.ORG/WALK

Enjoy a fun-filled day of music and laughter while raising funds for New Jersey individuals and families affected by alzheimer's disease.

Now 100% of all funds raised at the Walk to Fight Alzheimer's® stay in New Jersey and support New Jersey individuals and families!

For more information, call 888-280-6055



Start a Company Team

Forming a company team at work is easy! By stepping up as a team captain, you can encourage others to get involved in the fight against Alzheimer's.

REGISTER TODAY

- 1 Visit alznj.org/walk to find a Walk and sign up as a company team captain.
- Select a team name. Make sure to include your company/organization as part of the team name so we can recognize your success!
- 3 Start recruiting! Begin by asking three co-workers to join you. Then, ask them to invite three more people, and before you know it, you'll have a team.

COMPANY TEAM CAPTAINS CAN FURTHER THE CAUSE BY TAKING THESE STEPS

- · Expand your company team to include friends, family and other community members. Use social media to help.
- · Ask friends, family and colleagues to support your efforts by making a donation to your team.
- Ask human resources or your department manager to get involved by holding a one-day fundraising event, such as a bake sale, a Go Casual event or selling "Circles of Support" at your location.
- Create a departmental challenge fundraising/recruiting competitions, design the best team T-shirt, etc.

Alzheimer's New Jersey®

425 Eagle Rock Avenue, Suite 203 Roseland, NJ 07068

888-280-6055 | alznj.org®

Alzheimer's New Jersey*



SEPTEMBER 22

Arnold & Baltimore Aves, Point Pleasant Beach

SEPTEMBER 30

College of Saint Elizabeth, Morristown

OCTOBER 7

ETS, Princeton

OCTOBER 13

Liberty State Park, Jersey City

OCTOBER 28

Bergen Community College, Paramus

Sign up at

alznj.org/walk

888-280-6055

Thanks to Our Sponsors!

SILVER SPONSORS

SORITANIBANK

Charitable Foundation



CORPORATE STRIDERS





BRONZE SPONSORS





HEROES CLUB TENT SPONSORS





ARBOR TERRACE



SOCIAL MEDIA TENT SPONSOR



PROMOTIONAL SPONSORS









ALZNJTTAB0019 as of 8/27/18

Alzheimer's New Jersey Leads the Charge in Fighting Alzheimer's!

loin us for Walk to Fight Alzheimer's . It's our largest fundraising event to support New lersey families that are impacted by Alzheimer's disease and fund research. Thanks to the incredible involvement of our local communities, our Walk raised nearly \$750,000 n 20171

2018 Walk to Fight Alzheimer's plans are already underway with even more fun and excitement for our thousands of participants Remember, 100% of your Walk donations will support New Jersey ndividuals and families.

All participants are eligible for the Incentive Prize Program. Awards will also be offered at each Walk location for the following: Top Corporate Team, Top Family Team, and School Spirit Award.

Register today at alznj.org/walk or complete the attached registration form and end to

> Alzheimer's New Jersey 425 Eagle Rock Avenue, Suite 203 Roseland, NJ 07068

Fax 973-586-0094 | Email walk@alznj.org

Frequently Asked Questions

IS THERE A REGISTRATION FEE?

There is no fee. Teams and individuals raise money in addition to making their own donations.

HOW DOES MY FUNDRAISING HELP FIGHT ALZHEIMER'S?

100% of the funds raised will support New Jersey families impacted by Alzheimer's disease and other dementias.

CAN I REGISTER ONLINE?

Yes, just go to alznj.org/walk. You will find lots of information and tools to help you build your team, or to walk and fundraise as an individual

CAN I REGISTER BY MAIL?

If you prefer not to register online, complete the attached form and mail to Alzheimer's New Jersey. Remember to sign the waiver at the bottom. You can also start fundraising using the contribution form.

DO WE GET A T-SHIRT FOR WALKING?

Every registered walker who raises a minimum of \$50 will receive an official Walk to Fight Alzheimer's t-shirt the day of the walk!

WILL YOU ACCEPT DONATIONS ON THE DAY OF THE WALK?

Yes. You don't have to raise all of your money now. Your supporters can donate to you and/or your team online, by mail, or even by giving their money directly to you. Visit the Walk to Fight Alzheimer's page on our website (alznj.org/walk) for more details.

I DON'T HAVE A TEAM - CAN I START ONE?

Yes, it's easy. Just like registering as an individual. Remember to have a meeting place for your team arranged ahead of time. so you can find each other in the crowd on walk day.

WHAT ELSE DO I NEED TO KNOW?

- Registration begins at 8:30 a.m., Kick-Off Rally 9:30 a.m., Walk 10:00 a.m. Walk to Fight Alzheimer's is a rain or shine event.
- · Donations are non-refundable.
- · Every Walker must complete a registration form or register online prior to walking.
- Parking fees will apply at the Point Pleasant Beach metered parking spaces and the parking lot at Liberty State Park.

Contribution Form

You may return this form with your donations on Walk Day!

Remember, please make checks payable to: Alzheimer's New Jersey

| Walker Name: | |
|----------------------|--|
| Team Name: | |
| Walk Location: | |
| My Fundraising Goal: | |

| Contributor Name | Check# | Amount Received |
|---|--------|--------------------|
| Kick off your fundraising efforts by making the 1 first denation! | | |
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| 3 | | |
| 4 | | |
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| 10 | | |
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| 13 | | |
| 14 | 7 1/4 | |
| 15 | | |

Photocopy this form as needed Subtotal: or make donations online at Matching Gift: __

alzni.org.

Call Alzheimer's New Jersey at

973-586-4300 with questions or for additional forms.

office use only:

REMEMBER! MATCHING GIFTS COULD DOUBLE YOUR MONEY!

Information filed with the Attorney General concerning this charitable solicitation and the percentage of contributions received by the charity during the last reporting period that were dedicated to the charitable purpose may be obtained from the Attorney General of the State of New Jersey by calling 973-504-6215 and is available on the internet at www.njconsumeraffairs.gov. Registration with the Attorney General does not imply endorsement.

Registration Form

Complete the form below in dark ink or register online at alznj.org/walk. Name:

Address:

I will be walking at: (circle please)

Email:

Point Pleasant Beach / Morristown / Liberty State Park Princeton / Paramus

I will be walking as: (circle one)

Team Captain / Team Member / Individual

For Teams Only: What is your team name?

And name of your Team Captain:

Assumption of Risk, Release and Permission

I am aware that participating in the Walk to Fight Alzheimer's can be a dangerous activity involving many risks of injury including, but not limited to death, property loss, and serious injury or impairment to other aspects of my body, general health and wellbeing. I acknowledge that I am in good physical condition and that I understand the risks involved in this activity and I am voluntarity participating in the Walk. By my signature below. I hereby recognize and assume all risks associated with participating in this event, waive any claim that I might have arising out of this activity, and agree to release and hold harmless Alzheimer's New Jersey, its employees, agents, representatives, and volunteers harmless from any and all obligations, liabilities, claims, demands, costs, and expenses or demands of any kind which may arise by or in connection with my participation in any activities related to the above event. The terms hereof serve forever as a release and assumption of risk for my heirs, estate, executor, administrator, assignees, and or all members of my family. This release, waiver of liability, assumption of risk and indemnity agreement shall be as broad and inclusive as permitted by the State of New Jersey. I also grant full permission to all organizers of this event to use and reuse, publish and republish, my name, likeness, recording, or photos of me in any form, in any media or in any menner and for any purpose.

The invalidity of any portion of this Agreement shall not affect the remaining portions.

In signing this Waiver, I acknowledge and represent that I have read it, understand it, and sign it voluntarily as my own free act, no oral representations, statements or inducements, apart from this Waiver have been made. I hereby acknowledge that I am at least 18 years of age or, if applicable, that I am the parent or legal guardian of a child under the age of 18 who I am registering for the Event.

Signature

ALZNJTTAB0020



New Jersey Battles Alzheimer's Disease!

Join us for



Start your team today; Register at alznj.org/walk





SAVE THE DATE

Walk To Fight Alzheimer's®

College of Saint Elizabeth, Morristown

Sunday Sept 30, 2018

> Registration 8:30 am

Kick-Off Rally 9:30 am

> Walk 10:00 am







WALK LOCAL SUPPORT LOCAL

alznj.org

THE SHITT PARKET



WALK to FIGHT Alzheimer's

walk local support local

alznj org

WALK to FIGHT Alzheimer's

walk local • support local

alznj.org

EXHIBIT P



2018 INCENTIVE PROGRAM

\$300 Level

Solid Twill Sport Cap 60"X50" Polyester Fleece Blanket





\$500 Level

Heathered Performance Short Sleeve T-Shirt Packable 60"X50" Poly/ Fleece Reversible Blanket





\$750 Level

Easy Care Performance Polo Shirt Heathered Performance Long Sleeve T-Shirt

\$1,000 Level 60"X50" Faux Mink Sherpa Blanket Heat

Silky 1/4-Zip Heathered Pullover







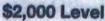
100% Cotton Soft Flannel Twill Shirt



\$1,500 Level

Premium Cotton ¼-Zip Fleece Pullover (Men's Only)

Full Zip French Terry Fleece Hoodie (Women's Only)



Lightweight Water-Repellent Jacket Heathered Sweater-Fleece Vest





\$2,500 Level

Heathered Sweater-Fleece Jacket Micro-Fleece Jacket w/Quilted Accents









Redemption certificates for incentive gifts will be sent via email after December 3, 2018.

To register or had a walk near you, visit www.alzni.org



2017 SOUVENIR SPONSORS





ARBOR TERRACE

EXHIBIT Q

Generated on: This page was generated by TSDR on 2020-10-20 17:04:47 EDT

Mark: AVON 39 THE WALK TO END BREAST CANCER

AVON 39 THE WALK TO END BREAST CANCER

US Serial Number: 86505402 Application Filing Jan. 16, 2015

Date:

US Registration 4835215 Registration Date: Oct. 20, 2015

Number:

Register: Principal

Mark Type: Service Mark

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: Oct. 20, 2015

Publication Date: Aug. 04, 2015

Mark Information

Mark Literal AVON 39 THE WALK TO END BREAST CANCER

Elements:

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

Claim:

Mark Drawing 4 - STANDARD CHARACTER MARK

Type:

Disclaimer: "39", "WALK" AND "BREAST CANCER"

Related Properties Information

Claimed Ownership 2878570 of US Registrations:

Goods and Services

Note:

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

• Brackets [..] indicate deleted goods/services;

• Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and

Asterisks *..* identify additional (new) wording in the goods/services.

For: Promoting public awareness of breast cancer

International 035 - Primary Class U.S Class(es): 100, 101, 102

Class(es):

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 22, 2014 Use in Commerce: Dec. 22, 2014

For: Charitable fundraising services for promoting research, education and other activities relating to breast cancer awareness

International 036 - Primary Class U.S Class(es): 100, 101, 102

Class(es):

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 22, 2014 Use in Commerce: Dec. 22, 2014

Basis Information (Case Level)

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

Filed No Basis: No

Current Owner(s) Information

Owner Name: AVON NA IP LLC Owner Address: One Avon Place

Suffern, NEW YORK UNITED STATES 10901

Legal Entity Type: LIMITED LIABILITY COMPANY State or Country DELAWARE

Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Dyan Finguerra-DuCharme

Attorney Primary DFinguerra-DuCharme@PRYORCASHMAN.com Attorney Email Yes **Email Address:** Authorized:

Correspondent

Correspondent Dyan Finguerra-DuCharme Name/Address: Pryor Cashman LLP

7 Times Square

New York, NEW YORK UNITED STATES 10036

Phone: 212-326-0443

Correspondent e- DFinguerra-DuCharme@PRYORCASHMAN.com Correspondent e- Yes mail Authorized:

mail: tmdocketing@pryorcashman.com

Domestic Representative - Not Found

Prosecution History

| Date | Description | Proceeding Number |
|---------------|---|----------------------|
| Oct. 20, 2020 | COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED | |
| Nov. 14, 2019 | ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED | |
| Nov. 14, 2019 | TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED | |
| Mar. 07, 2019 | APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED | 88888 |
| Mar. 07, 2019 | TEAS CHANGE OF OWNER ADDRESS RECEIVED | |
| Apr. 27, 2017 | TEAS CHANGE OF CORRESPONDENCE RECEIVED | |
| Mar. 01, 2017 | AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP | |
| Aug. 24, 2016 | ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY | |
| Oct. 20, 2015 | REGISTERED-PRINCIPAL REGISTER | |
| Aug. 04, 2015 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED | |
| Aug. 04, 2015 | PUBLISHED FOR OPPOSITION | |
| Jul. 15, 2015 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED | |
| Jun. 29, 2015 | LAW OFFICE PUBLICATION REVIEW COMPLETED | 73797 |
| Jun. 29, 2015 | ASSIGNED TO LIE | 73797 |
| Jun. 11, 2015 | APPROVED FOR PUB - PRINCIPAL REGISTER | |
| Jun. 10, 2015 | TEAS/EMAIL CORRESPONDENCE ENTERED | 88889 |
| Jun. 10, 2015 | CORRESPONDENCE RECEIVED IN LAW OFFICE | 88889 |
| Jun. 10, 2015 | TEAS RESPONSE TO OFFICE ACTION RECEIVED | |
| May 04, 2015 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 6325 |
| May 04, 2015 | NON-FINAL ACTION E-MAILED | 6325 |

 May 04, 2015
 NON-FINAL ACTION WRITTEN
 81843

 Apr. 21, 2015
 ASSIGNED TO EXAMINER
 81843

Jan. 28, 2015 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM

Jan. 20, 2015 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: Oct. 20, 2015

Assignment Abstract Of Title Information

Summary

Total Assignments: 3 Registrant: Avon Products, Inc.

Assignment 1 of 3

Conveyance: SECURITY INTEREST

Reel/Frame: <u>5551/0668</u> **Pages:** 21

Date Recorded: Jun. 12, 2015

Supporting assignment-tm-5551-0668.pdf

Documents:

Assignor

Name: AVON PRODUCTS, INC. Execution Date: Jun. 05, 2015

Legal Entity Type: CORPORATION State or Country NEW YORK

Where Organized:

Assignee

Name: CITIBANK, N.A.

Legal Entity Type: NATIONAL ASSOCIATION State or Country UNITED STATES

Where Organized:

Address: 580 CROSSPOINT PKWY

CRMS DOCUMENTATION UNIT GETZVILLE, NEW YORK 14068

Correspondent

Correspondent MARK RUSSELL PEREIRA

Name:

Correspondent 599 LEXINGTON AVENUE Address: SHEARMAN & STERLING LLP

NEW YORK, NY 10022

Domestic Representative - Not Found

Assignment 2 of 3

Conveyance: RELEASE OF SECURITY INTEREST IN TRADEMARKS

Reel/Frame: <u>5855/0525</u> Pages: 8

Date Recorded: Aug. 15, 2016

Supporting assignment-tm-5855-0525.pdf

Documents:

Assignor

Name: CITIBANK, N.A. Execution Date: Aug. 15, 2016

Legal Entity Type: NATIONAL ASSOCIATION State or Country UNITED STATES

Where Organized:

Where Organized:

Assignee

Name: AVON PRODUCTS, INC.

Legal Entity Type: CORPORATION State or Country NEW YORK

Where Organized:

Address: 777 THIRD AVENUE

NEW YORK, NEW YORK 10017

Correspondent

Correspondent JUSTINE LU/WHITE & CASE LLP

Name:

Correspondent 555 SOUTH FLOWER STREET, SUITE 2700

Address: LOS ANGELES, CA 90071

Domestic Representative - Not Found

Assignment 3 of 3

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: <u>5983/05</u>97 Pages: 5

Date Recorded: Feb. 06, 2017

Supporting assignment-tm-5983-0597.pdf

Documents:

Assignor

Name: AVON PRODUCTS, INC. Execution Date: Feb. 06, 2017

Legal Entity Type: CORPORATION State or Country NEW YORK

Where Organized:

Assignee

Name: AVON NA IP LLC

Legal Entity Type: LIMITED LIABILITY COMPANY State or Country DELAWARE

Where Organized:

Address: 601 MIDLAND AVENUE

RYE, NEW YORK 10580

Correspondent

Correspondent ANDREA L. CALVARUSO, ESQ.

Name:

Correspondent 101 PARK AVENUE

Address: NEW YORK, NY 10178

Domestic Representative - Not Found

Proceedings

Summary

Number of 1 Proceedings:

Type of Proceeding: Opposition

Proceeding 91240581

Number:

Filing Date: Apr 11, 2018

Status: Terminated Status Date: Nov 23, 2018

Interlocutory JENNIFER KRISP

Attorney:

Defendant

Name: Axon US Corp. Correspondent JACOB CHEN

Address: AXON US CORPDAI & ASSOCIATES PC

1500 BROADWAY, 22ND FLOOR NEW YORK NY UNITED STATES, 10036

Correspondent e- jchen@daiassociates.com

mail:

| ASSOCIATED MARKS | | | |
|------------------|---|------------------|------------------------|
| Mark | Application Status | Serial Number | Registration Number |
| AXON US | Abandoned - After Inter-Partes Decision | <u>87507090</u> | |

Plaintiff(s)

Name: Avon NA IP LLC Correspondent ANDREA L CALVARUSO Address: KELLEY DRYE & WARREN LLP

101 PARK AVENUE NEW YORK NY UNITED STATES , 10178

Correspondent e- trademarks@kelleydrye.com

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|---|--|---|---|----|--|
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| | | | | | |

| Maii | | | | |
|--------------------------|----------------------------|-------------------------|-----------------|--------------------------|
| Associated marks | | | Carrial | Domintuntion |
| Mark | | Application Status | Serial Numbe | Registration r Number |
| AVON | | REGISTERED AND RENEWED | 72390477 | 926035 |
| AVON | | REGISTERED AND RENEWED | <u>75703776</u> | 3469979 |
| AVON CUSTOMER C | ONNECT | Cancelled - Section 8 | 85363217 | 4289738 |
| AVON WALK FOR BF | REAST CANCER | REGISTERED AND RENEWED | 76495902 | 2878570 |
| AVON LIVING | | Registered | 86738894 | 5101449 |
| AVON | | REGISTERED AND RENEWED | 71695678 | 633318 |
| AVON | | REGISTERED AND RENEWED | 72036947 | 674387 |
| AVON | | REGISTERED AND RENEWED | 72036948 | 692928 |
| AVON | | REGISTERED AND RENEWED | 72389361 | 932585 |
| AVON | | REGISTERED AND RENEWED | 73223463 | 1194685 |
| AVON | | REGISTERED AND RENEWED | 73150176 | 1122624 |
| AVON | | REGISTERED AND RENEWED | 73691207 | 1488521 |
| AVON | | REGISTERED AND RENEWED | 73691208 | 1491306 |
| AVON | | REGISTERED AND RENEWED | 73761332 | 1538820 |
| AVON | | REGISTERED AND RENEWED | 73761314 | 1540022 |
| AVON | | REGISTERED AND RENEWED | 73761316 | 1555418 |
| AVON | | REGISTERED AND RENEWED | 75118006 | 2052798 |
| AVON MOISTURE TH | IFRAPY | REGISTERED AND RENEWED | 73687024 | 1492828 |
| | T DOMESTIC VIOLENCE AVON | Cancelled - Section 8 | <u>76649985</u> | <u>3514530</u> |
| AVON | | Registered | 86314953 | <u>5263192</u> |
| AVON | | REGISTERED AND RENEWED | 72036949 | 663255 |
| AVON ELEMENTS | | Cancelled - Section 8 | 85799716 | 4476071 |
| AVON INSTINCT | | Registered | 86027032 | 4594262 |
| AVON PASSION | | Registered | 86061861 | 4594343 |
| AVON EXPLORATION | N | Registered | 85868273 | 4649794 |
| AVON LUCK | | Registered | 86031660 | 4717251 |
| AVON 39 THE WALK | TO END BREAST CANCER | Registered | 86505402 | 4835215 |
| AVON ATTRACTION | | Registered | 86325211 | 4882432 |
| AVON MMMCANDY | <u>'</u> ! | Registered | 86592567 | 4984821 |
| AVON TRUE | | Registered | 86648370 | 5129768 |
| AVON NUTRAEFFEC | TS | Registered | <u>87327198</u> | 5280606 |
| AVON MUSK STORM | | Registered | 86630097 | 5298967 |
| AVON PRIMA | | Registered | 86808212 | 5177387 |
| | | Prosecution History | | |
| Entry Number | History Text | _ | Date | Due Date |
| 1 | FILED AND FEE | | Apr 11, 2018 | |
| 2 | NOTICE AND TRIAL DATES SEN | T; ANSWER DUE: | Apr 11, 2018 | May 21, 2018 |
| 3 | PENDING, INSTITUTED | | Apr 11, 2018 | |
| 4 | P MOT TO SUSP W/ CONSENT F | PEND SETTL NEGOTIATIONS | May 23, 2018 | |
| 5 | SUSPENDED | | May 23, 2018 | |
| 6 | W/DRAW OF APPLICATION | | Jul 18, 2018 | |
| 7 BD DECISION: SUSTAINED | | | Jul 19, 2018 | |
| 8 | TERMINATED | | Jul 19, 2018 | |
| 9 | BD DECISION: SUSTAINED | | Jul 19, 2018 | |
| | | | | |

From: TMOfficialNotices@USPTO.GOV
Sent: Tuesday, October 20, 2020 01:25 AM

To: DFinguerra-DuCharme@PRYORCASHMAN.com; trademarks@kelleydrye.com

Cc: tmdocketing@pryorcashman.com

Subject: Official USPTO Courtesy Reminder: Trademark Registration Maintenance Document Must Be Fil ed Before Deadline for U.S. Trademark Registration

No. 4835215 AVON 39 THE WALK TO END BRE

USPTO COURTESY REMINDER

TRADEMARK REGISTRATION MAINTENANCE DOCUMENT UNDER SECTION 8 MUST BE FILED BEFORE DEADLINE OR REGISTRATION WILL BE CANCELLED

U.S. Application Serial No. 86505402 U.S. Registration No. 4835215 U.S. Registration Date: October 20, 2015

Mark: AVON 39 THE WALK TO END BREAST CANCER

Owner: AVON NA IP LLC Docket/Reference No.

Issue Date: October 20, 2020

Required submission. The owner of the trademark registration must file a <u>Declaration of Use and/or Excusable Nonuse Under Section 8</u> (Section 8 Declaration) between now and October 20, 2021. For an additional fee, the owner can file within the 6-month grace period that ends on April 20, 2022.

Optional submission. If the owner can claim the benefits of incontestability, the owner may file an optional Declaration of Incontestability under Section 15. This may be combined with the required Section 8 Declaration by filing a Combined Declaration of Use and Incontestability Under Sections 8 and 15 Declaration).

If ownership of the registration or the owner's name has changed, the owner can use the <u>Electronic Trademark Assignment System (ETAS)</u> to record the change. More information on changes of ownership/owner name is available on the <u>USPTO website</u>.

Click here for more information about maintaining a trademark registration.

Proof of Use Audit. The USPTO is conducting an audit program to promote the accuracy and integrity of the trademark register. If a registration is selected for audit, the holder/owner will be required to submit proof of use for additional goods/services for which use is claimed in a Section 8 Declaration. Detailed information about the program is available on the **Proof of Use Audit Program webpage**.

Determination of time of receipt by USPTO. Correspondence transmitted through the Trademark Electronic Application System (TEAS) is considered filed on the date the USPTO receives the transmission in Eastern Time.

If the owner fails to file a timely Section 8 Declaration the registration will be CANCELLED and cannot be reinstated.

This reminder notice is being sent only as a courtesy to trademark owners who maintain a current email address with the USPTO. Failure by the USPTO to send a reminder or non-receipt of a reminder does not excuse a trademark owner from meeting the statutory obligations for maintaining a registration.

Foreign-domiciled owners must have a U.S.-licensed attorney represent them at the USPTO in any post-registration filing.

Beware of misleading notices sent by private companies about registrations. Private companies not associated with the USPTO use public information available in trademark registrations to mail and email trademark-related offers and notices - most of which require fees. All official USPTO correspondence will only be emailed from the domain "@uspto.gov."

Direct questions about this notice to the Trademark Assistance Center at 1-800-786-9199 (select option 1) or TrademarkAssistanceCenter@uspto.gov.

Revocation, Appointment, and/or Change of Address of Attorney/Domestic Representative

The table below presents the data as entered.

| Input Field | Entered |
|--------------------------------------|--|
| SERIAL NUMBER | 86505402 |
| REGISTRATION NUMBER | 4835215 |
| LAW OFFICE ASSIGNED | LAW OFFICE 112 |
| MARK SECTION | |
| MARK | AVON 39 THE WALK TO END BREAST CANCER (see, https://tmng-al.uspto.gov/resting2/api/img/86505402/large) |
| CURRENT CORRESPONDENCE ADDRES | S |
| NAME | ANDREA L. CALVARUSO, |
| FIRM NAME | KELLEY DRYE & WARREN, LLP |
| STREET | 101 PARK AVENUE |
| СІТУ | NEW YORK |
| STATE | New York |
| COUNTRY | US |
| POSTAL/ZIP CODE | 10178 |
| PHONE | (212) 808-7800 |
| FAX | (212) 808-7897 |
| EMAIL | trademarks@kelleydrye.com |
| AUTHORIZED TO COMMUNICATE VIA E-MAIL | YES |
| NEW ATTORNEY INFORMATION | |
| STATEMENT TEXT | By submission of this request, the undersigned REVOKES the power of attorney currently of record, as listed above, and hereby APPOINTS the following new attorney: |
| NAME | Dyan Finguerra-DuCharme |
| ATTORNEY BAR MEMBERSHIP NUMBER | XXX |
| YEAR OF ADMISSION | XXXX |
| U.S. STATE/ COMMONWEALTH/ TERRITORY | XX |
| FIRM NAME | Pryor Cashman LLP |
| STREET | 7 Times Square |
| CITY | New York |
| STATE | New York |
| COUNTRY | United States |
| POSTAL/ZIP CODE | 10036 |

| PHONE | 212-326-0443 | |
|--|--|--|
| EMAIL | DFinguerra-DuCharme@PRYORCASHMAN.com | |
| ATTORNEY AUTHORIZED TO COMMUNICATE VIA E-MAIL | YES | |
| INDIVIDUAL ATTORNEY DOCKET/REFERENCE NUMBER | | |
| OTHER APPOINTED ATTORNEY | Brad D. Rose, Teresa Lee, Philippe Zylberg, Laure Sawaya and Kamilah M. Holder | |
| NEW CORRESPONDENCE INFORMATION | DN | |
| NAME | Dyan Finguerra-DuCharme | |
| FIRM NAME | Pryor Cashman LLP | |
| STREET | 7 Times Square | |
| CITY | New York | |
| STATE | New York | |
| COUNTRY | United States | |
| POSTAL/ZIP CODE | 10036 | |
| PHONE | 212-326-0443 | |
| EMAIL | DFinguerra-DuCharme@PRYORCASHMAN.com; tmdocketing@pryorcashman.com | |
| AUTHORIZED TO COMMUNICATE VIA E-MAIL | YES | |
| INDIVIDUAL ATTORNEY DOCKET/REFERENCE NUMBER | | |
| SIGNATURE SECTION | | |
| SIGNATORY FILE | | |
| ORIGINAL PDF FILE | hw_389416710-133035422POWER_OF_ATTORNEY-AVON.pdf | |
| CONVERTED PDF FILE(S) (1 page) | \\TICRS\EXPORT17\IMAGEOUT17\865\054\86505402\xml3\RAA0002.JPG | |
| SIGNATORY NAME | Dyan Finguerra-DuCharme | |
| SIGNATORY POSITION | Attorney or record | |
| FILING INFORMATION SECTION | | |
| SUBMIT DATE | Thu Nov 14 13:54:03 EST 2019 | |
| TEAS STAMP | USPTO/RAA-XX.XXX.XXX.XX-20 191114135403541716-857768 60-70064eaf8e648941afede3 6159ca9823a9bf17ea3d64eb9 01fc575eb43ecd81-N/A-N/A- 20191114133035422543 | |

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number.

PTO Form 2196 (Rev 09/2005)

OMB No. 0651-0056 (Exp 11/30/2020)

Revocation, Appointment, and/or Change of Address of Attorney/Domestic Representative

To the Commissioner for Trademarks:

MARK: AVON 39 THE WALK TO END BREAST CANCER (see, https://tmng-al.uspto.gov/resting2/api/img/86505402/large)

SERIAL NUMBER: 86505402

REGISTRATION NUMBER: 4835215

Current Correspondence Information:

ANDREA L. CALVARUSO, KELLEY DRYE & WARREN, LLP 101 PARK AVENUE NEW YORK, New York 10178 US (212) 808-7800 (212) 808-7897 trademarks@kelleydrye.com (authorized)

By submission of this request, the undersigned REVOKES the power of attorney currently of record, as listed above, and hereby APPOINTS the following new attorney: In addition, any additional previously-appointed attorneys that are currently listed in the application are replaced with the new "Other Appointed Attorneys" listed below.

New Attorney information:

Dyan Finguerra-DuCharme and Brad D. Rose, Teresa Lee, Philippe Zylberg, Laure Sawaya and Kamilah M. Holder, Pryor Cashman LLP XX bar, admitted in XXXX, bar membership no. XXX, is located at

7 Times Square

New York, New York 10036

United States

212-326-0443

DFinguerra-DuCharme@PRYORCASHMAN.com (not authorized)

Dyan Finguerra-DuCharme submitted the following statement: The attorney of record is an active member in good standing of the bar of the highest court of a U.S. state, the District of Columbia, or any U.S. Commonwealth or territory.

New Correspondence Information:

Dyan Finguerra-DuCharme Pryor Cashman LLP 7 Times Square New York, New York 10036 United States 212-326-0443

 $DFinguerra-DuCharme@PRYORCASHMAN.com; tmdocketing@pryorcashman.com\ (authorized)$

Original PDF file:

 $\underline{hw_389416710\text{-}133035422}_\underline{.}\underline{POWER_OF_ATTORNEY\text{-}AVON.pdf}$

Converted PDF file(s) (1 page)

Signature File1

Signatory's Name: Dyan Finguerra-DuCharme Signatory's Position: Attorney or record

Serial Number: 86505402

Internet Transmission Date: Thu Nov 14 13:54:03 EST 2019 TEAS Stamp: USPTO/RAA-XX.XX.XXX.XXX-20191114135403541 716-85776860-70064eaf8e648941afede36159c

a9823a9bf17ea3d64eb901fc575eb43ecd81-N/A

AVON NA IP LLC

POWER OF ATTORNEY

Applicant and Registrant, Avon NA IP LLC, hereby appoints Dyan Finguerra-DuCharme, Brad D. Rose, Teresa Lee, Philippe Zylberg, Laure Sawaya and Kamilah M. Holder (members of the Bar of the State of New York) of the firm of Pryor Cashman LLP located at 7 Times Square, New York, NY 10036-6569, its attorneys to prosecute its applications and registrations for those trademarks listed on the attached, Annex A, to make alterations and amendments therein, to transact all business in the Patent and Trademark Office in connection therewith, and to receive the Certificates of Registration. All correspondence relating to all pending applications to register and registrations should be directed to the attention of: Dyan Finguerra-DuCharme, Esq., Pryor Cashman LLP, 7 Times Square, New York, NY 10036-6569; direct dial: (212) 326-0443; direct fax: (212) 798-6307; dfinguerra-ducharme@pryorcashman.com

Avon NA IP LLC hereby expressly revokes all prior Powers of Attorney in connection with the attached.

Date: November 1, 2019

Brian P. McCloskey Lead Trademark Attorney

Change Of Owner's Address

The table below presents the data as entered.

| Input Field | Entered | | |
|---|---|--|--|
| SERIAL NUMBER | 86505402 | | |
| REGISTRATION NUMBER | 4835215 | | |
| LAW OFFICE ASSIGNED | LAW OFFICE 112 | | |
| MARK SECTION | | | |
| MARK | AVON 39 THE WALK TO END BREAST CANCER (see, https://tmng-al.uspto.gov/resting2/api/img/86505402/large) | | |
| OWNER SECTION (current) | | | |
| NAME | AVON NA IP LLC | | |
| STREET | 601 MIDLAND AVENUE | | |
| СІТУ | RYE | | |
| STATE | New York | | |
| ZIP/POSTAL CODE | 10580 | | |
| COUNTRY | US | | |
| NEW OWNER ADDRESS | | | |
| STREET | One Avon Place | | |
| СІТУ | Suffern | | |
| STATE | New York | | |
| ZIP/POSTAL CODE | 10901 | | |
| COUNTRY | United States | | |
| EMAIL | XXXX | | |
| AUTHORIZED TO COMMUNICATE VIA E-MAIL | Yes | | |
| CORRESPONDENCE SECTION (current) | | | |
| ORIGINAL ADDRESS | Andrea L. Calvaruso, Esq. KELLEY DRYE & WARREN LLP 101 Park Avenue New York New York 10178 US 212 808 7800 212 808 7897 trademarks@kelleydrye.com | | |
| CORRESPONDENCE SECTION (NEW CORRESPONDENCE ADDRESS FOR OWNER) | | | |
| NAME | ANDREA L. CALVARUSO, | | |
| FIRM NAME | KELLEY DRYE & WARREN, LLP | | |
| STREET | 101 PARK AVENUE | | |
| CITY | NEW YORK | | |

| STATE | New York | | |
|--|---|--|--|
| COUNTRY | United States | | |
| POSTAL/ZIP CODE | 10178 | | |
| PHONE | (212) 808-7800 | | |
| FAX | (212) 808-7897 | | |
| EMAIL | trademarks@kelleydrye.com | | |
| AUTHORIZED TO COMMUNICATE VIA E-MAIL | YES | | |
| INDIVIDUAL ATTORNEY DOCKET/REFERENCE NUMBER | | | |
| SIGNATURE SECTION | | | |
| SIGNATURE | /andrealcalvaruso/ | | |
| SIGNATORY NAME | Andrea L. Calvaruso | | |
| SIGNATORY DATE | 03/07/2019 | | |
| SIGNATORY POSITION | Attorney of record, New York bar member | | |
| SIGNATORY PHONE NUMBER | 212 808 7800 | | |
| FILING INFORMATION SECTION | | | |
| SUBMIT DATE | Thu Mar 07 11:19:49 EST 2019 | | |
| TEAS STAMP | USPTO/COA-XX.XXX.XXX.XXX-2 0190307111949134515-87039 596-6201669db5c8e5dd62403 8d3d3a37a63ddf4c1b4a29521 4f5c1db444c306035-N/A-N/A -20190307101058816744 | | |

Change Of Correspondence Address

The table below presents the data as entered.

| Input Field | Entered | |
|---|---|--|
| SERIAL NUMBER | 86505402 | |
| REGISTRATION NUMBER | 4835215 | |
| LAW OFFICE ASSIGNED | LAW OFFICE 112 | |
| MARK SECTION | | |
| MARK | AVON 39 THE WALK TO END BREAST CANCER (see, https://tmng-al.uspto.gov/resting2/api/img/86505402/large) | |
| CORRESPONDENCE SECTION (current) | | |
| ORIGINAL ADDRESS | AVON PRODUCTS, INC. Avon Products Inc 777 3rd Ave New York New York 10017-1401 US 212-282-7222 Patricia.Gumpert@avon.com;Joan.McGillycuddy@avon.com | |
| NEW CORRESPONDENCE ADDRESS | | |
| NEW ADDRESS | Andrea L. Calvaruso, Esq. KELLEY DRYE & WARREN LLP 101 Park Avenue New York New York United States 10178 212 808 7800 212 808 7897 trademarks@kelleydrye.com | |
| AUTHORIZED TO COMMUNICATE VIA E-MAIL | YES | |
| INDIVIDUAL ATTORNEY DOCKET/REFERENCE NUMBER | | |
| SIGNATURE SECTION | | |
| SIGNATURE | /Rebecca Brunswick/ | |
| SIGNATORY NAME | Rebecca Brunswick | |
| SIGNATORY DATE | 04/27/2017 | |
| SIGNATORY POSITION | Executive Director and Chief Marketing Counsel | |
| AUTHORIZED SIGNATORY | YES | |
| FILING INFORMATION SECTION | | |
| SUBMIT DATE | Thu Apr 27 16:23:08 EDT 2017 | |
| TEAS STAMP | USPTO/CCA-XXX.XXX.XXX.XXX- 20170427162308268956-7443 1987-580b4d372e3883412fd6 afa82bdc3285528479cad6e15 | |

71b6e56651dee6cf183-N/A-N /A-20170427160448925786

United States of America United States Patent and Trademark Office

AVON 39 THE WALK TO END BREAST CANCER

Reg. No. 4,835,215 AVON PRODUCTS, INC. (NEW YORK CORPORATION)

777 THIRD AVENUE Registered Oct. 20, 2015 NEW YORK, NY 10017

Int. Cls.: 35 and 36 FOR: PROMOTING PUBLIC AWARENESS OF BREAST CANCER, IN CLASS 35 (U.S. CLS.

100, 101 AND 102).

SERVICE MARK FIRST USE 12-22-2014; IN COMMERCE 12-22-2014.

PRINCIPAL REGISTER FOR: CHARITABLE FUNDRAISING SERVICES FOR PROMOTING RESEARCH, EDUCATION

AND OTHER ACTIVITIES RELATING TO BREAST CANCER AWARENESS, IN CLASS 36

(U.S. CLS. 100, 101 AND 102).

FIRST USE 12-22-2014; IN COMMERCE 12-22-2014.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-

TICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 2,878,570.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "39", "WALK" AND "BREAST

CANCER", APART FROM THE MARK AS SHOWN.

SER. NO. 86-505,402, FILED 1-16-2015.

AMY C. KEAN, EXAMINING ATTORNEY

Director of the United States
Patent and Trademark Office

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years* What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.* **See** 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods* What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

*ATTENTION MADRID PROTOCOL REGISTRANTS: The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see http://www.wipo.int/madrid/en/.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at http://www.uspto.gov.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at http://www.uspto.gov.

From: TMOfficialNotices@USPTO.GOV Tuesday, August 4, 2015 00:24 AM Sent: To: Patricia.Gumpert@avon.com Joan.McGillycuddy@avon.com Cc:

Subject: Official USPTO Notice of Publication Confirmation: U.S. Trademark SN 86505402: AVON 39 THE WALK TO END BREAST CANCER

TRADEMARK OFFICIAL GAZETTE PUBLICATION CONFIRMATION

U.S. Serial Number: 86505402 Mark: AVON 39 THE WALK TO END BREAST CANCER

International Class(es): 035, 036 Owner: Avon Products, Inc. **Docket/Reference Number:**

The mark identified above has been published in the Trademark Official Gazette (TMOG) on Aug 04, 2015.

To Review the Mark in the TMOG:

Click on the following link or paste the URL into an internet browser: https://tmog.uspto.gov/#issueDate=2015-08-04&serialNumber=86505402

On the publication date or shortly thereafter, the applicant should carefully review the information that appears in the TMOG for accuracy. If any information is incorrect due to USPTO error, the applicant should immediately email the requested correction to TMPostPubQuery@uspto.gov. For applicant corrections or amendments after publication, please file a post publication amendment using the form available at http://teasroa.uspto.gov/ppa/. For general information about this notice, please contact the Trademark Assistance Center at 1-800-786-9199.

Significance of Publication for Opposition:

Any party who believes it will be damaged by the registration of the mark may file a notice of opposition (or extension of time therefor) with the Trademark Trial and Appeal Board. If no party files an opposition or extension request within thirty (30) days after the publication date, then eleven (11) weeks after the publication date a certificate of

To check the status of the application, go to http://tsdr.uspto.gov/#caseNumber=86505402&caseType=SERIAL_NO&searchType=statusSearch or contact the Trademark Assistance Center at 1-800-786-9199. Please check the status of the application at least every three (3) months after the application filing date.

To view this notice and other documents for this application on-line, go to http://tsdr.uspto.gov/#caseNumber=86505402&caseType=SERIAL NO&searchType=documentSearch. NOTE: This notice will only become available on-line the next business day after receipt of this e-mail.

UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Trademarks P.O. Box 1451 Alexandria, VA 22313-1451 www.uspto.gov

Jul 15, 2015

NOTICE OF PUBLICATION

 Serial No.: 86-505,402

Mark:
 AVON 39 THE WALK TO END BREAST CANCER
 (STANDARD CHARACTER MARK)

3. International Class(es): 35, 36

5. Applicant: Avon Products, Inc.

4. Publication Date: Aug 4, 2015

The mark of the application identified appears to be entitled to registration. The mark will, in accordance with Section 12(a) of the Trademark Act of 1946, as amended, be published in the *Official Gazette* on the date indicated above for the purpose of opposition by any person who believes he will be damaged by the registration of the mark. If no opposition is filed within the time specified by Section 13(a) of the Statute or by rules 2.101 or 2.102 of the Trademark Rules, the Commissioner of Patents and Trademarks may issue a certificate of registration.

Copies of the trademark portion of the Official Gazette containing the publication of the mark may be obtained from:

The Superintendent of Documents U.S. Government Printing Office PO Box 371954 Pittsburgh, PA 15250-7954 Phone: 202-512-1800

By direction of the Commissioner.

Email Address(es):

Patricia.Gumpert@avon.com Joan.McGillycuddy@avon.com From: TMOfficialNotices@USPTO.GOV Wednesday, July 15, 2015 03:25 AM Sent: To: Patricia.Gumpert@avon.com Joan.McGillycuddy@avon.com Cc:

Subject: Official USPTO Notification of Notice of Publication: U.S. Trademark SN 86505402: AVON 39 THE WALK TO END BREAST CANCER

NOTIFICATION OF "NOTICE OF PUBLICATION"

Your trademark application (Serial No. 86505402) is scheduled to publish in the Official Gazette on Aug 4, 2015. To preview the Notice of Publication, go to http://tdr.uspto.gov/search.action?sn=86505402. If you have difficulty accessing the Notice of Publication, contact TDR@uspto.gov.

PLEASE NOTE:

- The Notice of Publication may not be immediately available but will be viewable within 24 hours of this e-mail notification.
 You will receive a second e-mail on the actual "Publication Date," which will include a link to the issue of the Official Gazette in which the mark has published.

Do NOT hit "Reply" to this e-mail notification. If you have any questions about the content of the Notice of Publication, contact TMPostPubQuery@uspto.gov.

Trademark Snap Shot Publication & Issue Review Stylesheet (Table presents the data on Publication & Issue Review Complete)

OVERVIEW

| J | | | |
|---------------|-------------|---------------|--------------|
| SERIAL NUMBER | 86505402 | FILING DATE | 01/16/2015 |
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | KEAN, AMY C | L.O. ASSIGNED | 112 |

PUB INFORMATION

| RUN DATE | 06/30/2015 | | | | |
|-----------------------------------|----------------------------------|---------------------------------------|-----|--|--|
| PUB DATE | 08/04/2015 | | | | |
| STATUS | 681-PUBLICATION/ISSUE REVIEW COM | IPLETE | | | |
| STATUS DATE | 06/29/2015 | | | | |
| LITERAL MARK ELEMENT | AVON 39 THE WALK TO END BREAST (| AVON 39 THE WALK TO END BREAST CANCER | | | |
| | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | |
| SECTION 2F | NO SECTION 2F IN PART NO | | | | |
| SECTION 8 | NO SECTION 8 IN PART NO | | | | |
| SECTION 15 | NO REPUB 12C N/A | | | | |
| RENEWAL FILED NO RENEWAL DATE N/A | | | | | |

FILING BASIS

N/A

DATE AMEND REG

| FILED BASIS | | CURRENT BASIS | | AMENDED BASIS | |
|-------------|-----|---------------|-----|---------------|----|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | YES |
|-------------------------|---------------------------------------|
| LITERAL MARK ELEMENT | AVON 39 THE WALK TO END BREAST CANCER |
| MARK DRAWING CODE | 4-STANDARD CHARACTER MARK |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|------------|-----------------------|
|------------|-----------------------|

| NAME | | | | | | Avon Products, Inc. | | | ı |
|--------------------------|------------|----------------------|---------|----------------|----------------------------------|--|-----------------------|-------------------------|-------------------------|
| ADDRESS | | | | | | 777 Third Avenue | | | |
| | | | | | | New York, NY 10017 | | | |
| ENTITY | | | | 03-CORPORATION | | | | | |
| CITIZENSHIP | | | | | | New York | | | |
| | | | | | GOODS AN | D SERVICES | | | |
| INTERNATIONAL C | LASS | | | | | 035 | | | |
| DESCRIPTIO | N TEXT | | | | | Promoting public aw | areness of breast can | cer | |
| INTERNATIONAL C | LASS | | | | | 036 | | | |
| DESCRIPTIO | N TEXT | | | | | Charitable fundraisir relating to breast car | | ing research, education | on and other activities |
| | | | | GOOI | OS AND SERVIC | CES CLASSIFIC | ATION | | |
| INTERNATIONAL CLASS | 035 | | FIRST U | JSE DATE | 12/22/2014 | FIRST USE IN COMMERCE DATE | 12/22/2014 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 036 | FIRST USE DATE 12/22 | | 12/22/2014 | FIRST USE IN COMMERCE DATE | 12/22/2014 | CLASS STATUS | 6-ACTIVE | |
| CHANGE IN REGIS | TRATION | | N | MISCELL | ANEOUS INFO | RMATION/STA | TEMENTS | | |
| DISCLAIMER W/PR | EDETER TXT | <u> </u> | | | | "39", "WALK" AND " | BREAST CANCER" | | |
| OWNER OF US RE | G NOS | | | | | 2878570 | | | |
| | | | | | PROSECUTION | ON HISTORY | | | |
| DATE | | ENT | CD | ENT TYP | E DESCRIPTION | | | | ENT NUM |
| 06/29/2015 | | PR | EV | 0 | LAW OFFICE P | PUBLICATION REVIE | W COMPLETED | | 012 |
| 06/29/2015 | | AL | IE | Α | ASSIGNED TO |) LIE | | | 011 |
| 06/11/2015 | | CN | SA | 0 | APPROVED FO | FOR PUB - PRINCIPAL REGISTER | | | 010 |
| 06/10/2015 | | TEI | | <u>l</u> | <u> </u> | ORRESPONDENCE I | | | 009 |
| 06/10/2015 | | CR | | <u>l</u> | <u> </u> | DENCE RECEIVED IN | | | 800 |
| 06/10/2015 | | TRO | | I | | ISE TO OFFICE ACTI | | | 007 |
| 05/04/2015 | | GN | | 0 | | TION E MAILED | ION E-WAILED | | 006 |
| 05/04/2015 05/04/2015 | | GN CN | | F R | <u> </u> | CTION E-MAILED CTION WRITTEN | | | 005 |
| 04/21/2015 | | DO | | R | ASSIGNED TO | | | | 004 |
| 01/28/2015 | | NW | | I | <u> </u> | TION OFFICE SUPPL | IED DATA FNTFRFF |) IN TRAM | 003 |
| 01/20/2015 | | NW | | | | TION ENTERED IN T | | | 001 |
| | | | | | 2371 | | | | |
| | | | | CURREN | T CORRESPON | NDENCE INFOR | MATION | | |
| ATTORNEY | | | | | | NONE | | | |

| CORRESPONDENCE ADDRESS | AVON PRODUCTS, INC. Avon Products Inc 777 3rd Ave New York, NY 10017-1401 |
|-------------------------|--|
| DOMESTIC REPRESENTATIVE | NONE |

AVON 39 THE WALK TO END BREAST CANCER

Trademark Snap Shot Publication Stylesheet (Table presents the data on Publication Approval)

OVERVIEW

| SERIAL NUMBER | 86505402 | FILING DATE | 01/16/2015 |
|---------------|-------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | KEAN, AMY C | L.O. ASSIGNED | 112 |

PUB INFORMATION

| RUN DATE | 06/12/2015 | 06/12/2015 | | | | |
|----------------------|---------------------------|---------------------------------------|-----|--|--|--|
| PUB DATE | N/A | | | | | |
| STATUS | 680-APPROVED FOR PUBLICA | TION | | | | |
| STATUS DATE | 06/11/2015 | 06/11/2015 | | | | |
| LITERAL MARK ELEMENT | AVON 39 THE WALK TO END B | AVON 39 THE WALK TO END BREAST CANCER | | | | |
| | | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | | | |
| SECTION 15 | NO | REPUB 12C | N/A | | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | | |
| DATE AMEND REG | N/A | | | | | |

FILING BASIS

| FILED BASIS | | CURREN | IT BASIS | AMENDED BASIS | |
|-------------|-----|----------|----------|---------------|----|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | YES |
|-------------------------|---------------------------------------|
| LITERAL MARK ELEMENT | AVON 39 THE WALK TO END BREAST CANCER |
| MARK DRAWING CODE | 4-STANDARD CHARACTER MARK |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|------------|----------------------------|
| | TO OTHERWIZE ALL PERSONNEL |

| NAME | | | | Avon Products, Inc. | | | |
|------------------------------------|----------|---------------------------|-------------|--|----------------------------------|--------------|----------|
| ADDRESS | | | | 777 Third Avenue New York, NY 1001 | 7 | | |
| ENTITY | | | | 03-CORPORATION | | | |
| CITIZENSHIP | | | | New York | | | |
| | | | GOODS AN | D SERVICES | | | |
| INTERNATIONAL CLASS | | | | 035 | | | |
| DESCRIPTIC | N TEXT | | | Promoting public aw | areness of breast ca | ancer | |
| INTERNATIONAL CLASS | | | 036 | | | | |
| DESCRIPTIC | N TEXT | | | Charitable fundraising services for promoting research, education and other activities relating to breast cancer awareness | | | |
| | | | | CES CLASSIFIC | | | |
| INTERNATIONAL CLASS | 035 | FIRST USE DATE | 12/22/2014 | FIRST USE IN COMMERCE DATE | 12/22/2014 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 036 | FIRST USE DATE | 12/22/2014 | FIRST USE IN COMMERCE DATE | 12/22/2014 | CLASS STATUS | 6-ACTIVE |
| | | MISCELL | ANEOUS INFO | PRMATION/STA | FEMENTS | | |
| | | CHANGE IN REGISTRATION NO | | | | | |
| CHANGE IN REGIS | STRATION | | | 110 | "39", "WALK" AND "BREAST CANCER" | | |
| CHANGE IN REGIS DISCLAIMER W/PF | | | | | BREAST CANCER" | | |

| PRC | SEC | TITI | ON | HIST | ΓORY |
|-----|-----|------|----|------|------|

| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM |
|------------|--------|----------|--|---------|
| 06/11/2015 | CNSA | 0 | APPROVED FOR PUB - PRINCIPAL REGISTER | 010 |
| 06/10/2015 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 009 |
| 06/10/2015 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 800 |
| 06/10/2015 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 007 |
| 05/04/2015 | GNRN | 0 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 006 |
| 05/04/2015 | GNRT | F | NON-FINAL ACTION E-MAILED | 005 |
| 05/04/2015 | CNRT | R | NON-FINAL ACTION WRITTEN | 004 |
| 04/21/2015 | DOCK | D | ASSIGNED TO EXAMINER | 003 |
| 01/28/2015 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 01/20/2015 | NWAP | I | NEW APPLICATION ENTERED IN TRAM | 001 |

CURRENT CORRESPONDENCE INFORMATION

| ATTORNEY | NONE |
|------------------------|---|
| CORRESPONDENCE ADDRESS | AVON PRODUCTS, INC. Avon Products Inc 777 3rd Ave |

| | New York, NY 10017-1401 | |
|-------------------------|-------------------------|--|
| DOMESTIC REPRESENTATIVE | NONE | |

AVON 39 THE WALK TO END BREAST CANCER

Trademark Snap Shot Amendment & Mail Processing Stylesheet (Table presents the data on Amendment & Mail Processing Complete)

OVERVIEW

| J | | | | | |
|---------------|----------------------|---------------|--------------|--|--|
| SERIAL NUMBER | 86505402 FILING DATE | | 01/16/2015 | | |
| REG NUMBER | 0000000 | REG DATE | N/A | | |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK | | |
| INTL REG # | N/A | INTL REG DATE | N/A | | |
| TM ATTORNEY | KEAN, AMY C | L.O. ASSIGNED | 112 | | |

PUB INFORMATION

| RUN DATE | 06/11/2015 | | | |
|----------------------|---|--------------------|-----|--|
| PUB DATE | N/A | N/A | | |
| STATUS | 661-RESPONSE AFTER NON-FINAL-ACTION-ENTERED | | | |
| STATUS DATE | 06/10/2015 | | | |
| LITERAL MARK ELEMENT | AVON 39 THE WALK TO END BREAST CANCER | | | |
| | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | |
| SECTION 15 | NO | REPUB 12C | N/A | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | |
| | | | | |

FILING BASIS

N/A

DATE AMEND REG

| FILED BASIS | | CURRENT BASIS | | AMENDED BASIS | |
|-------------|-----|---------------|-----|---------------|----|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | YES |
|-------------------------|---------------------------------------|
| LITERAL MARK ELEMENT | AVON 39 THE WALK TO END BREAST CANCER |
| MARK DRAWING CODE | 4-STANDARD CHARACTER MARK |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|------------|-----------------------|
| | |

| NAME | Avon Products, Inc. | | | |
|--|---|--|--|--|
| NAIVIE | AVOIT Products, ITC. | | | |
| ADDRESS | 777 Third Avenue New York, NY 10017 | | | |
| | New Tork, NT 10017 | | | |
| ENTITY | 03-CORPORATION | | | |
| CITIZENSHIP | New York | | | |
| GOODS AND SERVICES | | | | |
| INTERNATIONAL CLASS | 035 | | | |
| DESCRIPTION TEXT | Promoting public awareness of breast cancer | | | |
| INTERNATIONAL OLARO | | | | |
| INTERNATIONAL CLASS | 036 | | | |
| DESCRIPTION TEXT Charitable fundraising services for promoting research, education and other ac relating to breast cancer awareness | | | | |
| | | | | |
| GOODS AND SERVICES CLASSIFICATION | | | | |

| | GOODS AND SERVICES CLASSIFICATION | | | | | | |
|--------------------------------------|-----------------------------------|----------------|------------|----------------------------------|------------|--------------|----------|
| INTERNATIONAL CLASS | 035 | FIRST USE DATE | 12/22/2014 | FIRST USE IN COMMERCE DATE | 12/22/2014 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 036 | FIRST USE DATE | 12/22/2014 | FIRST USE IN COMMERCE DATE | 12/22/2014 | CLASS STATUS | 6-ACTIVE |
| MISCELLANEOUS INFORMATION/STATEMENTS | | | | | | | |

| CHANGE IN REGISTRATION | NO |
|---------------------------|----------------------------------|
| DISCLAIMER W/PREDETER TXT | "39", "WALK" AND "BREAST CANCER" |
| OWNER OF US REG NOS | 2878570 |

PROSECUTION HISTORY

| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM |
|------------|--------|----------|--|---------|
| 06/10/2015 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 009 |
| 06/10/2015 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 008 |
| 06/10/2015 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 007 |
| 05/04/2015 | GNRN | 0 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 006 |
| 05/04/2015 | GNRT | F | NON-FINAL ACTION E-MAILED | 005 |
| 05/04/2015 | CNRT | R | NON-FINAL ACTION WRITTEN | 004 |
| 04/21/2015 | DOCK | D | ASSIGNED TO EXAMINER | 003 |
| 01/28/2015 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 01/20/2015 | NWAP | I | NEW APPLICATION ENTERED IN TRAM | 001 |

CURRENT CORRESPONDENCE INFORMATION

| ATTORNEY | NONE |
|----------|--|
| | AVON PRODUCTS, INC. Avon Products Inc 777 3rd Ave New York, NY 10017-1401 |
| | |

AVON 39 THE WALK TO END BREAST CANCER

Response to Office Action

The table below presents the data as entered.

| Input Field | Entered |
|-------------------------------|--|
| SERIAL NUMBER | 86505402 |
| LAW OFFICE ASSIGNED | LAW OFFICE 112 |
| MARK SECTION | |
| MARK | http://tsdr.uspto.gov/img/86505402/large |
| LITERAL ELEMENT | AVON 39 THE WALK TO END BREAST CANCER |
| STANDARD CHARACTERS | YES |
| USPTO-GENERATED IMAGE | YES |
| MARK STATEMENT | The mark consists of standard characters, without claim to any particular font style, size or color. |
| ADDITIONAL STATEMENTS SECTION | |
| DISCLAIMER | No claim is made to the exclusive right to use "39", "WALK" and "BREAST CANCER" apart from the mark as shown. |
| SIGNATURE SECTION | |
| DECLARATION SIGNATURE | /Joan M. McGillycuddy/ |
| SIGNATORY'S NAME | Joan M. McGillycuddy |
| SIGNATORY'S POSITION | Chief Intellectual Property Counsel |
| SIGNATORY'S PHONE NUMBER | 212-282-7222 |
| DATE SIGNED | 06/10/2015 |
| RESPONSE SIGNATURE | /Joan M. McGillycuddy/ |
| SIGNATORY'S NAME | Joan M. McGillycuddy |
| SIGNATORY'S POSITION | Chief Intellectual Property Counsel |
| SIGNATORY'S PHONE NUMBER | 212-282-7222 |
| DATE SIGNED | 06/10/2015 |
| AUTHORIZED SIGNATORY | YES |
| FILING INFORMATION SECTION | |
| SUBMIT DATE | Wed Jun 10 11:18:48 EDT 2015 |
| TEAS STAMP | USPTO/ROA-XXX.XX.XXXX-20 150610111848125711-865054 02-530192b996179d2363518b e3f879191aab03e9a6f1e0373 8c1af76e927288a2-N/A-N/A- 20150610111219943299 |

Response to Office Action

To the Commissioner for Trademarks:

Application serial no. **86505402** AVON 39 THE WALK TO END BREAST CANCER(Standard Characters, see http://tsdr.uspto.gov/img/86505402/large) has been amended as follows:

ADDITIONAL STATEMENTS

Disclaimer

No claim is made to the exclusive right to use "39", "WALK" and "BREAST CANCER" apart from the mark as shown.

SIGNATURE(S)

Declaration Signature

DECLARATION: The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that, if the applicant submitted the application or amendment to allege use (AAU) unsigned, all statements in the application or AAU and this submission based on the signatory's own knowledge are true, and all statements in the application or AAU and this submission made on information and belief are believed to be true.

STATEMENTS FOR UNSIGNED SECTION 1(a) APPLICATION/AAU: If the applicant filed an unsigned application under 15 U.S.C. Section 1051(a) or AAU under 15 U.S.C. Section 1051(c), the signatory additionally believes that: the applicant is the owner of the trademark/service mark sought to be registered; the applicant or the applicant's related company or licensee is using the mark in commerce and has been using the mark in commerce as of the filing date of the application or AAU on or in connection with the goods/services in the application or AAU, and such use by the applicant's related company or licensee inures to the benefit of the applicant; the original specimen(s), if applicable, shows the mark in use in commerce as of the filing date of the application or AAU on or in connection with the goods/services in the application or AAU; and to the best of the signatory's knowledge and belief, no other person has the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion or mistake, or to deceive.

STATEMENTS FOR UNSIGNED SECTION 1(b)/SECTION 44 APPLICATION: If the applicant filed an unsigned application under 15 U.S.C. Section 1051(b), Section 1126(d), and/or Section 1126(e), the signatory additionally believes that: the applicant is entitled to use the mark in commerce; the applicant has a bona fide intention and has had a bona fide intention as of the application filing date to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the goods/services in the application; and to the best of the signatory's knowledge and belief, no other person has the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion or mistake, or to deceive.

Signature: /Joan M. McGillycuddy/ Date: 06/10/2015

Signatory's Name: Joan M. McGillycuddy

Signatory's Position: Chief Intellectual Property Counsel

Signatory's Phone Number: 212-282-7222

Response Signature

Signature: /Joan M. McGillycuddy/ Date: 06/10/2015

Signatory's Name: Joan M. McGillycuddy

Signatory's Position: Chief Intellectual Property Counsel

Signatory's Phone Number: 212-282-7222

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or

Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

Serial Number: 86505402

Internet Transmission Date: Wed Jun 10 11:18:48 EDT 2015

TEAS Stamp: USPTO/ROA-XXX.XX.XXXX-20150610111848125

711-86505402-530192b996179d2363518be3f87 9191aab03e9a6f1e03738c1af76e927288a2-N/A

-N/A-20150610111219943299

To: Avon Products, Inc. (Patricia.Gumpert@avon.com)

Subject: U.S. TRADEMARK APPLICATION NO. 86505402 - AVON 39 THE WALK TO END BREAST - N/A

Sent: 5/4/2015 9:01:53 AM

Sent As: ECOM112@USPTO.GOV

Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO) OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

U.S. APPLICATION SERIAL NO. 86505402

MARK: AVON 39 THE WALK TO END BREAST

86505402

CORRESPONDENT ADDRESS:

AVON PRODUCTS, INC. Avon Products Inc 777 3rd Ave New York, NY 10017-1401 CLICK HERE TO RESPOND TO THIS LETTER: http://www.uspto.gov/trademarks/teas/response_forms.jsp

VIEW YOUR APPLICATION FILE

APPLICANT: Avon Products, Inc.

CORRESPONDENT'S REFERENCE/DOCKET NO:

N/A

CORRESPONDENT E-MAIL ADDRESS:

Patricia.Gumpert@avon.com

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

ISSUE/MAILING DATE: 5/4/2015

PLEASE NOTE: Applicant is encouraged to telephone or e-mail the assigned trademark examining attorney to resolve the issues raised in this Office action by examiner's amendment. Although the USPTO will not accept a formal response by e-mail, an applicant may communicate informally by phone or e-mail with the trademark examining attorney to agree to a proposed amendment to the application that will immediately place the application in condition for publication for opposition, issuance of a registration, or suspension. *See* 37 C.F.R. §2.62(c); TMEP §707.

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issues below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

SEARCH

The trademark examining attorney has searched the Office's database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). TMEP §704.02; see 15 U.S.C. §1052(d). In order to pursue registration, however, the applicant must respond to the following requirements.

REQUIREMENT for Submission of a Disclaimer Statement

Applicant must disclaim the wording "39" and "WALK" and "BREAST CANCER" because it merely describes an ingredient, quality, characteristic, function, feature, purpose, or use of applicant's services, and thus is an unregistrable component of the mark. *See* 15 U.S.C. \$\\$1052(e)(1), 1056(a); *DuoProSS Meditech Corp. v. Inviro Med. Devices, Ltd.*, 695 F.3d 1247, 1251, 103 USPQ2d 1753, 1755 (Fed. Cir. 2012) (quoting *In re Oppedahl & Larson LLP*, 373 F.3d 1171, 1173, 71 USPQ2d 1370, 1371 (Fed. Cir. 2004)); TMEP \\$1213, 1213.03(a).

The specimen of record shows that the form of the public awareness and charitable fundraising services is the organization and hosting of a race event where participants walk up to "39.2" miles to raise funds for the Avon Foundation for Women, and the proceeds support research and education relating to breast cancer. The specimen of record shows the applicant calling event participants "39er[s]."

The applicant has listed its services as "Promoting public awareness of breast cancer" and "Charitable fundraising services for promoting research, education and other activities relating to breast cancer awareness," thus use of the wording BREAST CANCER in the context of these services is merely descriptive of the subject matter featured by the applicant's public awareness services and the intended recipient group for which the proceeds of its charitable services will support.

An applicant may not claim exclusive rights to terms that others may need to use to describe their services in the marketplace. *See Dena Corp. v. Belvedere Int'l, Inc.*, 950 F.2d 1555, 1560, 21 USPQ2d 1047, 1051 (Fed. Cir. 1991); *In re Aug. Storck KG*, 218 USPQ 823, 825 (TTAB 1983). A disclaimer of unregistrable matter does not affect the appearance of the mark; that is, a disclaimer does not physically remove the disclaimed matter from the mark. *See Schwarzkopf v. John H. Breck, Inc.*, 340 F.2d 978, 978, 144 USPQ 433, 433 (C.C.P.A. 1965); TMEP §1213.

If applicant does not provide the required disclaimer, the USPTO may refuse to register the entire mark. *See In re Stereotaxis Inc.*, 429 F.3d 1039, 1040-41, 77 USPQ2d 1087, 1088-89 (Fed. Cir. 2005); TMEP §1213.01(b).

Applicant should submit a disclaimer in the following standardized format:

No claim is made to the exclusive right to use "39," "WALK" and "BREAST CANCER" apart from the mark as shown.

For an overview of disclaimers and instructions on how to satisfy this disclaimer requirement online using the Trademark Electronic Application System (TEAS) form, please go to http://www.uspto.gov/trademarks/law/disclaimer.jsp.

If applicant has any questions about its application or needs assistance in responding to this Office Action please telephone the assigned trademark examining attorney directly at the number listed below.

/Amy Kean/ Trademark Attorney, Law Office 112 U.S. Patent & Trademark Office Amy.Kean@USPTO.gov Phone: 571-272-8854

TO RESPOND TO THIS LETTER: Go to http://www.uspto.gov/trademarks/teas/response_forms.jsp. Please wait 48-72 hours from the issue/mailing date before using the Trademark Electronic Application System (TEAS), to allow for necessary system updates of the application. For technical assistance with online forms, e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned trademark examining attorney. E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.

All informal e-mail communications relevant to this application will be placed in the official application record.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at http://tsdr.uspto.gov/. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at TrademarkAssistanceCenter@uspto.gov or call 1-800-786-9199. For more information on checking status, see http://www.uspto.gov/trademarks/process/status/.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at http://www.uspto.gov/trademarks/teas/correspondence.jsp.

To: Avon Products, Inc. (Patricia.Gumpert@avon.com)

Subject: U.S. TRADEMARK APPLICATION NO. 86505402 - AVON 39 THE WALK TO END BREAST - N/A

Sent: 5/4/2015 9:01:54 AM

Sent As: ECOM112@USPTO.GOV

Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

IMPORTANT NOTICE REGARDING YOUR U.S. TRADEMARK APPLICATION

USPTO OFFICE ACTION (OFFICIAL LETTER) HAS ISSUED ON 5/4/2015 FOR U.S. APPLICATION SERIAL NO. 86505402

Your trademark application has been reviewed. The trademark examining attorney assigned by the USPTO to your application has written an official letter to which you must respond. Please follow these steps:

(1) **READ THE LETTER** by clicking on this <u>link</u> or going to <u>http://tsdr.uspto.gov/</u>, entering your U.S. application serial number, and clicking on "Documents."

The Office action may not be immediately viewable, to allow for necessary system updates of the application, but will be available within 24 hours of this e-mail notification.

(2) **RESPOND WITHIN 6 MONTHS** (*or sooner if specified in the Office action*), calculated from 5/4/2015, using the Trademark Electronic Application System (TEAS) response form located at http://www.uspto.gov/trademarks/teas/response_forms.jsp.

Do NOT hit "Reply" to this e-mail notification, or otherwise e-mail your response because the USPTO does NOT accept e-mails as responses to Office actions.

(3) **QUESTIONS** about the contents of the Office action itself should be directed to the trademark examining attorney who reviewed your application, identified below.

/Amy Kean/ Trademark Attorney, Law Office 112 U.S. Patent & Trademark Office Amy.Kean@USPTO.gov Phone: 571-272-8854

WARNING

Failure to file the required response by the applicable response deadline will result in the ABANDONMENT of your application. For more information regarding abandonment, see http://www.uspto.gov/trademarks/basics/abandon.jsp.

PRIVATE COMPANY SOLICITATIONS REGARDING YOUR APPLICATION: Private companies **not** associated with the USPTO are using information provided in trademark applications to mail or e-mail trademark-related solicitations. These companies often use names that closely resemble the USPTO and their solicitations may look like an official government document. Many solicitations require that you pay "fees."

Please carefully review all correspondence you receive regarding this application to make sure that you are responding to an official document from the USPTO rather than a private company solicitation. All official USPTO correspondence will be mailed only from the "United States

| Patent and Trademark Office" in Alexandria, VA; or sent by e-mail from the domain "@uspto.gov." private company solicitations, see http://www.uspto.gov/trademarks/solicitation_warnings.jsp . | For more information on how to handle |
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| *** | User:amcmer | namin *** | | | | |
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| # | Total | Dead | Live | Live | Status/ | Search |
| | Marks | Marks | Viewed | Viewed | Search | |
| | | | Docs | Images | Duration | |
| 01 | 56815 | N/A | 0 | 0 | 0:02 | $v\{v\}n*[bi,ti]$ not dead[ld] |
| 02 | 114 | 0 | 114 | 81 | 0:02 | avon*[bi,ti] not dead[ld] |
| 03 | 238 | N/A | 0 | 0 | 0:02 | *39*[bi,ti] not dead[ld] |
| 04 | 83 | 0 | 83 | 76 | 0:02 | "39"[bi,ti] not dead[ld] |
| 05 | 5 | N/A | 0 | 0 | 0:02 | "3 9"[bi,ti] not dead[ld] |
| 06 | 0 | 0 | 0 | 0 | 0:02 | *thirtynine*[bi,ti] not dead[ld] |
| 07 | 0 | 0 | 0 | 0 | 0:01 | "thirtynine"[bi,ti] not dead[ld] |
| 08 | 1 | N/A | 0 | 0 | 0:02 | "thirty-nine"[bi,ti] not dead[ld] |
| 09 | 4 | N/A | 0 | 0 | 0:02 | "thirty nine"[bi,ti] not dead[ld] |
| 10 | 3442 | N/A | 0 | 0 | 0:02 | $w\{v\}\{c,v\}\}$ [bi,ti] not dead[ld] |
| 11 | 2251 | N/A | 0 | 0 | 0:01 | wal{"ckqx"}*[bi,ti] not dead[ld] |
| 12 | 52615 | N/A | 0 | 0 | 0:03 | ("to" "too" "two" "tu" "2")[bi,ti] not dead[ld] |
| 13 | 3521 | N/A | 0 | 0 | 0:02 | end*[bi,ti] not dead[ld] |
| 14 | 513 | N/A | 0 | 0 | 0:02 | f'''' = f''' = f'''' = f''' = f'''' = f''' = f'''' = f''' = f'''' = f''' = f'''' = f''' = f'''' = f''' = f'''' = f''' = f'''' = f''' = f'''' = f''' = f'''' = f''' = f'' |
| 15 | 2789 | N/A | 0 | 0 | 0:03 | $\label{eq:ckqx} $$ {\color=0.05,\color=0$ |
| 16 | 244 | N/A | 0 | 0 | 0:01 | (3 4 5 8 9) |
| 17 | 348 | N/A | 0 | 0 | 0:01 | 12 and (16 13 15 2) |
| 18 | 1 | 0 | 1 | 1 | 0:01 | 16 and (13 15 2) |
| 19 | 17 | 0 | 17 | 16 | 0:01 | 13 and (15 2) |
| 20 | 2 | 0 | 2 | 2 | 0:01 | 15 and 2 |
| 21 | 242 | N/A | 0 | 0 | 0:02 | 17 and "036"[cc] |
| 22 | 90 | 0 | 90 | 86 | 0:01 | 17 and ("036"[ic] 200[ic] or a[ic] or b[ic]) |
| 23 | 94 | 0 | 94 | 92 | 0:01 | 17 and ("035"[ic] 200[ic] or a[ic] or b[ic]) |
| 24 | 37 | 0 | 37 | 36 | 0:01 | 17 and ("042"[ic] 200[ic] or a[ic] or b[ic]) |
| 25 | 88 | 0 | 88 | 84 | 0:02 | 3 and "036"[cc] |
| | | | | | | |

Session started 5/4/2015 8:31:12 AM
Session finished 5/4/2015 9:01:40 AM
Total search duration 0 minutes 42 seconds
Session duration 30 minutes 28 seconds
Defaut NEAR limit=1ADJ limit=1

Sent to TICRS as Serial Number: 86505402

Trademark/Service Mark Application, Principal Register

Serial Number: 86505402 Filing Date: 01/16/2015

The table below presents the data as entered.

| Input Field | Entered | | |
|---|--|--|--|
| SERIAL NUMBER | 86505402 | | |
| MARK INFORM | ATION | | |
| *MARK | AVON 39 THE WALK TO END BREAST CANCER | | |
| STANDARD CHARACTERS | YES | | |
| USPTO- GENERATED IMAGE | YES | | |
| LITERAL ELEMENT | AVON 39 THE WALK TO END BREAST CANCER | | |
| MARK STATEMENT | The mark consists of standard characters, without claim to any particular font, style, size, or color. | | |
| REGISTER | Principal | | |
| APPLICANT INF | ORMATION | | |
| *OWNER OF MARK | Avon Products, Inc. | | |
| *STREET | 777 Third Avenue | | |
| *CITY | New York | | |
| *STATE (Required for U.S. applicants) | New York | | |
| *COUNTRY | United States | | |
| *ZIP/POSTAL CODE (Required for U.S. applicants only) | 10017 | | |
| PHONE | 212-282-7222 | | |
| EMAIL ADDRESS | XXXX | | |
| AUTHORIZED TO COMMUNICATE VIA EMAIL | Yes | | |
| LEGAL ENTITY INFORMATION | | | |
| ТҮРЕ | corporation | | |
| STATE/COUNTRY OF INCORPORATION | New York | | |
| GOODS AND/OR | SERVICES AND BASIS INFORMATION | | |
| INTERNATIONAL | | | |

| CLASS | 035 |
|----------------------------------|--|
| * IDENTIFICATION | Promoting public awareness of breast cancer |
| FILING BASIS | SECTION 1(a) |
| FIRST USE | At least as early as 12/22/2014 |
| ANYWHERE DATE | At least as early as 12/22/2014 |
| FIRST USE IN COMMERCE DATE | At least as early as 12/22/2014 |
| SPECIMEN FILE | NAME(S) |
| ORIGINAL PDF FILE | <u>SPE010-134652119-20150116104815076197</u> . <u>AVON_39_THE_WALK_TO_END_BREAST_CANCER_Specimen.pdf</u> |
| CONVERTED PDF FILE(S) (1 page) | \\TICRS\EXPORT16\IMAGEOUT16\865\054\86505402\xml1\APP0003.JPG |
| SPECIMEN DESCRIPTION | PDF image file showing use of AVON 39 THE WALK TO END BREAST CANCER |
| INTERNATIONAL CLASS | 036 |
| * IDENTIFICATION | Charitable fundraising services for promoting research, education and other activities relating to breast cancer awareness |
| FILING BASIS | SECTION 1(a) |
| FIRST USE ANYWHERE DATE | At least as early as 12/22/2014 |
| FIRST USE IN COMMERCE DATE | At least as early as 12/22/2014 |
| SPECIMEN FILE | NAME(S) |
| ORIGINAL PDF FILE | SPE010-1-134652119-20150116104815076197AVON_39_THE_WALK_TO_END_BREAST_CANCER_Specimen.pdf |
| CONVERTED PDF FILE(S) (1 page) | \\TICRS\EXPORT16\IMAGEOUT16\865\054\86505402\xml1\APP0004.JPG |
| SPECIMEN DESCRIPTION | PDF image file showing use of AVON 39 THE WASLK TO END BREAST CANCER |
| ADDITIONAL ST | TATEMENTS SECTION |
| PRIOR REGISTRATION(S) | The applicant claims ownership of U.S. Registration Number(s) 2878570. |
| CORRESPONDE | NCE INFORMATION |
| NAME | Avon Products, Inc. |
| FIRM NAME | Avon Products, Inc. |
| STREET | 777 Third Avenue |
| CITY | New York |
| STATE | New York |
| COUNTRY | United States |
| ZIP/POSTAL CODE | 10017 |
| PHONE | 212-282-7222 |
| | |

| EMAIL ADDRESS | Patricia.Gumpert@avon.com;Joan.McGillycuddy@avon.com |
|---|--|
| AUTHORIZED TO COMMUNICATE VIA EMAIL | Yes |
| FEE INFORMAT | TION |
| NUMBER OF CLASSES | 2 |
| FEE PER CLASS | 325 |
| *TOTAL FEE DUE | 650 |
| *TOTAL FEE PAID | 650 |
| SIGNATURE INI | FORMATION |
| SIGNATURE | /Joan M. McGillycuddy/ |
| SIGNATORY'S NAME | Joan M. McGillycuddy |
| SIGNATORY'S POSITION | Chief Intellectual Property Counsel |
| DATE SIGNED | 01/16/2015 |

Trademark/Service Mark Application, Principal Register

Serial Number: 86505402 Filing Date: 01/16/2015

To the Commissioner for Trademarks:

MARK: AVON 39 THE WALK TO END BREAST CANCER (Standard Characters, see mark) The literal element of the mark consists of AVON 39 THE WALK TO END BREAST CANCER. The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, Avon Products, Inc., a corporation of New York, having an address of 777 Third Avenue
New York, New York 10017
United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 035: Promoting public awareness of breast cancer

In International Class 035, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 12/22/2014, and first used in commerce at least as early as 12/22/2014, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) PDF image file showing use of AVON 39 THE WALK TO END BREAST CANCER.

Original PDF file:

<u>SPE010-134652119-20150116104815076197_._AVON_39_THE_WALK_TO_END_BREAST_CANCER_Specimen.pdf</u> Converted PDF file(s) (1 page)

Specimen File1

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 036: Charitable fundraising services for promoting research, education and other activities relating to breast cancer awareness

In International Class 036, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 12/22/2014, and first used in commerce at least as early as 12/22/2014, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) PDF image file showing use of AVON 39 THE WASLK TO END BREAST CANCER.

Original PDF file:

 $\underline{SPE010\text{-}1\text{-}134652119\text{-}20150116104815076197}__AVON_39_THE_WALK_TO_END_BREAST_CANCER_Specimen.pdf}$ $\textbf{Converted PDF file(s)} \ (1 \ page)$

Specimen File1

The applicant claims ownership of U.S. Registration Number(s) 2878570.

The applicant's current Correspondence Information:

Avon Products, Inc. Avon Products, Inc. 777 Third Avenue New York, New York 10017 212-282-7222(phone) Patricia.Gumpert@avon.com;Joan.McGillycuddy@avon.com (authorized)

A fee payment in the amount of \$650 has been submitted with the application, representing payment for 2 class(es).

Declaration

The signatory believes that: if the applicant is filing the application under 15 U.S.C. Section 1051(a), the applicant is the owner of the trademark/service mark sought to be registered; the applicant or the applicant's related company or licensee is using the mark in commerce on or in connection with the goods/services in the application, and such use by the applicant's related company or licensee inures to the benefit of the applicant; the specimen(s) shows the mark as used on or in connection with the goods/services in the applicant filed an application under 15 U.S.C. Section 1051(b), Section 1126(d), and/or Section 1126(e), the applicant is entitled to use the mark in commerce; the applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the goods/services in the application. The signatory believes that to the best of the signatory's knowledge and belief, no other person has the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion or mistake, or to deceive. The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements and the like may jeopardize the validity of the application or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Declaration Signature

Signature: /Joan M. McGillycuddy/ Date: 01/16/2015

Signatory's Name: Joan M. McGillycuddy

Signatory's Position: Chief Intellectual Property Counsel

RAM Sale Number: 86505402 RAM Accounting Date: 01/16/2015

Serial Number: 86505402

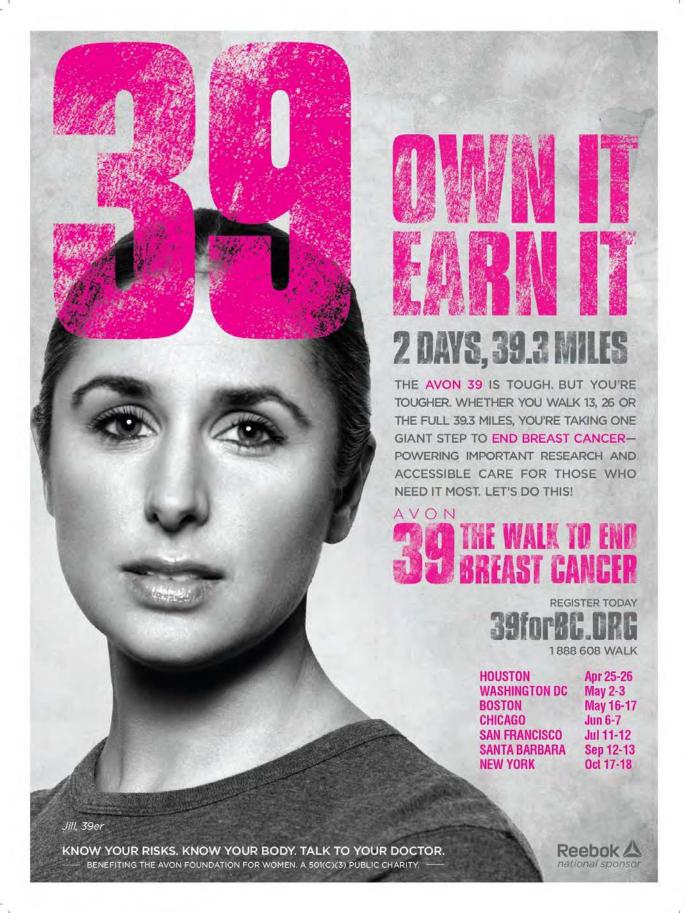
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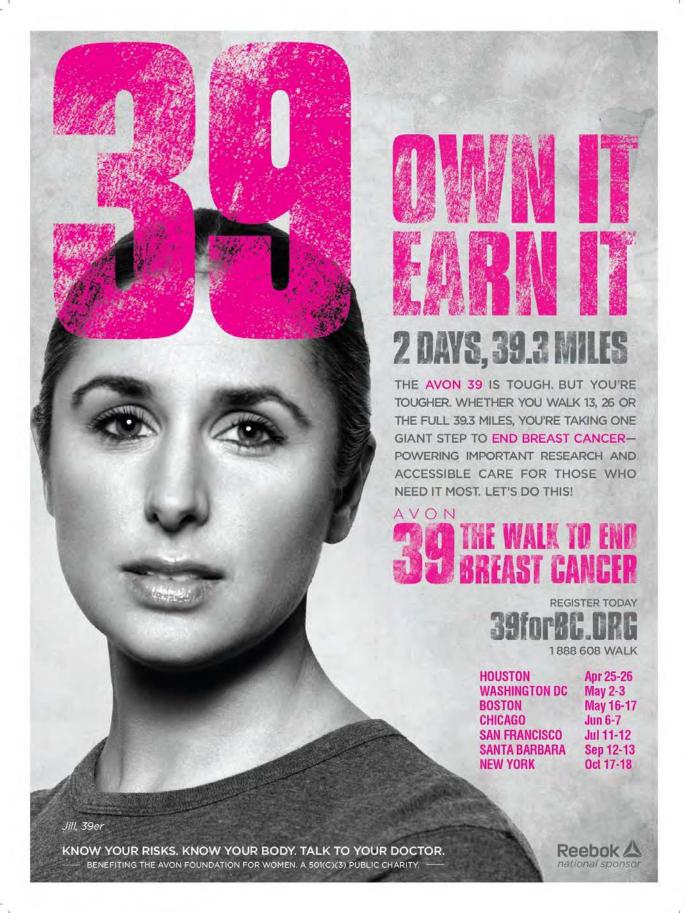
TEAS Stamp: USPTO/BAS-XXX.XX.XXX-20150116114459575

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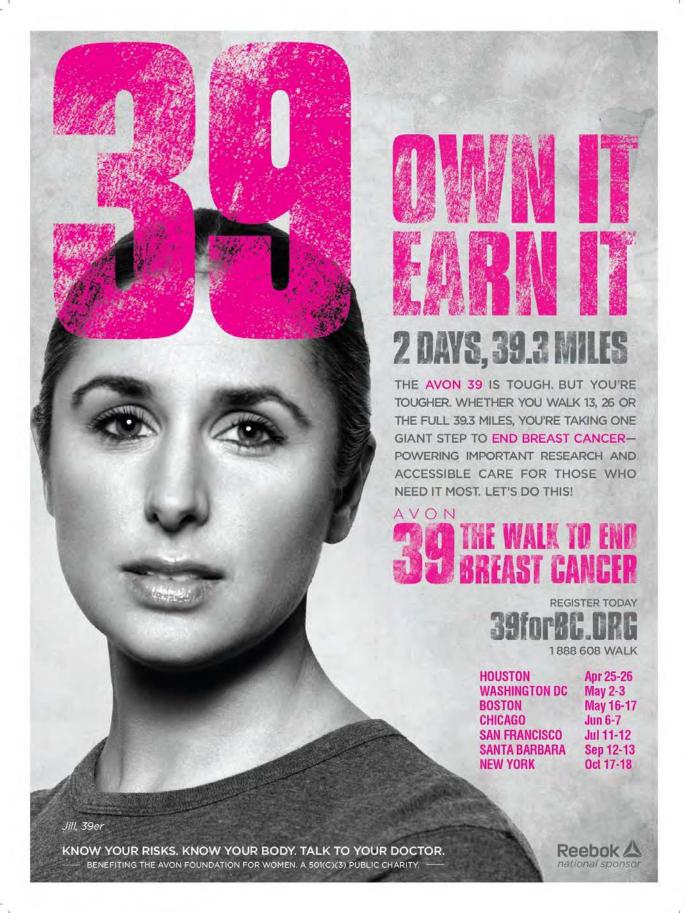
DA-9017-20150116104815076197

AVON 39 THE WALK TO END BREAST CANCER





AVON 39 THE WALK TO END BREAST CANCER



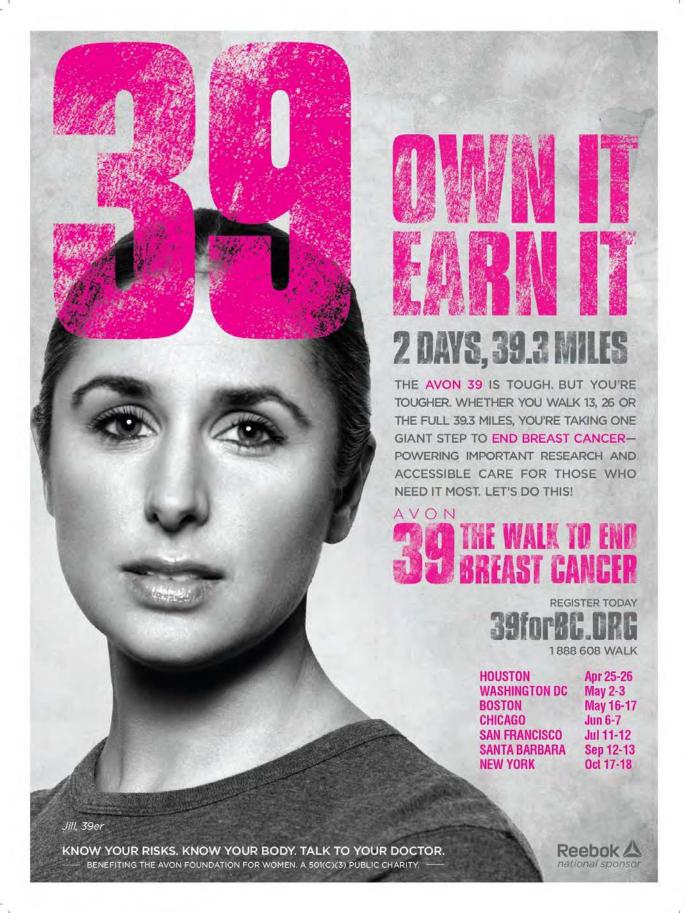


EXHIBIT R

Generated on: This page was generated by TSDR on 2020-10-20 16:49:55 EDT

Mark: BOOT WALK TO END CANCER.



US Serial Number: 86728690 Application Filing Aug. 18, 2015

Date:

US Registration 5156996 Registration Date: Mar. 07, 2017

Number:

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: Mar. 07, 2017

Publication Date: May 03, 2016

Notice of Jun. 28, 2016
Allowance Date:

Mark Information

Mark Literal BOOT WALK TO END CANCER.

Elements:

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

Claim:

Mark Drawing 4 - STANDARD CHARACTER MARK

Type:

Disclaimer: "WALK" AND "CANCER"

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: Charitable services, namely, organizing and conducting walking events to promote public awareness of cancer

International 035 - Primary Class U.S Class(es): 100, 101, 102

Class(es):

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 12, 2016 **Use in Commerce:** Nov. 12, 2016

For: Charitable fundraising services, namely, organizing and conducting walking events to raise funds for cancer research

International 036 - Primary Class U.S Class(es): 100, 101, 102

Class(es):

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 12, 2016 Use in Commerce: Nov. 12, 2016

Basis Information (Case Level)

Filed Use: No Currently Use: Yes Filed ITU: Yes Currently ITU: No

 Filed 44D:
 No
 Currently 44E:
 No

 Filed 44E:
 No
 Currently 66A:
 No

 Filed 66A:
 No
 Currently No Basis:
 No

Filed No Basis: No

Current Owner(s) Information

Owner Name: The Board of Regents of the University of Texas System

Owner Address: 201 West 7th Street

Austin, TEXAS UNITED STATES 78701

Legal Entity Type: STATE AGENCY
State or Country TEXAS
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Robin Lightner Maisashvili

Attorney Primary tm@fibbelightner.com Email Attorney Email Yes Authorized:

Correspondent

Correspondent Robin Lightner Maisashvili

Name/Address: Fibbe Lightner LLP

3733-1 Westheimer Road, No. 1009 Houston, TEXAS UNITED STATES 77027

 $\textbf{Correspondent e-} \quad \underline{\text{tm@fibbelightner.com}} \quad \underline{\text{reagan@fibbelightner.com}} \quad \quad \textbf{Correspondent e-} \quad Yes$

mail: robin@fibbelightner.com mail Authorized:

Prosecution History

1 Tosecution History

| Date | Description | Proceeding Number |
|---------------|--|----------------------|
| Nov. 07, 2017 | ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED | |
| Nov. 07, 2017 | TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED | |
| Mar. 07, 2017 | REGISTERED-PRINCIPAL REGISTER | |
| Feb. 01, 2017 | NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED | |
| Jan. 31, 2017 | ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED | |
| Jan. 19, 2017 | STATEMENT OF USE PROCESSING COMPLETE | 74055 |
| Dec. 27, 2016 | USE AMENDMENT FILED | 74055 |
| Jan. 19, 2017 | CASE ASSIGNED TO INTENT TO USE PARALEGAL | 74055 |
| Dec. 27, 2016 | TEAS STATEMENT OF USE RECEIVED | |
| Jun. 28, 2016 | NOA E-MAILED - SOU REQUIRED FROM APPLICANT | |
| May 12, 2016 | TEAS CHANGE OF CORRESPONDENCE RECEIVED | |
| May 03, 2016 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED | |
| May 03, 2016 | PUBLISHED FOR OPPOSITION | |
| Apr. 13, 2016 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED | |
| Mar. 18, 2016 | APPROVED FOR PUB - PRINCIPAL REGISTER | |
| Mar. 17, 2016 | TEAS/EMAIL CORRESPONDENCE ENTERED | 88889 |
| Mar. 16, 2016 | CORRESPONDENCE RECEIVED IN LAW OFFICE | 88889 |
| Mar. 16, 2016 | TEAS RESPONSE TO OFFICE ACTION RECEIVED | |
| Mar. 16, 2016 | TEAS CHANGE OF CORRESPONDENCE RECEIVED | |
| Dec. 02, 2015 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 6325 |
| Dec. 02, 2015 | NON-FINAL ACTION E-MAILED | 6325 |
| Dec. 02, 2015 | NON-FINAL ACTION WRITTEN | 82416 |
| Nov. 30, 2015 | ASSIGNED TO EXAMINER | 82416 |
| Aug. 21, 2015 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | |
| Aug. 21, 2015 | NEW APPLICATION ENTERED IN TRAM | |

TM Staff and Location Information

TM Staff Information - None File Location

Current Location: PUBLICATION AND ISSUE SECTION Date in Location: Jan. 31, 2017

Revocation, Appointment, and/or Change of Address of Attorney/Domestic Representative

The table below presents the data as entered.

| Input Field | Entered |
|---|--|
| SERIAL NUMBER | 86728690 |
| REGISTRATION NUMBER | 5156996 |
| LAW OFFICE ASSIGNED | LAW OFFICE 101 |
| MARK SECTION | |
| MARK | BOOT WALK TO END CANCER. (see, https://tmng-al.uspto.gov/resting2/api/img/86728690/large) |
| ATTORNEY SECTION | |
| ORIGINAL ADDRESS | D. BRIT NELSON 0020300-0000 1401 McKinney, Suite 1900 Houston Texas 77010 US 713.752.4419 713.308.4119 bnelsonipdocket@jw.com |
| NEW ATTORNEY INFORMATION | |
| STATEMENT TEXT | By submission of this request, the undersigned REVOKES the power of attorney currently of record, as listed above, and hereby APPOINTS the following new attorney: |
| NAME | Robin Lightner Maisashvili |
| FIRM NAME | Fibbe Lightner LLP |
| STREET | 3733-1 Westheimer Road, No. 1009 |
| CITY | Houston |
| STATE | Texas |
| COUNTRY | United States |
| POSTAL/ZIP CODE | 77027 |
| PHONE | 832-338-8090 |
| FAX | 832-408-8558 |
| EMAIL | tm@fibbelightner.com |
| ATTORNEY AUTHORIZED TO COMMUNICATE VIA E-MAIL | YES |
| NEW OTHER APPOINTED ATTORNEYS | A. Reagan Fibbe |
| NEW CORRESPONDENCE ADDRESS | |
| NAME | Robin Lightner Maisashvili |
| FIRM NAME | Fibbe Lightner LLP |

| STREET | 3733-1 Westheimer Road, No. 1009 |
|--|---|
| CITY | Houston |
| STATE | Texas |
| COUNTRY | United States |
| POSTAL/ZIP CODE | 77027 |
| PHONE | 832-338-8090 |
| FAX | 832-408-8558 |
| EMAIL | tm@fibbelightner.com; reagan@fibbelightner.com; robin@fibbelightner.com |
| AUTHORIZED TO COMMUNICATE VIA E-MAIL | YES |
| INDIVIDUAL ATTORNEY DOCKET/REFERENCE NUMBER | |
| SIGNATURE SECTION | |
| SIGNATURE | /Cindy Lee/ |
| SIGNATORY NAME | Cindy Lee |
| SIGNATORY DATE | 11/07/2017 |
| SIGNATORY POSITION | Senior Legal Officer, TX bar member |
| FILING INFORMATION SECTION | |
| SUBMIT DATE | Tue Nov 07 10:12:58 EST 2017 |
| TEAS STAMP | USPTO/RAA-XX.XXX.XX.XX-20 171107101258465994-777755 86-51098f0ac92ab5e7d9339e ef3f43fcc9b222e9e9316e8bf 883a82fea4d1e0f232-N/A-N/ A-20171102121054936169 |

PTO Form 2196 (Rev 09/2005)

OMB No. 0651-0056 (Exp 09/30/2017)

Revocation, Appointment, and/or Change of Address of Attorney/Domestic Representative

To the Commissioner for Trademarks:

MARK: BOOT WALK TO END CANCER. (see, https://tmng-al.uspto.gov/resting2/api/img/86728690/large)

SERIAL NUMBER: 86728690

REGISTRATION NUMBER: 5156996

The original attorney information:

D. BRIT NELSON 0020300-0000 1401 McKinney, Suite 1900 Houston Texas 77010 US 713.752.4419 713.308.4119 bnelsonipdocket@jw.com

Original Correspondence Address:

D. BRIT NELSON
JACKSON WALKER L.L.P.
1401 McKinney, Suite 1900
Houston Texas 77010
US
713.752.4419
713.308.4119
bnelsonipdocket@jw.com;bnelson@jw.com

By submission of this request, the undersigned REVOKES the power of attorney currently of record, as listed above, and hereby APPOINTS the following new attorney: In addition, any additional previously-appointed attorneys that are currently listed in the application are replaced with the new "Other Appointed Attorneys" listed below.

New attorney information:

Robin Lightner Maisashvili Fibbe Lightner LLP 3733-1 Westheimer Road, No. 1009 Houston, Texas 77027 United States 832-338-8090 832-408-8558 tm@fibbelightner.com (authorized)

New Other Appointed Attorneys:

A. Reagan Fibbe

The following is to be used as the correspondence address:

Robin Lightner Maisashvili Fibbe Lightner LLP 3733-1 Westheimer Road, No. 1009 Houston, Texas 77027 United States

832-338-8090 832-408-8558

 $tm @ fibbelightner.com; reagan @ fibbelightner.com; robin @ fibbelightner.com \ (authorized)$

Signature: /Cindy Lee/ Date: 11/07/2017 Signatory's Name: Cindy Lee Signatory's Position: Senior Legal Officer, TX bar member

Serial Number: 86728690

Internet Transmission Date: Tue Nov 07 10:12:58 EST 2017

TEAS Stamp: USPTO/RAA-XX.XXX.XX.XX-20171107101258465

994-77775586-51098f0ac92ab5e7d9339eef3f4 3fcc9b222e9e9316e8bf883a82fea4d1e0f232-N

/A-N/A-20171102121054936169

Anited States of America United States Patent and Trademark Office

BOOT WALK TO END CANCER.

Reg. No. 5,156,996

The Board of Regents of the University of Texas System (TEXAS STATE AGENCY)

201 West 7th Street

Registered Mar. 07, 2017 Austin, TX 78701

Int. Cl.: 35, 36

CLASS 35: Charitable services, namely, organizing and conducting walking events to

promote public awareness of cancer

Service Mark

FIRST USE 11-12-2016; IN COMMERCE 11-12-2016

Principal Register

CLASS 36: Charitable fundraising services, namely, organizing and conducting walking

events to raise funds for cancer research

FIRST USE 11-12-2016; IN COMMERCE 11-12-2016

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY

PARTICULAR FONT STYLE. SIZE OR COLOR

No claim is made to the exclusive right to use the following apart from the mark as shown:

"WALK" AND "CANCER"

SER. NO. 86-728,690, FILED 08-18-2015

KATHERINE CONN WEIGLE, EXAMINING ATTORNEY



Michelle K. Zen

Director of the United States Patent and Trademark Office

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years* What and When to File:

- *First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods* What and When to File:

• You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

*ATTENTION MADRID PROTOCOL REGISTRANTS: The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see http://www.wipo.int/madrid/en/.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at h ttp://www.uspto.gov.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at http://www.uspto.gov.

Page: 2 of 2 / RN # 5156996

From: TMOfficialNotices@USPTO.GOV
Sent: Wednesday, February 1, 2017 00:13 AM

To: bnelsonipdocket@jw.com
Cc: bnelson@jw.com

Subject: Official USPTO Notice of Acceptance of SOU: U.S. Trademark SN 86728690: BOOT WALK TO END CANCER.: Docket/Reference No.

0020300-0000

NOTICE OF ACCEPTANCE OF STATEMENT OF USE

U.S. Serial Number: 86728690 Mark: BOOT WALK TO END CANCER.

Owner: The Board of Regents of the University of Texas System

Docket/Reference Number: 0020300-0000

The USPTO has accepted the Statement of Use filed for the trademark application identified above. The mark will now register and the registration certificate will issue in due course barring any extraordinary circumstances.

To check the status of the application, go to http://tsdr.uspto.gov/#caseNumber=86728690&caseType=SERIAL_NO&searchType=statusSearch or contact the Trademark Assistance Center at 1-800-786-9199. Please check the status of the application at least every three (3) months after the application filing date.

To view this notice and other documents for this application on-line, go to

http://tsdr.uspto.gov/#caseNumber=86728690&caseType=SERIAL_NO&searchType=documentSearch. NOTE: This notice will only become available on-line the next business day after receipt of this e-mail.

For further information, including information on filing and maintenance requirements for U.S. trademark applications and required fees, please consult the USPTO website at http://www.uspto.gov/trademarks/ or contact the Trademark Assistance Center at 1-800-786-9199.

Trademark Snap Shot Publication Stylesheet (Table presents the data on Publication Approval)

OVERVIEW

| SERIAL NUMBER | 86728690 | FILING DATE | 08/18/2015 |
|---------------|------------------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | WEIGLE, KATHERINE CONN | L.O. ASSIGNED | 101 |

PUB INFORMATION

| RUN DATE | 02/01/2017 | | | | |
|----------------------|----------------------------------|--------------------------|-----|--|--|
| PUB DATE | 05/03/2016 | | | | |
| STATUS | 819-SU - REGISTRATION REVIEW COM | 1PLETE | | | |
| STATUS DATE | 01/31/2017 | | | | |
| LITERAL MARK ELEMENT | BOOT WALK TO END CANCER. | BOOT WALK TO END CANCER. | | | |
| | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | |
| SECTION 8 | NO SECTION 8 IN PART NO | | | | |
| SECTION 15 | NO | REPUB 12C | N/A | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | |

FILING BASIS

N/A

DATE AMEND REG

| FILED BASIS | | CURRENT BASIS | | AMENDED BASIS | |
|-------------|-----|---------------|-----|---------------|----|
| 1 (a) | NO | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | YES | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | YES |
|-------------------------|---------------------------|
| LITERAL MARK ELEMENT | BOOT WALK TO END CANCER. |
| MARK DRAWING CODE | 4-STANDARD CHARACTER MARK |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| PARTY TYPE 20-OWNER AT PUBLICATION |
|------------------------------------|
|------------------------------------|

| NAME | The Board of Regents of the University of Texas System |
|-------------------------------|---|
| ADDRESS | 201 West 7th Street Austin, TX 78701 |
| ENTITY | 14-STATE AGENCY |
| CITIZENSHIP | Texas |
| GOODS AN INTERNATIONAL CLASS | D SERVICES 035 |
| DESCRIPTION TEXT | Charitable services, namely, organizing and conducting walking events to promote public awareness of cancer |
| INTERNATIONAL CLASS | 036 |
| DESCRIPTION TEXT | Charitable fundraising services, namely, organizing and conducting walking events |

| | | GOOD | S AND SERVIC | ES CLASSIFICA | ATION | | |
|------------------------|-----|----------------|--------------|----------------------------------|------------|--------------|----------|
| INTERNATIONAL CLASS | 035 | FIRST USE DATE | 11/12/2016 | FIRST USE IN COMMERCE DATE | 11/12/2016 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 036 | FIRST USE DATE | 11/12/2016 | FIRST USE IN COMMERCE DATE | 11/12/2016 | CLASS STATUS | 6-ACTIVE |

CHANGE IN REGISTRATION NO DISCLAIMER W/PREDETER TXT "WALK" AND "CANCER"

MISCELLANEOUS INFORMATION/STATEMENTS

PROSECUTION HISTORY DATE ENT CD **ENT TYPE DESCRIPTION** ENT NUM 02/01/2017 SUNA Е NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED 022 Р 01/31/2017 **CNPR** ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED 021 STATEMENT OF USE PROCESSING COMPLETE 01/19/2017 SUPC 1 020 12/27/2016 **IUAF** S **USE AMENDMENT FILED** 019 01/19/2017 AITU CASE ASSIGNED TO INTENT TO USE PARALEGAL 018 Α 12/27/2016 **EISU** 1 TEAS STATEMENT OF USE RECEIVED 017 Е NOA E-MAILED - SOU REQUIRED FROM APPLICANT 06/28/2016 NOAM 016 05/12/2016 **TCCA** TEAS CHANGE OF CORRESPONDENCE RECEIVED 015 1 05/03/2016 NPUB Е OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED 014 05/03/2016 PUBO PUBLISHED FOR OPPOSITION Α 013 04/13/2016 NONP Е NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED 012 03/18/2016 CNSA Ρ APPROVED FOR PUB - PRINCIPAL REGISTER 011 03/17/2016 **TEME** 1 TEAS/EMAIL CORRESPONDENCE ENTERED 010 **CRFA** 1 CORRESPONDENCE RECEIVED IN LAW OFFICE 03/16/2016 009 1 TEAS RESPONSE TO OFFICE ACTION RECEIVED 03/16/2016 **TROA** 800 03/16/2016 **TCCA** 1 TEAS CHANGE OF CORRESPONDENCE RECEIVED 007

| 12/02/2015 | GNRN | 0 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | | 006 |
|--------------------------------|------|---------|--|------------------------------------|-----|
| 12/02/2015 | GNRT | F | NON-FINAL AC | NON-FINAL ACTION E-MAILED | |
| 12/02/2015 | CNRT | R | NON-FINAL AC | TION WRITTEN | 004 |
| 11/30/2015 | DOCK | D | ASSIGNED TO | EXAMINER | 003 |
| 08/21/2015 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | | 002 |
| 08/21/2015 | NWAP | I | I NEW APPLICATION ENTERED IN TRAM | | 001 |
| | | CUDDENT | CORREGROY | IDENCE INFORMATION | |
| | | CURRENT | CORRESPON | IDENCE INFORMATION | |
| | · | CURRENT | CORRESPON | NDENCE INFORMATION | |
| ATTORNEY | | CURRENT | CORRESPON | NDENCE INFORMATION D. Brit Nelson | · |
| ATTORNEY CORRESPONDENCE ADDRE | | CURRENT | CORRESPON | | |

PRIOR OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|-------------|--|
| NAME | The Board of Regents of the University of Texas System |
| ADDRESS | 201 West 7th Street Austin, TX 78701 |
| ENTITY | 14-STATE AGENCY |
| CITIZENSHIP | Texas |

BOOT WALK TO END CANCER.

Trademark Snap Shot ITU Unit Action (Table presents the data on ITU Unit Action)

OVERVIEW

| SERIAL NUMBER | 86728690 | FILING DATE | 08/18/2015 |
|---------------|------------------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | WEIGLE, KATHERINE CONN | L.O. ASSIGNED | 101 |

PUB INFORMATION

| I . | | | | |
|----------------------|----------------------------------|------------------------------------|-----|--|
| RUN DATE | 01/20/2017 | | | |
| PUB DATE | 05/03/2016 | | | |
| STATUS | 748-STATEMENT OF USE - TO EXAMIN | 748-STATEMENT OF USE - TO EXAMINER | | |
| STATUS DATE | 01/19/2017 | | | |
| LITERAL MARK ELEMENT | BOOT WALK TO END CANCER. | | | |
| | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | |
| SECTION 15 | NO | REPUB 12C | N/A | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | |
| DATE AMEND REG | N/A | | | |

FILING BASIS

| FILED | BASIS | CURREN | IT BASIS | AMENDE | ED BASIS |
|----------|-------|----------|----------|--------|----------|
| 1 (a) | NO | 1 (a) | NO | 1 (a) | NO |
| 1 (b) | YES | 1 (b) | YES | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | YES |
|-------------------------|---------------------------|
| LITERAL MARK ELEMENT | BOOT WALK TO END CANCER. |
| MARK DRAWING CODE | 4-STANDARD CHARACTER MARK |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| PARTY TYPE | 20-OWNER AT PUBLICATION |
|------------|-------------------------|
| | |

| NAME | The Board of Regents of the University of Texas System | |
|-------------------------|--|--|
| ADDRESS | 201 West 7th Street Austin, TX 78701 | |
| ENTITY | 14-STATE AGENCY | |
| CITIZENSHIP | Texas | |
| INTERNATIONAL CLASS 035 | | |
| GOODS AND SERVICES | | |
| DESCRIPTION TEXT | Charitable services, namely, organizing and conducting walking events to promote public awareness of cancer | |
| | | |
| INTERNATIONAL CLASS | 036 | |
| DESCRIPTION TEXT | Charitable fundraising services, namely, organizing and conducting walking events to raise funds for cancer research | |

| GOODS AND SERVICES CLASSIFICATION | | | | | | | | | |
|-----------------------------------|-----|----------------|------------|----------------------------------|------------|--------------|----------|--|--|
| INTERNATIONAL CLASS | 035 | FIRST USE DATE | 11/12/2016 | FIRST USE IN COMMERCE DATE | 11/12/2016 | CLASS STATUS | 6-ACTIVE | | |
| INTERNATIONAL CLASS | 036 | FIRST USE DATE | 11/12/2016 | FIRST USE IN COMMERCE DATE | 11/12/2016 | CLASS STATUS | 6-ACTIVE | | |

MISCELLANEOUS INFORMATION/STATEMENTS CHANGE IN REGISTRATION NO DISCLAIMER W/PREDETER TXT "WALK" AND "CANCER"

| PROSECUTION HISTORY | | | | | | | |
|---------------------|--------|----------|--|---------|--|--|--|
| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM | | | |
| 01/19/2017 | SUPC | I | STATEMENT OF USE PROCESSING COMPLETE | 020 | | | |
| 12/27/2016 | IUAF | S | USE AMENDMENT FILED | 019 | | | |
| 01/19/2017 | AITU | А | CASE ASSIGNED TO INTENT TO USE PARALEGAL | 018 | | | |
| 12/27/2016 | EISU | I | TEAS STATEMENT OF USE RECEIVED | 017 | | | |
| 06/28/2016 | NOAM | E | NOA E-MAILED - SOU REQUIRED FROM APPLICANT | 016 | | | |
| 05/12/2016 | TCCA | I | TEAS CHANGE OF CORRESPONDENCE RECEIVED | 015 | | | |
| 05/03/2016 | NPUB | E | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED | 014 | | | |
| 05/03/2016 | PUBO | А | PUBLISHED FOR OPPOSITION | 013 | | | |
| 04/13/2016 | NONP | E | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED | 012 | | | |
| 03/18/2016 | CNSA | Р | APPROVED FOR PUB - PRINCIPAL REGISTER | 011 | | | |
| 03/17/2016 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 010 | | | |
| 03/16/2016 | CRFA | ı | CORRESPONDENCE RECEIVED IN LAW OFFICE | 009 | | | |
| 03/16/2016 | TROA | ı | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 008 | | | |
| 03/16/2016 | TCCA | I | TEAS CHANGE OF CORRESPONDENCE RECEIVED | 007 | | | |
| 12/02/2015 | GNRN | 0 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 006 | | | |
| 12/02/2015 | GNRT | F | NON-FINAL ACTION E-MAILED | 005 | | | |
| | | | | | | | |

| 12/02/2015 | CNRT | R | 004 | | | |
|-------------------------|------|---------|-------------|--|--|--|
| 11/30/2015 | DOCK | D | ASSIGNED TO | 003 | | |
| 08/21/2015 | NWOS | I | NEW APPLICA | 002 | | |
| 08/21/2015 | NWAP | I | NEW APPLICA | 001 | | |
| | | CURREN' | T CORRESPON | NDENCE INFORMATION | | |
| ATTORNEY | | | | D. Brit Nelson | | |
| CORRESPONDENCE ADDRESS | | | | D. BRIT NELSON JACKSON WALKER L.L.P. 1401 McKinney, Suite 1900 Houston, TX 77010 | | |
| DOMESTIC REPRESENTATIVE | | | | NONE | | |
| | | P | RIOR OWNER | INFORMATION | | |
| PARTY TYPE | | | | 10-ORIGINAL APPLICANT | | |
| NAME | | | | The Board of Regents of the University of Texas System | | |
| ADDRESS | | | | 201 West 7th Street Austin, TX 78701 | | |
| ENTITY | | | | 14-STATE AGENCY | | |
| CITIZENSHIP | | | | Texas | | |

BOOT WALK TO END CANCER.

Visit mdanderson.org/bootwalk for event information and fundraising details.



"Let's give cancer the boot"

MD Anderson Cancer Center

Ranked one of the top cancer centers in the nation for 27 years by U.S. News & World Report.

Put on your favorite boots and join us at the Boot Walk to End Cancer", a family-friendly fundraiser in the Texas Medical Center.

Every dollar raised helps us end cancer. Together, we can give cancer the boot for good.

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Register. Donate. Volunteer. Saturday, Nov. 12, 2016 mdanderson.org/bootwalk MD Anderson Cancer Center

Making Cancer History

16MDA_GN_1929_1_Houston Medical Times Print Ad_10x6.485_3.indd 1



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Event Details

Boot Walk to End Cancer™ Date: Saturday, Nov. 12, 2016

Event Check-In: 12:00 p.m.

Opening Ceremony and Walk: 1:00 p.m.

End Cancer Post-Walk Celebration and Awards: 3:00 p.m.

Route length: 1.2 miles. Click here to download the pdf version of the route map.

Starting location: The walk will begin on Bertner Avenue, on the east side of the Lowry and Peggy Mays Clinic at the corner of Bertner and Holcombe.

End Cancer Finish Line Celebration location: Immediately following the conclusion of the walk, the End Cancer Celebration will begin in the large tent at the corner of Fannin and Holcombe in front of the Dan L. Duncan Building (1100 Holcombe Boulevard). Performances by Aggie Wranglers, Junior Gordon, and The Rankin Twins.

Driving directions to MD Anderson can be downloaded here: Boot Walk Driving Directions 2016.

Free parking will be available at the Mid Campus Garage at 7007 Bertner Ave. Houston, TX 77030.

Free ADA parking will be available at the Pressler Parking Garage at 1180 Pressler Street, Houston, TX 77030.

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Fundraising & Rewards

The Boot Walk to End Cancer™ is more than just a walk. It's your opportunity to support MD Anderson's mission to end cancer. One hundred percent of the funds raised will help support programs and research that make a real impact in the lives of cancer patients and their families.

We want everyone to be able to participate in the Boot Walk, so there's no registration fee. Participants are encouraged to join us in our fight to end cancer and fundraise to support MD Anderson's mission to end cancer.

Whether you've personally been impacted by cancer, someone you love and care about has fought this disease or you're passionate about making a difference in the lives of cancer patients, the Boot Walk is your opportunity to help MD Anderson end cancer once and for all.

1. A customized Fundraising Center provides you with everything you need: a personal fundraising page, the opportunity to share your story with family and friends, email completes for donation or opportunity to share your story with family and friends,

messages, and you can track your progress leading up to the event, too.

- 2. The Boot Walk mobile and tablet application for iPhone/iPad and Android mobile and tablet, allows participants to fundraise and connect with others through social media and email, update their Web pages, and check fundraising progress all from the palm of their hand. Visit your Fundraising Center to download the app to your mobile phone or tablet!
- Facebook friends can donate directly from the participant's page using the Boot Walk Facebook app. Visit your Fundraising Center to connect with your Facebook page.

Rewards

To recognize you for your fundraising efforts, you can select from a number of rewards based on the fundraising level you achieve. Fundraising will remain open four weeks past the event day to allow you to collect any additional donations. Once fundraising has closed for the event, you will receive an email with details on your fundraising level and how to redeem your reward(s).



Click here to view fundraising rewards.

Have questions about fundraising or rewards? Email us at bootwalk@mdanderson.org.

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FAQ

Event Basics

Fundraising

Volunteers

Event Basics:

What is the Boot Walk to End Cancer™? The Boot Walk to End Cancer™ is a 1.2 mile walk around the Texas Medical Center. All participants are encouraged to wear their favorite pair of boots to symbolize giving cancer "the boot." The event raises money to support the mission of MD Anderson.

How do I sign up? Visit the registration page to sign up today.

Can children participate in the walk? Yes. Children can participate as long as they're registered.

Do children need to register? Yes. For the safety of all participants and spectators, everyone walking must be registered.

Do I have to wear boots? While you don't HAVE to wear boots, we think it'll be much more fun if you lo!

Can I form a team for the Boot Walk? Absolutely! Forming a Boot Walk team makes fundraising and walking even more fun. Check out fundraising tips for teams in your Fundraising Center.

How do I form a team? During registration, select Form a Team. If you're already registered and decide to form a team, you can do this from your Fundraising Center. Once you're logged in, on the right hand side of the page select Create a Team. Then follow the prompts.

I'm not able to participate. Is there another way to still support the walk? Absolutely! You can register as a virtual walker and fundraise for the event.

How much does it cost to participate in the Boot Walk? It's free to participate! There's no registration fee, but fundraising is highly encouraged. If you fundraise \$100 or more, you'll earn a Boot Walk to End Cancer™ T-shirt.

Do I need to fundraise? It's not required, but we hope you will! If you fundraise \$100 or more, you'll earn a Boot Walk to End Cancer™ T-shirt. Visit the Fundraising & Rewards page to learn more about other rewards you can earn through your fundraising efforts.

Where do my donations go? All funds raised for the Boot Walk to End Cancer™ directly support MD Anderson's mission to end cancer.

How long a the walk? 1.2 miles. sick here to view the route map.

What do I get for signing up? The opportunity to walk! You also can earn a T-shirt by raising a minimum of \$100. You'll be able to pick up your T-shirt on event day or at an early check-in day. Details about early check-in dates and times will be available two weeks prior to the event. Visit the Fundraising & Rewards page to learn more about other rewards you can earn through your fundraising efforts.

How do I update my contact information? Log in to your Fundraising Center and select "Edit Profile".

How can I volunteer? Visit the Volunteer page to find a fun opportunity that suits you! There are options for individuals and groups.

What is the event schedule?

Saturday, Nov. 12, 2016

Event Check-In: 12:00p.m.

Opening Ceremony and Walk: 1:00p.m.

End Cancer Post-Walk Celebration and Awards: 2:00p.m.

Where do I park on event day? Parking will be available in the Mid Campus Garage at 7007 Bertner Ave., Houston, TX 77030. View the full parking map on the Event Details page.

Are strollers or baby joggers allowed at the event? Yes. Strollers and baby joggers are allowed on the route.

Is there a time limit for the walk? The roads will begin to open after the last person has passed an intersection. The route will be

open to normal traffic beginning approximately an hour and a half after the start.

Are pets allowed? For the safety of all participants, volunteers and spectators, we ask that you leave all pets at home.

Service animals are welcome at the Boot Walk. A service animal is specifically trained to do work or preform tasks for people disabilities.

Is the Boot Walk wheelchair friendly? Yes!

Can I make a team T-shirt? Yes! Please follow the Boot Walk Team T-Shirt Guidelines as you plan your shirt design. You can download the files here:

Light T-Shirts

Dark T-Shirts

Fundraising:

Is there a fundraising minimum? No. We don't have a fundraising minimum to participate. Any amount raised will help us in our fight against cancer. An added bonus to fundraising is the opportunity to earn fun rewards. Visit the Fundraising & Rewards page to learn more.

Can you help me with fundraising? Absolutely! Once you register, you'll have access to your own Fir draising Center. We've done the

heavy lifting by loading it with template emails to ask friends and family for donations that link to your own customizable fundraising website. You also can fundraise using our Boot Walk fundraising app which is available for download from your Fundraising Center. Contact us for more tips and one-on-one support at bootwalk@mdanderson.org.

How do I download the Boot Walk mobile and tablet fundraising app? You can download the iPhone/iPad app or the Android mobile/tablet from your Fundraising Center. This app lets you fundraise and connect with others through social media and email, update your fundraising page, and check your fundraising progress from the palm of your hand.

How do I add the Boot Walk badge to my email signature? You can make every email count with a Boot Walk to End Cancer™ email signature. Go to your Fundraising Center for instructions on how to set up your email badge up today.

Can my friends donate via Facebook? Yes! Like the Boot Walk Facebook page, then download the Boot Walk Facebook app from your Fundraising Center to allow your friends to donate directly from your page.

Can I take donations in the form of cash and check? Yes!

Donations can be made in any form. Cash donations must be converted to a check or money order before being mailed. Send in money using the Check Tracking Form found in your Fundraising Center.

How do I record check and cash donations online? In your Fundraising Center, click the Record Donation button, then enter the gift amount and donor name.

How do I turn in checks and cash donations? Please convert all cash into a check or money order before mailing it to MD Anderson. Print and complete the Check Tracking Form found in your Fundraising Center and enclose the checks and form in one envelope. Mail to: PO Box 4470, Houston, Texas 77230. All checks must be payable to MD Anderson Cancer Center.

Can I turn in cash and check donations on event day? Yes. Please complete your Check Tracking Form with the donations you are turning in on event day and bring it with you. Be sure to record the offline donations in your Fundraising Center. All checks must be payable to MD Anderson Cancer Center.

Where do I search to see if my company offers a matching gift to MD Anderson? Visit our website to find out if your company has a matching gift program: www.matchinggifts.com/mdanderson.

How do I record a matching gift? You can record matching gifts the same way you record cash or check donations in your Fundraising Center. Click Record Gift and note it as a matching gift.

When is the fundraising deadline for the Boot Walk? We want all our supporters to have every opportunity to fundraise, so we're keeping fundraising active for the Boot Walk until Saturday, Nov. 30, 2016.

Can I earn rewards for my fundraising? Yes! We want you to raise as much as you can to help us end cancer. Visit the Fundraising & Rewards page to see the rewards and swag you can earn for fundraising.

How do I earn rewards for my fundraising? Every dollar donated will go toward you earning rewards. Visit the Visit the Fundraising & Rewards page to see the rewards and swag you can earn for fundraising.

When will I receive my fundraising rewards? For qualifying participants, event-day pickup will be available for the T-shirt and Strike-Through-Cancer Flag. Participant rewards will be mailed in January 2017. View the Visit the Fundraising & Rewards page for details on the rewards you can earn.

Volunteers:

Who will benefit from my volunteer time and energy at the Boot Walk to End Cancer™? By volunteering, you're helping MD Anderson reach its fundraising goals and reduce event expenses.

What type of volunteer roles are available? We have a variety of fun volunteer roles available including event day volunteers, administrative support the weeks leading up to the event, and committee positions. If you are interested in volunteering, please complete the Volunteer Interest Survey.

How do I sign up to volunteer? Please complete the Volunteer Interest Survey to express your interest.

Can I count my volunteer time for my school or other community program? Yes! Volunteer hours can be verified on event day at the Volunteer Check-In. Please bring any required paperwork with you.

Are volunteer opportunities available on days other than the event day? Yes. Please complete the Volunteer Interest Survey to express your interest in event day volunteers, administrative supporting leading up to the event, and committee positions.

Will volunteers be provided with maps, directions, and parking info before their shifts? Yes! A volunteer email, including assignments and event details will be sent out closer to the event.

How are volunteers supported during their shifts? There will be lead volunteers in each area to provide on-site training and support as needed.

What should I wear on race day? Wear comfortable clothing including your Boot Walk volunteer shirt and your favorite pair of boots!

Who can I contact for volunteer information? Visit the Volunteer Page for additional information and complete the volunteer survey to express your interest and availability. Is there a minimum age for volunteers? Volunteers must be 13 years old. Volunteers ages 13-17 must be accompanied by an adult. Visit the Volunteer Page for more information.

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Volunteers

Thank you for your interest in volunteering for the Boot Walk to End Cancer™. Due to an overwhelming interest in volunteer opportunities for the inaugural event, we will not be able to place additional volunteers for the 2016 event. Please contact us with any questions, bootwalk@mdanderson.org. To learn more about volunteer opportunities at MD Anderson please visit the volunteer website: here.

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Visit mdanderson.org/bootwalk for event information and fundraising details.



"Let's give cancer the boot"

MD Anderson Cancer Center

Ranked one of the top cancer centers in the nation for 27 years by U.S. News & World Report.

Put on your favorite boots and join us at the Boot Walk to End Cancer", a family-friendly fundraiser in the Texas Medical Center.

Every dollar raised helps us end cancer. Together, we can give cancer the boot for good.

Diamond Sponsors



Register. Donate. Volunteer. Saturday, Nov. 12, 2016 mdanderson.org/bootwalk MD Anderson Cancer Center

Making Cancer History

16MDA_GN_1929_1_Houston Medical Times Print Ad_10x6.485_3.indd 1

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Event Details

Boot Walk to End Cancer™ Date: Saturday, Nov. 12, 2016

Event Check-In: 12:00 p.m.

Opening Ceremony and Walk: 1:00 p.m.

End Cancer Post-Walk Celebration and Awards: 3:00 p.m.

Route length: 1.2 miles. Click here to download the pdf version of the route map.

Starting location: The walk will begin on Bertner Avenue, on the east side of the Lowry and Peggy Mays Clinic at the corner of Bertner and Holcombe.

End Cancer Finish Line Celebration location: Immediately following the conclusion of the walk, the End Cancer Celebration will begin in the large tent at the corner of Fannin and Holcombe in front of the Dan L. Duncan Building (1100 Holcombe Boulevard). Performances by Aggie Wranglers, Junior Gordon, and The Rankin Twins.

Driving directions to MD Anderson can be downloaded here: Boot Walk Driving Directions 2016.

Free parking will be available at the Mid Campus Garage at 7007 Bertner Ave. Houston, TX 77030.

Free ADA parking will be available at the Pressler Parking Garage at 1180 Pressler Street, Houston, TX 77030.

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Fundraising & Rewards

The Boot Walk to End Cancer™ is more than just a walk. It's your opportunity to support MD Anderson's mission to end cancer. One hundred percent of the funds raised will help support programs and research that make a real impact in the lives of cancer patients and their families.

We want everyone to be able to participate in the Boot Walk, so there's no registration fee. Participants are encouraged to join us in our fight to end cancer and fundraise to support MD Anderson's mission to end cancer.

Whether you've personally been impacted by cancer, someone you love and care about has fought this disease or you're passionate about making a difference in the lives of cancer patients, the Boot Walk is your opportunity to help MD Anderson end cancer once and for all.

1. A customized Fundraising Center provides you with everything you need: a personal fundraising page, the opportunity to share your story with family and friends, email completes for donation or opportunity to share your story with family and friends,

messages, and you can track your progress leading up to the event, too.

- 2. The Boot Walk mobile and tablet application for iPhone/iPad and Android mobile and tablet, allows participants to fundraise and connect with others through social media and email, update their Web pages, and check fundraising progress all from the palm of their hand. Visit your Fundraising Center to download the app to your mobile phone or tablet!
- Facebook friends can donate directly from the participant's page using the Boot Walk Facebook app. Visit your Fundraising Center to connect with your Facebook page.

Rewards

To recognize you for your fundraising efforts, you can select from a number of rewards based on the fundraising level you achieve. Fundraising will remain open four weeks past the event day to allow you to collect any additional donations. Once fundraising has closed for the event, you will receive an email with details on your fundraising level and how to redeem your reward(s).



Click here to view fundraising rewards.

Have questions about fundraising or rewards? Email us at bootwalk@mdanderson.org.

Diamond Sponsors



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1-844-EndCancer | Contact | Privacy











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FAQ

Event Basics

Fundraising

Volunteers

Event Basics:

What is the Boot Walk to End Cancer™? The Boot Walk to End Cancer™ is a 1.2 mile walk around the Texas Medical Center. All participants are encouraged to wear their favorite pair of boots to symbolize giving cancer "the boot." The event raises money to support the mission of MD Anderson.

How do I sign up? Visit the registration page to sign up today.

Can children participate in the walk? Yes. Children can participate as long as they're registered.

Do children need to register? Yes. For the safety of all participants and spectators, everyone walking must be registered.

Do I have to wear boots? While you don't HAVE to wear boots, we think it'll be much more fun if you lo!

Can I form a team for the Boot Walk? Absolutely! Forming a Boot Walk team makes fundraising and walking even more fun. Check out fundraising tips for teams in your Fundraising Center.

How do I form a team? During registration, select Form a Team. If you're already registered and decide to form a team, you can do this from your Fundraising Center. Once you're logged in, on the right hand side of the page select Create a Team. Then follow the prompts.

I'm not able to participate. Is there another way to still support the walk? Absolutely! You can register as a virtual walker and fundraise for the event.

How much does it cost to participate in the Boot Walk? It's free to participate! There's no registration fee, but fundraising is highly encouraged. If you fundraise \$100 or more, you'll earn a Boot Walk to End Cancer™ T-shirt.

Do I need to fundraise? It's not required, but we hope you will! If you fundraise \$100 or more, you'll earn a Boot Walk to End Cancer™ T-shirt. Visit the Fundraising & Rewards page to learn more about other rewards you can earn through your fundraising efforts.

Where do my donations go? All funds raised for the Boot Walk to End Cancer™ directly support MD Anderson's mission to end cancer.

How long a the walk? 1.2 miles. sick here to view the route map.

What do I get for signing up? The opportunity to walk! You also can earn a T-shirt by raising a minimum of \$100. You'll be able to pick up your T-shirt on event day or at an early check-in day. Details about early check-in dates and times will be available two weeks prior to the event. Visit the Fundraising & Rewards page to learn more about other rewards you can earn through your fundraising efforts.

How do I update my contact information? Log in to your Fundraising Center and select "Edit Profile".

How can I volunteer? Visit the Volunteer page to find a fun opportunity that suits you! There are options for individuals and groups.

What is the event schedule?

Saturday, Nov. 12, 2016

Event Check-In: 12:00p.m.

Opening Ceremony and Walk: 1:00p.m.

End Cancer Post-Walk Celebration and Awards: 2:00p.m.

Where do I park on event day? Parking will be available in the Mid Campus Garage at 7007 Bertner Ave., Houston, TX 77030. View the full parking map on the Event Details page.

Are strollers or baby joggers allowed at the event? Yes. Strollers and baby joggers are allowed on the route.

Is there a time limit for the walk? The roads will begin to open after the last person has passed an intersection. The route will be

open to normal traffic beginning approximately an hour and a half after the start.

Are pets allowed? For the safety of all participants, volunteers and spectators, we ask that you leave all pets at home.

Service animals are welcome at the Boot Walk. A service animal is specifically trained to do work or preform tasks for people disabilities.

Is the Boot Walk wheelchair friendly? Yes!

Can I make a team T-shirt? Yes! Please follow the Boot Walk Team T-Shirt Guidelines as you plan your shirt design. You can download the files here:

Light T-Shirts

Dark T-Shirts

Fundraising:

Is there a fundraising minimum? No. We don't have a fundraising minimum to participate. Any amount raised will help us in our fight against cancer. An added bonus to fundraising is the opportunity to earn fun rewards. Visit the Fundraising & Rewards page to learn more.

Can you help me with fundraising? Absolutely! Once you register, you'll have access to your own Fir draising Center. We've done the

heavy lifting by loading it with template emails to ask friends and family for donations that link to your own customizable fundraising website. You also can fundraise using our Boot Walk fundraising app which is available for download from your Fundraising Center. Contact us for more tips and one-on-one support at bootwalk@mdanderson.org.

How do I download the Boot Walk mobile and tablet fundraising app? You can download the iPhone/iPad app or the Android mobile/tablet from your Fundraising Center. This app lets you fundraise and connect with others through social media and email, update your fundraising page, and check your fundraising progress from the palm of your hand.

How do I add the Boot Walk badge to my email signature? You can make every email count with a Boot Walk to End Cancer™ email signature. Go to your Fundraising Center for instructions on how to set up your email badge up today.

Can my friends donate via Facebook? Yes! Like the Boot Walk Facebook page, then download the Boot Walk Facebook app from your Fundraising Center to allow your friends to donate directly from your page.

Can I take donations in the form of cash and check? Yes!

Donations can be made in any form. Cash donations must be converted to a check or money order before being mailed. Send in money using the Check Tracking Form found in your Fundraising Center.

How do I record check and cash donations online? In your Fundraising Center, click the Record Donation button, then enter the gift amount and donor name.

How do I turn in checks and cash donations? Please convert all cash into a check or money order before mailing it to MD Anderson. Print and complete the Check Tracking Form found in your Fundraising Center and enclose the checks and form in one envelope. Mail to: PO Box 4470, Houston, Texas 77230. All checks must be payable to MD Anderson Cancer Center.

Can I turn in cash and check donations on event day? Yes. Please complete your Check Tracking Form with the donations you are turning in on event day and bring it with you. Be sure to record the offline donations in your Fundraising Center. All checks must be payable to MD Anderson Cancer Center.

Where do I search to see if my company offers a matching gift to MD Anderson? Visit our website to find out if your company has a matching gift program: www.matchinggifts.com/mdanderson.

How do I record a matching gift? You can record matching gifts the same way you record cash or check donations in your Fundraising Center. Click Record Gift and note it as a matching gift.

When is the fundraising deadline for the Boot Walk? We want all our supporters to have every opportunity to fundraise, so we're keeping fundraising active for the Boot Walk until Saturday, Nov. 30, 2016.

Can I earn rewards for my fundraising? Yes! We want you to raise as much as you can to help us end cancer. Visit the Fundraising & Rewards page to see the rewards and swag you can earn for fundraising.

How do I earn rewards for my fundraising? Every dollar donated will go toward you earning rewards. Visit the Visit the Fundraising & Rewards page to see the rewards and swag you can earn for fundraising.

When will I receive my fundraising rewards? For qualifying participants, event-day pickup will be available for the T-shirt and Strike-Through-Cancer Flag. Participant rewards will be mailed in January 2017. View the Visit the Fundraising & Rewards page for details on the rewards you can earn.

Volunteers:

Who will benefit from my volunteer time and energy at the Boot Walk to End Cancer™? By volunteering, you're helping MD Anderson reach its fundraising goals and reduce event expenses.

What type of volunteer roles are available? We have a variety of fun volunteer roles available including event day volunteers, administrative support the weeks leading up to the event, and committee positions. If you are interested in volunteering, please complete the Volunteer Interest Survey.

How do I sign up to volunteer? Please complete the Volunteer Interest Survey to express your interest.

Can I count my volunteer time for my school or other community program? Yes! Volunteer hours can be verified on event day at the Volunteer Check-In. Please bring any required paperwork with you.

Are volunteer opportunities available on days other than the event day? Yes. Please complete the Volunteer Interest Survey to express your interest in event day volunteers, administrative supporting leading up to the event, and committee positions.

Will volunteers be provided with maps, directions, and parking info before their shifts? Yes! A volunteer email, including assignments and event details will be sent out closer to the event.

How are volunteers supported during their shifts? There will be lead volunteers in each area to provide on-site training and support as needed.

What should I wear on race day? Wear comfortable clothing including your Boot Walk volunteer shirt and your favorite pair of boots!

Who can I contact for volunteer information? Visit the Volunteer Page for additional information and complete the volunteer survey to express your interest and availability. Is there a minimum age for volunteers? Volunteers must be 13 years old. Volunteers ages 13-17 must be accompanied by an adult. Visit the Volunteer Page for more information.

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Trademark/Service Mark Statement of Use (15 U.S.C. Section 1051(d))

The table below presents the data as entered.

| Input Field | Entered | |
|--------------------------|--|--|
| SERIAL NUMBER | 86728690 | |
| LAW OFFICE ASSIGNED | LAW OFFICE 101 | |
| EXTENSION OF USE | NO | |
| MARK SECTION | | |
| MARK | https://tmng-al.uspto.gov/resting2/api/img/86728690/large | |
| LITERAL ELEMENT | BOOT WALK TO END CANCER. | |
| STANDARD CHARACTERS | YES | |
| USPTO-GENERATED IMAGE | YES | |
| MARK STATEMENT | The mark consists of standard characters, without claim to any particular font style, size or color. | |
| OWNER SECTION (current) | | |
| NAME | The Board of Regents of the University of Texas System | |
| STREET | 201 West 7th Street | |
| CITY | Austin | |
| STATE | Texas | |
| ZIP/POSTAL CODE | 78701 | |
| COUNTRY | United States | |
| PHONE | 713-226-1200 | |
| FAX | 713-223-3717 | |
| EMAIL | XXXX | |
| OWNER SECTION (proposed) | | |
| NAME | The Board of Regents of the University of Texas System | |
| STREET | 201 West 7th Street | |
| СІТУ | Austin | |
| STATE | Texas | |
| ZIP/POSTAL CODE | 78701 | |
| COUNTRY | United States | |
| PHONE | 713.752.4419 | |
| FAX | 713.308.4119 | |
| EMAIL | xxxx | |
| | | |

| AUTHORIZED TO COMMUNICATE VIA E-MAIL | Yes | |
|--------------------------------------|---|--|
| GOODS AND/OR SERVICES SECTION | | |
| INTERNATIONAL CLASS | 035 | |
| CURRENT IDENTIFICATION | Charitable services, namely, organizing and conducting walking events to promote public awareness of cancer | |
| GOODS OR SERVICES | KEEP ALL LISTED | |
| FIRST USE ANYWHERE DATE | 11/12/2016 | |
| FIRST USE IN COMMERCE DATE | 11/12/2016 | |
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| SPECIMEN DESCRIPTION | brochure and pages from Applicant's website showing use of mark with services | |
| INTERNATIONAL CLASS | 036 | |

| CURRENT IDENTIFICATION | Charitable fundraising services, namely, organizing and conducting walking events to raise funds for cancer research |
|---|--|
| GOODS OR SERVICES | KEEP ALL LISTED |
| FIRST USE ANYWHERE DATE | 11/12/2016 |
| FIRST USE IN COMMERCE DATE | 11/12/2016 |
| SPECIMEN FILE NAME(S) | |
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| SPECIMEN DESCRIPTION | brochure and pages from Applicant's website showing use of mark with services |
| REQUEST TO DIVIDE | NO |
| PAYMENT SECTION | |
| NUMBER OF CLASSES IN USE | 2 |
| SUBTOTAL AMOUNT [ALLEGATION OF USE FEE] | 200 |
| TOTAL AMOUNT | 200 |
| SIGNATURE SECTION | |
| DECLARATION SIGNATURE | /D. Brit Nelson/ |
| SIGNATORY'S NAME | D. Brit Nelson |

| SIGNATORY'S POSITION | Attorney of record, Texas bar member | |
|--------------------------|---|--|
| DATE SIGNED | 12/27/2016 | |
| SIGNATORY'S PHONE NUMBER | 713.752.4419 | |
| FILING INFORMATION | | |
| SUBMIT DATE | Tue Dec 27 12:41:43 EST 2016 | |
| TEAS STAMP | USPTO/SOU-XX.XXX.XXX.XXX- 20161227124143881497-8672 8690-570b3117ebbd9613f441 4b58e6e1abb65ad483f1c88fc d1c4239c7d7a0196eb282-DA- 14566-2016122711041033980 8 | |

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PTO Form 1553 (Rev 09/2005)

OMB No. 0651-0054 (Exp 10/31/2017)

Trademark/Service Mark Statement of Use (15 U.S.C. Section 1051(d))

To the Commissioner for Trademarks:

MARK: BOOT WALK TO END CANCER.(Standard Characters, see https://tmng-al.uspto.gov/resting2/api/img/86728690/large)

SERIAL NUMBER: 86728690

The applicant, The Board of Regents of the University of Texas System, having an address of

201 West 7th Street Austin, Texas 78701 United States 713.752.4419 713.308.4119

XXXX (authorized)

is submitting the following allegation of use information:

For International Class 035:

Current identification: Charitable services, namely, organizing and conducting walking events to promote public awareness of cancer

The mark is in use in commerce on or in connection with all of the goods/services, or to indicate membership in the collective organization listed in the application or Notice of Allowance or as subsequently modified for this specific class.

The mark was first used by the applicant, or the applicant's related company, licensee, or predecessor in interest at least as early as 11/12/2016, and first used in commerce at least as early as 11/12/2016, and is now in use in such commerce. The applicant is submitting one specimen for the class showing the mark as used in commerce on or in connection with any item in the class, consisting of a(n) brochure and pages from Applicant's website showing use of mark with services.

Original PDF file:

SPN0-64129157186-20161227110410339808_._Boot_Walk_Spec_1_Cl_35_36.pdf

Converted PDF file(s) (1 page)

Specimen File1

Original PDF file:

SPN0-64129157186-20161227110410339808_._Boot_Walk_Spec_2_Cl_35__36.pdf

Converted PDF file(s) (3 pages)

Specimen File1

Specimen File2

Specimen File3

Original PDF file:

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Specimen File1

Specimen File2

Specimen File3

Specimen File4

Original PDF file:

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Converted PDF file(s) (9 pages)

Specimen File1

Specimen File2

Specimen File3

Specimen File4

Specimen File5

Specimen File6

Specimen File7

Specimen File8

Specimen File9

Original PDF file:

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Converted PDF file(s) (2 pages)

Specimen File1

Specimen File2

For International Class 036:

Current identification: Charitable fundraising services, namely, organizing and conducting walking events to raise funds for cancer research

The mark is in use in commerce on or in connection with all of the goods/services, or to indicate membership in the collective organization listed in the application or Notice of Allowance or as subsequently modified for this specific class.

The mark was first used by the applicant, or the applicant's related company, licensee, or predecessor in interest at least as early as 11/12/2016, and first used in commerce at least as early as 11/12/2016, and is now in use in such commerce. The applicant is submitting one specimen for the class showing the mark as used in commerce on or in connection with any item in the class, consisting of a(n) brochure and pages from Applicant's website showing use of mark with services.

Original PDF file:

SPN1-64129157186-20161227110410339808 . Boot Walk Spec 1 Cl 35 36.pdf

Converted PDF file(s) (1 page)

Specimen File1

Original PDF file:

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Converted PDF file(s) (3 pages)

Specimen File1

Specimen File2

Specimen File3

Original PDF file:

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Specimen File1

Specimen File2

Specimen File3

Specimen File4

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Specimen File1

Specimen File2

Specimen File3

Specimen File4

Specimen File5

Specimen File6

Specimen File7

Specimen File8

Specimen File9

The applicant is not filing a Request to Divide with this Allegation of Use form.

A fee payment in the amount of \$200 will be submitted with the form, representing payment for the allegation of use for 2 classes.

Declaration

STATEMENTS: The signatory believes that: if the applicant is filing the amendment to allege use under 15 U.S.C. §1051(c) or a statement of

use under 15 U.S.C. §1051(d), the applicant is the owner of the mark sought to be registered; the mark is in use in commerce; **for a trademark or service mark application**, the applicant is using the mark in commerce on or in connection with all the goods/services in the application or notice of allowance, or as subsequently modified; **for a collective trademark, collective service mark, collective membership mark application**, the applicant is exercising legitimate control over the use of the mark in commerce by members on or in connection with all the goods/services/collective membership organization in the application or notice of allowance, or as subsequently modified; **for a certification mark application**, the applicant is exercising legitimate control over the use of the mark in commerce by authorized users on or in connection with the all goods/services in the application or notice of allowance, or as subsequently modified, and the applicant is not engaged in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant; that to the best of the signatory's knowledge and belief, no other persons, except, if applicable, authorized users, members, and/or concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services/collective membership organization of such other persons, to cause confusion or mistake, or to deceive; and the specimen(s) shows the mark as used on or in connection with the goods/services/collective membership organization in commerce.

DECLARATION: The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. §1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and that all statements made on information and belief are believed to be true.

Signature: /D. Brit Nelson/ Date Signed: 12/27/2016

Signatory's Name: D. Brit Nelson

Signatory's Position: Attorney of record, Texas bar member

Signatory's Phone: 713.752.4419

RAM Sale Number: 86728690 RAM Accounting Date: 12/27/2016

Serial Number: 86728690

Internet Transmission Date: Tue Dec 27 12:41:43 EST 2016

 $TEAS\ Stamp:\ USPTO/SOU-XX.XXX.XXX.XXX-201612271241438$

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2-DA-14566-20161227110410339808

Visit mdanderson.org/bootwalk for event information and fundraising details.



"Let's give cancer the boot"

MD Anderson Cancer Center

Ranked one of the top cancer centers in the nation for 27 years by U.S. News & World Report.

Put on your favorite boots and join us at the Boot Walk to End Cancer", a family-friendly fundraiser in the Texas Medical Center.

Every dollar raised helps us end cancer. Together, we can give cancer the boot for good.

Diamond Sponsors



Register. Donate. Volunteer. Saturday, Nov. 12, 2016 mdanderson.org/bootwalk MD Anderson Cancer Center

Making Cancer History

16MDA_GN_1929_1_Houston Medical Times Print Ad_10x6.485_3.indd 1



6/24/16 4:31 PM



MENU =

Event Details

Boot Walk to End Cancer™ Date: Saturday, Nov. 12, 2016

Event Check-In: 12:00 p.m.

Opening Ceremony and Walk: 1:00 p.m.

End Cancer Post-Walk Celebration and Awards: 3:00 p.m.

Route length: 1.2 miles. Click here to download the pdf version of the route map.

Starting location: The walk will begin on Bertner Avenue, on the east side of the Lowry and Peggy Mays Clinic at the corner of Bertner and Holcombe.

End Cancer Finish Line Celebration location: Immediately following the conclusion of the walk, the End Cancer Celebration will begin in the large tent at the corner of Fannin and Holcombe in front of the Dan L. Duncan Building (1100 Holcombe Boulevard). Performances by Aggie Wranglers, Junior Gordon, and The Rankin Twins.

Driving directions to MD Anderson can be downloaded here: Boot Walk Driving Directions 2016.

Free parking will be available at the Mid Campus Garage at 7007 Bertner Ave. Houston, TX 77030.

Free ADA parking will be available at the Pressler Parking Garage at 1180 Pressler Street, Houston, TX 77030.

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Fundraising & Rewards

The Boot Walk to End Cancer™ is more than just a walk. It's your opportunity to support MD Anderson's mission to end cancer. One hundred percent of the funds raised will help support programs and research that make a real impact in the lives of cancer patients and their families.

We want everyone to be able to participate in the Boot Walk, so there's no registration fee. Participants are encouraged to join us in our fight to end cancer and fundraise to support MD Anderson's mission to end cancer.

Whether you've personally been impacted by cancer, someone you love and care about has fought this disease or you're passionate about making a difference in the lives of cancer patients, the Boot Walk is your opportunity to help MD Anderson end cancer once and for all.

1. A customized Fundraising Center provides you with everything you need: a personal fundraising page, the opportunity to share your story with family and friends, email completes for donation or opportunity to share your story with family and friends,

messages, and you can track your progress leading up to the event, too.

- 2. The Boot Walk mobile and tablet application for iPhone/iPad and Android mobile and tablet, allows participants to fundraise and connect with others through social media and email, update their Web pages, and check fundraising progress all from the palm of their hand. Visit your Fundraising Center to download the app to your mobile phone or tablet!
- Facebook friends can donate directly from the participant's page using the Boot Walk Facebook app. Visit your Fundraising Center to connect with your Facebook page.

Rewards

To recognize you for your fundraising efforts, you can select from a number of rewards based on the fundraising level you achieve. Fundraising will remain open four weeks past the event day to allow you to collect any additional donations. Once fundraising has closed for the event, you will receive an email with details on your fundraising level and how to redeem your reward(s).



Click here to view fundraising rewards.

Have questions about fundraising or rewards? Email us at bootwalk@mdanderson.org.

Diamond Sponsors













MENU =

FAQ

Event Basics

Fundraising

Volunteers

Event Basics:

What is the Boot Walk to End Cancer™? The Boot Walk to End Cancer™ is a 1.2 mile walk around the Texas Medical Center. All participants are encouraged to wear their favorite pair of boots to symbolize giving cancer "the boot." The event raises money to support the mission of MD Anderson.

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Do children need to register? Yes. For the safety of all participants and spectators, everyone walking must be registered.

Do I have to wear boots? While you don't HAVE to wear boots, we think it'll be much more fun if you lo!

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How do I form a team? During registration, select Form a Team. If you're already registered and decide to form a team, you can do this from your Fundraising Center. Once you're logged in, on the right hand side of the page select Create a Team. Then follow the prompts.

I'm not able to participate. Is there another way to still support the walk? Absolutely! You can register as a virtual walker and fundraise for the event.

How much does it cost to participate in the Boot Walk? It's free to participate! There's no registration fee, but fundraising is highly encouraged. If you fundraise \$100 or more, you'll earn a Boot Walk to End Cancer™ T-shirt.

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Where do my donations go? All funds raised for the Boot Walk to End Cancer™ directly support MD Anderson's mission to end cancer.

How long a the walk? 1.2 miles. sick here to view the route map.

What do I get for signing up? The opportunity to walk! You also can earn a T-shirt by raising a minimum of \$100. You'll be able to pick up your T-shirt on event day or at an early check-in day. Details about early check-in dates and times will be available two weeks prior to the event. Visit the Fundraising & Rewards page to learn more about other rewards you can earn through your fundraising efforts.

How do I update my contact information? Log in to your Fundraising Center and select "Edit Profile".

How can I volunteer? Visit the Volunteer page to find a fun opportunity that suits you! There are options for individuals and groups.

What is the event schedule?

Saturday, Nov. 12, 2016

Event Check-In: 12:00p.m.

Opening Ceremony and Walk: 1:00p.m.

End Cancer Post-Walk Celebration and Awards: 2:00p.m.

Where do I park on event day? Parking will be available in the Mid Campus Garage at 7007 Bertner Ave., Houston, TX 77030. View the full parking map on the Event Details page.

Are strollers or baby joggers allowed at the event? Yes. Strollers and baby joggers are allowed on the route.

Is there a time limit for the walk? The roads will begin to open after the least person has passed an intersection. The route will be

open to normal traffic beginning approximately an hour and a half after the start.

Are pets allowed? For the safety of all participants, volunteers and spectators, we ask that you leave all pets at home.

Service animals are welcome at the Boot Walk. A service animal is specifically trained to do work or preform tasks for people disabilities.

Is the Boot Walk wheelchair friendly? Yes!

Can I make a team T-shirt? Yes! Please follow the Boot Walk Team T-Shirt Guidelines as you plan your shirt design. You can download the files here:

Light T-Shirts

Dark T-Shirts

Fundraising:

Is there a fundraising minimum? No. We don't have a fundraising minimum to participate. Any amount raised will help us in our fight against cancer. An added bonus to fundraising is the opportunity to earn fun rewards. Visit the Fundraising & Rewards page to learn more.

Can you help me with fundraising? Absolutely! Once you register, you'll have access to your own Fir draising Center. We've done the

heavy lifting by loading it with template emails to ask friends and family for donations that link to your own customizable fundraising website. You also can fundraise using our Boot Walk fundraising app which is available for download from your Fundraising Center. Contact us for more tips and one-on-one support at bootwalk@mdanderson.org.

How do I download the Boot Walk mobile and tablet fundraising app? You can download the iPhone/iPad app or the Android mobile/tablet from your Fundraising Center. This app lets you fundraise and connect with others through social media and email, update your fundraising page, and check your fundraising progress from the palm of your hand.

How do I add the Boot Walk badge to my email signature? You can make every email count with a Boot Walk to End Cancer™ email signature. Go to your Fundraising Center for instructions on how to set up your email badge up today.

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Can I take donations in the form of cash and check? Yes!

Donations can be made in any form. Cash donations must be converted to a check or money order before being mailed. Send in money using the Check Tracking Form found in your Fundraising Center.

How do I record check and cash donations online? In your Fundraising Center, click the Record Donation button, then enter the gift amount and donor name.

How do I turn in checks and cash donations? Please convert all cash into a check or money order before mailing it to MD Anderson. Print and complete the Check Tracking Form found in your Fundraising Center and enclose the checks and form in one envelope. Mail to: PO Box 4470, Houston, Texas 77230. All checks must be payable to MD Anderson Cancer Center.

Can I turn in cash and check donations on event day? Yes. Please complete your Check Tracking Form with the donations you are turning in on event day and bring it with you. Be sure to record the offline donations in your Fundraising Center. All checks must be payable to MD Anderson Cancer Center.

Where do I search to see if my company offers a matching gift to MD Anderson? Visit our website to find out if your company has a matching gift program: www.matchinggifts.com/mdanderson.

How do I record a matching gift? You can record matching gifts the same way you record cash or check donations in your Fundraising Center. Click Record Gift and note it as a matching gift.

When is the fundraising deadline for the Boot Walk? We want all our supporters to have every opportunity to fundraise, so we're keeping fundraising active for the Boot Walk until Saturday, Nov. 30, 2016.

Can I earn rewards for my fundraising? Yes! We want you to raise as much as you can to help us end cancer. Visit the Fundraising & Rewards page to see the rewards and swag you can earn for fundraising.

How do I earn rewards for my fundraising? Every dollar donated will go toward you earning rewards. Visit the Visit the Fundraising & Rewards page to see the rewards and swag you can earn for fundraising.

When will I receive my fundraising rewards? For qualifying participants, event-day pickup will be available for the T-shirt and Strike-Through-Cancer Flag. Participant rewards will be mailed in January 2017. View the Visit the Fundraising & Rewards page for details on the rewards you can earn.

Volunteers:

Who will benefit from my volunteer time and energy at the Boot Walk to End Cancer™? By volunteering, you're helping MD Anderson reach its fundraising goals and reduce event expenses.

What type of volunteer roles are available? We have a variety of fun volunteer roles available including event day volunteers, administrative support the weeks leading up to the event, and committee positions. If you are interested in volunteering, please complete the Volunteer Interest Survey.

How do I sign up to volunteer? Please complete the Volunteer Interest Survey to express your interest.

Can I count my volunteer time for my school or other community program? Yes! Volunteer hours can be verified on event day at the Volunteer Check-In. Please bring any required paperwork with you.

Are volunteer opportunities available on days other than the event day? Yes. Please complete the Volunteer Interest Survey to express your interest in event day volunteers, administrative supporting leading up to the event, and committee positions.

Will volunteers be provided with maps, directions, and parking info before their shifts? Yes! A volunteer email, including assignments and event details will be sent out closer to the event.

How are volunteers supported during their shifts? There will be lead volunteers in each area to provide on-site training and support as needed.

What should I wear on race day? Wear comfortable clothing including your Boot Walk volunteer shirt and your favorite pair of boots!

Who can I contact for volunteer information? Visit the Volunteer Page for additional information and complete the volunteer survey to express your interest and availability. Is there a minimum age for volunteers? Volunteers must be 13 years old. Volunteers ages 13-17 must be accompanied by an adult. Visit the Volunteer Page for more information.

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MENU =

Volunteers

Thank you for your interest in volunteering for the Boot Walk to End Cancer™. Due to an overwhelming interest in volunteer opportunities for the inaugural event, we will not be able to place additional volunteers for the 2016 event. Please contact us with any questions, bootwalk@mdanderson.org. To learn more about volunteer opportunities at MD Anderson please visit the volunteer website: here.

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Visit mdanderson.org/bootwalk for event information and fundraising details.



"Let's give cancer the boot"

MD Anderson Cancer Center

Ranked one of the top cancer centers in the nation for 27 years by U.S. News & World Report.

Put on your favorite boots and join us at the Boot Walk to End Cancer", a family-friendly fundraiser in the Texas Medical Center.

Every dollar raised helps us end cancer. Together, we can give cancer the boot for good.

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Register. Donate. Volunteer. Saturday, Nov. 12, 2016 mdanderson.org/bootwalk MD Anderson Cancer Center

Making Cancer History

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6/24/16 4:31 PM



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Event Details

Boot Walk to End Cancer™ Date: Saturday, Nov. 12, 2016

Event Check-In: 12:00 p.m.

Opening Ceremony and Walk: 1:00 p.m.

End Cancer Post-Walk Celebration and Awards: 3:00 p.m.

Route length: 1.2 miles. Click here to download the pdf version of the route map.

Starting location: The walk will begin on Bertner Avenue, on the east side of the Lowry and Peggy Mays Clinic at the corner of Bertner and Holcombe.

End Cancer Finish Line Celebration location: Immediately following the conclusion of the walk, the End Cancer Celebration will begin in the large tent at the corner of Fannin and Holcombe in front of the Dan L. Duncan Building (1100 Holcombe Boulevard). Performances by Aggie Wranglers, Junior Gordon, and The Rankin Twins.

Driving directions to MD Anderson can be downloaded here: Boot Walk Driving Directions 2016.

Free parking will be available at the Mid Campus Garage at 7007 Bertner Ave. Houston, TX 77030.

Free ADA parking will be available at the Pressler Parking Garage at 1180 Pressler Street, Houston, TX 77030.

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Diamond Sponsors



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1-844-EndCancer | Contact | Privacy









FEE RECORD SHEET

Serial Number: 86728690

RAM Sale Number: 86728690 Total Fees: \$200

RAM Accounting Date: 20161227

| Transaction | Fee <u>Code</u> | Transaction <u>Date</u> | Fee per <u>Class</u> | Number of Classes | Total <u>Fee</u> |
|------------------------|--------------------|----------------------------|-------------------------|-------------------|---------------------|
| Statement of Use (SOU) | 7003 | 20161227 | \$100 | 2 | \$200 |

Transaction Date: 20161227

From: TMOfficialNotices@USPTO.GOV
Sent: Tuesday, June 28, 2016 00:08 AM
To: bnelsonipdocket@jw.com

Cc: bnelson@jw.com

Subject: Official USPTO Notice of Allowance: U.S. Trademark SN 86728690: BOOT WALK TO END CANCER.: Docket/Reference No. 0020300-0000

NOTICE OF ALLOWANCE (NOA)

ISSUE DATE: Jun 28, 2016

Serial Number: 86728690

Mark: BOOT WALK TO END CANCER.

Docket/Reference Number: 0020300-0000

No opposition was filed for this published application. The issue date of this NOA establishes the due date for the filing of a Statement of Use (SOU) or a Request for Extension of Time to file a Statement of Use (Extension Request). WARNING: An SOU that meets all legal requirements must be filed before a registration certificate can issue. Please read below for important information regarding the applicant's pending six (6) month deadline.

SIX (6)-MONTH DEADLINE: Applicant has six (6) MONTHS from the NOA issue date to file either:

- An SOU, if the applicant is using the mark in commerce (required even if the applicant was using the mark at the time of filing the application, if use basis was not specified originally); **OR**
- An Extension Request, if the applicant is not yet using the mark in commerce. If an Extension Request is filed, a new request must be filed every six (6) months until the SOU is filed. The applicant may file a total of five (5) extension requests. **WARNING:** An SOU may **not** be filed more than thirty-six (36) months from when the NOA issued. The deadline for filing is always calculated from the issue date of the NOA.

How to file SOU and/or Extension Request:

Use the Trademark Electronic Application System (TEAS). Do **NOT** reply to this e-mail, as e-mailed filings will **NOT** be processed. Both the SOU and Extension Request have many legal requirements, including fees and verified statements; therefore, please use the USPTO forms available online at http://www.uspto.gov/teas/index.html (under the "INTENT-TO-USE (ITU) FORMS" category) to avoid the possible omission of required information. If you have questions about this notice, please contact the Trademark Assistance Center at 1-800-786-9199.

For information on how to (1) divide an application; (2) delete goods/services (or entire class) with a Section 1(b) basis; or (3) change filing basis, see http://www.uspto.gov/trademarks/basics/MoreInfo_SOU_EXT.jsp.

FAILURE TO FILE A REQUIRED DOCUMENT OUTLINED ABOVE DURING THE APPROPRIATE TIME PERIOD WILL RESULT IN THE ABANDONMENT OF THIS APPLICATION.

REVIEW APPLICATION INFORMATION FOR ACCURACY

If you believe this NOA should not have issued or correction of the information shown below is needed, you must submit a request to the Intent-to-Use Unit. Please use the "Post-Publication Amendment" form under the "POST-PUBLICATION/POST NOTICE OF ALLOWANCE (NOA) FORMS" category, available at http://www.uspto.gov/teas/index.html. Do **NOT** reply to this e-mail, as e-mailed fillings will NOT be processed.

Serial Number: 86728690

Mark: BOOT WALK TO END CANCER.

Docket/Reference Number: 0020300-0000

Owner: The Board of Regents of the University of Texas System

201 West 7th Street Austin , TEXAS 78701 D. BRIT NELSON JACKSON WALKER L.L.P.

1401 McKinney, Suite 1900 Houston TX 77010

This application has the following bases, but not necessarily for all listed goods/services:

Section 1(a): NO Section 1(b): YES Section 44(e): NO

GOODS/SERVICES BY INTERNATIONAL CLASS

035 - Charitable services, namely, organizing and conducting walking events to promote public awareness of cancer -- FIRST USE DATE: NONE; -- USE IN

COMMERCE DATE: NONE

Correspondence Address:

036 - Charitable fundraising services, namely, organizing and conducting walking events to raise funds for cancer research -- FIRST USE DATE: NONE; -- USE IN

COMMERCE DATE: NONE

ALL OF THE GOODS/SERVICES IN EACH CLASS ARE LISTED.

Fraudulent statements may result in registration being cancelled: Applicants must ensure that statements made in filings to the USPTO are accurate, as inaccuracies may result in the cancellation of any issued trademark registration. The lack of a bona fide intention to use the mark with ALL goods and/or services listed in an application or the lack of actual use on all goods and/or services for which use is claimed could jeopardize the validity of the registration, possibly resulting in its cancellation.

Additional information: For information on filing and maintenance requirements for U.S. trademark applications and registrations and required fees, please consult the USPTO website at www.uspto.gov or call the Trademark Assistance Center at 1-800-786-9199.

Checking status: To check the status of an application, go to http://tarr.uspto.gov. Please check the status of any application at least every three (3) months after the application filing date.

To view this notice and other documents for this application on-line, go to $\underline{\text{http://tdr.uspto.gov/search.action?sn=86728690}}$. NOTE: This notice will only be available on-line the next business day after receipt of this e-mail.

Change Of Correspondence Address

The table below presents the data as entered.

| Input Field | Entered |
|--|--|
| SERIAL NUMBER | 86728690 |
| LAW OFFICE ASSIGNED | LAW OFFICE 101 |
| MARK SECTION | |
| MARK | BOOT WALK TO END CANCER. (see, http://tmng-al.uspto.gov/resting2/api/img/86728690/large) |
| CORRESPONDENCE SECTION (current) | |
| ORIGINAL ADDRESS | D. BRIT NELSON JACKSON WALKER L.L.P. 1401 McKinney, Suite 1900 Houston Texas 77010 US 713.752.4419 713.308.4119 bnelsonipdocket@jw.com |
| NEW CORRESPONDENCE ADDRESS | |
| NEW ADDRESS | D. BRIT NELSON JACKSON WALKER L.L.P. 1401 McKinney, Suite 1900 Houston Texas United States 77010 713.752.4419 713.308.4119 bnelsonipdocket@jw.com; bnelson@jw.com |
| AUTHORIZED TO COMMUNICATE VIA E-MAIL | YES |
| INDIVIDUAL ATTORNEY DOCKET/REFERENCE NUMBER | 120343-00308 |
| SIGNATURE SECTION | |
| SIGNATURE | /D. Brit Nelson/ |
| SIGNATORY NAME | D. Brit Nelson |
| SIGNATORY DATE | 05/12/2016 |
| SIGNATORY POSITION | Attorney at Law |
| SIGNATORY PHONE NUMBER | 713-752-4419 |
| AUTHORIZED SIGNATORY | YES |
| FILING INFORMATION SECTION | |
| SUBMIT DATE | Thu May 12 14:51:38 EDT 2016 |
| | USPTO/CCA-XXX.XXX.XXX-2 0160512145138202501-86728 690-550942e29dc3381e1a817 |

TEAS STAMP

2706627161fa034957bd5af9a aee09b186a72e2091bd-N/A-N /A-20160512145002283513 From: TMOfficialNotices@USPTO.GOV
Sent: Tuesday, May 3, 2016 00:43 AM
To: bnelsonipdocket@jw.com

Subject: Official USPTO Notice of Publication Confirmation: U.S. Trademark SN 86728690: BOOT WALK TO END CANCER.: Docket/Reference No.

0020300-0000

TRADEMARK OFFICIAL GAZETTE PUBLICATION CONFIRMATION

U.S. Serial Number: 86728690 Mark: BOOT WALK TO END CANCER. International Class(es): 035, 036

Owner: The Board of Regents of the University of Texas System

Docket/Reference Number: 0020300-0000

The mark identified above has been published in the Trademark Official Gazette (TMOG) on May 03, 2016.

To Review the Mark in the TMOG:

Click on the following link or paste the URL into an internet browser: https://tmog.uspto.gov/#issueDate=2016-05-03&serialNumber=86728690

On the publication date or shortly thereafter, the applicant should carefully review the information that appears in the TMOG for accuracy. If any information is incorrect due to USPTO error, the applicant should immediately email the requested correction to TMPostPubQuery@uspto.gov. For applicant corrections or amendments after publication, please file a post publication amendment using the form available at http://teasroa.uspto.gov/ppa/. For general information about this notice, please contact the Trademark Assistance Center at 1-800-786-9199.

Significance of Publication for Opposition:

* Any party who believes it will be damaged by the registration of the mark may file a notice of opposition (or extension of time therefor) with the Trademark Trial and Appeal Board. If no party files an opposition or extension request within thirty (30) days after the publication date, then eleven (11) weeks after the publication date a notice of allowance (NOA) should issue. (Note: The applicant must file a complete Statement of Use or Extension Request with the required fees within six (6) months after the NOA issues to avoid abandonment of the application.)

To check the status of the application, go to http://tsdr.uspto.gov/#caseNumber=86728690&caseType=SERIAL NO&searchType=statusSearch or contact the Trademark Assistance Center at 1-800-786-9199. Please check the status of the application at least every three (3) months after the application filing date.

To view this notice and other documents for this application on-line, go to http://tsdr.uspto.gov/#caseNumber=86728690&caseType=SERIAL_NO&searchType=documentSearch. NOTE: This notice will only become available on-line the next business day after receipt of this e-mail.

UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Trademarks P.O. Box 1451 Alexandria, VA 22313-1451 www.uspto.gov

Apr 13, 2016

NOTICE OF PUBLICATION

 Serial No.: 86-728,690

 Mark: BOOT WALK TO END CANCER. (STANDARD CHARACTER MARK)

- 3. International Class(es): 35, 36
- 4. Publication Date: May 3, 2016

 Applicant: The Board of Regents of the University o

The mark of the application identified appears to be entitled to registration. The mark will, in accordance with Section 12(a) of the Trademark Act of 1946, as amended, be published in the *Official Gazette* on the date indicated above for the purpose of opposition by any person who believes he will be damaged by the registration of the mark. If no opposition is filed within the time specified by Section 13(a) of the Statute or by rules 2.101 or 2.102 of the Trademark Rules, the Commissioner of Patents and Trademarks may issue a notice of allowance pursuant to section 13(b) of the Statute.

Copies of the trademark portion of the Official Gazette containing the publication of the mark may be obtained from:

The Superintendent of Documents U.S. Government Printing Office PO Box 371954 Pittsburgh, PA 15250-7954 Phone: 202-512-1800

By direction of the Commissioner.

Email Address(es):

bnelsonipdocket@jw.com

From: TMOfficialNotices@USPTO.GOV
Sent: Wednesday, April 13, 2016 03:56 AM

To: bnelsonipdocket@jw.com

Subject: Official USPTO Notification of Notice of Publication: U.S. Trademark SN 86728690: BOOT WALK TO END CANCER.: Docket/Reference No.

0020300-0000

NOTIFICATION OF "NOTICE OF PUBLICATION"

Your trademark application (Serial No. 86728690) is scheduled to publish in the *Official Gazette* on May 3, 2016. To preview the Notice of Publication, go to http://tdr.uspto.gov/search.action?sn=86728690. If you have difficulty accessing the Notice of Publication, contact TDR@uspto.gov/search.action?sn=86728690. If you have difficulty accessing the Notice of Publication, contact TDR@uspto.gov/search.action?sn=86728690. If you have difficulty accessing the Notice of Publication, contact TDR@uspto.gov/search.action?sn=86728690. If you have difficulty accessing the Notice of Publication, contact TDR@uspto.gov/search.action?sn=86728690.

PLEASE NOTE:

- 1. The Notice of Publication may not be immediately available but will be viewable within 24 hours of this e-mail notification.
- 2. You will receive a second e-mail on the actual "Publication Date," which will include a link to the issue of the Official Gazette in which the mark has published.

Do NOT hit "Reply" to this e-mail notification. If you have any questions about the content of the Notice of Publication, contact TMPostPubQuery@uspto.gov.

Trademark Snap Shot Publication Stylesheet (Table presents the data on Publication Approval)

OVERVIEW

| SERIAL NUMBER | 86728690 | FILING DATE | 08/18/2015 |
|---------------|------------------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | WEIGLE, KATHERINE CONN | L.O. ASSIGNED | 101 |

PUB INFORMATION

| RUN DATE | 03/19/2016 | 03/19/2016 | | | |
|----------------------|------------------------------|--------------------------|-----|--|--|
| PUB DATE | N/A | | | | |
| STATUS | 680-APPROVED FOR PUBLICATION | | | | |
| STATUS DATE | 03/18/2016 | 03/18/2016 | | | |
| LITERAL MARK ELEMENT | BOOT WALK TO END CANCER. | BOOT WALK TO END CANCER. | | | |
| | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | | |
| SECTION 15 | NO | REPUB 12C | N/A | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | |
| DATE AMEND REG | N/A | | | | |

FILING BASIS

| FILED BASIS | | CURRENT BASIS | | AMENDE | AMENDED BASIS | |
|-------------|-----|---------------|-----|--------|---------------|--|
| 1 (a) | NO | 1 (a) | NO | 1 (a) | NO | |
| 1 (b) | YES | 1 (b) | YES | 1 (b) | NO | |
| 44D | NO | 44D | NO | 44D | NO | |
| 44E | NO | 44E | NO | 44E | NO | |
| 66A | NO | 66A | NO | | | |
| NO BASIS | NO | NO BASIS | NO | | | |

MARK DATA

| STANDARD CHARACTER MARK | YES |
|-------------------------|---------------------------|
| LITERAL MARK ELEMENT | BOOT WALK TO END CANCER. |
| MARK DRAWING CODE | 4-STANDARD CHARACTER MARK |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| DARTY TYPE | 40 ODIGINAL ADDITIONAL |
|------------|------------------------|
| PARTY TYPE | 10-ORIGINAL APPLICANT |

| NAME | | | The Board of Regen | ts of the University of | Texas System | | |
|-----------------------------------|--------|----------------|--------------------|--|--------------|--------------|-------------------|
| ADDRESS | | | | 201 West 7th Street Austin, TX 78701 | | | |
| ENTITY | | | | 14-STATE AGENCY | | | |
| CITIZENSHIP | | | | Texas | | | |
| | | | GOODS AN | D SERVICES | | | |
| INTERNATIONAL C | LASS | | | 035 | | | |
| DESCRIPTIO | N TEXT | | | Charitable services, namely, organizing and conducting walking events to promote public awareness of cancer | | | events to promote |
| INTERNATIONAL C | ELASS | | | 036 | | | |
| DESCRIPTIO | N TEXT | | | Charitable fundraising services, namely, organizing and conducting walking events to raise funds for cancer research | | | |
| GOODS AND SERVICES CLASSIFICATION | | | | | | | |
| INTERNATIONAL CLASS | 035 | FIRST USE DATE | NONE | FIRST USE IN COMMERCE DATE | NONE | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 036 | FIRST USE DATE | NONE | FIRST USE IN COMMERCE | NONE | CLASS STATUS | 6-ACTIVE |

| MISCELLANEOUS INFORMATION/STATEMENTS | | | |
|--------------------------------------|---------------------|--|--|
| CHANGE IN REGISTRATION | NO | | |
| DISCLAIMER W/PREDETER TXT | "WALK" AND "CANCER" | | |

PROSECUTION HISTORY DATE ENT CD **ENT TYPE** DESCRIPTION ENT NUM Ρ 03/18/2016 CNSA APPROVED FOR PUB - PRINCIPAL REGISTER 011 03/17/2016 TEME 1 TEAS/EMAIL CORRESPONDENCE ENTERED 010 03/16/2016 CRFA 1 CORRESPONDENCE RECEIVED IN LAW OFFICE 009 03/16/2016 TROA Τ TEAS RESPONSE TO OFFICE ACTION RECEIVED 800 03/16/2016 **TCCA** 1 TEAS CHANGE OF CORRESPONDENCE RECEIVED 007 12/02/2015 **GNRN** 0 NOTIFICATION OF NON-FINAL ACTION E-MAILED 006 12/02/2015 **GNRT** F NON-FINAL ACTION E-MAILED 005 12/02/2015 CNRT R NON-FINAL ACTION WRITTEN 004 11/30/2015 DOCK D ASSIGNED TO EXAMINER 003 08/21/2015 NWOS NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM 1 002 08/21/2015 **NWAP** NEW APPLICATION ENTERED IN TRAM 001

ATTORNEY D. Brit Nelson CORRESPONDENCE ADDRESS D. BRIT NELSON JACKSON WALKER L.L.P.

| | 1401 McKinney, Suite 1900 Houston TX 77010 |
|-------------------------|---|
| DOMESTIC REPRESENTATIVE | NONE |

BOOT WALK TO END CANCER.

Trademark Snap Shot Amendment & Mail Processing Stylesheet (Table presents the data on Amendment & Mail Processing Complete)

OVERVIEW

| SERIAL NUMBER | 86728690 | FILING DATE | 08/18/2015 |
|---------------|------------------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | WEIGLE, KATHERINE CONN | L.O. ASSIGNED | 101 |

PUB INFORMATION

| RUN DATE | 03/18/2016 | 03/18/2016 | | | | |
|----------------------|------------------------------|---|-----|--|--|--|
| PUB DATE | N/A | N/A | | | | |
| STATUS | 661-RESPONSE AFTER NON-FINAL | 661-RESPONSE AFTER NON-FINAL-ACTION-ENTERED | | | | |
| STATUS DATE | 03/17/2016 | 03/17/2016 | | | | |
| LITERAL MARK ELEMENT | BOOT WALK TO END CANCER. | BOOT WALK TO END CANCER. | | | | |
| | | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | | | |
| SECTION 15 | NO | REPUB 12C | N/A | | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | | |

FILING BASIS

N/A

DATE AMEND REG

| FILED BASIS | | CURRENT BASIS | | AMENDED BASIS | |
|-------------|-----|---------------|-----|---------------|----|
| 1 (a) | NO | 1 (a) | NO | 1 (a) | NO |
| 1 (b) | YES | 1 (b) | YES | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | YES |
|-------------------------|---------------------------|
| LITERAL MARK ELEMENT | BOOT WALK TO END CANCER. |
| MARK DRAWING CODE | 4-STANDARD CHARACTER MARK |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| PARTY TYPE 10-ORIGINAL APPLICANT |
|----------------------------------|
|----------------------------------|

| NAME | The Board of Regents of the University of Texas System | | | |
|---------------------------------------|--|--|--|--|
| ADDRESS | 201 West 7th Street Austin, TX 78701 | | | |
| ENTITY | 14-STATE AGENCY | | | |
| CITIZENSHIP | Texas | | | |
| GOODS AND SERVICES | | | | |
| | | | | |
| INTERNATIONAL CLASS DESCRIPTION TEXT | 035 Charitable services, namely, organizing and conducting walking events to promote public awareness of cancer | | | |
| DESCRIPTION TEXT | Charitable services, namely, organizing and conducting walking events to promote public awareness of cancer | | | |
| | Charitable services, namely, organizing and conducting walking events to promote | | | |

| GOODS AND SERVICES CLASSIFICATION | | | | | | | | |
|-----------------------------------|-----|----------------|------|----------------------------------|------|--------------|----------|--|
| INTERNATIONAL CLASS | 035 | FIRST USE DATE | NONE | FIRST USE IN COMMERCE DATE | NONE | CLASS STATUS | 6-ACTIVE | |
| INTERNATIONAL CLASS | 036 | FIRST USE DATE | NONE | FIRST USE IN COMMERCE DATE | NONE | CLASS STATUS | 6-ACTIVE | |

| MISCELLANEOUS INFORMATION/STATEMENTS | | | | |
|--------------------------------------|---------------------|--|--|--|
| CHANGE IN REGISTRATION | NO | | | |
| DISCLAIMER W/PREDETER TXT | "WALK" AND "CANCER" | | | |

| PROSECUTION HISTORY | | | | | |
|---------------------|--------|----------|--|---------|--|
| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM | |
| 03/17/2016 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 010 | |
| 03/16/2016 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 009 | |
| 03/16/2016 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 008 | |
| 03/16/2016 | TCCA | I | TEAS CHANGE OF CORRESPONDENCE RECEIVED | 007 | |
| 12/02/2015 | GNRN | 0 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 006 | |
| 12/02/2015 | GNRT | F | NON-FINAL ACTION E-MAILED | 005 | |
| 12/02/2015 | CNRT | R | NON-FINAL ACTION WRITTEN | 004 | |
| 11/30/2015 | DOCK | D | ASSIGNED TO EXAMINER | 003 | |
| 08/21/2015 | NWOS | ı | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 | |
| 08/21/2015 | NWAP | I | NEW APPLICATION ENTERED IN TRAM | 001 | |

| CURRENT CORRESPON | IDENCE INFORMATION |
|------------------------|---|
| ATTORNEY | D. Brit Nelson |
| CORRESPONDENCE ADDRESS | D. BRIT NELSON JACKSON WALKER L.L.P. 1401 McKinney, Suite 1900 Houston TX 77010 |

| DOMESTIC REPRESENTATIVE | NONE |
|-------------------------|------|

BOOT WALK TO END CANCER.

Response to Office Action

The table below presents the data as entered.

| Input Field | Entered | | | | |
|---|--|--|--|--|--|
| ERIAL NUMBER | 86728690 | | | | |
| AW OFFICE ASSIGNED | LAW OFFICE 101 | | | | |
| MARK SECTION | | | | | |
| ARK | http://tmng-al.uspto.gov/resting2/api/img/86728690/large | | | | |
| TERAL ELEMENT | BOOT WALK TO END CANCER. | | | | |
| TANDARD CHARACTERS | YES | | | | |
| SPTO-GENERATED IMAGE | YES | | | | |
| ARK STATEMENT | The mark consists of standard characters, without claim to any particular font style, size or color. | | | | |
| OODS AND/OR SERVICES SECTION (035)(cur | rent) | | | | |
| TERNATIONAL CLASS | 035 | | | | |
| DESCRIPTION | | | | | |
| Charitable services, namely, organizing and conducting walking events to promote public awareness of cancer and to raise funds for cancer research | | | | | |
| LING BASIS | Section 1(b) | | | | |
| GOODS AND/OR SERVICES SECTION (035)(proposed) | | | | | |
| NTERNATIONAL CLASS 035 | | | | | |
| TRACKED TEXT DESCRIPTION | | | | | |
| Charitable services, namely, organizing and conducting walking events to promote public awareness of cancer and to raise funds for cancer research; Charitable services, namely, organizing and conducting walking events to promote public awareness of cancer | | | | | |
| NAL DESCRIPTION | | | | | |
| Charitable services, namely, organizing and conducting walking events to promote public awareness of cancer | | | | | |
| FILING BASIS Section 1(b) | | | | | |
| OODS AND/OR SERVICES SECTION (036)(class | s added) | | | | |
| TERNATIONAL CLASS | 036 | | | | |
| DESCRIPTION | | | | | |
| Charitable fundraising services, namely, organizing and conducting walking events to raise funds for cancer research | | | | | |
| LING BASIS | Section 1(b) | | | | |
| DDITIONAL STATEMENTS SECTION | | | | | |
| ISCLAIMER | No claim is made to the exclusive right to use "WALK" and "CANCER" apart from the mark as shown. | | | | |
| ORRESPONDENCE SECTION | | | | | |
| | D. BRIT NELSON | | | | |

| ORIGINAL ADDRESS | Locke Lord Llp 600 Travis St Ste 2800 Houston Texas US 77002-2914 | | | |
|--|--|--|--|--|
| NEW CORRESPONDENCE SECTION | | | | |
| NAME | D. BRIT NELSON | | | |
| FIRM NAME | JACKSON WALKER L.L.P. | | | |
| DOCKET/REFERENCE NUMBER | 120343.00308 | | | |
| STREET | 1401 McKinney, Suite 1900 | | | |
| СІТУ | Houston | | | |
| STATE | Texas | | | |
| ZIP/POSTAL CODE | 77010 | | | |
| COUNTRY | United States | | | |
| PHONE | 713.752.4419 | | | |
| FAX | 713.308.4119 | | | |
| EMAIL | bnelsonipdocket@jw.com | | | |
| AUTHORIZED EMAIL COMMUNICATION | Yes | | | |
| PAYMENT SECTION | | | | |
| NUMBER OF CLASSES | 1 | | | |
| APPLICATION FOR REGISTRATION PER CLASS | 325 | | | |
| TOTAL FEES DUE | 325 | | | |
| SIGNATURE SECTION | | | | |
| DECLARATION SIGNATURE | /D. Brit Nelson/ | | | |
| SIGNATORY'S NAME | D. Brit Nelson | | | |
| SIGNATORY'S POSITION | Attorney of record, Texas bar member | | | |
| SIGNATORY'S PHONE NUMBER | 713.752.4419 | | | |
| DATE SIGNED | 03/16/2016 | | | |
| RESPONSE SIGNATURE | /D. Brit Nelson/ | | | |
| SIGNATORY'S NAME | D. Brit Nelson | | | |
| SIGNATORY'S POSITION | Attorney of record, Texas bar member | | | |
| SIGNATORY'S PHONE NUMBER | 713-752-4419 | | | |
| DATE SIGNED | 03/16/2016 | | | |
| AUTHORIZED SIGNATORY | YES | | | |
| FILING INFORMATION SECTION | | | | |
| SUBMIT DATE | Wed Mar 16 15:23:20 EDT 2016 | | | |
| TEAS STAMP | USPTO/ROA-XX.XXX.XXX.XXX- 20160316152320471834-8672 8690-5508e23a241f7d96be69 e31cf647931e368584a4704b4 | | | |

8d72f65d7837fcf33-DA-1914 -20160316120944812846

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number.

OMB No. 0651-0050 (Exp 07/31/2017)

Response to Office Action

To the Commissioner for Trademarks:

Application serial no. **86728690** BOOT WALK TO END CANCER.(Standard Characters, see http://tmng-al.uspto.gov/resting2/api/img/86728690/large) has been amended as follows:

CLASSIFICATION AND LISTING OF GOODS/SERVICES

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 035 for Charitable services, namely, organizing and conducting walking events to promote public awareness of cancer and to raise funds for cancer research

Original Filing Basis:

Filing Basis: Section 1(b), Intent to Use: For a trademark or service mark application: As of the application filing date, the applicant had a bona fide intention, and was entitled, to use the mark in commerce on or in connection with the identified goods/services in the application. For a collective trademark, collective service mark, or collective membership mark application: As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by members on or in connection with the identified goods/services/collective membership organization. For a certification mark application: As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by authorized users in connection with the identified goods/services, and the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant.

Proposed:

Tracked Text Description: Charitable services, namely, organizing and conducting walking events to promote public awareness of cancer and to raise funds for cancer research; Charitable services, namely, organizing and conducting walking events to promote public awareness of cancer

Class 035 for Charitable services, namely, organizing and conducting walking events to promote public awareness of cancer **Filing Basis: Section 1(b), Intent to Use:** For a trademark or service mark application: As of the application filing date, the applicant had a bona fide intention, and was entitled, to use the mark in commerce on or in connection with the identified goods/services in the application. For a collective trademark, collective service mark, or collective membership mark application: As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by members on or in connection with the identified goods/services/collective membership organization. For a certification mark application: As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by authorized users in connection with the identified goods/services, and the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant.

Applicant hereby adds the following class of goods/services to the application:

New: Class 036 for Charitable fundraising services, namely, organizing and conducting walking events to raise funds for cancer research Filing Basis: Section 1(b), Intent to Use: For a trademark or service mark application: As of the application filing date, the applicant had a bona fide intention, and was entitled, to use the mark in commerce on or in connection with the identified goods/services in the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by members on or in connection with the identified goods/services/collective membership organization. For a certification mark application: As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by authorized users in connection with the identified goods/services, and the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant.

CORRESPONDENCE ADDRESS CHANGE

Applicant proposes to amend the following:

Current:

D. BRIT NELSON Locke Lord Llp 600 Travis St Ste 2800 Houston Texas US 77002-2914

Proposed:

D. BRIT NELSON of JACKSON WALKER L.L.P., having an address of 1401 McKinney, Suite 1900 Houston, Texas 77010 United States bnelsonipdocket@jw.com 713.752.4419 713.308.4119 The docket/reference number is 120343.00308.

ADDITIONAL STATEMENTS

Disclaimer

No claim is made to the exclusive right to use "WALK" and "CANCER" apart from the mark as shown.

FEE(S)

Fee(s) in the amount of \$325 is being submitted.

SIGNATURE(S)

Declaration Signature

DECLARATION: The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that, if the applicant submitted the application or allegation of use (AOU) unsigned, all statements in the application or AOU and this submission based on the signatory's own knowledge are true, and all statements in the application or AOU and this submission made on information and belief are believed to be true.

STATEMENTS FOR UNSIGNED SECTION 1(a) APPLICATION/AOU: If the applicant filed an unsigned application under 15 U.S.C. §1051(a) or AOU under 15 U.S.C. §1051(c), the signatory additionally believes that: the applicant is the owner of the mark sought to be registered; the mark is in use in commerce and was in use in commerce as of the filing date of the application or AOU on or in connection with the goods/services/collective membership organization in the application or AOU; the original specimen(s), if applicable, shows the mark in use in commerce as of the filing date of the application or AOU on or in connection with the goods/services/collective membership organization in the application or AOU; for a collective trademark, collective service mark, collective membership mark application, or certification mark application, the applicant is exercising legitimate control over the use of the mark in commerce and was exercising legitimate control over the use of the mark in commerce as of the filing date of the application or AOU; for a certification mark application, the applicant is not engaged in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant. To the best of the signatory's knowledge and belief, no other persons, except, if applicable, authorized users, members, and/or concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services/collective membership organization of such other persons, to cause confusion or mistake, or to deceive.

STATEMENTS FOR UNSIGNED SECTION 1(b)/SECTION 44 APPLICATION AND FOR SECTION 66(a)

COLLECTIVE/CERTIFICATION MARK APPLICATION: If the applicant filed an unsigned application under 15 U.S.C. §§ 1051(b), 1126(d), and/or 1126(e), or filed a collective/certification mark application under 15 U.S.C. §1141f(a), the signatory additionally believes that: for a trademark or service mark application, the applicant is entitled to use the mark in commerce on or in connection with the goods/services specified in the application; the applicant has a bona fide intention to use the mark in commerce and had a bona fide intention to use the mark in commerce as of the application filing date; for a collective trademark, collective service mark, collective membership mark, or certification mark application, the applicant has a bona fide intention, and is entitled, to exercise legitimate control over the use of the mark in commerce as of the application filing date; the signatory is properly authorized to execute the declaration on behalf of the applicant; for a certification mark application, the applicant will

not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant. To the best of the signatory's knowledge and belief, no other persons, except, if applicable, authorized users, members, and/or concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services/collective membership organization of such other persons, to cause confusion or mistake, or to deceive.

Signature: /D. Brit Nelson/ Date: 03/16/2016

Signatory's Name: D. Brit Nelson

Signatory's Position: Attorney of record, Texas bar member

Signatory's Phone Number: 713.752.4419

Response Signature

Signature: /D. Brit Nelson/ Date: 03/16/2016

Signatory's Name: D. Brit Nelson

Signatory's Position: Attorney of record, Texas bar member

Signatory's Phone Number: 713-752-4419

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the owner's/holder's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the owner/holder in this matter: (1) the owner/holder has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the owner/holder has filed a power of attorney appointing him/her in this matter; or (4) the owner's/holder's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

Mailing Address: D. BRIT NELSON JACKSON WALKER L.L.P. 1401 McKinney, Suite 1900 Houston, Texas 77010

RAM Sale Number: 86728690 RAM Accounting Date: 03/17/2016

Serial Number: 86728690

Internet Transmission Date: Wed Mar 16 15:23:20 EDT 2016 TEAS Stamp: USPTO/ROA-XX.XXX.XXX.XXX.201603161523204

71834-86728690-5508e23a241f7d96be69e31cf 647931e368584a4704b48d72f65d7837fcf33-DA

-1914 - 20160316120944812846

RAM SALE NUMBER: 86728690 RAM ACCOUNTING DATE: 20160317

INTERNET TRANSMISSION DATE: SERIAL NUMBER:

2016/03/16 86/728690

| Description | Fee Code | Transaction Date | Fee | Number Of Classes | Total Fees Paid |
|-------------|-------------|---------------------|-----|----------------------|--------------------|
| New App | 7001 | 2016/03/16 | 325 | 1 | 325 |

Change Of Correspondence Address

The table below presents the data as entered.

| Input Field | Entered |
|--|--|
| SERIAL NUMBER | 86728690 |
| LAW OFFICE ASSIGNED | LAW OFFICE 101 |
| MARK SECTION | |
| MARK | BOOT WALK TO END CANCER. (see, http://tmng-al.uspto.gov/resting2/api/img/86728690/large) |
| NEW CORRESPONDENCE ADDRESS | |
| NEW ADDRESS | D. BRIT NELSON JACKSON WALKER L.L.P. 1401 McKinney, Suite 1900 Houston Texas United States 77010 713.752.4419 713.308.4119 bnelsonipdocket@jw.com |
| AUTHORIZED TO COMMUNICATE VIA E-MAIL | YES |
| INDIVIDUAL ATTORNEY DOCKET/REFERENCE NUMBER | 120343.00308 |
| SIGNATURE SECTION | |
| SIGNATURE | /D. Brit Nelson/ |
| SIGNATORY NAME | D. Brit Nelson |
| SIGNATORY DATE | 03/16/2016 |
| SIGNATORY POSITION | Attorney of record, Texas bar member |
| SIGNATORY PHONE NUMBER | 713.752.4419 |
| SIGNATURE | /D. Brit Nelson/ |
| SIGNATORY NAME | D. Brit Nelson |
| SIGNATORY DATE | 03/16/2016 |
| SIGNATORY POSITION | Attorney of record, Texas bar member |
| SIGNATORY PHONE NUMBER | 713-752-4419 |
| AUTHORIZED SIGNATORY | YES |
| FILING INFORMATION SECTION | |
| SUBMIT DATE | Wed Mar 16 15:23:20 EDT 2016 |
| TEAS STAMP | USPTO/ROA-XX.XXX.XXXXXXX2 20160316152320471834-8672 8690-5508e23a241f7d96be69 e31cf647931e368584a4704b4 8d72f65d7837fcf33-DA-1914 |

To: The Board of Regents of the University o ETC. (hipdocket@lockelord.com)

Subject: U.S. TRADEMARK APPLICATION NO. 86728690 - BOOT WALK TO END CANCER. - 0020300-0000

Sent: 12/2/2015 12:46:45 PM

Sent As: ECOM101@USPTO.GOV

Attachments: <u>Attachment - 1</u>

Attachment - 2

Attachment - 3
Attachment - 4

Attachment - 5

Attachment - 6

Attachment - 7

Attachment - 8

Attachment - 9

Attachment - 10

Attachment - 11
Attachment - 12

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Attachment - 30

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO) OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

U.S. APPLICATION SERIAL NO. 86728690

MARK: BOOT WALK TO END CANCER.

86728690

CORRESPONDENT ADDRESS:

D. BRIT NELSON Locke Lord Llp 600 Travis St Ste 2800 Houston, TX 77002-2914 CLICK HERE TO RESPOND TO THIS LETTER:

 $\underline{http://www.uspto.gov/trademarks/teas/response_forms.jsp}$

VIEW YOUR APPLICATION FILE

APPLICANT: The Board of Regents of the University o

ETC.

CORRESPONDENT'S REFERENCE/DOCKET

NO:

0020300-0000

CORRESPONDENT E-MAIL ADDRESS:

hipdocket@lockelord.com

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE BELOW.

ISSUE/MAILING DATE: 12/2/2015

SEARCH RESULTS

The Office records have been searched and there are no similar registered or pending marks that would bar registration under Trademark Act Section 2(d), 15 U.S.C. §1052(d). TMEP §704.02.

However, applicant must comply with the following procedural requirements.

IDENTIFICATION/CLASSIFICATION OF SERVICES

The applicant has identified the following in International Class 35: "Charitable services, namely, organizing and conducting walking events to promote public awareness of cancer and to raise funds for cancer research"

The identification of services is unacceptable as indefinite and overly broad because the nature of the services is unclear and the identification includes services properly classified in different International Classes. *See* TMEP §§1402.01, 1402.03. Applicant must specify the common commercial or generic name for the services. If the services have no common commercial or generic name, applicant must describe the nature of the services as well as their main purpose, channels of trade, and the intended consumer(s). Applicant may substitute the following wording, if accurate:

International Class 35:

Charitable services, namely, organizing and conducting walking events to promote public awareness of cancer

International Class 36:

Charitable fundraising services, namely, organizing and conducting walking events to raise funds for cancer research

An applicant may only amend an identification to clarify or limit the services, but not to add to or broaden the scope of the services. 37 C.F.R. §2.71(a); see TMEP §§1402.06 et seq., 1402.07.

For assistance with identifying and classifying goods and services in trademark applications, please see the USPTO's online searchable *U.S. Acceptable Identification of Goods and Services Manual* at http://tess2.uspto.gov/netahtml/tidm.html. *See* TMEP §1402.04.

MULTI-CLASS APPLICATIONS

The application identifies services in more than one international class; therefore, applicant must satisfy all the requirements below for each international class based on Trademark Act Section 1(b):

- (1) <u>List the goods and/or services by their international class number</u> in consecutive numerical order, starting with the lowest numbered class.
- (2) Submit a filing fee for each international class not covered by the fee(s) already paid (view the USPTO's current fee schedule at http://www.uspto.gov/trademarks/tm_fee_info.jsp). The application identifies services that are classified in at least 2 classes; however, applicant submitted a fee(s) sufficient for only 1 class. Applicant must either submit the filing fees for the classes not covered by the submitted fees or restrict the application to the number of classes covered by the fees already paid.

See 15 U.S.C. §§1051(b), 1112, 1126(e); 37 C.F.R. §§2.32(a)(6)-(7), 2.34(a)(2)-(3), 2.86(a); TMEP §§1403.01, 1403.02(c).

For an overview of the requirements for a Section 1(b) multiple-class application and how to satisfy the requirements online using the Trademark Electronic Application System (TEAS) form, please go to http://www.uspto.gov/trademarks/law/multiclass.jsp.

DISCLAIMER

Applicant must disclaim the descriptive wording "WALK" and "CANCER" apart from the mark as shown because it merely describes the nature of the services as a "walk" and the subject matter of the services, namely, "cancer," as indicated in the application. *See* 15 U.S.C. §1056(a); TMEP §§1213, 1213.03(a). Please see the attached third party registrations illustrating that the Office routinely requires a disclaimer of such wording under similar circumstances.

A "disclaimer" is a statement in the application record that an applicant does not claim exclusive rights to an unregistrable component of the mark; a disclaimer of unregistrable matter does not affect the appearance of the mark or physically remove disclaimed matter from the mark. *See Schwarzkopf v. John H. Breck, Inc.*, 340 F.2d 978, 978, 144 USPQ 433, 433 (C.C.P.A. 1965); TMEP §1213. An unregistrable component of a mark includes wording and designs that are merely descriptive of an applicant's goods and/or services, or those that fail to function as a mark. 15 U.S.C. §1052(e); *see* TMEP §§1209.03(f), 1213.03 *et seq.* Such words or designs need to be freely available for other businesses to market comparable goods or services and should not become the proprietary domain of any one party. *See Dena Corp. v. Belvedere Int'l, Inc.*, 950 F.2d 1555, 1560, 21 USPQ2d 1047, 1051 (Fed. Cir. 1991); *In re Aug. Storck KG*, 218 USPQ 823, 825 (TTAB 1983).

Applicant should submit the following standardized format for a disclaimer:

No claim is made to the exclusive right to use "WALK" and "CANCER" apart from the mark as shown.

TMEP §1213.08(a)(i); see In re Owatonna Tool Co., 231 USPQ 493, 494 (Comm'r Pats. 1983).

If the applicant has any questions or needs assistance in responding to this Office Action, please contact the assigned examining attorney.

/Katherine Weigle/ Trademark Examining Attorney Law Office 101

Telephone: 571-270-1506

Email: katherine.weigle@uspto.gov

TO RESPOND TO THIS LETTER: Go to http://www.uspto.gov/trademarks/teas/response_forms.jsp. Please wait 48-72 hours from the issue/mailing date before using the Trademark Electronic Application System (TEAS), to allow for necessary system updates of the application. For technical assistance with online forms, e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned trademark examining attorney. E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.

All informal e-mail communications relevant to this application will be placed in the official application record.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at http://tsdr.uspto.gov/. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at TrademarkAssistanceCenter@uspto.gov or call 1-800-786-9199. For more information on checking status, see http://www.uspto.gov/trademarks/process/status/.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at http://www.uspto.gov/trademarks/teas/correspondence.jsp.

85162050

DESIGN MARK

Serial Number

85162050

Status

REGISTERED

Word Mark

WALK WITH WALGREENS

Standard Character Mark

No

Registration Number

4071739

Date Registered

2011/12/13

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS AND/OR NUMBERS

Owner

Walgreen Co. CORPORATION ILLINOIS 200 Wilmot Road Deerfield ILLINOIS 60015

Goods/Services

Class Status — ACTIVE. IC 035. US 100 101 102. G & S: Retail drug store services: Promoting the charitable services of others, namely, providing individuals with information for the purpose of making donations to charities. First Use: 2011/03/27. First Use In Commerce: 2011/03/27.

Goods/Services

Class Status -- ACTIVE. IC 036. US 100 101 102. G & S: Charitable fundraising services. First Use: 2011/04/10. First Use In Commerce: 2011/04/10.

Prior Registration(s)

2292545;2876500;3303249;AND OTHERS

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "WALK" APART FROM THE MARK AS SHOWN.

Description of Mark

The mark consists of a stylized humanoid figure represented as walking atop the words "WALK WITH WALGREENS".

Colors Claimed

Color is not claimed as a feature of the mark.

Filing Date

2010/10/27

Examining Attorney

PATE, TARA

Attorney of Record Cary M. Pumphrey



85467247

DESIGN MARK

Serial Number

85467247

Status

REGISTERED

Word Mark

TWIST OUT CANCER

Standard Character Mark

No

Registration Number

4258961

Date Registered

2012/12/11

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS AND/OR NUMBERS

Owner

TWIST OUT CANCER NON-PROFIT MISSOURI P.O BOX 322 CHICAGO ILLINOIS 60690

Goods/Services

Class Status -- ACTIVE. IC 036. US 100 101 102. G & S: Charitable fundraising services, namely, organizing, sponsoring and conducting events to raise money for cancer research and cancer awareness programs. First Use: 2011/08/11. First Use In Commerce: 2011/08/11.

Goods/Services

Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: Public advocacy to promote awareness, education, research, screening, detection and treatment of cancer; public advocacy to promote dance, movement and virtual dance events in the treatment of cancer; promoting public awareness of dance, exercise and movement in the treatment of cancer. First Use: 2011/08/11. First Use In Commerce: 2011/08/11.

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CANCER" APART FROM THE MARK AS SHOWN.

Description of Mark

The mark consists of the stacked wording "TWIST OUT CANCER" above four angled rings one on top of the other.

Colors Claimed

Color is not claimed as a feature of the mark.

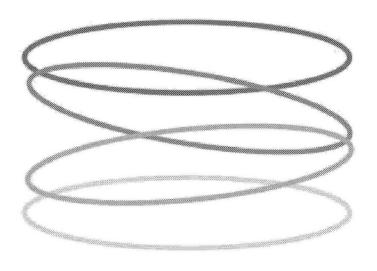
Filing Date

2011/11/08

Examining Attorney ROSSMAN, MARY

Attorney of Record Martin P. Michael

TWST OUST CANCER



86051173

DESIGN MARK

Serial Number

86051173

Status

REGISTERED

Word Mark

WALK ANYWHERE FOR VALERIE FUND KIDS EVERYWHERE

Standard Character Mark

Yes

Registration Number

4583094

Date Registered

2014/08/12

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

The Valerie Fund CORPORATION NEW JERSEY 2101 Millburn Avenue Maplewood NEW JERSEY 07040

Goods/Services

Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: Charitable services, namely, promoting public awareness of childhood cancer and blood disorders; Organizing and developing charitable projects that aim to support childhood cancer and blood disorders. First Use: 2013/03/15. First Use In Commerce: 2013/03/15.

Goods/Services

Class Status — ACTIVE. IC 036. US 100 101 102. G & S: Charitable foundation services, namely, providing financial support to children for treatment and care of cancer and blood disorders; Charitable fundraising; Charitable fundraising services. First Use; 2013/03/15. First Use In Commerce: 2013/03/15.

Prior Registration(s)

2392979

Disclaimer Statement

Print: Dec 2, 2015 86051173

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "WALK" AND "FUND KIDS" APART FROM THE MARK AS SHOWN.

Filing Date 2013/08/29

Examining Attorney
TENG, SIMON

Attorney of Record Lori A. Patrick

-2-

Walk Anywhere For Valerie Fund Kids Everywhere

86098908

DESIGN MARK

Serial Number

86098908

Status

REGISTERED

Word Mark

JOE'S WALK FOR CHANGE

Standard Character Mark

Yes

Registration Number

4555377

Date Registered

2014/06/24

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Faces for Change non-profit corporation OREGON PO Box 1045 La Grande OREGON 97850

Goods/Services

Class Status — ACTIVE. IC 036. US 100 101 102. G & S: Charitable fundraising; Charitable fundraising services; On-line business fundraising services. First Use: 2013/02/21. First Use In Commerce: 2013/02/21.

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "WALK" APART FROM THE MARK AS SHOWN.

Filing Date

2013/10/23

Examining Attorney

KING, CHRISIE B.

Attorney of Record

CHARLES L. RIDDLE

Joe's Walk for Change

86206274

DESIGN MARK

Serial Number

86206274

Status

REGISTERED

Word Mark

KIDS BEATING CANCER

Standard Character Mark

Yes

Registration Number

4861779

Date Registered

2015/12/01

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Kids Beating Cancer, Inc. CORPORATION FLORIDA 615 E Princeton St #400 Orlando FLORIDA 32803

Goods/Services

Class Status -- ACTIVE, IC 036. US 100 101 102. G & S: Charitable foundation services, namely, providing fundraising activities, funding, scholarships and/or financial assistance for children and families affected by cancer, leukemia or related life threatening diseases. First Use: 1992/10/01. First Use In Commerce: 1992/10/01.

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "KIDS" AND "CANCER" APART FROM THE MARK AS SHOWN.

Filing Date

2014/02/27

Examining Attorney

KEVIN CORWIN

Attorney of Record

86206274

Benjamin C. Haynes

Kids Beating Cancer

86232980

DESIGN MARK

Serial Number

86232980

Status

REGISTERED

Word Mark

THE STILETTO WALK

Standard Character Mark

No

Registration Number

4661097

Date Registered

2014/12/23

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS AND/OR NUMBERS

Owner

Kemble, Tracy Dr. INDIVIDUAL UNITED STATES 1730 Newport Hills Drive West Newport Beach CALIFORNIA 92660

Goods/Services

Class Status -- ACTIVE, IC 036. US 100 101 102. G & S: Charitable fundraising services by means of walkathons. First Use: 2014/05/10. First Use In Commerce: 2014/05/10.

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "WALK" APART FROM THE MARK AS SHOWN.

Description of Mark

The mark consists of the stylized wording "THE STILETTO WALK" wherein the letter "L" in the term "STILETTO" is an image of a stiletto.

Colors Claimed

Color is not claimed as a feature of the mark.

Filing Date

2014/03/26

86232980

Print: Dec 2, 2015

Examining Attorney
NADELMAN, ANDREA K.

Attorney of Record Amanda V, Dwight

The Stiletto Walk

86332257

DESIGN MARK

Serial Number

86332257

Status

REGISTERED

Word Mark

AIDS WALK PORTLAND

Standard Character Mark

Yes

Registration Number

4691872

Date Registered

2015/02/24

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Cascade AIDS Project public benefit corporation OREGON 208 SW Fifth Avenue, Suite 800 Portland OREGON 97204

Goods/Services

Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: Promoting public awareness of AIDS. First Use: 2007/06/01. First Use In Commerce: 2007/06/01.

Goods/Services

Class Status -- ACTIVE. IC 036. US 100 101 102. G & S: Charitable fundraising. First Use: 2007/06/01. First Use In Commerce: 2007/06/01.

Prior Registration(s)

3500377

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "AIDS WALK" APART FROM THE MARK AS SHOWN.

Section 2f Statement

86332257

Print: Dec 2, 2015

2(F) ENTIRE MARK

Filing Date 2014/07/09

Examining Attorney BROWN, TINA

Attorney of Record Michael R. Ratoza

AIDS WALK PORTLAND

86369896

DESIGN MARK

Serial Number

86369896

Status

REGISTERED

Word Mark

CANCER BITES

Standard Character Mark

Yes

Registration Number

4749712

Date Registered

2015/06/02

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Choose Hope Inc. CORPORATION WISCONSIN 1261 W. Main Street Sun Prairie WISCONSIN 53590

Goods/Services

Class Status -- ACTIVE, IC 035. US 100 101 102. G & S: Promoting public awareness of the need for a cure for cancer. First Use: 2015/02/21. First Use In Commerce: 2015/02/21.

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CANCER" APART FROM THE MARK AS SHOWN.

Filing Date

2014/08/18

Examining Attorney

CASTRO, GIANCARLO

Attorney of Record

Elizabeth T Russell

CANCER BITES

86505402

DESIGN MARK

Serial Number

86505402

Status

REGISTERED

Word Mark

AVON 39 THE WALK TO END BREAST CANCER

Standard Character Mark

Yes

Registration Number

4835215

Date Registered

2015/10/20

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Avon Products, Inc. CORPORATION NEW YORK 777 Third Avenue New York NEW YORK 10017

Goods/Services

Class Status — ACTIVE. IC 035. US 100 101 102. G & S: Promoting public awareness of breast cancer. First Use: 2014/12/22. First Use In Commerce: 2014/12/22.

Goods/Services

Class Status -- ACTIVE. IC 036. US 100 101 102. G & S: Charitable fundraising services for promoting research, education and other activities relating to breast cancer awareness. First Use: 2014/12/22. First Use In Commerce: 2014/12/22.

Prior Registration(s)

2878570

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "39", "WALK" AND "BREAST CANCER" APART FROM THE MARK AS SHOWN.

86505402

Filing Date 2015/01/16

Examining Attorney KEAN, AMY

AVON 39 THE WALK TO END BREAST CANCER

86509512

DESIGN MARK

Serial Number

86509512

Status

REGISTERED

Word Mark

TIP CANCER OVER

Standard Character Mark

Yes

Registration Number

4811780

Date Registered

2015/09/15

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

TIEGE HANLEY LLC LIMITED LIABILITY COMPANY ILLINOIS 1236 W. LILL AVE CHICAGO ILLINOIS 60614

Goods/Services

Class Status — ACTIVE. IC 036. US 100 101 102. G & S: Charitable fund raising services for promoting research, education, awareness and other activities relating to male cancers. First Use: 2015/01/17. First Use In Commerce: 2015/01/17.

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CANCER" APART FROM THE MARK AS SHOWN.

Filing Date

2015/01/21

Examining Attorney

HARDY, TARAH

Tip Cancer Over

86542243

DESIGN MARK

Serial Number

86542243

Status

REGISTERED

Word Mark

KICKSTANDS FOR CANCER)

Standard Character Mark

No

Registration Number

4835492

Date Registered

2015/10/20

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS AND/OR NUMBERS

Owner

Schmaltz, Cory INDIVIDUAL UNITED STATES 222 2nd str.east p.o.box 235 Velva NORTH DAKOTA 58790

Goods/Services

Class Status -- ACTIVE, IC 036. US 100 101 102. G & S: Charitable fundraising services. First Use: 2012/09/01. First Use In Commerce: 2012/09/01.

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CANCER" APART FROM THE MARK AS SHOWN.

Description of Mark

The mark consists of "KICKSTANDS FOR CANCER!" in black over a pink ribbon with gray wings.

Colors Claimed

The color(s) PINK, BLACK, AND GRAY is/are claimed as a feature of the mark.

Filing Date

86542243

2015/02/22

Examining Attorney MICHOS, JOHN E.

Kickstands Cancer.

To: The Board of Regents of the University o ETC. (hipdocket@lockelord.com)

Subject: U.S. TRADEMARK APPLICATION NO. 86728690 - BOOT WALK TO END CANCER. - 0020300-0000

Sent: 12/2/2015 12:46:46 PM **Sent As:** ECOM101@USPTO.GOV

Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

IMPORTANT NOTICE REGARDING YOUR U.S. TRADEMARK APPLICATION

USPTO OFFICE ACTION (OFFICIAL LETTER) HAS ISSUED ON 12/2/2015 FOR U.S. APPLICATION SERIAL NO. 86728690

Please follow the instructions below:

(1) TO READ THE LETTER: Click on this <u>link</u> or go to <u>http://tsdr.uspto.gov</u>, enter the U.S. application serial number, and click on "Documents."

The Office action may not be immediately viewable, to allow for necessary system updates of the application, but will be available within 24 hours of this e-mail notification.

(2) **TIMELY RESPONSE IS REQUIRED:** Please carefully review the Office action to determine (1) how to respond, and (2) the applicable response time period. Your response deadline will be calculated from 12/2/2015 (or sooner if specified in the Office action). For information regarding response time periods, see http://www.uspto.gov/trademarks/process/status/responsetime.jsp.

Do NOT hit "Reply" to this e-mail notification, or otherwise e-mail your response because the USPTO does NOT accept e-mails as responses to Office actions. Instead, the USPTO recommends that you respond online using the Trademark Electronic Application System (TEAS) response form located at http://www.uspto.gov/trademarks/teas/response_forms.jsp.

(3) **QUESTIONS:** For questions about the contents of the Office action itself, please contact the assigned trademark examining attorney. For *technical* assistance in accessing or viewing the Office action in the Trademark Status and Document Retrieval (TSDR) system, please e-mail TSDR@uspto.gov.

WARNING

Failure to file the required response by the applicable response deadline will result in the ABANDONMENT of your application. For more information regarding abandonment, see http://www.uspto.gov/trademarks/basics/abandon.jsp.

PRIVATE COMPANY SOLICITATIONS REGARDING YOUR APPLICATION: Private companies **not** associated with the USPTO are using information provided in trademark applications to mail or e-mail trademark-related solicitations. These companies often use names that closely resemble the USPTO and their solicitations may look like an official government document. Many solicitations require that you pay "fees."

Please carefully review all correspondence you receive regarding this application to make sure that you are responding to an official document from the USPTO rather than a private company solicitation. All <u>official</u> USPTO correspondence will be mailed only from the "United States Patent and Trademark Office" in Alexandria, VA; or sent by e-mail from the domain "@uspto.gov." For more information on how to handle private company solicitations, see http://www.uspto.gov/trademarks/solicitation_warnings.jsp.

| *** | User:kconnol | lv | *** |
|-----|--------------|----|-----|
| | | | |

| # | Total | Dead | Live | Live | Status/ | Search |
|----|---------|-------|--------|--------|----------|--|
| | Marks | Marks | Viewed | Viewed | Search | |
| | | | Docs | Images | Duration | |
| 01 | 1863 | N/A | 0 | 0 | 0:01 | *boot*[bi,ti] not dead[ld] |
| 02 | 2684 | N/A | 0 | 0 | 0:01 | *wal{"ckq"}*[bi,ti] not dead[ld] |
| 03 | 25317 | N/A | 0 | 0 | 0:02 | *end*[bi,ti] not dead[ld] |
| 04 | 1723 | N/A | 0 | 0 | 0:02 | *{"ckq"}an{"csz"}er*[bi,ti] not dead[ld] |
| 05 | 3 | 0 | 3 | 3 | 0:01 | 1 and 2 |
| 06 | 19 | 0 | 19 | 19 | 0:01 | 1 and (3 4) |
| 07 | 30 | 0 | 30 | 30 | 0:01 | 2 and (3 4) |
| 08 | 44 | 0 | 44 | 43 | 0:01 | 3 and 4 |
| 09 | 1097460 | N/A | 0 | 0 | 0:03 | ("035" "036")[cc] not dead[ld] |
| 10 | 450620 | N/A | 0 | 0 | 0:02 | ("035" "036" a b 200)[ic] not dead[ld] |
| 11 | 849 | N/A | 0 | 0 | 0:01 | 1 and 9 |
| 12 | 165 | 0 | 165 | 159 | 0:01 | 1 and 10 |
| 13 | 1312 | N/A | 0 | 0 | 0:01 | 2 and 9 |
| 14 | 561 | N/A | 0 | 0 | 0:01 | 2 and 10 |
| 15 | 1343 | N/A | 0 | 0 | 0:02 | walk[bi,ti] not dead[ld] |
| 16 | 733 | N/A | 0 | 0 | 0:01 | 15 and 9 |
| 17 | 355 | N/A | 0 | 0 | 0:01 | 15 and 10 |
| 18 | 945 | N/A | 0 | 0 | 0:02 | end[bi,ti] not dead[ld] |
| 19 | 512 | N/A | 0 | 0 | 0:01 | 18 and 9 |
| 20 | 226 | N/A | 0 | 0 | 0:01 | 18 and 10 |

Session started 12/1/2015 12:31:58 PM Session finished 12/1/2015 1:34:31 PM Total search duration 0 minutes 27 seconds Session duration 62 minutes 33 seconds Defaut NEAR limit=1ADJ limit=1

Sent to TICRS as Serial Number: 86728690

Trademark/Service Mark Application, Principal Register

Serial Number: 86728690 Filing Date: 08/18/2015

The table below presents the data as entered.

| Input Field | Entered |
|--|--|
| SERIAL NUMBER | 86728690 |
| MARK INFORMATION | |
| *MARK | BOOT WALK TO END CANCER. |
| STANDARD CHARACTERS | YES |
| USPTO-GENERATED IMAGE | YES |
| LITERAL ELEMENT | BOOT WALK TO END CANCER. |
| MARK STATEMENT | The mark consists of standard characters, without claim to any particular font, style, size, or color. |
| REGISTER | Principal |
| APPLICANT INFORMATION | |
| *OWNER OF MARK | The Board of Regents of the University of Texas System |
| *STREET | 201 West 7th Street |
| *CITY | Austin |
| *STATE (Required for U.S. applicants) | Texas |
| *COUNTRY | United States |
| *ZIP/POSTAL CODE (Required for U.S. applicants) | 78701 |
| PHONE | 713-226-1200 |
| FAX | 713-223-3717 |
| EMAIL ADDRESS | XXXX |
| LEGAL ENTITY INFORMATION | |
| ТҮРЕ | state agency |
| STATE/COUNTRY UNDER WHICH ORGANIZED | Texas |
| GOODS AND/OR SERVICES AND BASIS INFORMA | TION |
| INTERNATIONAL CLASS | 035 |
| *IDENTIFICATION | Charitable services, namely, organizing and conducting walking events to promote public awareness of cancer and to raise funds for cancer research |
| FILING BASIS | SECTION 1(b) |
| ATTORNEY INFORMATION | |
| NAME | D. Brit Nelson |
| | |

| ATTORNEY DOCKET NUMBER | 0020300-00002-468 |
|-------------------------------------|--|
| FIRM NAME | Locke Lord LLP |
| STREET | 600 Travis, Suite 2800 |
| СІТУ | Houston |
| STATE | Texas |
| COUNTRY | United States |
| ZIP/POSTAL CODE | 77002 |
| PHONE | 713-226-1200 |
| FAX | 713-223-3717 |
| EMAIL ADDRESS | hipdocket@lockelord.com |
| AUTHORIZED TO COMMUNICATE VIA EMAIL | Yes |
| OTHER APPOINTED ATTORNEY | M. Cole Mackey; Daniel Nguyen; Steve Boyd |
| CORRESPONDENCE INFORMATION | |
| NAME | D. Brit Nelson |
| FIRM NAME | Locke Lord LLP |
| STREET | 600 Travis, Suite 2800 |
| CITY | Houston |
| STATE | Texas |
| COUNTRY | United States |
| ZIP/POSTAL CODE | 77002 |
| PHONE | 713-226-1200 |
| FAX | 713-223-3717 |
| EMAIL ADDRESS | hipdocket@lockelord.com |
| AUTHORIZED TO COMMUNICATE VIA EMAIL | Yes |
| FEE INFORMATION | |
| APPLICATION FILING OPTION | Regular TEAS |
| NUMBER OF CLASSES | 1 |
| FEE PER CLASS | 325 |
| *TOTAL FEE DUE | 325 |
| *TOTAL FEE PAID | 325 |
| SIGNATURE INFORMATION | |
| SIGNATURE | /D. Brit Nelson/ |
| SIGNATORY'S NAME | D. Brit Nelson |
| CLONA TODAYIC DOCUTION | |
| SIGNATORY'S POSITION | Attorney for Registrant, Texas Bar Member |
| SIGNATORY'S PHONE NUMBER | Attorney for Registrant, Texas Bar Member 713-226-1200 |

Trademark/Service Mark Application, Principal Register

Serial Number: 86728690 Filing Date: 08/18/2015

To the Commissioner for Trademarks:

MARK: BOOT WALK TO END CANCER. (Standard Characters, see <u>mark</u>)
The literal element of the mark consists of BOOT WALK TO END CANCER..

The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, The Board of Regents of the University of Texas System, a state agency organized under the laws of Texas, having an address of 201 West 7th Street
Austin, Texas 78701
United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 035: Charitable services, namely, organizing and conducting walking events to promote public awareness of cancer and to raise funds for cancer research

Intent to Use: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services.

The applicant's current Attorney Information:

D. Brit Nelson and M. Cole Mackey; Daniel Nguyen; Steve Boyd of Locke Lord LLP

600 Travis, Suite 2800

Houston, Texas 77002

United States

The attorney docket/reference number is 0020300-00002-468.

The applicant's current Correspondence Information:

D. Brit Nelson

Locke Lord LLP

600 Travis, Suite 2800

Houston, Texas 77002

713-226-1200(phone)

713-223-3717(fax)

hipdocket@lockelord.com (authorized)

A fee payment in the amount of \$325 has been submitted with the application, representing payment for 1 class(es).

Declaration

The signatory believes that: if the applicant is filing the application under 15 U.S.C. § 1051(a), the applicant is the owner of the trademark/service mark sought to be registered; the applicant is using the mark in commerce on or in connection with the goods/services in the application; the specimen(s) shows the mark as used on or in connection with the goods/services in the application; and/or if the applicant filed an application under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e), the applicant is entitled to use the mark in commerce; the applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the goods/services in the application. The signatory believes that to the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive. The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Declaration Signature

Signature: /D. Brit Nelson/ Date: 08/18/2015

Signatory's Name: D. Brit Nelson

Signatory's Position: Attorney for Registrant, Texas Bar Member

RAM Sale Number: 86728690 RAM Accounting Date: 08/19/2015

Serial Number: 86728690

Internet Transmission Date: Tue Aug 18 15:52:23 EDT 2015

TEAS Stamp: USPTO/BAS-X.XX.XXX.XXX-20150818155223117

148-86728690-54040bba3578703e20229a1648e 1dba6ea12351315915789545c8281a9656cb0c7-

DA-2251-20150818154718471838

BOOT WALK TO END CANCER.

BOOT WALK TO END CANCER.

EXHIBIT S

Generated on: This page was generated by TSDR on 2020-10-20 16:59:00 EDT

Mark: NEDA WALK

NEDA WALK

US Serial Number: 77846970 Application Filing Oct. 12, 2009

Date:

US Registration 3802517 Registration Date: Jun. 15, 2010

Number:

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: The registration has been renewed.

Status Date: Aug. 01, 2020

Publication Date: Mar. 30, 2010

Mark Information

Mark Literal NEDA WALK

Elements:

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

Claim

Mark Drawing 4 - STANDARD CHARACTER MARK

Type:

Disclaimer: "WALK"

Related Properties Information

Claimed Ownership 2940060, 2983129, 3019903

of US Registrations:

Goods and Services

Note:

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

• Brackets [..] indicate deleted goods/services;

• Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and

Asterisks *..* identify additional (new) wording in the goods/services.

For: Charitable fundraising

International 036 - Primary Class U.S Class(es): 100, 101, 102

Class(es):

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 09, 2008 Use in Commerce: Sep. 09, 2008

Basis Information (Case Level)

Filed Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Currently 66A: No

Filed 66A: No Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: National Eating Disorders Association

Owner Address: 1500 Broadway, Suite 1101

New York, NEW YORK UNITED STATES 10036

Legal Entity Type: CORPORATION State or Country DELAWARE

Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Timothy J. Lyden

Attorney Primary boxip@hoganlovells.com Email Address: Attorney Email Yes Authorized:

Correspondent

Correspondent Timothy J. Lyden Name/Address: Hogan Lovells US LLP

8350 Broad Street, 17th Floor Attn: Box Intellectual Property

Tysons, VIRGINIA UNITED STATES 22102

Correspondent e- boxip@hoganlovells.com timothy.lyden@hoganlo Correspondent e- Yes

mail: vells.com michael.bowman@hoganlovells.com mail Authorized:

Dress of any 11: 44 areas

Prosecution History

| Date | Description | Proceeding Number |
|---------------|---|----------------------|
| Aug. 01, 2020 | NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED | |
| Aug. 01, 2020 | REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS) | 75184 |
| Aug. 01, 2020 | REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED | 75184 |
| Jul. 21, 2020 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL | 75184 |
| May 19, 2020 | TEAS SECTION 8 & 9 RECEIVED | |
| Jun. 15, 2019 | COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED | |
| May 16, 2019 | TEAS CHANGE OF CORRESPONDENCE RECEIVED | |
| Aug. 26, 2016 | NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED | |
| Aug. 26, 2016 | REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK. | 74886 |
| Aug. 24, 2016 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL | 74886 |
| Jun. 13, 2016 | TEAS SECTION 8 & 15 RECEIVED | |
| Oct. 05, 2015 | APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED | 88888 |
| Oct. 05, 2015 | TEAS CHANGE OF OWNER ADDRESS RECEIVED | |
| Oct. 05, 2015 | ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED | |
| Oct. 05, 2015 | TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED | |
| Jun. 15, 2010 | REGISTERED-PRINCIPAL REGISTER | |
| Mar. 30, 2010 | PUBLISHED FOR OPPOSITION | |
| Mar. 10, 2010 | NOTICE OF PUBLICATION | |
| Feb. 22, 2010 | LAW OFFICE PUBLICATION REVIEW COMPLETED | 70138 |
| Feb. 22, 2010 | ASSIGNED TO LIE | 70138 |
| Jan. 26, 2010 | APPROVED FOR PUB - PRINCIPAL REGISTER | |
| Jan. 14, 2010 | APPLICANT AMENDMENT PRIOR TO EXAMINATION - ENTERED | 88889 |
| Jan. 14, 2010 | TEAS VOLUNTARY AMENDMENT RECEIVED | |
| Jan. 15, 2010 | NON-FINAL ACTION MAILED | |
| Jan. 14, 2010 | NON-FINAL ACTION WRITTEN | 73731 |
| Jan. 13, 2010 | ASSIGNED TO EXAMINER | 73731 |

Oct. 17, 2009 NOTICE OF PSEUDO MARK MAILED

Oct. 16, 2009 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM

Oct. 15, 2009 NEW APPLICATION ENTERED IN TRAM

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE Date in Location: Aug. 01, 2020

 From:
 TMOfficialNotices@USPTO.GOV

 Sent:
 Saturday, August 1, 2020 11:02 PM

To: boxip@hoganlovells.com

Cc: timothy.lyden@hoganlovells.com; michael.bowman@hoganlovells.com

Subject: Official USPTO Notice of Acceptance and Renewal Sections 8 and 9: U.S. Trademark RN 3802517: NEDA WALK

U.S. Serial Number: 77846970U.S. Registration Number: 3802517U.S. Registration Date: Jun 15, 2010

Mark: NEDA WALK

Owner: National Eating Disorders Association

Aug 1, 2020

NOTICE OF ACCEPTANCE UNDER SECTION 8

The declaration of use or excusable nonuse filed for the above-identified registration meets the requirements of Section 8 of the Trademark Act, 15 U.S.C. §1058. **The Section 8 declaration is accepted.**

NOTICE OF REGISTRATION RENEWAL UNDER SECTION 9

The renewal application filed for the above-identified registration meets the requirements of Section 9 of the Trademark Act, 15 U.S.C. §1059. The registration is renewed.

The registration will remain in force for the class(es) listed below, unless canceled by an order of the Commissioner for Trademarks or a Federal Court, as long as the requirements for maintaining the registration are fulfilled as they become due.

Class(es):

036

TRADEMARK SPECIALIST POST-REGISTRATION DIVISION 571-272-9500

REQUIREMENTS FOR MAINTAINING REGISTRATION IN SUCCESSIVE TEN-YEAR PERIODS

WARNING: Your registration will be canceled if you do not file the documents below during the specified statutory time periods.

What and When to File: You must file a declaration of use (or excusable nonuse) and an application for renewal between every 9th and 10th-year period, calculated from the registration date. See 15 U.S.C. §§1058, 1059.

Grace Period Filings

The above documents will be considered as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

THE USPTO IS NOT REQUIRED TO SEND ANY FURTHER NOTICE OR REMINDER OF THESE REQUIREMENTS. THE OWNER SHOULD CONTACT THE USPTO ONE YEAR BEFORE THE EXPIRATION OF THE TIME PERIODS SHOWN ABOVE TO DETERMINE APPROPRIATE REQUIREMENTS AND FEES.

To check the status of this registration, go to

https://tsdr.uspto.gov/#caseNumber=77846970&caseSearchType=US_APPLICATION&caseType=SERIAL_NO&searchType=statusSearch or contact the Trademark Assistance Center at 1-800-786-9199.

To view this notice and other documents for this registration on-line, go to

https://tsdr.uspto.gov/#caseNumber=77846970&caseSearchType=US_APPLICATION&caseType=SERIAL_NO&searchType=documentSearch NOTE: This notice will only be available on-line the next business day after receipt of this e-mail.

* For further information, including information on filing and maintenance requirements for U.S. trademark applications and registrations and required fees, please consult the USPTO website at https://www.uspto.gov/trademark/ or contact the Trademark Assistance Center at 1-800-786-9199.

Combined Declaration of Use and/or Excusable Nonuse/Application for Renewal of Registration of a Mark under Sections 8 & 9

The table below presents the data as entered.

| Input Field | Entered | | |
|--|---------------------------------|--|--|
| REGISTRATION NUMBER | 3802517 | | |
| REGISTRATION DATE | 06/15/2010 | | |
| SERIAL NUMBER | 77846970 | | |
| MARK SECTION | | | |
| MARK | NEDA WALK (see, mark) | | |
| ATTORNEY INFORMATION (current) | | | |
| NAME | Theodore J. Mlynar | | |
| ATTORNEY BAR MEMBERSHIP NUMBER | NOT SPECIFIED | | |
| YEAR OF ADMISSION | NOT SPECIFIED | | |
| U.S. STATE/ COMMONWEALTH/ TERRITORY | NOT SPECIFIED | | |
| FIRM NAME | Hogan Lovells US LLP | | |
| STREET | 390 Madison Avenue | | |
| CITY | New York | | |
| STATE | New York | | |
| POSTAL CODE | 10017 | | |
| COUNTRY/REGION/JURISDICTION/U.S. TERRITORY | United States | | |
| EMAIL | boxip@hoganlovells.com | | |
| DOCKET/REFERENCE NUMBER | 090334.1583 | | |
| ATTORNEY INFORMATION (proposed) | | | |
| NAME | Timothy J. Lyden | | |
| ATTORNEY BAR MEMBERSHIP NUMBER | XXX | | |
| YEAR OF ADMISSION | XXXX | | |
| U.S. STATE/ COMMONWEALTH/ TERRITORY | XX | | |
| FIRM NAME | Hogan Lovells US LLP | | |
| INTERNAL ADDRESS | Attn: Box Intellectual Property | | |
| STREET | 8350 Broad Street, 17th Floor | | |
| CITY | Tysons | | |
| STATE | Virginia | | |
| POSTAL CODE | 22102 | | |
| COUNTRY/REGION/JURISDICTION/U.S. | United States | | |

| TERRITORY | | | |
|---|--|--|--|
| PHONE | +1 703 610 6100 | | |
| FAX | +1 703 610 6200 | | |
| EMAIL | boxip@hoganlovells.com | | |
| OTHER APPOINTED ATTORNEY | Anna Kurian Shaw, Julia Anne Matheson, Lauren C. Chamblee, Katherine Bastian, Lauren B. Cury, Brendan C. Quinn | | |
| CORRESPONDENCE INFORMATION (curre | ent) | | |
| NAME | Theodore J. Mlynar | | |
| PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE | DCPTOTrademarkMail@hoganlovells.com | | |
| SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES) | ted.mlynar@hoganlovells.com; michael.bowman@hoganlovells.com | | |
| DOCKET/REFERENCE NUMBER | 090334.1583 | | |
| CORRESPONDENCE INFORMATION (prop | osed) | | |
| NAME | Timothy J. Lyden | | |
| PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE | boxip@hoganlovells.com | | |
| SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES) | timothy.lyden@hoganlovells.com; michael.bowman@hoganlovells.com | | |
| GOODS AND/OR SERVICES SECTION | | | |
| INTERNATIONAL CLASS | 036 | | |
| GOODS OR SERVICES | Charitable fundraising | | |
| SPECIMEN FILE NAME(S) | | | |
| ORIGINAL PDF FILE | <u>SPN0-104312236-2020051414 4009656704</u> . <u>NEDA_WALK_Specimen_1.pdf</u> | | |
| CONVERTED PDF FILE(S) (1 page) | \\\TICRS\EXPORT18\IMAGEOUT 18\\778\\469\\77846970\xml1\\\\\S890002.JPG | | |
| ORIGINAL PDF FILE | <u>SPN0-104312236-2020051414 4009656704</u> . <u>NEDA_WALK_Specimen_2.pdf</u> | | |
| CONVERTED PDF FILE(S) (1 page) | \\TICRS\EXPORT18\IMAGEOUT 18\778\469\77846970\xml1\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\ | | |
| SPECIMEN DESCRIPTION | screenshots of website | | |
| OWNER SECTION (current) | | | |
| NAME | National Eating Disorders Association | | |
| MAILING ADDRESS | 165 West 46th Street, Suite 402 | | |
| CITY | New York | | |
| STATE | New York | | |
| ZIP/POSTAL CODE | 10036 | | |
| COUNTRY/REGION/JURISDICTION/U.S. TERRITORY | United States | | |
| EMAIL | XXXX | | |
| OWNER SECTION (proposed) | | | |
| NAME | | | |

| NAME | National Eating Disorders Association |
|---|--|
| MAILING ADDRESS | 1500 Broadway, Suite 1101 |
| CITY | New York |
| STATE | New York |
| ZIP/POSTAL CODE | 10036 |
| COUNTRY/REGION/JURISDICTION/U.S. TERRITORY | United States |
| EMAIL | XXXX |
| LEGAL ENTITY SECTION (current) | |
| ТУРЕ | corporation |
| STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY OF INCORPORATION | Delaware |
| PAYMENT SECTION | |
| NUMBER OF CLASSES | 1 |
| NUMBER OF CLASSES PAID | 1 |
| COMBINED §§ 8 & 9 DECLARATION/APPLICATION FILING FEE | 425 |
| TOTAL FEE PAID | 425 |
| SIGNATURE SECTION | |
| SIGNATURE | /Claire Mysko/ |
| SIGNATORY'S NAME | Claire Mysko |
| SIGNATORY'S POSITION | Chief Executive Officer |
| DATE SIGNED | 05/19/2020 |
| SIGNATORY'S PHONE NUMBER | +1 703 610 6100 |
| PAYMENT METHOD | DA |
| I | FILING INFORMATION |
| SUBMIT DATE | Tue May 19 13:45:56 ET 2020 |
| TEAS STAMP | USPTO/S08N09-XXX.X.XX.XXX -20200519134556189655-380 2517-71004cca41ca9e67aba3 23dc44fea9879c488be2dfd46 fdd6e123ff01a3197bf57-DA- 45556051-2020051414400965 6704 |

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number.

OMB No. 0651-0055 (Exp 10/31/2021)

Combined Declaration of Use and/or Excusable Nonuse/Application for Renewal of Registration of a Mark under Sections 8 & 9

To the Commissioner for Trademarks:

REGISTRATION NUMBER: 3802517 REGISTRATION DATE: 06/15/2010

MARK: NEDA WALK

Current: The owner, National Eating Disorders Association, a corporation of Delaware, having an address of

165 West 46th Street, Suite 402 New York, New York 10036 United States XXXX

Proposed: The owner, National Eating Disorders Association, a corporation of Delaware, having an address of

1500 Broadway, Suite 1101 New York, New York 10036 United States

XXXX

is filing a Combined Declaration of Use and/or Excusable Nonuse/Application for Renewal of Registration of a Mark under Sections 8 & 9.

For International Class 036, the mark is in use in commerce on or in connection with all goods/services, or to indicate membership in the collective membership organization, listed in the existing registration for this specific class: Charitable fundraising; or, the owner is making the listed excusable nonuse claim.

The owner is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in this class, consisting of a(n) screenshots of website.

Original PDF file:

SPN0-104312236-2020051414 4009656704 . NEDA WALK Specimen 1.pdf

Converted PDF file(s) (1 page)

Specimen File1

Original PDF file:

SPN0-104312236-2020051414 4009656704 . NEDA WALK Specimen 2.pdf

Converted PDF file(s) (1 page)

Specimen File1

The owner's/holder's current attorney information: Theodore J. Mlynar. Theodore J. Mlynar of Hogan Lovells US LLP, is located at

390 Madison Avenue New York, New York 10017 United States

The docket/reference number is 090334.1583.

The email address is boxip@hoganlovells.com

The owner's/holder's proposed attorney information: Timothy J. Lyden. Other appointed attorneys are Anna Kurian Shaw, Julia Anne Matheson, Lauren C. Chamblee, Katherine Bastian, Lauren B. Cury, Brendan C. Quinn. Timothy J. Lyden of Hogan Lovells US LLP, is a member of the XX bar, admitted to the bar in XXXX, bar membership no. XXX, and the attorney(s) is located at

Attn: Box Intellectual Property 8350 Broad Street, 17th Floor Tysons, Virginia 22102 United States

The phone number is +1 703 610 6100.

The fax number is +1 703 610 6200.

The email address is boxip@hoganlovells.com

Timothy J. Lyden submitted the following statement: The attorney of record is an active member in good standing of the bar of the highest court of a U.S. state, the District of Columbia, or any U.S. Commonwealth or territory.

Correspondence Information (current):

Theodore J. Mlynar
PRIMARY EMAIL FOR CORRESPONDENCE: DCPTOTrademarkMail@hoganlovells.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): ted.mlynar@hoganlovells.com; michael.bowman@hoganlovells.com

The docket/reference number is 090334.1583.

Correspondence Information (proposed):

Timothy J. Lyden
PRIMARY EMAIL FOR CORRESPONDENCE: boxip@hoganlovells.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): timothy.lyden@hoganlovells.com; michael.bowman@hoganlovells.com

Requirement for Email and Electronic Filing: I understand that a valid email address must be maintained by the owner/holder and the owner's/holder's attorney, if appointed, and that all official trademark correspondence must be submitted via the Trademark Electronic Application System (TEAS).

A fee payment in the amount of \$425 will be submitted with the form, representing payment for 1 class(es), plus any additional grace period fee, if necessary.

Declaration

- Unless the owner has specifically claimed excusable nonuse, the mark is in use in commerce on or in connection with the goods/services or to indicate membership in the collective membership organization identified above, as evidenced by the attached specimen(s).
- Unless the owner has specifically claimed excusable nonuse, the specimen(s) shows the mark as currently used in commerce on or in connection with the goods/services/collective membership organization.
- The registrant requests that the registration be renewed for the goods/services/collective organization identified above.
- ☑ To the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.
- The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of this submission and the registration, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Signature: /Claire Mysko/ Date: 05/19/2020

Signatory's Name: Claire Mysko

Signatory's Position: Chief Executive Officer

Signatory's Phone: +1 703 610 6100

Mailing Address (current):

Hogan Lovells US LLP 390 Madison Avenue New York, New York 10017

New Tork, New Tork 10017

Mailing Address (proposed):

Hogan Lovells US LLP 8350 Broad Street, 17th Floor Tysons, Virginia 22102

Serial Number: 77846970

Internet Transmission Date: Tue May 19 13:45:56 ET 2020

TEAS Stamp: USPTO/S08N09-XXX.X.XX.XXX-20200519134556

189655-3802517-71004cca41ca9e67aba323dc4 4fea9879c488be2dfd46fdd6e123ff01a3197bf5 7-DA-45556051-20200514144009656704





paceword
Contact Us | FAC



FIND A WALK, TEAM, OR WALKER





TOP TEAMS

- OST TO ARE FOLLOWING \$14.778

 2. Beam Versions: \$1.635

 2. West Versions: \$1.635

 3. West \$4.005

 4. Beam Address \$5.100

 6. Address Time \$2.700

 6. Beam Address \$2.700

 7. Beam Address \$2.700

 7. Beam Address \$2.700

 7. Beam Address \$2.700

 10. Osto) Social \$2.700

 10. Osto) Social \$2.700

 10. Osto) Social \$2.700

WHY WALK



EVERYBODY KNOWS SOMEBODY

UD mation Americans or all backgrounds will struggle with an eating disorder in their informa-but no one needs to right these litnesses alone

WE ARE STRONGER TOGETHER



TOP WALKERS

- 1 Kalterine Keppinky 55,100
 2 Shastion Trapier 53,370
 3 Market Cilliand 53,200
 4 Circle March 52,200
 0 Barrian Borning 52,500
 5 Entre Borning 52,500
 7 KORELAND BRANCH 22,025
 8 Intige Conserve 52,000
 9 Intige Circle 51,070
 9 Weigh Education 51,000
 9 Weigh Education 51,000

WARRIOR STORIES



LOUISE & SAM: A SURVIVOR AND HER SUPPORTER

Luque v.

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NEDA Walks Calendar

New NEDA Walks are being added all the fine! If you don't see a walk in your community in the calendar below, be sure to check back soon or find out more about hooling a NEDA Walk in your lover.

Spring 2020 Walks

Upcoming Events

Durham, NH Richmond, VA

Washington, DC -08/81/26

Past Events

Virtual NEDA Walk - 4:18/20 Join from anywhere Or support your nominown Phoenix, AZ

Virtual NEDA Walk - 4/19/20 Join from anywhere Of support your nomerown Boston, MA Humington, VT Long Island, NY

Long Island, MY.

Virtual NEDA Yusir, 4-2/6/20;

John from anywhare

Or Vargory in Althorae, IL.

Or Margory Althorae, IL.

Indianagoria, IR.

Lancastor, PA.

Lasingrous, RY.

Notre Danse, IR.

Oblainorae, City, OK.

Tulsa, OK.

Tulsa, OK.

Virtual NEDA Walk - 4/20/20 Join from anywhere Or siggest year hometown Bhaca, NY Rochester, NY

Virtual NEDA Walk - 5:3/20 Join from anywhere Or support your namerown Botse, ID Salem, GR Soft Lake City, UT

Fall 2020 Walks

Patts Durge, Fa. e Ne/12/20 Sectie, WA - 09/12/20 Sectie, WA - 09/12/20 Albany, KT - Dambido Greenvier, Sci. O - 09/12/20 Huddon Valley, KY - 09/12/20 Huddon Valley, KY - 09/12/20 Madison, WI - 09/19/20 An Arber, MI - 09/19/20 An Arber, MI - 09/19/20 An Arber, MI - 09/19/20 Kinstvier, MI - 09/19/20 Sin Arcolo, M. 1001-202 Nimpaton, Ph. 1001-202 Nimpaton, Ph. 1001-202 Th. Chiese, W. 1001-202 Nimpaton, Ph. 1101-202 Nimpaton, Ph. 1001-202 Nimpaton, Ph. 1001-2

| | CONNECT Raise money, get cool prizes! |
|----------------------|--|
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| | Thank for REELA AURIE. Title in just out will recommend to the recommendation of the rec |
| 2:37:37 PM 5/14/2020 | Windows 10 Enterprise 64-bit Build 16299 https://www.nedawalk.org/ca/endar |

ROUTING SHEET TO POST REGISTRATION (PRU)

Registration Number: 3802517

RAM Sale Number: 3802517

RAM Accounting Date: 20200519

Total Fees:

Note: Process in accordance with Post Registration Standard Operating Procedure (SOP)

| Transaction | Fee Code | Transaction <u>Date</u> | Fee per Class | Number of Classes | Number of Classes Paid | Total <u>Fee</u> |
|------------------------------|-------------|-------------------------|------------------|----------------------|---------------------------|---------------------|
| §8 affidavit | 7205 | 20200519 | \$125 | l | 1 | \$125 |
| Application for Renewal (§9) | 7201 | 20200519 | \$300 | L | | \$300 |

Physical Location: OUT - NO PHYSICAL FILE

Lost Case Flag: False

In TICRS (AM-FLG-IN-TICRS): True

Transaction Date: 20200519







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FIND A WALK, TEAM, OR WALKER





TOP TEAMS

- OST TO ARE FOLLOWING \$14.778

 2. Beam Versions: \$1.635

 2. West Versions: \$1.635

 3. West \$4.005

 4. Beam Address \$5.100

 6. Address Time \$2.700

 6. Beam Address \$2.700

 7. Beam Address \$2.700

 7. Beam Address \$2.700

 7. Beam Address \$2.700

 10. Osto) Social \$2.700

 10. Osto) Social \$2.700

 10. Osto) Social \$2.700

WHY WALK



EVERYBODY KNOWS SOMEBODY

UD mation Americans or all backgrounds will struggle with an eating disorder in their informa-but no one needs to right these litnesses alone

WE ARE STRONGER TOGETHER



TOP WALKERS

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 2 Shastion Trapier 53,370
 3 Market Cilliand 53,200
 4 Circle March 52,200
 0 Barrian Borning 52,500
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| | Thank for REELA AURIE. Title in just out will recommend to the recommendation of the rec |
| 2:37:37 PM 5/14/2020 | Windows 10 Enterprise 64-bit Build 16299 https://www.nedawalk.org/ca/endar |

From: TMOfficialNotices@USPTO.GOV
Sent: Saturday, June 15, 2019 01:08 AM

To: DCPTOTrademarkMail@hoganlovells.com; boxip@hoganlovells.com
Cc: ted.mlynar@hoganlovells.com; michael.bowman@hoganlovells.com

Subject: Official USPTO Courtesy Reminder of Required Trademark Registration Maintenance Filings Under Section 8 and 9: U.S. Trademark RN 3802517:

NEDA WALK: Docket/Reference No. 090334.1583

U.S. Serial Number: 77846970U.S. Registration Number: 3802517U.S. Registration Date: Jun 15, 2010

Mark: NEDA WALK

Owner: National Eating Disorders Association

Jun 15, 2019

U.S. PATENT AND TRADEMARK OFFICE ("USPTO") COURTESY REMINDER OF REQUIRED TRADEMARK REGISTRATION MAINTENANCE FILINGS UNDER SECTIONS 8 AND 9

WARNING: Your trademark registration will be CANCELLED and will EXPIRE if you do not file the required documents below during the specified statutory time periods.

The above-identified registration registered on Jun 15, 2010. Therefore, the owner of the registration must file a Declaration of Use and/or Excusable Nonuse and an Application for Renewal under §§8 and 9 of the Trademark Act anytime between now and Jun 15, 2020. For an additional fee, the owner may file the documents within the six-month grace period that ends on Dec 15, 2020. See 15 U.S.C. §§1058, 1059. The current fee for a combined filing under §§8 and 9 is \$425 per class if the filing is made via the Trademark Electronic Application System ("TEAS") and \$725 per class if the filing is made on paper, and the additional fee for filing during the six-month grace period is \$200 per class if the filing is made via TEAS and \$400 per class if the filing is made on paper. 37 C.F.R. §2.6.

To expedite processing, the owner is encouraged to file through the USPTO's official website using TEAS. Official forms for filing a Combined Declaration of Use and/or Excusable Nonuse and Application for Renewal under §§8 and 9 are available through TEAS at https://www.uspto.gov/trademarks-application-process/filing-online/registration-maintenancerenewalcorrection-forms.

For information regarding how to record ownership documents such as assignments, name changes and mergers, please see TMEP §503. To expedite recordation, the owner is encouraged to file requests for recordation through the Electronic Trademark Assignment System ("ETAS") at https://etas.uspto.gov.

For further information regarding the maintenance of a trademark registration, including future maintenance filings, please consult the USPTO website at https://www.uspto.gov/learning-and-resources/trademark-faqs.

This reminder notice is being sent only as a courtesy to those trademark owners who have authorized e-mail communication and maintain a current e-mail address with the USPTO. Failure by the USPTO to send a reminder or non-receipt of a reminder does not excuse a trademark owner from meeting the statutory obligations for maintaining a trademark registration. If a registration is cancelled and/or expired due to the failure to timely file required maintenance documents, it cannot be reinstated or revived.

Correspondence transmitted through TEAS is considered to have been filed on the date the USPTO receives the transmission, in Eastern Time, regardless of whether that date is a Saturday, Sunday, or Federal holiday within the District of Columbia. 37 C.F.R. §2.195(a)(2).

To check the status of this registration, go to https://tsdr.uspto.gov/#caseNumber=77846970&caseType=SERIAL_NO&searchType=statusSearch or contact the Trademark Assistance Center at 1-800-786-9199.

In order to be eligible for future e-mail reminders of maintenance filings, please remember to authorize e-mail communication when filing your maintenance documents through TEAS

Change Of Correspondence Address

The table below presents the data as entered.

| Input Field Entered | | | | |
|---|---|--|--|--|
| SERIAL NUMBER | 77846970 | | | |
| REGISTRATION NUMBER | 3802517 | | | |
| LAW OFFICE ASSIGNED | LAW OFFICE 102 | | | |
| MARK SECTION | | | | |
| MARK | NEDA WALK (see, https://tmng-al.uspto.gov/resting2/api/img/77846970/large) | | | |
| CORRESPONDENCE SECTION (current) | | | | |
| ORIGINAL ADDRESS | Theodore J. Mlynar Hogan Lovells US LLP 875 Third Avenue New York New York 10022 US boxip@hoganlovells.com;ted.mlynar@hoganlovells.com; timothy.lyden@hoganlovells.com | | | |
| NEW CORRESPONDENCE ADDRESS | | | | |
| NEW ADDRESS | Theodore J. Mlynar Hogan Lovells US LLP 390 Madison Avenue New York New York United States 10017 +1 212 918 3000 +1 212 918 3100 DCPTOTrademarkMail@hoganlovells.com; ted.mlynar@hoganlovells.com; michael.bowman@hoganlovells.com | | | |
| AUTHORIZED TO COMMUNICATE VIA E-MAIL | YES | | | |
| INDIVIDUAL ATTORNEY DOCKET/REFERENCE NUMBER | 090334.1583 | | | |
| SIGNATURE SECTION | | | | |
| SIGNATURE | /Theodore J. Mlynar/ | | | |
| SIGNATORY NAME | Theodore J. Mlynar | | | |
| SIGNATORY DATE | 05/16/2019 | | | |
| SIGNATORY POSITION | Attorney of Record, Member of the New York and New Jersey Bars | | | |
| SIGNATORY PHONE NUMBER | +1 212 918 3000 | | | |
| AUTHORIZED SIGNATORY | YES | | | |
| FILING INFORMATION SECTION | | | | |
| SUBMIT DATE | Thu May 16 10:44:11 EDT 2019 | | | |
| | USPTO/CCA-XX.XXX.XXX.XXX | | | |

TEAS STAMP

20190516104411685990-7839 3554-620823b43faa6e813af5 2e4912339ab852ddf7bdc00f7 e32921e62751fe6cc70-N/A-N /A-20190513171747116197
 From:
 TMOfficialNotices@USPTO.GOV

 Sent:
 Friday, August 26, 2016 11:00 PM

To: boxip@hoganlovells.com

Cc: ted.mlynar@hoganlovells.com; timothy.lyden@hoganlovells.com

Subject: Official USPTO Notice of Acceptance/Acknowledgement Sections 8 and 15: U.S. Trademark RN 3802517: NEDA WALK: Docket/Reference No.

090334.1583

Serial Number: 77846970 Registration Number: 3802517 Registration Date: Jun 15, 2010

Mark: NEDA WALK

Owner: National Eating Disorders Association

Aug 26, 2016

NOTICE OF ACCEPTANCE UNDER SECTION 8

The declaration of use or excusable nonuse filed for the above-identified registration meets the requirements of Section 8 of the Trademark Act, 15 U.S.C. §1058. **The Section 8 declaration is accepted.**

NOTICE OF ACKNOWLEDGEMENT UNDER SECTION 15

The declaration of incontestability filed for the above-identified registration meets the requirements of Section 15 of the Trademark Act, 15 U.S.C. §1065. **The Section 15** declaration is acknowledged.

The registration will remain in force for the class(es) listed below for the remainder of the ten-year period, calculated from the registration date, unless canceled by an order of the Commissioner for Trademarks or a Federal Court.

Class(es):

036

TRADEMARK SPECIALIST POST-REGISTRATION DIVISION 571-272-9500

REQUIREMENTS FOR MAINTAINING REGISTRATION

WARNING: Your registration will be canceled if you do not file the documents below during the specified time periods.

Requirements in the First Ten Years

What and When to File: You must file a declaration of use (or excusable nonuse) and an application for renewal between the 9th and 10th years after the registration date. See 15 U.S.C. §§1058, 1059.

Requirements in Successive Ten-Year Periods

What and When to File: You must file a declaration of use (or excusable nonuse) and an application for renewal between every 9th and 10th-year period, calculated from the registration date. See 15 U.S.C. §§1058, 1059.

Grace Period Filings

The above documents will be considered as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

The USPTO WILL NOT SEND ANY FURTHER NOTICE OR REMINDER OF THESE REQUIREMENTS. THE REGISTRANT SHOULD CONTACT THE USPTO ONE YEAR BEFORE THE EXPIRATION OF THE TIME PERIODS SHOWN ABOVE TO DETERMINE APPROPRIATE REQUIREMENTS AND FEES.

To view this notice and other documents for this application on-line, go to http://tdr.uspto.gov/search.action?sn=77846970. NOTE: This notice will only be available on-line the next business day after receipt of this e-mail.

Combined Declaration of Use and Incontestability under Sections 8 & 15

The table below presents the data as entered.

| Input Field | Entered | | |
|--------------------------------------|------------------------|--|--|
| REGISTRATION NUMBER | 3802517 | | |
| REGISTRATION DATE | 06/15/2010 | | |
| SERIAL NUMBER | 77846970 | | |
| MARK SECTION | | | |
| MARK | NEDA WALK | | |
| ATTORNEY SECTION (current) | | | |
| NAME | Theodore J. Mlynar | | |
| FIRM NAME | Hogan Lovells US LLP | | |
| STREET | 875 Third Avenue | | |
| CITY | New York | | |
| STATE | New York | | |
| POSTAL CODE | 10022 | | |
| COUNTRY | United States | | |
| EMAIL | boxip@hoganlovells.com | | |
| AUTHORIZED TO COMMUNICATE VIA E-MAIL | Yes | | |
| DOCKET/REFERENCE NUMBER | 90334.001583 | | |
| ATTORNEY SECTION (proposed) | | | |
| NAME | Theodore J. Mlynar | | |
| FIRM NAME | Hogan Lovells US LLP | | |
| STREET | 875 Third Avenue | | |
| CITY | New York | | |
| STATE | New York | | |
| POSTAL CODE | 10022 | | |
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|---|--|
| STATE | New York |
| POSTAL CODE | 10022 |
| COUNTRY | United States |
| EMAIL | boxip@hoganlovells.com;ted.mlynar@hoganlovells.com; nicole.nussbaum@hoganlovells.com;timothy.lyden@hoganlovells.com; megan.mcconnell@hoganlovells.com |
| AUTHORIZED TO COMMUNICATE VIA E-MAIL | Yes |
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| AUTHORIZED TO COMMUNICATE VIA E-MAIL | Yes |
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| DOCKET/REFERENCE NUMBER | 090334.1583 |
| DOCKET/REFERENCE NUMBER GOODS AND/OR SERVICES SECTION | 090334.1583 |
| | 090334.1583 |
| GOODS AND/OR SERVICES SECTION | |
| GOODS AND/OR SERVICES SECTION INTERNATIONAL CLASS | 036 |
| GOODS AND/OR SERVICES SECTION INTERNATIONAL CLASS GOODS OR SERVICES | 036 |
| GOODS AND/OR SERVICES SECTION INTERNATIONAL CLASS GOODS OR SERVICES SPECIMEN FILE NAME(S) | 036 Charitable fundraising SPN0-67132198251-20160613100850066115 . NEDA WALK - |
| GOODS AND/OR SERVICES SECTION INTERNATIONAL CLASS GOODS OR SERVICES SPECIMEN FILE NAME(S) ORIGINAL PDF FILE CONVERTED PDF FILE(S) | 036 Charitable fundraising SPN0-67132198251-20160613100850066115 . NEDA WALK - Specimen.pdf |
| GOODS AND/OR SERVICES SECTION INTERNATIONAL CLASS GOODS OR SERVICES SPECIMEN FILE NAME(S) ORIGINAL PDF FILE CONVERTED PDF FILE(S) | 036 Charitable fundraising SPN0-67132198251-20160613100850066115 NEDA WALK - Specimen.pdf \\TICRS\EXPORT16\IMAGEOUT16\778\469\77846970\xml3\8150002.JPG \\TICRS\EXPORT16\IMAGEOUT16\778\78469\77846970\xml3\8150002.JPG \\TICRS\EXPORT16\IMAGEOUT16\778\78469\77846970\xml3\8150002.JPG \\TICRS\EXPORT16\IMAGEOUT16\778\78469\77846970\xml3\8150002.JPG \\TICRS\EXPORT16\IMAGEOUT16\778\78469\77846970\xml3\8150002.JPG \\TICRS\EXPORT16\IMAGEOUT16\788\78846970\xml3\8150002.JPG \\TICRS\EXPORT16\IMAGEOUT16\788469\78846970\xml3\8150002.JPG \\TICRS\EXPORT16\IMAGEOUT16\788469\78846970\xml3\8150002.JPG \\TICRS\EXPORT16\IMAGEOUT16\788469\78846970\xml3\8150002.JPG \\TICRS\EXPORT16\IMAGEOUT16\788469\78846970\xml3\8150002.JPG \\TICRS\EXPORT16\IMAGEOUT16\788469\78846970\xml3\8150002.JPG \\TICRS\EXPORT16\IMAGEOUT16\788469\78846970\xml3\8150002.JPG \\TICRS\EXPORT16\IMAGEOUT16\788469\78 |
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| GOODS AND/OR SERVICES SECTION INTERNATIONAL CLASS GOODS OR SERVICES SPECIMEN FILE NAME(S) ORIGINAL PDF FILE CONVERTED PDF FILE(S) (6 pages) | 036 Charitable fundraising SPN0-67132198251-20160613100850066115 NEDA_WALK - Specimen.pdf \\Ticrs\Export16\IMAGEOUT16\778\469\77846970\xml3\8150002.JPG \\Ticrs\Export16\IMAGEOUT16\778\469\77846970\xml3\8150003.JPG \\Ticrs\Export16\IMAGEOUT16\778\469\77846970\xml3\8150004.JPG \\Ticrs\Export16\IMAGEOUT16\778\469\77846970\xml3\8150005.JPG \\Ticrs\Export16\IMAGEOUT16\778\469\77846970\xml3\8150006.JPG \\Ticrs\Export16\IMAGEOUT16\778\469\77846970\xml3\8150006.JPG \\Ticrs\Export16\IMAGEOUT16\778\469\77846970\xml3\8150006.JPG \\Ticrs\Export16\IMAGEOUT16\778\469\77846970\xml3\8150007.JPG \\Ticrs\Export16\IMAGEOUT1 |
| GOODS AND/OR SERVICES SECTION INTERNATIONAL CLASS GOODS OR SERVICES SPECIMEN FILE NAME(S) ORIGINAL PDF FILE CONVERTED PDF FILE(S) (6 pages) SPECIMEN DESCRIPTION | 036 Charitable fundraising SPN0-67132198251-20160613100850066115 NEDA_WALK - Specimen.pdf \\Ticrs\Export16\IMAGEOUT16\778\469\77846970\xml3\8150002.JPG \\Ticrs\Export16\IMAGEOUT16\778\469\77846970\xml3\8150003.JPG \\Ticrs\Export16\IMAGEOUT16\778\469\77846970\xml3\8150004.JPG \\Ticrs\Export16\IMAGEOUT16\778\469\77846970\xml3\8150005.JPG \\Ticrs\Export16\IMAGEOUT16\778\469\77846970\xml3\8150006.JPG \\Ticrs\Export16\IMAGEOUT16\778\469\77846970\xml3\8150006.JPG \\Ticrs\Export16\IMAGEOUT16\778\469\77846970\xml3\8150006.JPG \\Ticrs\Export16\IMAGEOUT16\778\469\77846970\xml3\8150007.JPG \\Ticrs\Export16\IMAGEOUT1 |
| GOODS AND/OR SERVICES SECTION INTERNATIONAL CLASS GOODS OR SERVICES SPECIMEN FILE NAME(S) ORIGINAL PDF FILE CONVERTED PDF FILE(S) (6 pages) SPECIMEN DESCRIPTION OWNER SECTION (current) | 036 |
| GOODS AND/OR SERVICES SECTION INTERNATIONAL CLASS GOODS OR SERVICES SPECIMEN FILE NAME(S) ORIGINAL PDF FILE CONVERTED PDF FILE(S) (6 pages) SPECIMEN DESCRIPTION OWNER SECTION (current) NAME | 036 Charitable fundraising SPN0-67132198251-20160613100850066115 NEDA WALK - Specimen.pdf \\TICRS\EXPORT16\IMAGEOUT16\778\469\77846970\xml3\8150002.JPG \\TICRS\EXPORT16\IMAGEOUT16\778\469\77846970\xml3\8150003.JPG \\TICRS\EXPORT16\IMAGEOUT16\778\469\77846970\xml3\8150004.JPG \\TICRS\EXPORT16\IMAGEOUT16\778\469\77846970\xml3\8150006.JPG \\TICRS\EXPORT16\IMAGEOUT16\778\469\77846970\xml3\8150006.JPG \\TICRS\EXPORT16\IMAGEOUT16\778\469\77846970\xml3\8150007.JPG \\TICRS\EXPORT16\IMAGEOUT16\778\469\778\469\778\469\778\469\778\469\778\469\778\469\778\46 |

| ZIP/POSTAL CODE | 10036 | | | |
|--|------------------------------|--|--|--|
| COUNTRY | United States | | | |
| EMAIL | XXXX | | | |
| LEGAL ENTITY SECTION (current) | | | | |
| TYPE corporation | | | | |
| STATE/COUNTRY OF INCORPORATION | Delaware | | | |
| PAYMENT SECTION | | | | |
| NUMBER OF CLASSES | 1 | | | |
| NUMBER OF CLASSES PAID | 1 | | | |
| SUBTOTAL AMOUNT | 300 | | | |
| TOTAL FEE PAID 300 | | | | |
| SIGNATURE SECTION | | | | |
| SIGNATURE | /Claire Mysko/ | | | |
| SIGNATORY'S NAME | Claire Mysko | | | |
| SIGNATORY'S POSITION Chief Executive Officer | | | | |
| DATE SIGNED | 06/13/2016 | | | |
| PAYMENT METHOD | DA | | | |
| | FILING INFORMATION | | | |
| SUBMIT DATE | Mon Jun 13 11:31:20 EDT 2016 | | | |
| TEAS STAMP USPTO/S08N15-XX.XXXX.X XX-20160613113120585305-3 802517-550ac3c3fd437808eb 03fe697c8f1bc876c242d2e5d ad513cd98de6a219621-DA-10 439-20160613100850066115 | | | | |

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number.

OMB No. 0651-0055 (Exp 07/31/2018)

Combined Declaration of Use and Incontestability under Sections 8 & 15

To the Commissioner for Trademarks:

REGISTRATION NUMBER: 3802517 REGISTRATION DATE: 06/15/2010

MARK: NEDA WALK (see,)

The owner, National Eating Disorders Association, a corporation of Delaware, having an address of

165 West 46th Street, Suite 402 New York, New York 10036 United States XXXX (not authorized)

is filing a Combined Declaration of Use and Incontestability under Sections 8 & 15.

For International Class 036, the mark is in use in commerce on or in connection with all of the goods/all of the services, or to indicate membership in the collective membership organization, listed in the existing registration for this specific class: Charitable fundraising; and the mark has been continuously used in commerce for five (5) consecutive years after the date of registration, or the date of publication under Section 12(c), and is still in use in commerce on or in connection with all goods/all services, or to indicate membership in the collective membership organization, listed in the existing registration for this class. Also, no final decision adverse to the owner's claim of ownership of such mark for those goods/services, or to indicate membership in the collective membership organization, exists, or to the owner's right to register the same or to keep the same on the register; and, no proceeding involving said rights pending and not disposed of in either the U.S. Patent and Trademark Office or the courts exists.

The owner is submitting one(or more) specimen(s) for this class showing the mark as used in commerce on or in connection with any item in this class, consisting of a(n) sponsorship packet.

Original PDF file:

SPN0-67132198251-20160613100850066115 . NEDA WALK - Specimen.pdf

Converted PDF file(s) (6 pages)

Specimen File1

Specimen File2

Specimen File3

Specimen File4

Specimen File5

Specimen File6

The registrant's current Attorney Information: Theodore J. Mlynar of Hogan Lovells US LLP

875 Third Avenue

New York, New York 10022

United States

The docket/reference number is 90334.001583.

The registrant's proposed Attorney Information: Theodore J. Mlynar of Hogan Lovells US LLP

875 Third Avenue

New York, New York 10022

United States

The docket/reference number is 090334.1583.

The email address is boxip@hoganlovells.com.

The registrant's current Correspondence Information: Theodore J. Mlynar of Hogan Lovells US LLP

875 Third Avenue

New York, New York 10022

United States

The docket/reference number is 90334.001583.

The registrant's proposed Correspondence Information: Theodore J. Mlynar of Hogan Lovells US LLP 875 Third Avenue New York, New York 10022 United States The docket/reference number is 090334.1583.

The email address is boxip@hoganlovells.com;ted.mlynar@hoganlovells.com;timothy.lyden@hoganlovells.com.

A fee payment in the amount of \$300 will be submitted with the form, representing payment for 1 class(es), plus any additional grace period fee, if necessary.

Declaration

The mark is in use in commerce on or in connection with the goods/services, or to indicate membership in the collective membership organization, identified above, as evidenced by the attached specimen(s) showing the mark as used in commerce. The mark has been in continuous use in commerce for five consecutive years after the date of registration, or the date of publication under 15 U.S.C. § 1062(c), and is still in use in commerce on or in connection with all goods/services, or to indicate membership in the collective membership organization, listed in the existing registration. There has been no final decision adverse to the owner's claim of ownership of such mark for such goods/services, or to indicate membership in the collective membership organization, or to the owner's right to register the same or to keep the same on the register; and there is no proceeding involving said rights pending and not disposed of either in the United States Patent and Trademark Office or in a court.

The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of this submission, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Signature: /Claire Mysko/ Date: 06/13/2016

Signatory's Name: Claire Mysko

Signatory's Position: Chief Executive Officer

Mailing Address (current): Hogan Lovells US LLP 875 Third Avenue New York, New York 10022

Mailing Address (proposed): Hogan Lovells US LLP 875 Third Avenue New York, New York 10022

Serial Number: 77846970

Internet Transmission Date: Mon Jun 13 11:31:20 EDT 2016 TEAS Stamp: USPTO/S08N15-XX.XXX.XXX.XXX-201606131131 20585305-3802517-550ac3c3fd437808eb03fe6 97c8f1bc876c242d2e5dad513cd98de6a219621-DA-10439-20160613100850066115

















NEDA WALK SPONSORSHIP PACKET

National Eating Disorders Association

212-575-6200 FAX: 212-575-1650 501(c)(3); Tax ID #: 13-3444882

Dear Friend,

Since 2009, NEDA Walks have raised over \$3 million for eating disorder awareness programs, educational outreach and the support of individuals and families. These events are about inspirational community building, activism, awareness and, in fact, have attracted over 10,000 people across the country to participate. Nothing beats a live event!

NEDA Walks are held in over 65 locations nationwide. NEDA's goal is to provide our sponsors with maximum exposure while strengthening their brand among our passionate supporters. Depending on the level chosen, sponsors are featured on our NEDA Walk website, have their own exhibitor space at the Walk, get their logo on participant t-shirts and more! NEDA's noteworthy corporate sponsors have included: aerie/American Eagle, American Express, Disney, Home Depot, IBM, JPMorgan Chase, Macy's, Verizon and Walmart, among many others.

NEDA Walks serve our mission and also diversity. People of all ages and backgrounds come together each year to share hope, build community and inspire others. Building brand loyalty among our walk demographic will reach youths and young adults from our website and Proud2Bme.org. NEDA Walks will align our goals with your sponsorship efforts. Best of all, NEDA is a 501(c)3 non-profit and the proceeds support our programs and services.

The following materials outline our available sponsorship levels. We also accept inkind donations such as gift cards and products to give away as prizes to our participants. Please contact me at (212) 575-6200 with any questions you may have. Thank you in advance for your consideration in becoming a part of the effort in the fight against eating disorders, step-by-step!

Kind regards,

Jessica Hickman

National Walk Manager

National Eating Disorders Association

OUR MISSION

NEDA supports individuals and families affected by eating disorders, and serves as a catalyst for prevention, cures and access to quality care.

OUTREACH PROGRAMS

National Helpline

Responding to thousands of calls per year and Click to Chat allows individuals to speak with a live, trained Helpline volunteer in a convenient and anonymous way

Proud2Bme

A unique online community for teens promoting positive body image

Proud2Bme On Campus

Bringing eating disorder awareness and resources to colleges and universities across the country

The Online Eating Disorder Screening tool

In partnership with Screening for Mental Health, Inc. (SMH), provides people with the option to take a free, anonymous self-assessment to gauge their risk of an eating disorder

NEDAwareness Week

Engaging volunteers across the nation to organize events and distribute awareness literature

NEDA Solutions through Advocacy & Reform (STAR) Program

Providing legislative advocacy for improved access to care and resources for those affected

NEDA Navigator Program

Offering personal support and information from trained volunteers

Annual NEDA Conference

Bringing together families and individuals for the latest in research

Feeding Hope Fund

Raising restricted funds and awarding grants to qualified clinical researchers and experts

Parent, Family & Friends Network

Providing community support, education and volunteer opportunities

Toolkits for Parents, Educators and Coaches

Free educational resource tailored to each audience

20 MILLION WOMEN & 10
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CLINICALLY SIGNIFICANT
EATING DISORDER AT SOME
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DIETING AND BODY
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EATING DISORDERS
DON'T DISCRIMINATE. THEY
AFFECT ALL ETHNIC, SOCIAL &
ECONOMIC GROUPS AT
SIMILAR RATES

Sponsorship Levels & Benefits

| LEVELS | ADVOCATE \$5,000 | PACER \$2,500 | ALLY \$1,000 | FRIEND \$500 | BOOSTER \$250 |
|---|---------------------|----------------------|---------------------|-----------------|------------------|
| Recognition onstage during Walk program | 1 | | | | |
| Name promoted in all forms of media and social media as presenting sponsor | 1 | | | | |
| Maximum visibility and exposure on all walk promotional materials, press releases and signage | 7 | 4 | | | |
| Company Logo on all email communications about the walk | 1 | 1 | 1 | | |
| Company Logo on T-Shirts | 1 | 1 | 1 | | |
| Company Logo on Promotional Poster | V | 1 | 1 | | |
| Company logo on walk website | 1 | 1 | 1 | 1 | |
| An Exhibitor table | 1 | 1 | 1 | 1 | 1 |

COMMITMENT DEADLINES:

- 1 Week Before the Walk for an Exhibitor table and logo on our website
- 4 weeks Before a Walk: Logo on t-shirts
- 4 Months before a Walk: Printed Promotional materials



NEDA Walk Sponsorship Form

| Walk Location: | | (C | ity, State N | NEDA Walk) | | | |
|--------------------------------------|--|--|--------------|---------------|----------------------------------|--------------|--|
| Sponsor Levels: | □ \$5,000 Advocate □ \$500 Friend □ \$2,500 Pacer □ \$1,000 Ally | | | | | | |
| Sponsor Informa | tion | | | | | | |
| Company Contact: | | | T | itle: | | | |
| Company/Organization: | | | | | | | |
| Street Address: | | | | | | | |
| City: | ty: | | State: | | Zip: | Zip: | |
| Phone: | Phone: | | Email: | | | | |
| Web Address: | | | Other | | | | |
| Authorized Signature: Payment Method | | | | Date: _ | / | _/ | |
| Check (Made Payabl | e to NEDA) | e to NEDA) | | press 🔲 Visa | | ☐ MasterCard | |
| Card No.: | | | | | Expiration Date: | | |
| Name on card (Please Pr | lease Print): | | | Credit Ca | Credit Card Security Code (CVV): | | |
| Signature: | | | | | | | |
| Billing Address (If Differe | nt From Above): | | | - | | | |
| Please make checks paya | ble to "NEDA" or | "National Eating | Disorders | Association." | V. | | |
| Mail this form and you | ur donation to: | National Eat 165 W 46 th S | | | tion | | |

Or scan & send this form with payment information to National Walk Manager: jhickman@myneda.org "Please note that in the event of unforeseen consequences, NEDA Walks Sponsorships are nonrefundable. The National Eating Disorders Association is a 501(c) (3) not-for-profit organization – Federal Tax ID#: 13-3444882, Your contribution is tax-deductible to the full extent of the law. Please consult your tax advisor and/or IRS Publictions to verify deductibility.

New York, NY 10036

THANK YOU FOR YOUR CONTRIBUTION!



NEDA Walk In-Kind Contribution Form

| Valk Location: (City, State NEDA Walk) | | | | | | |
|--|-----------------------|--------|-----------------|--|--|--|
| Donated Item(s) Na | nme and Descripti | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| Donor Contact (and | Business if relevant) | | | | | |
| Contact Name: | | | | | | |
| Street Address: | | | | | | |
| City: | | State: | Zip: | | | |
| Phone: | | Email: | 1 | | | |
| Authorized Signature: | | | Date:/ | | | |
| | | | | | | |
| Fair Market Value | | | | | | |
| \$ | # Contributed: | | Total Value \$: | | | |
| | | | | | | |

THANK YOU FOR YOUR CONTRIBUTION!

Please arrange for all in-kind donations to be picked up by your local Walk Coordinator at least **one week** before the walk date.

> Mail this form to: National Eating Disorders Association 165 W 46th Street, Suite 402 New York, NY 10036

Or scan & send this form to National Walk Manager: jhickman@myneda.org

*The National Eating Disorders Association is a 501(c)(3) not-for-profit organization – Federal Tax ID#: 13-3444882. Your contribution is tax-deductible to the full extent of the law. Please consult your tax advisor and/or IRS Publications to verify deductibility.

ROUTING SHEET TO POST REGISTRATION (PRU)

Registration Number: 3802517

....

Serial Number: 77846970

RAM Sale Number: 3802517

RAM Accounting Date: 20160613

Total Fees: \$300

Note: Process in accordance with Post Registration Standard Operating Procedure (SOP)

| Transaction | Fee Code | Transaction <u>Date</u> | Fee per Class | Number of Classes | Number of Classes Paid | Total <u>Fee</u> |
|-------------------------------|--------------|-------------------------|------------------|----------------------|---------------------------|---------------------|
| §8 affidavit §15 affidavit | 7205 7208 | 20160613 20160613 | \$100 \$200 | 1 | 1 | \$100 \$200 |

Physical Location: OUT - IN TRANSIT OUT TO WAREHOUSE

Lost Case Flag: False

In TICRS (AM-FLG-IN-TICRS): True

Transaction Date: 20160613



















NEDA WALK SPONSORSHIP PACKET

National Eating Disorders Association

212-575-6200 FAX: 212-575-1650 501(c)(3); Tax ID #: 13-3444882

Dear Friend,

Since 2009, NEDA Walks have raised over \$3 million for eating disorder awareness programs, educational outreach and the support of individuals and families. These events are about inspirational community building, activism, awareness and, in fact, have attracted over 10,000 people across the country to participate. Nothing beats a live event!

NEDA Walks are held in over 65 locations nationwide. NEDA's goal is to provide our sponsors with maximum exposure while strengthening their brand among our passionate supporters. Depending on the level chosen, sponsors are featured on our NEDA Walk website, have their own exhibitor space at the Walk, get their logo on participant t-shirts and more! NEDA's noteworthy corporate sponsors have included: aerie/American Eagle, American Express, Disney, Home Depot, IBM, JPMorgan Chase, Macy's, Verizon and Walmart, among many others.

NEDA Walks serve our mission and also diversity. People of all ages and backgrounds come together each year to share hope, build community and inspire others. Building brand loyalty among our walk demographic will reach youths and young adults from our website and Proud2Bme.org. NEDA Walks will align our goals with your sponsorship efforts. Best of all, NEDA is a 501(c)3 non-profit and the proceeds support our programs and services.

The following materials outline our available sponsorship levels. We also accept inkind donations such as gift cards and products to give away as prizes to our participants. Please contact me at (212) 575-6200 with any questions you may have. Thank you in advance for your consideration in becoming a part of the effort in the fight against eating disorders, step-by-step!

Kind regards,

Jessica Hickman

National Walk Manager

National Eating Disorders Association

OUR MISSION

NEDA supports individuals and families affected by eating disorders, and serves as a catalyst for prevention, cures and access to quality care.

OUTREACH PROGRAMS

National Helpline

Responding to thousands of calls per year and Click to Chat allows individuals to speak with a live, trained Helpline volunteer in a convenient and anonymous way

Proud2Bme

A unique online community for teens promoting positive body image

Proud2Bme On Campus

Bringing eating disorder awareness and resources to colleges and universities across the country

The Online Eating Disorder Screening tool

In partnership with Screening for Mental Health, Inc. (SMH), provides people with the option to take a free, anonymous self-assessment to gauge their risk of an eating disorder

NEDAwareness Week

Engaging volunteers across the nation to organize events and distribute awareness literature

NEDA Solutions through Advocacy & Reform (STAR) Program

Providing legislative advocacy for improved access to care and resources for those affected

NEDA Navigator Program

Offering personal support and information from trained volunteers

Annual NEDA Conference

Bringing together families and individuals for the latest in research

Feeding Hope Fund

Raising restricted funds and awarding grants to qualified clinical researchers and experts

Parent, Family & Friends Network

Providing community support, education and volunteer opportunities

Toolkits for Parents, Educators and Coaches

Free educational resource tailored to each audience

20 MILLION WOMEN & 10
MILLION MEN SUFFER FROM A
CLINICALLY SIGNIFICANT
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DIETING AND BODY
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EATING DISORDERS
DON'T DISCRIMINATE. THEY
AFFECT ALL ETHNIC, SOCIAL &
ECONOMIC GROUPS AT
SIMILAR RATES

Sponsorship Levels & Benefits

| LEVELS | ADVOCATE \$5,000 | PACER \$2,500 | ALLY \$1,000 | FRIEND \$500 | BOOSTER \$250 |
|---|---------------------|----------------------|---------------------|-----------------|------------------|
| Recognition onstage during Walk program | 1 | | | | |
| Name promoted in all forms of media and social media as presenting sponsor | 1 | | | | |
| Maximum visibility and exposure on all walk promotional materials, press releases and signage | 7 | 4 | | | |
| Company Logo on all email communications about the walk | 1 | 1 | 1 | | |
| Company Logo on T-Shirts | 1 | 1 | 1 | | |
| Company Logo on Promotional Poster | V | 1 | 1 | | |
| Company logo on walk website | 1 | 1 | 1 | 1 | |
| An Exhibitor table | 1 | 1 | 1 | 1 | 1 |

COMMITMENT DEADLINES:

- 1 Week Before the Walk for an Exhibitor table and logo on our website
- 4 weeks Before a Walk: Logo on t-shirts
- 4 Months before a Walk: Printed Promotional materials



NEDA Walk Sponsorship Form

| Walk Location: | | (Cit | y, State N | EDA Walk) | | |
|--------------------------------------|--------------------|--------------------|-------------|----------------------------------|-------|--------------|
| Sponsor Levels: | \$5,000 Ac | icer | | 00 Friend 50 Booste | r | |
| Sponsor Informa | tion | | | | | |
| Company Contact: | | | Tit | le: | | |
| Company/Organization: | | | | | | |
| Street Address: | | | | | | |
| City: | | | State: | | Zip: | |
| Phone: | | | Email: | | | |
| Web Address: | | | Other: | Other: | | |
| Authorized Signature: Payment Metho | | | | Date: | / | _/ |
| ☐ Check (Made Payabl | e to NEDA) | ☐ American Exp | ress | ☐ Visa | | ☐ MasterCard |
| Card No.: | | | | Expiration | Date: | |
| Name on card (Please Print): | | | | Credit Card Security Code (CVV): | | |
| Signature: | | | | | | |
| Billing Address (If Differe | nt From Above): | | | | | |
| Please make checks paya | ble to "NEDA" or " | 'National Eating I | Disorders A | ssociation." | | |

Or scan & send this form with payment information to National Walk Manager: jhickman@myneda.org "Please note that in the event of unforeseen consequences, NEDA Walks Sponsorships are nonrefundable. The National Eating Disorders Association is a 501(c) (3) not-for-profit organization – Federal Tax ID#: 13-3444882, Your contribution is tax-deductible to the full extent of the law. Please consult your tax advisor and/or IRS Publictions to verify deductibility.

New York, NY 10036

THANK YOU FOR YOUR CONTRIBUTION!



NEDA Walk In-Kind Contribution Form

| Walk Location: | | (City, State NED) | A Walk) | |
|-----------------------|----------------------|-------------------|-----------------|--|
| Donated Item(s) Na | ame and Descripti | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| Donor Contact (and | Business if relevant | | | |
| Contact Name: | | | | |
| Street Address: | | | | |
| City: | | State: | Zip: | |
| Phone: Emai | | Email: | ail: | |
| Authorized Signature: | | | Date: | |
| | | | | |
| Fair Market Value | | | | |
| | | | | |
| \$ | # Contributed: | | Total Value \$: | |

THANK YOU FOR YOUR CONTRIBUTION!

Please arrange for all in-kind donations to be picked up by your local Walk Coordinator at least **one week** before the walk date.

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*The National Eating Disorders Association is a 501(c)(3) not-for-profit organization – Federal Tax ID#: 13-3444882. Your contribution is tax-deductible to the full extent of the law. Please consult your tax advisor and/or IRS Publications to verify deductibility.

Change Of Owner's Address

The table below presents the data as entered.

| Input Field | Entered | |
|--------------------------------------|---|--|
| SERIAL NUMBER | 77846970 | |
| REGISTRATION NUMBER | 3802517 | |
| LAW OFFICE ASSIGNED | LAW OFFICE 102 | |
| MARK SECTION | | |
| MARK | NEDA WALK | |
| OWNER SECTION (current) | | |
| NAME | National Eating Disorders Association | |
| STREET | 603 Stewart Street, Suite 803 | |
| CITY | Seattle | |
| STATE | Washington | |
| ZIP/POSTAL CODE | 98101 | |
| COUNTRY | US | |
| NEW OWNER ADDRESS | | |
| STREET | 165 West 46th Street, Suite 402 | |
| CITY | New York | |
| STATE | New York | |
| ZIP/POSTAL CODE | 10036 | |
| COUNTRY | United States | |
| EMAIL | XXXX | |
| AUTHORIZED TO COMMUNICATE VIA E-MAIL | Yes | |
| SIGNATURE SECTION | | |
| SIGNATURE | /Claire Mysko/ | |
| SIGNATORY NAME | Claire Mysko | |
| SIGNATORY DATE | 10/05/2015 | |
| SIGNATORY POSITION | Chief Operating Officer | |
| FILING INFORMATION SECTION | | |
| SUBMIT DATE | Mon Oct 05 13:31:05 EDT 2015 | |
| TEAS STAMP | USPTO/COA-XX.XX.XXX.XX-20 151005133105509748-783935 63-54063a2e7365b6a46f5723 cf27a38ef28bc4da7ac91e67d 292811119b6d98e1158f-N/A- N/A-20150930191010910768 | |

Revocation of Attorney/Domestic Representative and/or Appointment of Attorney/Domestic Representative

The table below presents the data as entered.

| SERIAL NUMBER REGISTRATION NUMBER 3802517 LAW OFFICE 102 ATTORNEY DOCKET NUMBER 90334.001583 MARK SECTION MARK NEDA WALK ATTORNEY SECTION CATHERINE E. MAXSON 38627-4 1201 3RD AVE STE 2200 SEATTLE Washington (WA) 98101-3045 US (206) 757-8098 (206) 757-7700 NEW ATTORNEY ADDRESS STATEMENT TEXT By submission of this request, the undersigned REVOKES the power of attorney currently of record, as listed above, and hereby APPOINTS the following new attorney: NAME I heodore J. Mlynar FIRM NAME Hogan Lovells US LLP STREET RY5 Third Avenue CITY New York STATE OUNTRY United States POSTAL/ZIP CODE I 10022 EMAIL ATTORNEY AUTHORIZED TO COMMUNICATE VIA VES | Input Field | Entered |
|---|---|--|
| LAW OFFICE 102 ATTORNEY DOCKET NUMBER 90334.001583 MARK SECTION MARK NEDA WALK ATTORNEY SECTION CATHERINE E. MAXSON 38627-4 1201 3RD AVE STE 2200 SEATTLE Washington (WA) 98101-3045 US (206) 757-8098 (206) 757-7700 NEW ATTORNEY ADDRESS STATEMENT TEXT By submission of this request, the undersigned REVOKES the power of attorney currently of record, as listed above, and hereby APPOINTS the following new attorney: NAME Theodore J. Mlynar FIRM NAME Hogan Lovells US LLP STREET 875 Third Avenue CITY New York TOUNTRY United States POSTALZIP CODE I 0022 EMAIL ATTORNEY AUTHORIZED TO COMMUNICATE VIA VES | SERIAL NUMBER | 77846970 |
| MARK SECTION MARK MEDA WALK ATTORNEY SECTION CATHERINE E. MAXSON 38627-4 1201 3RD AVE STE 2200 SEATTLE Washington (WA) 98101-3045 US (206) 757-8098 (206) 757-7700 NEW ATTORNEY ADDRESS STATEMENT TEXT By submission of this request, the undersigned REVOKES the power of attorney currently of record, as listed above, and hereby APPOINTS the following new attorney: NAME Theodore J. Mlynar FIRM NAME Hogan Lovells US LLP STREET 875 Third Avenue CITY New York TOUNTRY United States POSTALIZIP CODE 10022 EMAIL ATTORNEY AUTHORIZED TO COMMUNICATE VIA VESS PART OF THE MAXES AND THE MAXES | REGISTRATION NUMBER | 3802517 |
| MARK SECTION MARK NEDA WALK ATTORNEY SECTION CATHERINE E. MAXSON 38627-4 1201 3RD AVE STE 2200 SEATTLE Washington (WA) 98101-3045 US (206) 757-8098 (206) 757-7700 NEW ATTORNEY ADDRESS STATEMENT TEXT By submission of this request, the undersigned REVOKES the power of attorney currently of record, as listed above, and hereby APPOINTS the following new attorney: NAME Theodore J. Mlynar FIRM NAME Hogan Lovells US LLP STREET 875 Third Avenue CITY New York New York COUNTRY United States POSTALZIP CODE EMAIL ATTORNEY AUTHORIZED TO COMMUNICATE VIL VES | LAW OFFICE ASSIGNED | LAW OFFICE 102 |
| MARK ATTORNEY SECTION CATHERINE E. MAXSON 38627-4 1201 3RD AVE STE 2200 SEATTLE Washington (WA) 98101-3045 US (206) 757-8098 (206) 757-7700 NEW ATTORNEY ADDRESS By submission of this request, the undersigned REVOKES the power of attorney currently of record, as listed above, and hereby APPOINTS the following new attorney: NAME Theodore J. Mlynar FIRM NAME Hogan Lovells US LLP STREET 875 Third Avenue CITY New York STATE New York COUNTRY United States POSTALIZIP CODE 10022 EMAIL ATTORNEY AUTHORIZED TO COMMUNICATE VIA VES | ATTORNEY DOCKET NUMBER | 90334.001583 |
| ATTORNEY SECTION CATHERINE E. MAXSON 38627-4 1201 3RD AVE STE 2200 SEATTLE Washington (WA) 98101-3045 US (206) 757-8098 (206) 757-7700 NEW ATTORNEY ADDRESS STATEMENT TEXT By submission of this request, the undersigned REVOKES the power of attorney currently of record, as listed above, and hereby APPOINTS the following new attorney: NAME Theodore J. Mlynar FIRM NAME Hogan Lovells US LLP STREET 875 Third Avenue CITY New York STATE New York COUNTRY United States POSTAL/ZIP CODE 10022 EMAIL ATTORNEY AUTHORIZED TO COMMUNICATE VIA VES | MARK SECTION | |
| CATHERINE E. MAXSON 38627-4 1201 3RD AVE STE 2200 SEATTLE Washington (WA) 98101-3045 US (206) 757-8098 (206) 757-7700 NEW ATTORNEY ADDRESS By submission of this request, the undersigned REVOKES the power of attorney currently of record, as listed above, and hereby APPOINTS the following new attorney: NAME Theodore J. Mlynar FIRM NAME Hogan Lovells US LLP STREET 875 Third Avenue CITY New York STATE New York COUNTRY United States POSTAL/ZIP CODE 10022 EMAIL ATTORNEY AUTHORIZED TO COMMUNICATE VIA YES | MARK | NEDA WALK |
| ORIGINAL ADDRESS SEATTLE Washington (WA) 98101-3045 US (206) 757-8098 (206) 757-7700 NEW ATTORNEY ADDRESS By submission of this request, the undersigned REVOKES the power of attorney currently of record, as listed above, and hereby APPOINTS the following new attorney: NAME Theodore J. Mlynar FIRM NAME Hogan Lovells US LLP STREET 875 Third Avenue CITY New York STATE New York COUNTRY United States POSTAL/ZIP CODE 10022 EMAIL ATTORNEY AUTHORIZED TO COMMUNICATE VIA VES | ATTORNEY SECTION | |
| By submission of this request, the undersigned REVOKES the power of attorney currently of record, as listed above, and hereby APPOINTS the following new attorney: NAME Theodore J. Mlynar FIRM NAME Hogan Lovells US LLP STREET 875 Third Avenue CITY New York STATE New York COUNTRY United States POSTAL/ZIP CODE 10022 EMAIL boxip@hoganlovells.com ATTORNEY AUTHORIZED TO COMMUNICATE VIA VES | ORIGINAL ADDRESS | 38627-4 1201 3RD AVE STE 2200 SEATTLE Washington (WA) 98101-3045 US (206) 757-8098 |
| STATEMENT TEXT attorney currently of record, as listed above, and hereby APPOINTS the following new attorney: Theodore J. Mlynar FIRM NAME Hogan Lovells US LLP STREET 875 Third Avenue CITY New York STATE New York COUNTRY United States POSTAL/ZIP CODE 10022 EMAIL ATTORNEY AUTHORIZED TO COMMUNICATE VIA VES | NEW ATTORNEY ADDRESS | |
| FIRM NAME Hogan Lovells US LLP 875 Third Avenue CITY New York STATE New York COUNTRY United States POSTAL/ZIP CODE 10022 EMAIL boxip@hoganlovells.com ATTORNEY AUTHORIZED TO COMMUNICATE VIA VES | STATEMENT TEXT | attorney currently of record, as listed above, and hereby APPOINTS the |
| STREET 875 Third Avenue CITY New York STATE New York COUNTRY United States POSTAL/ZIP CODE 10022 EMAIL boxip@hoganlovells.com ATTORNEY AUTHORIZED TO COMMUNICATE VIA VFS | NAME | Theodore J. Mlynar |
| CITY New York STATE New York COUNTRY United States POSTAL/ZIP CODE 10022 EMAIL boxip@hoganlovells.com ATTORNEY AUTHORIZED TO COMMUNICATE VIA VES | FIRM NAME | Hogan Lovells US LLP |
| STATE New York COUNTRY United States POSTAL/ZIP CODE 10022 EMAIL boxip@hoganlovells.com ATTORNEY AUTHORIZED TO COMMUNICATE VIA VES | STREET | 875 Third Avenue |
| COUNTRY United States POSTAL/ZIP CODE 10022 EMAIL boxip@hoganlovells.com ATTORNEY AUTHORIZED TO COMMUNICATE VIA VFS | CITY | New York |
| POSTAL/ZIP CODE 10022 EMAIL boxip@hoganlovells.com ATTORNEY AUTHORIZED TO COMMUNICATE VIA VES | STATE | New York |
| EMAIL boxip@hoganlovells.com ATTORNEY AUTHORIZED TO COMMUNICATE VIA VFS | COUNTRY | United States |
| ATTORNEY AUTHORIZED TO COMMUNICATE VIA VES | POSTAL/ZIP CODE | 10022 |
| | EMAIL | boxip@hoganlovells.com |
| E-MAIL TES | ATTORNEY AUTHORIZED TO COMMUNICATE VIA E-MAIL | YES |
| ATTORNEY DOCKET NUMBER 90334.001583 | ATTORNEY DOCKET NUMBER | 90334.001583 |
| NEW OTHER APPOINTED ATTORNEYS Nicole Nussbaum, Timothy Lyden | NEW OTHER APPOINTED ATTORNEYS | Nicole Nussbaum, Timothy Lyden |
| NEW CORRESPONDENCE ADDRESS | NEW CORRESPONDENCE ADDRESS | |
| NAME Theodore J. Mlynar | NAME | Theodore J. Mlynar |
| FIRM NAME Hogan Lovells US LLP | FIRM NAME | Hogan Lovells US LLP |
| DOCKET/REFERENCE NUMBER 90334.001583 | DOCKET/REFERENCE NUMBER | 90334.001583 |

| STREET | 875 Third Avenue | |
|--------------------------------------|--|--|
| CITY | New York | |
| STATE | New York | |
| COUNTRY | United States | |
| POSTAL/ZIP CODE | 10022 | |
| EMAIL | boxip@hoganlovells.com;ted.mlynar@hoganlovells.com; nicole.nussbaum@hoganlovells.com;timothy.lyden@hoganlovells.com; megan.mcconnell@hoganlovells.com | |
| AUTHORIZED TO COMMUNICATE VIA E-MAIL | YES | |
| OTHER APPOINTED ATTORNEY | Nicole Nussbaum, Timothy Lyden | |
| SIGNATURE SECTION | | |
| SIGNATURE | /Claire Mysko/ | |
| SIGNATORY NAME | Claire Mysko | |
| SIGNATORY DATE | 10/05/2015 | |
| SIGNATORY POSITION | Chief Operating Officer | |
| FILING INFORMATION SECTION | | |
| SUBMIT DATE | Mon Oct 05 13:29:33 EDT 2015 | |
| TEAS STAMP | USPTO/RAA-XX.XX.XXX.XXX-20 151005132933911904-783935 63-5405698f7c8f6dd8488b43 98db3c22b820e5ed45ecd48bf 612d2ec47a486e2028-N/A-N/ A-20150930191758057513 | |

Revocation of Attorney/Domestic Representative and/or Appointment of Attorney/Domestic Representative

To the Commissioner for Trademarks:

MARK: NEDA WALK

SERIAL NUMBER: 77846970

REGISTRATION NUMBER: 3802517

ATTORNEY DOCKET NUMBER 90334.001583

The original attorney

CATHERINE E. MAXSON 38627-4 1201 3RD AVE STE 2200 SEATTLE Washington 98101-3045 US (206) 757-8098 (206) 757-7700

Original Correspondence Address:

CATHERINE E. MAXSON DAVIS WRIGHT TREMAINE LLP 1201 3RD AVE STE 2200 SEATTLE Washington 98101-3045 US (206) 757-8098 (206) 757-7700

By submission of this request, the undersigned REVOKES the power of attorney currently of record, as listed above, and hereby APPOINTS the following new attorney: In addition, any additional previously-appointed attorneys that are currently listed in the application are replaced with the new "Other Appointed Attorneys" listed below.

Newly Appointed Attorney:

Theodore J. Mlynar Hogan Lovells US LLP 875 Third Avenue New York, New York 10022 United States boxip@hoganlovells.com 90334.001583

Other Appointed Attorneys:

Nicole Nussbaum, Timothy Lyden

The following is to be used as the correspondence address:

Theodore J. Mlynar Hogan Lovells US LLP 875 Third Avenue New York, New York 10022 United States

boxip@hoganlovells.com;ted.mlynar@hoganlovells.com;nicole.nussbaum@hoganlovells.com;timothy.lyden@hoganlovells.com; megan.mcconnell@hoganlovells.com The attorney docket/reference number is 90334.001583.

Signature: /Claire Mysko/ Date: 10/05/2015

Signatory's Name: Claire Mysko Signatory's Position: Chief Operating Officer

Serial Number: 77846970

Internet Transmission Date: Mon Oct 05 13:29:33 EDT 2015

TEAS Stamp: USPTO/RAA-XX.XX.XXX.XXX-20151005132933911

904-78393563-5405698f7c8f6dd8488b4398db3 c22b820e5ed45ecd48bf612d2ec47a486e2028-N

/A-N/A-20150930191758057513

Anited States of America United States Patent and Trademark Office

NEDA WALK

Reg. No. 3,802,517

NATIONAL EATING DISORDERS ASSOCIATION (DELAWARE CORPORATION)

603 STEWART STREET, SUITE 803

Registered June 15, 2010 SEATTLE, WA 98101

Int. Cl.: 36

FOR: CHARITABLE FUNDRAISING, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

SERVICE MARK

FIRST USE 9-9-2008; IN COMMERCE 9-9-2008.

PRINCIPAL REGISTER

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-

TICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,940,060, 2,983,129, AND 3,019,903.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "WALK", APART FROM THE

MARK AS SHOWN.

SER. NO. 77-846,970. FILED 10-12-2009.

HOWARD SMIGA, EXAMINING ATTORNEY



Director of the United States Patent and Trademark Office



NOTICE OF PUBLICATION UNDER §12(a)

MAILING DATE: Mar 10, 2010 PUBLICATION DATE: Mar 30, 2010

The mark identified below will be published in the Official Gazette on Mar 30, 2010. Any party who believes they will be damaged by registration of the mark may oppose its registration by filing an opposition to registration or a request to extend the time to oppose within thirty (30) days from the publication date on this notice. If no opposition is filed within the time specified by law, the USPTO may issue a Certificate of Registration.

To view the Official Gazette online or to order a paper copy, visit the USPTO website at http://www.uspto.gov/web/trademarks/tmog/ any time within the five-week period after the date of publication. You may also order a printed version from the U.S. Government Printing Office (GPO) at http://bookstore.gpo.gov or 202-512-1800. To check the status of your application, go to http://tarr.uspto.gov/.

SERIAL NUMBER: 77846970 MARK: NEDA WALK

OWNER: National Eating Disorders Association

Side - 2

UNITED STATES PATENT AND TRADEMARK OFFICE COMMISSIONER FOR TRADEMARKS P.O. BOX 1451 ALEXANDRIA, VA 22313-1451

FIRST-CLASS MAIL U.S POSTAGE PAID

CATHERINE E. MAXSON DAVIS WRIGHT TREMAINE LLP 1201 3RD AVE STE 2200 SEATTLE, WA 98101-3045

Trademark Snap Shot Publication & Issue Review Stylesheet (Table presents the data on Publication & Issue Review Complete)

OVERVIEW

| l. | | | |
|---------------|---------------|---------------|--------------|
| SERIAL NUMBER | 77846970 | FILING DATE | 10/12/2009 |
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | SMIGA, HOWARD | L.O. ASSIGNED | 102 |

PUB INFORMATION

| RUN DATE | 02/23/2010 | | |
|----------------------|---------------------------------------|--------------------|-----|
| PUB DATE | 03/30/2010 | | |
| STATUS | 681-PUBLICATION/ISSUE REVIEW COMPLETE | | |
| STATUS DATE | 02/22/2010 | | |
| LITERAL MARK ELEMENT | NEDA WALK | | |
| | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A |
| SECTION 2F | NO | SECTION 2F IN PART | NO |
| SECTION 8 | NO | SECTION 8 IN PART | NO |
| SECTION 15 | NO | REPUB 12C | N/A |
| RENEWAL FILED | NO | RENEWAL DATE | N/A |
| | | | |

FILING BASIS

N/A

DATE AMEND REG

| FILED | BASIS | CURRENT BASIS | | AMENDED BASIS | |
|----------|-------|---------------|-----|---------------|----|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | YES |
|-------------------------|---------------------------|
| LITERAL MARK ELEMENT | NEDA WALK |
| MARK DRAWING CODE | 4-STANDARD CHARACTER MARK |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|------------|-----------------------|
| | |

| NAME | National Eating Disorders Association | | | | |
|---------------------|--|--|--|--|--|
| ADDRESS | 603 Stewart Street, Suite 803 Seattle, WA 98101 | | | | |
| ENTITY | 03-CORPORATION | | | | |
| CITIZENSHIP | Delaware | | | | |
| GOODS AND SERVICES | | | | | |
| INTERNATIONAL CLASS | 036 | | | | |
| DESCRIPTION TEXT | Charitable fundraising | | | | |

| INTERNATIONAL CLASS | 036 | FIRST USE DATE | 09/09/2008 | FIRST USE IN COMMERCE DATE | 09/09/2008 | CLASS STATUS | 6-ACTIVE |
|--------------------------------------|---------------------------|----------------|--|----------------------------------|------------|--------------|----------|
| MISCELLANEOUS INFORMATION/STATEMENTS | | | | | | | |
| CHANGE IN REGIS | CHANGE IN REGISTRATION NO | | | | | | |
| DISCLAIMER W/PREDETER TXT | | | | "WALK" | | | |
| PSEUDO MARK | | | NATIONAL EATING DISORDERS ASSOCIATION WALK | | | | |
| OWNER OF US REG NOS | | | 2940060 2983129 3019903 | | | | |

GOODS AND SERVICES CLASSIFICATION

PROSECUTION HISTORY DATE ENT CD **ENT TYPE DESCRIPTION** ENT NUM 02/22/2010 **PREV** 0 LAW OFFICE PUBLICATION REVIEW COMPLETED 011 02/22/2010 ALIE Α ASSIGNED TO LIE 010 01/26/2010 CNSA 0 APPROVED FOR PUB - PRINCIPAL REGISTER 009 01/14/2010 AMPX 0 APPLICANT AMENDMENT PRIOR TO EXAMINATION - ENTERED 800 01/14/2010 PARI 1 TEAS VOLUNTARY AMENDMENT RECEIVED 007 01/15/2010 **CNRT** F NON-FINAL ACTION MAILED 006 01/14/2010 **CNRT** NON-FINAL ACTION WRITTEN R 005 01/13/2010 DOCK ASSIGNED TO EXAMINER D 004 MPMK NOTICE OF PSEUDO MARK MAILED 10/17/2009 0 003 10/16/2009 **NWOS** I NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM 002 10/15/2009 **NWAP** NEW APPLICATION ENTERED IN TRAM 001

ATTORNEY Catherine E. Maxson CATHERINE E. MAXSON DAVIS WRIGHT TREMAINE LLP 1201 3RD AVE STE 2200 SEATTLE, WA 98101-3045 DOMESTIC REPRESENTATIVE NONE

CURRENT CORRESPONDENCE INFORMATION

NEDA WALK

Trademark Snap Shot Publication Stylesheet (Table presents the data on Publication Approval)

OVERVIEW

| l. | | | |
|---------------|---------------|---------------|--------------|
| SERIAL NUMBER | 77846970 | FILING DATE | 10/12/2009 |
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | SMIGA, HOWARD | L.O. ASSIGNED | 102 |

PUB INFORMATION

| RUN DATE | 01/27/2010 | 01/27/2010 | | | | | |
|----------------------|------------------------------|--------------------|-----|--|--|--|--|
| PUB DATE | N/A | | | | | | |
| STATUS | 680-APPROVED FOR PUBLICATION | | | | | | |
| STATUS DATE | 01/26/2010 | | | | | | |
| LITERAL MARK ELEMENT | NEDA WALK | | | | | | |
| | | | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | | | |
| SECTION 8 | NO SECTION 8 IN PART NO | | | | | | |
| SECTION 15 | NO | NO REPUB 12C N/A | | | | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | | | |
| | | | | | | | |

FILING BASIS

N/A

DATE AMEND REG

| FILED BASIS | | CURRENT BASIS | | AMENDED BASIS | |
|-------------|-----|---------------|-----|---------------|----|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | YES |
|-------------------------|---------------------------|
| LITERAL MARK ELEMENT | NEDA WALK |
| MARK DRAWING CODE | 4-STANDARD CHARACTER MARK |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|------------|-----------------------|
| | |

| NAME | National Eating Disorders Association | | | |
|---------------------|--|--|--|--|
| ADDRESS | 603 Stewart Street, Suite 803 Seattle, WA 98101 | | | |
| ENTITY | 03-CORPORATION | | | |
| CITIZENSHIP | Delaware | | | |
| GOODS AND SERVICES | | | | |
| INTERNATIONAL CLASS | 036 | | | |
| DESCRIPTION TEXT | Charitable fundraising | | | |

| INTERNATIONAL CLASS | 036 | FIRST USE DATE | 09/09/2008 | FIRST USE IN COMMERCE DATE | 09/09/2008 | CLASS STATUS | 6-ACTIVE |
|--------------------------------------|---------------------------|----------------|--|----------------------------------|------------|--------------|----------|
| MISCELLANEOUS INFORMATION/STATEMENTS | | | | | | | |
| CHANGE IN REGIS | CHANGE IN REGISTRATION NO | | | | | | |
| DISCLAIMER W/PREDETER TXT | | | | "WALK" | | | |
| PSEUDO MARK | | | NATIONAL EATING DISORDERS ASSOCIATION WALK | | | | |
| OWNER OF US REG NOS | | | 2940060 2983129 3019903 | | | | |

GOODS AND SERVICES CLASSIFICATION

| PROSECUTION HISTORY | | | | |
|---------------------|--------|----------|--|---------|
| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM |
| 01/26/2010 | CNSA | 0 | APPROVED FOR PUB - PRINCIPAL REGISTER | 009 |
| 01/14/2010 | AMPX | 0 | APPLICANT AMENDMENT PRIOR TO EXAMINATION - ENTERED | 800 |
| 01/14/2010 | PARI | I | TEAS VOLUNTARY AMENDMENT RECEIVED | 007 |
| 01/15/2010 | CNRT | F | NON-FINAL ACTION MAILED | 006 |
| 01/14/2010 | CNRT | R | NON-FINAL ACTION WRITTEN | 005 |
| 01/13/2010 | DOCK | D | ASSIGNED TO EXAMINER | 004 |
| 10/17/2009 | MPMK | 0 | NOTICE OF PSEUDO MARK MAILED | 003 |
| 10/16/2009 | NWOS | ı | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 10/15/2009 | NWAP | ı | NEW APPLICATION ENTERED IN TRAM | 001 |

| CURRENT CORRESPONDENCE INFORMATION | | | | | |
|------------------------------------|---|--|--|--|--|
| ATTORNEY | Catherine E. Maxson | | | | |
| CORRESPONDENCE ADDRESS | CATHERINE E. MAXSON DAVIS WRIGHT TREMAINE LLP 1201 3RD AVE STE 2200 SEATTLE, WA 98101-3045 | | | | |
| DOMESTIC REPRESENTATIVE | NONE | | | | |

NEDA WALK

Trademark Snap Shot Amendment & Mail Processing Stylesheet (Table presents the data on Amendment & Mail Processing Complete)

OVERVIEW

| l. | | | |
|---------------|---------------|---------------|--------------|
| SERIAL NUMBER | 77846970 | FILING DATE | 10/12/2009 |
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | SMIGA, HOWARD | L.O. ASSIGNED | 102 |

PUB INFORMATION

| I . | | | | | | | |
|----------------------|-------------------------------|-------------------------------|-----|--|--|--|--|
| RUN DATE | 01/16/2010 | | | | | | |
| PUB DATE | N/A | N/A | | | | | |
| STATUS | 641-NON-FINAL ACTION - MAILED | 641-NON-FINAL ACTION - MAILED | | | | | |
| STATUS DATE | 01/15/2010 | 01/15/2010 | | | | | |
| LITERAL MARK ELEMENT | NEDA WALK | NEDA WALK | | | | | |
| | | | | | | | |
| DATE ABANDONED | N/A | N/A DATE CANCELLED N/A | | | | | |
| SECTION 2F | NO SECTION 2F IN PART NO | | | | | | |
| SECTION 8 | NO | NO SECTION 8 IN PART NO | | | | | |
| SECTION 15 | NO | REPUB 12C | N/A | | | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | | | |

FILING BASIS

N/A

DATE AMEND REG

| FILED BASIS | | CURREN | IT BASIS | AMENDED BASIS | |
|-------------|-----|----------|----------|---------------|----|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | YES |
|-------------------------|---------------------------|
| LITERAL MARK ELEMENT | NEDA WALK |
| MARK DRAWING CODE | 4-STANDARD CHARACTER MARK |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| PARTY TYPE 10-ORIGINAL APPLICANT |
|----------------------------------|
|----------------------------------|

| NAME | National Eating Disorders Association | | | |
|-------------------------|--|--|--|--|
| ADDRESS | 603 Stewart Street, Suite 803 Seattle, WA 98101 | | | |
| ENTITY | 03-CORPORATION | | | |
| CITIZENSHIP | Delaware | | | |
| GOODS AND SERVICES | | | | |
| INTERNATIONAL CLASS 036 | | | | |
| DESCRIPTION TEXT | Charitable fundraising | | | |

| INTERNATIONAL CLASS | 036 | FIRST USE DATE | 09/09/2008 | FIRST USE IN COMMERCE DATE | 09/09/2008 | CLASS STATUS | 6-ACTIVE |
|--------------------------------------|---------------------------|----------------|--|----------------------------------|------------|--------------|----------|
| MISCELLANEOUS INFORMATION/STATEMENTS | | | | | | | |
| CHANGE IN REGIS | CHANGE IN REGISTRATION NO | | | | | | |
| DISCLAIMER W/PR | DISCLAIMER W/PREDETER TXT | | | "WALK" | | | |
| PSEUDO MARK | | | NATIONAL EATING DISORDERS ASSOCIATION WALK | | | | |
| OWNER OF US REG NOS | | | 2940060 2983129 3019903 | | | | |

GOODS AND SERVICES CLASSIFICATION

| PROSECUTION HISTORY | | | | |
|---------------------|--------|----------|--|---------|
| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM |
| 01/14/2010 | AMPX | 0 | APPLICANT AMENDMENT PRIOR TO EXAMINATION - ENTERED | 800 |
| 01/14/2010 | PARI | I | TEAS VOLUNTARY AMENDMENT RECEIVED | 007 |
| 01/15/2010 | CNRT | F | NON-FINAL ACTION MAILED | 006 |
| 01/14/2010 | CNRT | R | NON-FINAL ACTION WRITTEN | 005 |
| 01/13/2010 | DOCK | D | ASSIGNED TO EXAMINER | 004 |
| 10/17/2009 | MPMK | 0 | NOTICE OF PSEUDO MARK MAILED | 003 |
| 10/16/2009 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 10/15/2009 | NWAP | I | NEW APPLICATION ENTERED IN TRAM | 001 |

CURRENT CORRESPONDENCE INFORMATION ATTORNEY Catherine E. Maxson CORRESPONDENCE ADDRESS CATHERINE E. MAXSON DAVIS WRIGHT TREMAINE LLP 1201 3RD AVE STE 2200 SEATTLE, WA 98101-3045 DOMESTIC REPRESENTATIVE NONE

NEDA WALK

Preliminary Amendment

The table below presents the data as entered.

| Input Field | Entered | | | |
|-------------------------------|---|--|--|--|
| SERIAL NUMBER | 77846970 | | | |
| LAW OFFICE ASSIGNED | LAW OFFICE 102 | | | |
| MARK SECTION (no change) | | | | |
| ADDITIONAL STATEMENTS SECTION | | | | |
| DISCLAIMER | No claim is made to the exclusive right to use WALK apart from the mark as shown. | | | |
| SIGNATURE SECTION | | | | |
| RESPONSE SIGNATURE | /marshallnelson/ | | | |
| SIGNATORY'S NAME | Marshall J. Nelson | | | |
| SIGNATORY'S POSITION | Attorney for Applicant, Washington bar member | | | |
| DATE SIGNED | 01/14/2010 | | | |
| AUTHORIZED SIGNATORY | YES | | | |
| FILING INFORMATION SECTION | | | | |
| SUBMIT DATE | Thu Jan 14 19:03:36 EST 2010 | | | |
| TEAS STAMP | USPTO/PRA-XXX.XXX.XXXX -20100114190336041556-778 46970-460e1eb8dbce3a1aafd f2cce3e4e86436e2-N/A-N/A- 20100114185314602773 | | | |

PTO Form 1966 (Rev 5/2006) OMB No. 0651-0050 (Exp. 04/30/2011)

Preliminary Amendment

To the Commissioner for Trademarks:

Application serial no. 77846970 has been amended as follows:

ADDITIONAL STATEMENTS

Disclaimer

No claim is made to the exclusive right to use WALK apart from the mark as shown.

SIGNATURE(S)

Voluntary Amendment Signature

Signature: /marshallnelson/ Date: 01/14/2010

Signatory's Name: Marshall J. Nelson

Signatory's Position: Attorney for Applicant, Washington bar member

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an

associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

Serial Number: 77846970

Internet Transmission Date: Thu Jan 14 19:03:36 EST 2010

TEAS Stamp: USPTO/PRA-XXX.XXX.XXX.XXX-20100114190336

041556-77846970-460e1eb8dbce3a1aafdf2cce 3e4e86436e2-N/A-N/A-20100114185314602773

UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 77/846970

MARK: NEDA WALK

CORRESPONDENT ADDRESS:

CATHERINE E. MAXSON DAVIS WRIGHT TREMAINE LLP 1201 3RD AVE STE 2200 SEATTLE, WA 98101-3045 *77846970*

RESPOND TO THIS ACTION:

http://www.uspto.gov/teas/eTEASpageD.htm

 ${\bf GENERAL\ TRADEMARK\ INFORMATION:}$

http://www.uspto.gov/main/trademarks.htm

APPLICANT: National Eating Disorders Association

CORRESPONDENT'S REFERENCE/DOCKET NO:

38627-4

CORRESPONDENT E-MAIL ADDRESS:

OFFICE ACTION

TO AVOID ABANDONMENT, THE OFFICE MUST RECEIVE A PROPER RESPONSE TO THIS OFFICE ACTION WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE.

ISSUE/MAILING DATE:

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62, 2.65(a); TMEP §§711, 718.03.

DISCLAIMER - SERVICES

Applicant must disclaim the descriptive wording "WALK" apart from the mark as shown. Trademark Act Section 6, 15 U.S.C. §1056; TMEP §§1213 and 1213.03(a). The word is descriptive because it merely describes a characteristic, function, feature, purpose or use of the relevant services, namely, the applicant's charitable fundraising services relate to a walk to promote awareness to eating disorders. The examining attorney has attached specimens submitted with the instant application showing that the applicant's services relate to a WALK.

The computerized printing format for the Office's *Trademark Official Gazette* requires a standardized format for a disclaimer. TMEP \$1213.08(a)(i). The following is the standard format used by the Office:

No claim is made to the exclusive right to use "WALK" apart from the mark as shown.

TMEP §1213.08(a)(i); see In re Owatonna Tool Co., 231 USPQ 493 (Comm'r Pats. 1983).

The Office can require an applicant to disclaim an unregistrable part of a mark consisting of particular wording, symbols, numbers, design elements or combinations thereof. 15 U.S.C. §1056(a). Under Trademark Act Section 2(e), the Office can refuse registration of an entire mark if the entire mark is merely descriptive, deceptively misdescriptive, or primarily geographically descriptive of the goods. 15 U.S.C. §1052(e). Thus, the Office may require an applicant to disclaim a portion of a mark that, when used in connection with the goods or services, is merely descriptive, deceptively misdescriptive, primarily geographically descriptive, or otherwise unregistrable (e.g., generic). *See* TMEP §§1213, 1213.03.

Failure to comply with a disclaimer requirement can result in a refusal to register the entire mark. TMEP §1213.01(b).

A "disclaimer" is a statement that applicant does not claim exclusive rights to an unregistrable component of a mark. TMEP §1213. A disclaimer does not affect the appearance of the applied-for mark. See TMEP §1213.10.

NO CONFLICTING MARKS NOTED

The Office records have been searched and there are no similar registered or pending marks that would bar registration under Trademark Act Section 2(d), 15 U.S.C. §1052(d). TMEP §704.02.

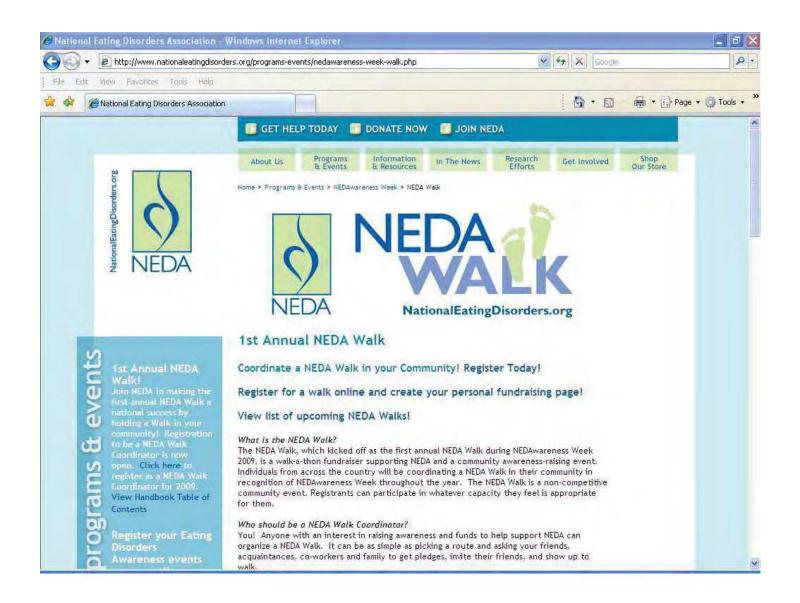
PLEASE NOTE: Because it delays processing, submission of duplicate papers is discouraged. Unless specifically requested to do so by the Office, parties should not mail follow up copies of documents transmitted by fax. *Cf. ITC Entertainment Group Ltd. V. Nintendo of America Inc.* 45 USPQ2d 2021 (TTAB 1998).

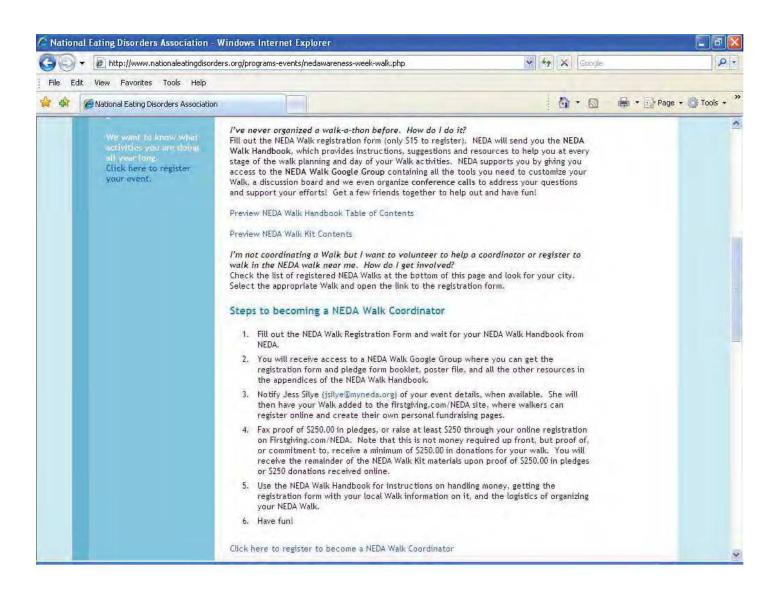
Howard Smiga /hs/ Trademark Attorney Law Office 102 571-272-9220 Office 571-273-9102 Fax

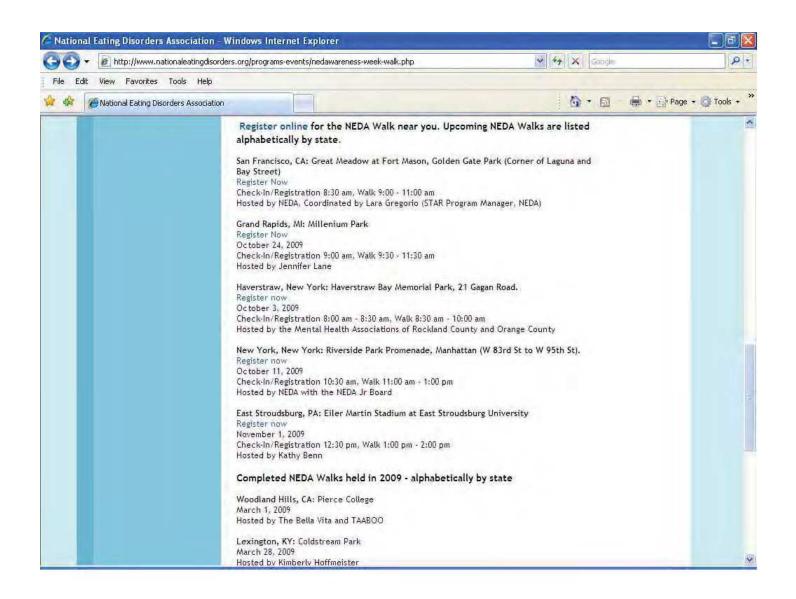
RESPOND TO THIS ACTION: Applicant should file a response to this Office action online using the form at http://www.uspto.gov/teas/eTEASpageD.htm, waiting 48-72 hours if applicant received notification of the Office action via e-mail. For technical assistance with the form, please e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned examining attorney. Do not respond to this Office action by e-mail; the USPTO does not accept e-mailed responses.

If responding by paper mail, please include the following information: the application serial number, the mark, the filing date and the name, title/position, telephone number and e-mail address of the person signing the response. Please use the following address: Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA 22313-1451.

STATUS CHECK: Check the status of the application at least once every six months from the initial filing date using the USPTO Trademark Applications and Registrations Retrieval (TARR) online system at http://tarr.uspto.gov. When conducting an online status check, print and maintain a copy of the complete TARR screen. If the status of your application has not changed for more than six months, please contact the assigned examining attorney.







| *** J | Jser:hsmiga *** | | | | | |
|-------|-----------------|-------|--------|--------|----------|---------------------------------|
| # | Total | Dead | Live | Live | Status/ | Search |
| | Marks | Marks | Viewed | Viewed | Search | |
| | | | Docs | Images | Duration | |
| 01 | 1 | 0 | 1 | 1 | 0:01 | 77846970[SN] |
| 02 | 5 | 1 | 4 | 4 | 0:02 | "National Eating Disorders"[on] |
| 03 | 110 | N/A | 0 | 0 | 0:01 | *neda*[BI,TI] |
| 04 | 0 | 0 | 0 | 0 | 0:01 | "n eda"[BI,TI] |
| 05 | 0 | 0 | 0 | 0 | 0:01 | "ne da"[BI,TI] |
| 06 | 0 | 0 | 0 | 0 | 0:01 | "ned a"[BI,TI] |
| 07 | 19 | N/A | 0 | 0 | 0:01 | "neda"[BI,TI] |
| 08 | 0 | 0 | 0 | 0 | 0:02 | "n ed a"[BI,TI] |
| 09 | 0 | 0 | 0 | 0 | 0:01 | "ne d a"[BI,TI] |
| 10 | 0 | 0 | 0 | 0 | 0:02 | "n e d a"[BI,TI] |
| 11 | 0 | 0 | 0 | 0 | 0:01 | "n e da"[BI,TI] |
| 12 | 110 | 66 | 44 | 38 | 0:01 | 3 or 7 not dead[ld] |
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| 14 | 1 | 0 | 1 | 1 | 0:01 | 12 and 13 |
| 15 | 37148 | N/A | 0 | 0 | 0:01 | (*national*)[bi,ti] |
| 16 | 231892 | N/A | 0 | 0 | 0:02 | (*eat* or *ate*)[bi,ti] |
| 17 | 221 | N/A | 0 | 0 | 0:02 | (*disord*)[bi,ti] |
| | | | | | | |

36

0:01

17 and (15 or 16) not dead[ld]

Session started 1/13/2010 8:14:27 AM
Session finished 1/13/2010 10:33:37 AM
Total search duration 0 minutes 23 seconds
Session duration 139 minutes 10 seconds
Defaut NEAR limit=1ADJ limit=1

18

43

Sent to TICRS as Serial Number: 77846970



MAILING DATE: Oct 17, 2009 PSEUDO MARK FOR SERIAL NUMBER: 77846970

Attorney Reference Number: 38627-4

The USPTO may assign pseudo marks, as appropriate, to new applications to assist in searching the USPTO database for conflicting marks. They have no legal significance and will not appear on the registration certificate.

A pseudo mark may be assigned to marks that include words, numbers, compound words, symbols, or acronyms that can have alternative spellings or meanings. For example, if the mark comprises the words "YOU ARE" surrounded by a design of a box, the pseudo mark field in the USPTO database would display the mark as "YOU ARE SQUARE." A mark filed as "URGR8" would receive a pseudo mark of "YOU ARE GREAT."

Response to this notice is not required; however, to suggest additions or changes to the pseudo mark assigned to your mark, please e-mail <u>TMDesignCodeComments@USPTO.GOV</u>. You **must** reference your application serial number within your request. The USPTO will review the proposal and update the record, if appropriate. For questions, please call 1-800-786-9199 to speak to a Customer Service representative.

PSEUDO MARK: NATIONAL EATING DISORDERS ASSOCIATION WALK

Side - 2

UNITED STATES PATENT AND TRADEMARK OFFICE COMMISSIONER FOR TRADEMARKS P.O.BOX 1451 ALEXANDRIA, VA 22313-1451

FIRST-CLASS MAIL U.S POSTAGE PAID

CATHERINE E. MAXSON DAVIS WRIGHT TREMAINE LLP 1201 3RD AVE STE 2200 SEATTLE, WA 98101-3045

Trademark/Service Mark Application, Principal Register

Serial Number: 77846970 Filing Date: 10/12/2009

The table below presents the data as entered.

| Input Field | Entered | | |
|---|--|--|--|
| SERIAL NUMBER | 77846970 | | |
| MARK INFORMATION | | | |
| *MARK | NEDA WALK | | |
| STANDARD CHARACTERS | YES | | |
| USPTO-GENERATED IMAGE | YES | | |
| LITERAL ELEMENT | NEDA WALK | | |
| MARK STATEMENT | The mark consists of standard characters, without claim to any particular font, style, size, or color. | | |
| REGISTER | Principal | | |
| APPLICANT INFORMATION | | | |
| *OWNER OF MARK | National Eating Disorders Association | | |
| *STREET | 603 Stewart Street, Suite 803 | | |
| *CITY | Seattle | | |
| *STATE (Required for U.S. applicants) | Washington | | |
| *COUNTRY | United States | | |
| *ZIP/POSTAL CODE (Required for U.S. applicants only) | 98101 | | |
| LEGAL ENTITY INFORMATION | | | |
| ТҮРЕ | corporation | | |
| STATE/COUNTRY OF INCORPORATION | Delaware | | |
| GOODS AND/OR SERVICES AND BASIS INFORMATIO | N | | |
| INTERNATIONAL CLASS | 036 | | |
| *IDENTIFICATION | Charitable fundraising | | |
| FILING BASIS | SECTION 1(a) | | |
| FIRST USE ANYWHERE DATE | At least as early as 09/09/2008 | | |
| FIRST USE IN COMMERCE DATE | At least as early as 09/09/2008 | | |
| SPECIMEN FILE NAME(S) | \\\TICRS\EXPORT8\IMAGEOUT8 \\\\778\469\77846970\xml1\AP P0003.JPG | | |
| | \\TICRS\EXPORT8\IMAGEOUT8 \\778\469\77846970\xml1\AP P0004.JPG | | |
| | \\\TICRS\EXPORT8\IMAGEOUT8 \\778\469\77846970\xml1\AP P0005.JPG | | |

| | \778\469\77846970\xml1\AP P0005.JPG | | | |
|-------------------------------|--|--|--|--|
| SPECIMEN DESCRIPTION | digital images of pages from Applicant's website which display use of the mark with the services | | | |
| ADDITIONAL STATEMENTS SECTION | | | | |
| PRIOR REGISTRATION(S) | The applicant claims ownership of U.S. Registration Number(s) 3019903, 2940060, and 2983129. | | | |
| ATTORNEY INFORMATION | | | | |
| NAME | Catherine E. Maxson | | | |
| ATTORNEY DOCKET NUMBER | 38627-4 | | | |
| FIRM NAME | Davis Wright Tremaine LLP | | | |
| STREET | 1201 Third Avenue, Suite 2200 | | | |
| CITY | Seattle | | | |
| STATE | Washington | | | |
| COUNTRY | United States | | | |
| ZIP/POSTAL CODE | 98101 | | | |
| PHONE | (206) 757-8098 | | | |
| FAX | (206) 757-7700 | | | |
| OTHER APPOINTED ATTORNEY | Marshall J. Nelson and Stuart R. Dunwoody | | | |
| CORRESPONDENCE INFORMATION | | | | |
| NAME | Catherine E. Maxson | | | |
| FIRM NAME | Davis Wright Tremaine LLP | | | |
| STREET | 1201 Third Avenue, Suite 2200 | | | |
| CITY | Seattle | | | |
| STATE | Washington | | | |
| COUNTRY | United States | | | |
| ZIP/POSTAL CODE | 98101 | | | |
| PHONE | (206) 757-8098 | | | |
| FAX | (206) 757-7700 | | | |
| FEE INFORMATION | | | | |
| NUMBER OF CLASSES | 1 | | | |
| FEE PER CLASS | 325 | | | |
| *TOTAL FEE DUE | 325 | | | |
| *TOTAL FEE PAID | 325 | | | |
| SIGNATURE INFORMATION | | | | |
| SIGNATURE | /catherine e maxson/ | | | |
| SIGNATORY'S NAME | Catherine E. Maxson | | | |
| SIGNATORY'S POSITION | Attorney of record, Washington bar member | | | |
| DATE SIGNED | 10/12/2009 | | | |

Trademark/Service Mark Application, Principal Register

Serial Number: 77846970 Filing Date: 10/12/2009

To the Commissioner for Trademarks:

MARK: NEDA WALK (Standard Characters, see mark)
The literal element of the mark consists of NEDA WALK.

The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, National Eating Disorders Association, a corporation of Delaware, having an address of 603 Stewart Street, Suite 803

Seattle, Washington 98101

United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 036: Charitable fundraising

In International Class 036, the mark was first used at least as early as 09/09/2008, and first used in commerce at least as early as 09/09/2008, and is now in use in such commerce. The applicant is submitting one specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) digital images of pages from Applicant's website which display use of the mark with the services.

Specimen File1

Specimen File2

Specimen File3

The applicant claims ownership of U.S. Registration Number(s) 3019903, 2940060, and 2983129.

The applicant's current Attorney Information:

Catherine E. Maxson and Marshall J. Nelson and Stuart R. Dunwoody of Davis Wright Tremaine LLP 1201 Third Avenue, Suite 2200 Seattle, Washington 98101 United States

The attorney docket/reference number is 38627-4.

The applicant's current Correspondence Information:

Catherine E. Maxson
Davis Wright Tremaine LLP
1201 Third Avenue, Suite 2200
Seattle, Washington 98101
(206) 757-8098(phone)
(206) 757-7700(fax)

A fee payment in the amount of \$325 has been submitted with the application, representing payment for 1 class(es).

Declaration

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely,

when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /catherine e maxson/ Date Signed: 10/12/2009

Signatory's Name: Catherine E. Maxson

Signatory's Position: Attorney of record, Washington bar member

RAM Sale Number: 11723

RAM Accounting Date: 10/13/2009

Serial Number: 77846970

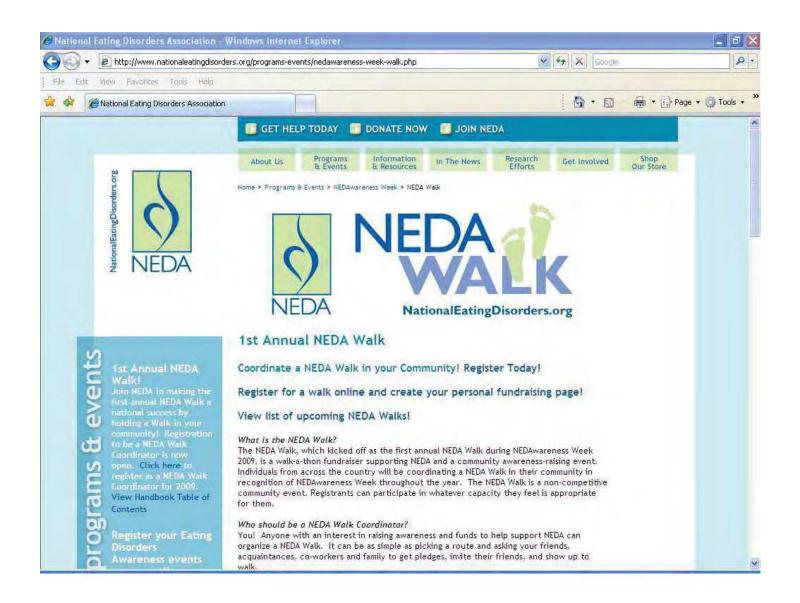
Internet Transmission Date: Mon Oct 12 18:16:02 EDT 2009

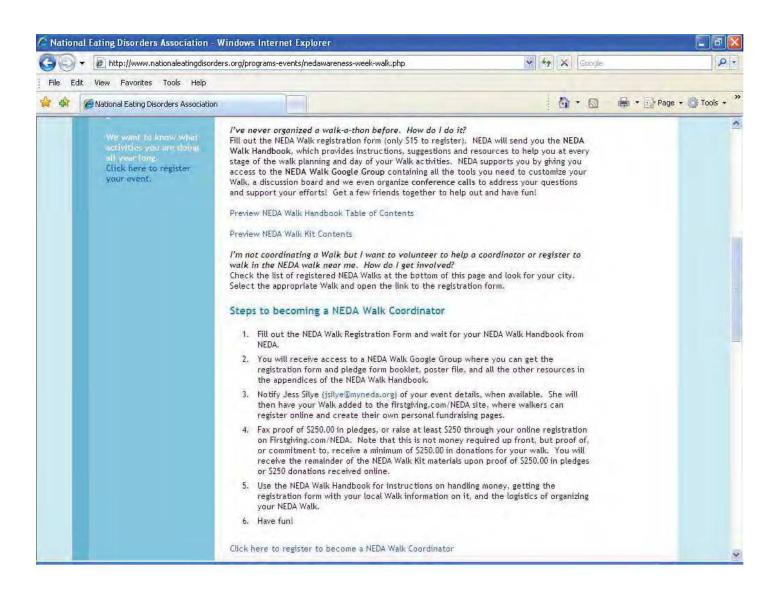
TEAS Stamp: USPTO/BAS-XXX.XXX.XXX.XXX-20091012181602

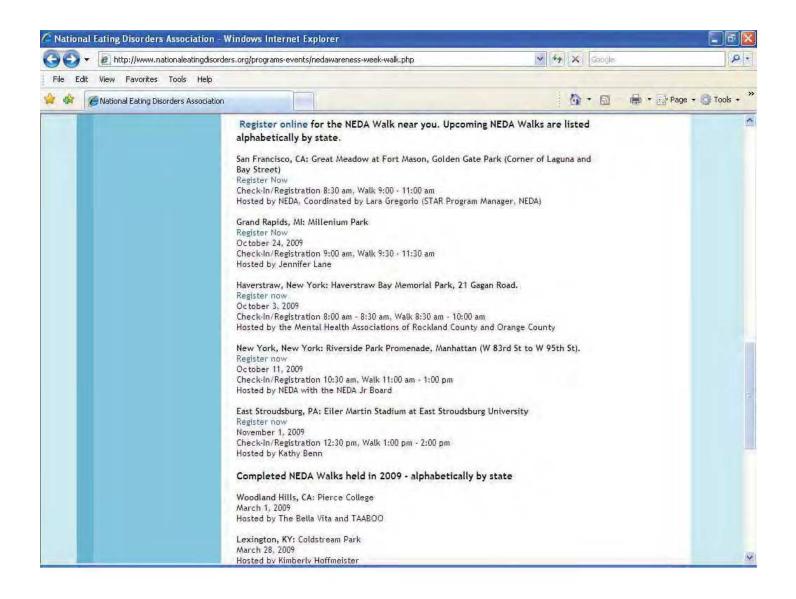
 $007642\text{-}77846970\text{-}460\text{cea}9\text{d}7\text{fa}128\text{c}4\text{c}415\text{e}588\\ \text{f}93\text{a}9\text{b}2\text{b}64\text{b}\text{-}D\text{A}\text{-}11723\text{-}2009101217460050111}$

9

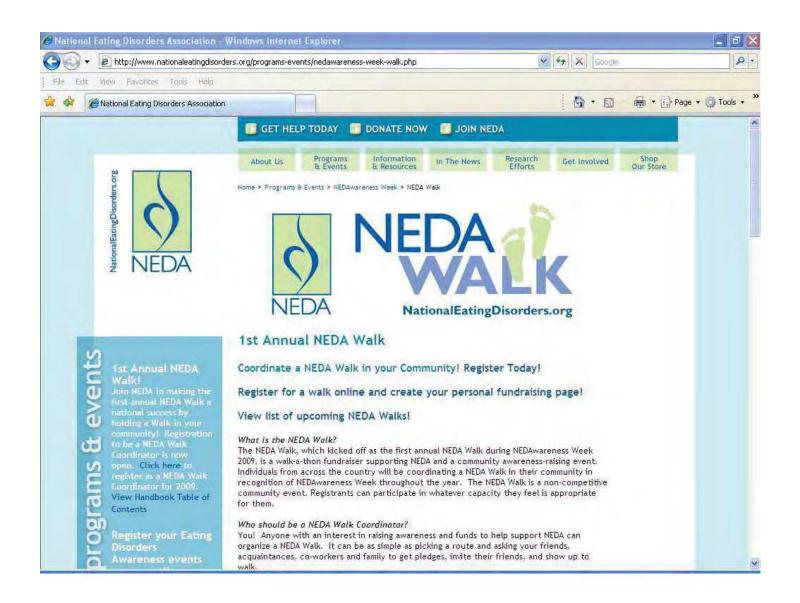
NEDA WALK

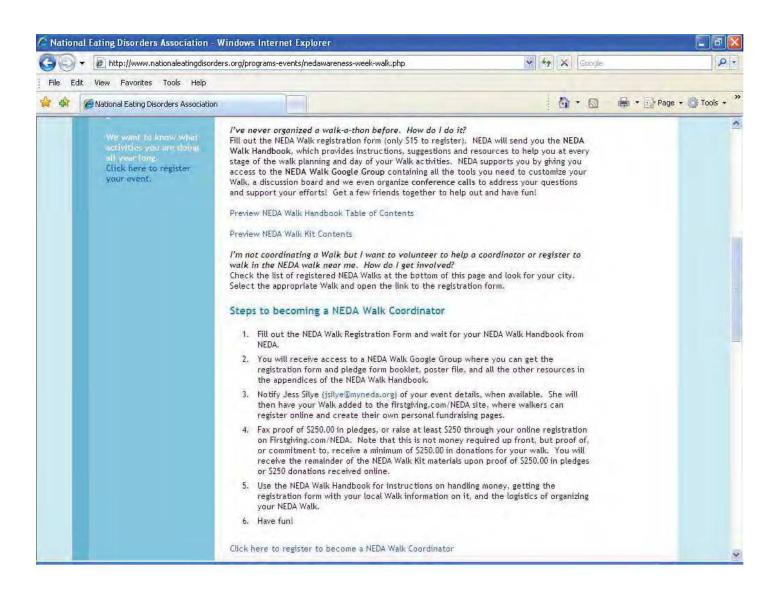






NEDA WALK





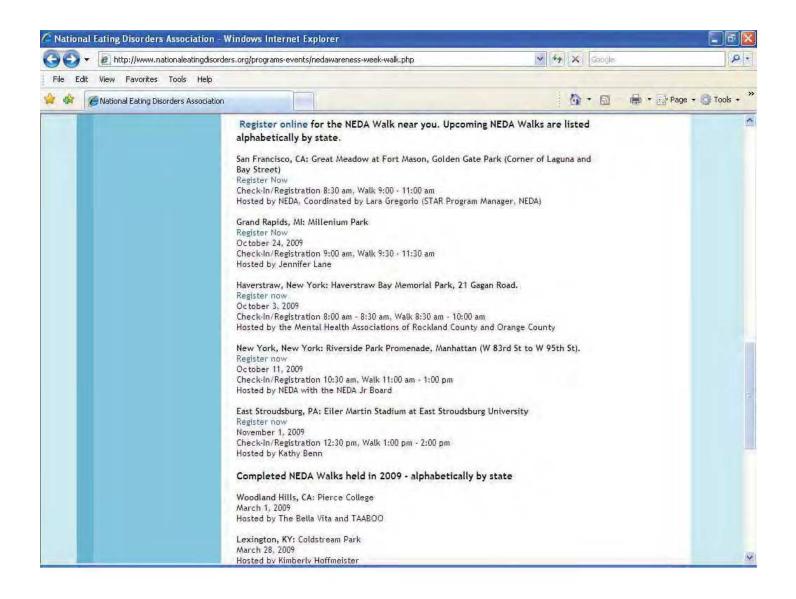


EXHIBIT T

Generated on: This page was generated by TSDR on 2020-10-20 16:43:32 EDT

Mark: POUND THE PAVEMENT FOR PANCREATIC CANCER AWARENESS

AND RESEARCH



US Serial Number: 86504920 Application Filing Jan. 15, 2015

Date:

US Registration 4884313 Registration Date: Jan. 12, 2016

Number:

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: Jan. 12, 2016

Publication Date: Oct. 27, 2015

Mark Information

Mark Literal POUND THE PAVEMENT FOR PANCREATIC CANCER AWARENESS AND RESEARCH

Elements:

Standard Character No

Claim:

Mark Drawing 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Type:

Description of The mark consists of the wording "POUND THE PAVEMENT" in large stylized font above the wording "FOR PANCREATIC CANCER

Mark: AWARENESS AND RESEARCH" in smaller stylized font. Behind the wording is a design of the soles of sneakers.

Color(s) Claimed: Color is not claimed as a feature of the mark.

Design Search 09.07.07 - Foot prints, human

Code(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: Organizing, arranging and conducting running and walking events, the proceeds of which are used to raise awareness for pancreatic

cancer

International 041 - Primary Class U.S Class(es): 100, 101, 107

Class(es):

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 01, 2013 **Use in Commerce:** Oct. 19, 2013

Basis Information (Case Level)

Filed Use: YesCurrently Use: YesFiled ITU: NoCurrently ITU: NoFiled 44D: NoCurrently 44E: No

Filed 44E: No Currently 66A: No

Filed 66A: No Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: The Purple Iris Foundation
Owner Address: 703 Nacote Creek Place

Smithville, NEW JERSEY UNITED STATES 08205

Legal Entity Type: CORPORATION State or Country MAINE Where Organized:

Attorney/Correspondence Information

Attorney of Record - None

Correspondent

Correspondent THE PURPLE IRIS FOUNDATION

Name/Address: 703 Nacote Creek Pl

Galloway, NEW JERSEY UNITED STATES 08205-3024

Phone: 609-226-1450

Domestic Representative - Not Found

Prosecution History

| Date | Description | Proceeding Number |
|---------------|--|----------------------|
| Jan. 12, 2016 | REGISTERED-PRINCIPAL REGISTER | |
| Dec. 17, 2015 | ASSIGNED TO EXAMINER | 86331 |
| Oct. 27, 2015 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED | |
| Oct. 27, 2015 | PUBLISHED FOR OPPOSITION | |
| Oct. 07, 2015 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED | |
| Sep. 23, 2015 | LAW OFFICE PUBLICATION REVIEW COMPLETED | 68123 |
| Sep. 23, 2015 | ASSIGNED TO LIE | 68123 |
| Aug. 27, 2015 | APPROVED FOR PUB - PRINCIPAL REGISTER | |
| Aug. 17, 2015 | EXAMINER'S AMENDMENT ENTERED | 88888 |
| Aug. 17, 2015 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED | 6328 |
| Aug. 17, 2015 | EXAMINERS AMENDMENT E-MAILED | 6328 |
| Aug. 17, 2015 | EXAMINERS AMENDMENT -WRITTEN | 91241 |
| Apr. 27, 2015 | NOTIFICATION OF PRIORITY ACTION E-MAILED | 6326 |
| Apr. 27, 2015 | PRIORITY ACTION E-MAILED | 6326 |
| Apr. 27, 2015 | PRIORITY ACTION WRITTEN | 91241 |
| Apr. 20, 2015 | ASSIGNED TO EXAMINER | 91241 |
| Jan. 29, 2015 | NOTICE OF DESIGN SEARCH CODE E-MAILED | |
| Jan. 28, 2015 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | |
| Jan. 19, 2015 | NEW APPLICATION ENTERED IN TRAM | |

TM Staff and Location Information

TM Staff Information - None File Location

Current Location: PUBLICATION AND ISSUE SECTION Date in Location: Jan. 12, 2016

United States of America United States Patent and Trademark Office



Reg. No. 4,884,313

THE PURPLE IRIS FOUNDATION (MAINE CORPORATION)

703 NACOTE CREEK PLACE Registered Jan. 12, 2016 SMITHVILLE, NJ 08205

Int. Cl.: 41

FOR: ORGANIZING, ARRANGING AND CONDUCTING RUNNING AND WALKING EVENTS, THE PROCEEDS OF WHICH ARE USED TO RAISE AWARENESS FOR PANCREATIC

CANCER, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

SERVICE MARK

PRINCIPAL REGISTER

FIRST USE 9-1-2013; IN COMMERCE 10-19-2013.

THE MARK CONSISTS OF THE WORDING "POUND THE PAVEMENT" IN LARGE STYLIZED FONT ABOVE THE WORDING "FOR PANCREATIC CANCER AWARENESS AND RESEARCH" IN SMALLER STYLIZED FONT. BEHIND THE WORDING IS A DESIGN OF

THE SOLES OF SNEAKERS.

SER. NO. 86-504,920, FILED 1-15-2015.

ANDREW LEASER, EXAMINING ATTORNEY



Director of the United States
Patent and Trademark Office

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years* What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods* What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

*ATTENTION MADRID PROTOCOL REGISTRANTS: The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see http://www.wipo.int/madrid/en/.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at http://www.uspto.gov.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at http://www.uspto.gov.

From: TMOfficialNotices@USPTO.GOV
Sent: Tuesday, October 27, 2015 00:33 AM

To: barb.novelli@gmail.com

Subject: Official USPTO Notice of Publication Confirmation: U.S. Trademark SN 86504920: POUND THE PAVEMENT FOR PANCREATIC CANCER etc.

(Stylized/Design)

TRADEMARK OFFICIAL GAZETTE PUBLICATION CONFIRMATION

U.S. Serial Number: 86504920

Mark: POUND THE PAVEMENT FOR PANCREATIC CANCER etc. (Stylized/Design)

International Class(es): 041 Owner: The Purple Iris Foundation Docket/Reference Number:

The mark identified above has been published in the Trademark Official Gazette (TMOG) on Oct 27, 2015.

To Review the Mark in the TMOG:

Click on the following link or paste the URL into an internet browser: https://tmog.uspto.gov/#issueDate=2015-10-27&serialNumber=86504920

On the publication date or shortly thereafter, the applicant should carefully review the information that appears in the TMOG for accuracy. If any information is incorrect due to USPTO error, the applicant should immediately email the requested correction to TMPostPubQuery@uspto.gov. For applicant corrections or amendments after publication, please file a post publication amendment using the form available at http://teasroa.uspto.gov/ppa/. For general information about this notice, please contact the Trademark Assistance Center at 1-800-786-9199.

Significance of Publication for Opposition:

* Any party who believes it will be damaged by the registration of the mark may file a notice of opposition (or extension of time therefor) with the Trademark Trial and Appeal Board. If no party files an opposition or extension request within thirty (30) days after the publication date, then eleven (11) weeks after the publication date a certificate of registration should issue.

To check the status of the application, go to http://tsdr.uspto.gov/#caseNumber=86504920&caseType=SERIAL NO&searchType=statusSearch or contact the Trademark Assistance Center at 1-800-786-9199. Please check the status of the application at least every three (3) months after the application filing date.

To view this notice and other documents for this application on-line, go to http://tsdr.uspto.gov/#caseNumber=86504920&caseType=SERIAL_NO&searchType=documentSearch. NOTE: This notice will only become available on-line the next business day after receipt of this e-mail.

UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Trademarks P.O. Box 1451 Alexandria, VA 22313-1451 www.uspto.gov

Oct 7, 2015

NOTICE OF PUBLICATION

 Serial No.: 86-504,920

 Mark: POUND THE PAVEMENT FOR PANCREATIC CANCER Etc. (STYLIZED/DESIGN)

- International Class(es):
- 4. Publication Date: Oct 27, 2015

5. Applicant: The Purple Iris Foundation

The mark of the application identified appears to be entitled to registration. The mark will, in accordance with Section 12(a) of the Trademark Act of 1946, as amended, be published in the *Official Gazette* on the date indicated above for the purpose of opposition by any person who believes he will be damaged by the registration of the mark. If no opposition is filed within the time specified by Section 13(a) of the Statute or by rules 2.101 or 2.102 of the Trademark Rules, the Commissioner of Patents and Trademarks may issue a certificate of registration.

Copies of the trademark portion of the Official Gazette containing the publication of the mark may be obtained from:

The Superintendent of Documents U.S. Government Printing Office PO Box 371954 Pittsburgh, PA 15250-7954 Phone: 202-512-1800

By direction of the Commissioner.

Email Address(es):

barb.novelli@gmail.com

From: TMOfficialNotices@USPTO.GOV
Sent: Wednesday, October 7, 2015 03:30 AM

To: barb.novelli@gmail.com

Subject: Official USPTO Notification of Notice of Publication: U.S. Trademark SN 86504920: POUND THE PAVEMENT FOR PANCREATIC CANCER etc.

(Stylized/Design)

NOTIFICATION OF "NOTICE OF PUBLICATION"

Your trademark application (Serial No. 86504920) is scheduled to publish in the *Official Gazette* on Oct 27, 2015. To preview the Notice of Publication, go to http://tdr.uspto.gov/search.action?sn=86504920. If you have difficulty accessing the Notice of Publication, contact TDR@uspto.gov/search.action?sn=86504920. If you have difficulty accessing the Notice of Publication, contact TDR@uspto.gov/search.action?sn=86504920. If you have difficulty accessing the Notice of Publication, contact TDR@uspto.gov/search.action?sn=86504920. If you have difficulty accessing the Notice of Publication, contact TDR@uspto.gov/search.action?sn=86504920. If you have difficulty accessing the Notice of Publication is the Notice of Pu

PLEASE NOTE:

- 1. The Notice of Publication may not be immediately available but will be viewable within 24 hours of this e-mail notification.
- 2. You will receive a second e-mail on the actual "Publication Date," which will include a link to the issue of the Official Gazette in which the mark has published.

Do NOT hit "Reply" to this e-mail notification. If you have any questions about the content of the Notice of Publication, contact TMPostPubQuery@uspto.gov.

Trademark Snap Shot Publication & Issue Review Stylesheet (Table presents the data on Publication & Issue Review Complete)

OVERVIEW

| I and the second | | | | |
|--|------------------------|---------------|--------------|--|
| SERIAL NUMBER | 86504920 | FILING DATE | 01/15/2015 | |
| REG NUMBER | 0000000 | REG DATE | N/A | |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK | |
| INTL REG # | N/A | INTL REG DATE | N/A | |
| TM ATTORNEY | JOHNSON, DANIELLE KATH | L.O. ASSIGNED | 117 | |

PUB INFORMATION

| RUN DATE | 09/24/2015 | 09/24/2015 | | | |
|----------------------|-----------------------------|---|-----|--|--|
| PUB DATE | 10/27/2015 | 10/27/2015 | | | |
| STATUS | 681-PUBLICATION/ISSUE REVIE | W COMPLETE | | | |
| STATUS DATE | 09/23/2015 | | | | |
| LITERAL MARK ELEMENT | POUND THE PAVEMENT FOR PA | POUND THE PAVEMENT FOR PANCREATIC CANCER AWARENESS AND RESEARCH | | | |
| | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | | |
| SECTION 15 | NO | REPUB 12C | N/A | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | |
| DATE AMEND REG | N/A | | | | |

FILING BASIS

| FILED BASIS | | CURRENT BASIS | | AMENDED BASIS | |
|-------------|-----|---------------|-----|---------------|----|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | POUND THE PAVEMENT FOR PANCREATIC CANCER AWARENESS AND RESEARCH |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|---------------------------------------|---|
| NAME | The Purple Iris Foundation |
| ADDRESS | 703 Nacote Creek Place Smithville, NJ 08205 |
| ENTITY | 03-CORPORATION |
| CITIZENSHIP | Maine |
| | COODS AND SERVICES |
| | |
| INTERNATIONAL CLASS | GOODS AND SERVICES |
| INTERNATIONAL CLASS DESCRIPTION TEXT | GOODS AND SERVICES 041 Organizing, arranging and conducting running and walking events, the proceeds of |

| GOODS AND SERVICES CLASSIFICATION | | | | | | | |
|-----------------------------------|--|----------------|---------------------|----------------------------------|--|-----------------|----------|
| INTERNATIONAL CLASS | 041 | FIRST USE DATE | 09/01/2013 | FIRST USE IN COMMERCE DATE | 10/19/2013 | CLASS STATUS | 6-ACTIVE |
| | MISCELLANEOUS INFORMATION/STATEMENTS | | | | | | |
| CHANGE IN REGIS | TRATION | | | NO | | | |
| COLORS CLAIMED | COLORS CLAIMED STATEMENT Color is not claimed as a feature of the mark. | | | | | | |
| DESCRIPTION OF MARK | | | above the wording " | FOR PANCREATION | ND THE PAVEMENT" in CANCER AWARENES ting is a design of the so | S AND RESEARCH" | |

PROSECUTION HISTORY

| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM |
|------------|--------|----------|--|---------|
| 09/23/2015 | PREV | 0 | LAW OFFICE PUBLICATION REVIEW COMPLETED | 014 |
| 09/23/2015 | ALIE | А | ASSIGNED TO LIE | 013 |
| 08/27/2015 | CNSA | 0 | APPROVED FOR PUB - PRINCIPAL REGISTER | 012 |
| 08/17/2015 | XAEC | I | EXAMINER'S AMENDMENT ENTERED | 011 |
| 08/17/2015 | GNEN | 0 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED | 010 |
| 08/17/2015 | GNEA | 0 | EXAMINERS AMENDMENT E-MAILED | 009 |
| 08/17/2015 | CNEA | R | EXAMINERS AMENDMENT -WRITTEN | 008 |
| 04/27/2015 | GPRN | 0 | NOTIFICATION OF PRIORITY ACTION E-MAILED | 007 |
| 04/27/2015 | GPRA | F | PRIORITY ACTION E-MAILED | 006 |
| 04/27/2015 | CPRA | R | PRIORITY ACTION WRITTEN | 005 |
| 04/20/2015 | DOCK | D | ASSIGNED TO EXAMINER | 004 |
| 01/29/2015 | MDSC | E | NOTICE OF DESIGN SEARCH CODE E-MAILED | 003 |
| 01/28/2015 | NWOS | ı | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 01/19/2015 | NWAP | I | NEW APPLICATION ENTERED IN TRAM | 001 |

CURRENT CORRESPONDENCE INFORMATION

| ATTORNEY | NONE |
|------------------------|----------------------------|
| CORRESPONDENCE ADDRESS | THE PURPLE IRIS FOUNDATION |

| | 703 Nacote Creek Pl Galloway, NJ 08205-3024 | |
|-------------------------|--|--|
| DOMESTIC REPRESENTATIVE | NONE | |



Trademark Snap Shot Publication Stylesheet (Table presents the data on Publication Approval)

OVERVIEW

| I and the second | | | | |
|--|------------------------|---------------|--------------|--|
| SERIAL NUMBER | 86504920 | FILING DATE | 01/15/2015 | |
| REG NUMBER | 0000000 | REG DATE | N/A | |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK | |
| INTL REG # | N/A | INTL REG DATE | N/A | |
| TM ATTORNEY | JOHNSON, DANIELLE KATH | L.O. ASSIGNED | 117 | |

PUB INFORMATION

| RUN DATE | 08/28/2015 | | | | |
|----------------------|-------------------------------|---------------------------------|-----|--|--|
| PUB DATE | N/A | N/A | | | |
| STATUS | 680-APPROVED FOR PUBLICATION | | | | |
| STATUS DATE | 08/27/2015 | | | | |
| LITERAL MARK ELEMENT | POUND THE PAVEMENT FOR PANCRE | ATIC CANCER AWARENESS AND RESEA | RCH | | |
| | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | | |
| SECTION 15 | NO | REPUB 12C | N/A | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | |
| DATE AMEND REG | N/A | | | | |

FILING BASIS

| FILED BASIS | | CURRENT BASIS | | AMENDED BASIS | | |
|-------------|-----------|---------------|-----|---------------|----|--|
| 1 (a) | YES 1 (a) | | YES | 1 (a) | NO | |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO | |
| 44D | NO | 44D | NO | 44D | NO | |
| 44E | NO | 44E | NO | 44E | NO | |
| 66A | NO | 66A | NO | | | |
| NO BASIS | NO | NO BASIS | NO | | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | POUND THE PAVEMENT FOR PANCREATIC CANCER AWARENESS AND RESEARCH |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| DESCRIPTION TEXT | Organizing, arranging and conducting running and walking events, the proceeds of which are used to raise awareness for pancreatic cancer |
|---------------------|--|
| INTERNATIONAL CLASS | 041 |
| | GOODS AND SERVICES |
| CITIZENSHIP | Maine |
| ENTITY | 03-CORPORATION |
| ADDRESS | 703 Nacote Creek Place Smithville, NJ 08205 |
| NAME | The Purple Iris Foundation |
| PARTY TYPE | 10-ORIGINAL APPLICANT |

| BEGGIN HOW PEAN | | | | which are used to raise awareness for pancreatic cancer | | | |
|---|-----------|---------|---------------|---|------------------------|------|--|
| | | GOOI | OS AND SERVIC | CES CLASSIFICA | ATION | | |
| INTERNATIONAL CLASS O41 FIRST USE DATE 09/01/2013 FIRST USE IN COMMERCE DATE 09/01/2013 CLASS STATUS 6-ACTIVE | | | | | | | |
| | | MISCELI | ANEOUS INFO | RMATION/STAT | ΓEMENTS | | |
| CHANGE IN REGIS | TRATION | | | NO | | | |
| COLORS CLAIMED | STATEMENT | | | Color is not claimed | as a feature of the ma | ark. | |
| DESCRIPTION OF MARK The mark consists of the wording "POUND THE PAVEMENT" in large stylized font above the wording "FOR PANCREATIC CANCER AWARENESS AND RESEARCH" in smaller stylized font. Behind the wording is a design of the soles of sneakers. | | | | | | | |
| | | | PROSECUTI | ON HISTORY | | | |

| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM |
|------------|--------|----------|--|---------|
| 08/27/2015 | CNSA | 0 | APPROVED FOR PUB - PRINCIPAL REGISTER | 012 |
| 08/17/2015 | XAEC | I | EXAMINER'S AMENDMENT ENTERED | 011 |
| 08/17/2015 | GNEN | 0 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED | 010 |
| 08/17/2015 | GNEA | 0 | EXAMINERS AMENDMENT E-MAILED | 009 |
| 08/17/2015 | CNEA | R | EXAMINERS AMENDMENT -WRITTEN | 008 |
| 04/27/2015 | GPRN | 0 | NOTIFICATION OF PRIORITY ACTION E-MAILED | 007 |
| 04/27/2015 | GPRA | F | PRIORITY ACTION E-MAILED | 006 |
| 04/27/2015 | CPRA | R | PRIORITY ACTION WRITTEN | 005 |
| 04/20/2015 | DOCK | D | ASSIGNED TO EXAMINER | 004 |
| 01/29/2015 | MDSC | E | NOTICE OF DESIGN SEARCH CODE E-MAILED | 003 |
| 01/28/2015 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 01/19/2015 | NWAP | I | NEW APPLICATION ENTERED IN TRAM | 001 |

CURRENT CORRESPONDENCE INFORMATION

| ATTORNEY | NONE |
|-------------------------|--|
| CORRESPONDENCE ADDRESS | THE PURPLE IRIS FOUNDATION 703 Nacote Creek Pl Galloway, NJ 08205-3024 |
| DOMESTIC REPRESENTATIVE | NONE |

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Trademark Snap Shot Amendment & Mail Processing Stylesheet (Table presents the data on Amendment & Mail Processing Complete)

OVERVIEW

| I and the second | | | |
|--|------------------------|---------------|--------------|
| SERIAL NUMBER | 86504920 | FILING DATE | 01/15/2015 |
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | JOHNSON, DANIELLE KATH | L.O. ASSIGNED | 117 |

PUB INFORMATION

| RUN DATE | 08/18/2015 | 08/18/2015 | | | | | |
|----------------------|--------------------------|-------------------------------------|-------|--|--|--|--|
| PUB DATE | N/A | | | | | | |
| STATUS | 647-EXAMINERS AMENDMENT | - MAILED | | | | | |
| STATUS DATE | 08/17/2015 | | | | | | |
| LITERAL MARK ELEMENT | POUND THE PAVEMENT FOR F | PANCREATIC CANCER AWARENESS AND RES | EARCH | | | | |
| | | | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | | | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | | | | |
| SECTION 15 | NO | REPUB 12C | N/A | | | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | | | |
| DATE AMEND REG | N/A | | | | | | |

FILING BASIS

| FILED BASIS | | CURRENT BASIS | | AMENDED BASIS | | |
|-------------|-----|---------------|-----|---------------|----|--|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO | |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO | |
| 44D | NO | 44D | NO | 44D | NO | |
| 44E | NO | 44E | NO | 44E | NO | |
| 66A | NO | 66A | NO | | | |
| NO BASIS | NO | NO BASIS | NO | | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | POUND THE PAVEMENT FOR PANCREATIC CANCER AWARENESS AND RESEARCH |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| PARTY TYPE | | | | | 10-ORIGINAL APPLICANT | | | |
|------------------------|-----------|-------------|---|--------------|--|--|--------------|----------------------|
| NAME | | | | | The Purple Iris Foun | dation | | |
| ADDRESS | | | | | 703 Nacote Creek Place Smithville, NJ 08205 | | | |
| ENTITY | | | | | 03-CORPORATION | | | |
| CITIZENSHIP | | | | | Maine | | | |
| | | | | GOODS ANI | D SERVICES | | | |
| INTERNATIONAL CLASS | | | | | 041 | | | |
| DESCRIPTION | N TEXT | | | | | g and conducting runr ise awareness for pan | | nts, the proceeds of |
| | | G | OODS | AND SERVIC | ES CLASSIFICA | ATION | | |
| INTERNATIONAL CLASS | 041 | FIRST USE D | ATE 09 | 9/01/2013 | FIRST USE IN COMMERCE DATE | 10/19/2013 | CLASS STATUS | 6-ACTIVE |
| | | MISC | ELLA | NEOUS INFOI | RMATION/STA | FEMENTS | | |
| CHANGE IN REGIS | TRATION | | | | NO | | | |
| COLORS CLAIMED | STATEMENT | | | | Color is not claimed as a feature of the mark. | | | |
| DESCRIPTION OF N | MARK | | | | The mark consists of the wording "POUND THE PAVEMENT" in large stylized font above the wording "FOR PANCREATIC CANCER AWARENESS AND RESEARCH" in smaller stylized font. Behind the wording is a design of the soles of sneakers. | | | |
| | | | | PROSECUTIO | ON HISTORY | | | |
| DATE | ENT | CD EN | T TYPE | DESCRIPTION | | | | ENT NUM |
| 08/17/2015 | XA | | 1 | | MENDMENT ENTERI | ED | | 011 |
| 08/17/2015 | | EN | 0 | | | ENDMENT E-MAILED |) | 010 |
| 08/17/2015 | GN | EA | 0 | EXAMINERS AN | MENDMENT E-MAILE | | | 009 |
| 08/17/2015 | | EA | R | | MENDMENT -WRITTE | | | 008 |
| 04/27/2015 | GP | RN | 0 | NOTIFICATION | OF PRIORITY ACTION | ON E-MAILED | | 007 |
| 04/27/2015 | GP | RA | F | PRIORITY ACT | ION E-MAILED | | | 006 |
| 04/27/2015 | СР | RA | R | PRIORITY ACT | ION WRITTEN | | | 005 |
| 04/20/2015 | DO | СК | D | ASSIGNED TO | EXAMINER | | | 004 |
| 01/29/2015 | MD | sc | E | NOTICE OF DE | SIGN SEARCH COD | E E-MAILED | | 003 |
| 01/28/2015 | NW | os | 1 | NEW APPLICAT | TION OFFICE SUPPL | IED DATA ENTERED | IN TRAM | 002 |
| 01/19/2015 | NW | 'AP | ı | NEW APPLICAT | TION ENTERED IN TI | RAM | | 001 |
| | <u>'</u> | CUR | RENT | CORRESPON | DENCE INFOR | MATION | | <u>'</u> |
| ATTORNEY | | | | | NONE | | | |
| CORRESPONDENCE ADDRESS | | | THE PURPLE IRIS I 703 Nacote Creek P Galloway, NJ 08205 | 1 | | | | |

NONE

DOMESTIC REPRESENTATIVE



To: The Purple Iris Foundation (<u>barb.novelli@gmail.com</u>)

Subject: U.S. TRADEMARK APPLICATION NO. 86504920 - POUND THE PAVEMENT FOR PANCREATIC -

N/A

 Sent:
 8/17/2015 11:29:30 AM

 Sent As:
 ECOM117@USPTO.GOV

Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO) OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

U.S. APPLICATION SERIAL NO. 86504920

MARK: POUND THE PAVEMENT FOR PANCREATIC

CORRESPONDENT ADDRESS:

THE PURPLE IRIS FOUNDATION 703 Nacote Creek Pl Galloway, NJ 08205-3024 *86504920*

GENERAL TRADEMARK INFORMATION: http://www.uspto.gov/trademarks/index.jsp

VIEW YOUR APPLICATION FILE

APPLICANT: The Purple Iris Foundation

CORRESPONDENT'S REFERENCE/DOCKET NO:

N/A

CORRESPONDENT E-MAIL ADDRESS:

barb.novelli@gmail.com

EXAMINER'S AMENDMENT

ISSUE/MAILING DATE: 8/17/2015

DATABASE SEARCH: The trademark examining attorney has searched the USPTO's database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). TMEP §704.02; *see* 15 U.S.C. §1052(d).

APPLICATION HAS BEEN AMENDED: In accordance with the authorization granted by Barb Novelli on August 17, 2015, the trademark examining attorney has amended the application as indicated below. Please advise the undersigned immediately of any objections. Otherwise, no response is necessary. TMEP §707. Any amendments to the identification of goods and/or services may clarify or limit the goods and/or services, but may not add to or broaden the scope of the goods and/or services. 37 C.F.R. §2.71(a); *see* TMEP §\$1402.06 *et seq*.

MARK DESCRIPTION

The following description of the mark is added to the record:

The mark consists of the wording "POUND THE PAVEMENT" in large stylized font above the wording "FOR PANCREATIC CANCER AWARENESS AND RESEARCH" in smaller stylized font. Behind the wording is a design of the soles of sneakers.

See 37 C.F.R. §2.37; TMEP §§808 et seq.

/Danielle Johnson/ Law Office 117 571-272-8174 danielle.johnson@uspto.gov

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at http://tsdr.uspto.gov/. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at TrademarkAssistanceCenter@uspto.gov or call 1-800-786-9199. For more information on checking status, see http://www.uspto.gov/trademarks/process/status/.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the Trademark Electronic Application System (TEAS) form at http://www.uspto.gov/trademarks/teas/correspondence.jsp.

To: The Purple Iris Foundation (barb.novelli@gmail.com)

Subject: U.S. TRADEMARK APPLICATION NO. 86504920 - POUND THE PAVEMENT FOR PANCREATIC -

N/A

Sent: 8/17/2015 11:29:31 AM **Sent As:** ECOM117@USPTO.GOV

Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

IMPORTANT NOTICE REGARDING YOUR U.S. TRADEMARK APPLICATION

USPTO OFFICE ACTION (OFFICIAL LETTER) HAS ISSUED ON 8/17/2015 FOR U.S. APPLICATION SERIAL NO.86504920

Please follow the instructions below:

(1) TO READ THE LETTER: Click on this <u>link</u> or go to <u>http://tsdr.uspto.gov/</u>, enter the U.S. application serial number, and click on "Documents."

The Office action may not be immediately viewable, to allow for necessary system updates of the application, but will be available within 24 hours of this e-mail notification.

(2) **QUESTIONS:** For questions about the contents of the Office action itself, please contact the assigned trademark examining attorney. For *technical* assistance in accessing or viewing the Office action in the Trademark Status and Document Retrieval (TSDR) system, please e-mail TSDR@uspto.gov.

WARNING

PRIVATE COMPANY SOLICITATIONS REGARDING YOUR APPLICATION: Private companies **not** associated with the USPTO are using information provided in trademark applications to mail or e-mail trademark-related solicitations. These companies often use names that closely resemble the USPTO and their solicitations may look like an official government document. Many solicitations require that you pay "fees."

Please carefully review all correspondence you receive regarding this application to make sure that you are responding to an official document from the USPTO rather than a private company solicitation. All <u>official</u> USPTO correspondence will be mailed only from the "United States Patent and Trademark Office" in Alexandria, VA; or sent by e-mail from the domain "@uspto.gov." For more information on how to handle private company solicitations, see http://www.uspto.gov/trademarks/solicitation_warnings.jsp.

To: The Purple Iris Foundation (barb.novelli@gmail.com)

Subject: U.S. TRADEMARK APPLICATION NO. 86504920 - POUND THE PAVEMENT FOR PANCREATIC -

N/A

Sent: 4/27/2015 4:06:11 PM

Sent As: ECOM117@USPTO.GOV

Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO) OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

U.S. APPLICATION SERIAL NO. 86504920

MARK: POUND THE PAVEMENT FOR PANCREATIC

CORRESPONDENT ADDRESS:

THE PURPLE IRIS FOUNDATION 703 Nacote Creek Pl Galloway, NJ 08205-3024 *86504920*

CLICK HERE TO RESPOND TO THIS LETTER: http://www.uspto.gov/trademarks/teas/response_forms.jsp

VIEW YOUR APPLICATION FILE

APPLICANT: The Purple Iris Foundation

CORRESPONDENT'S REFERENCE/DOCKET NO:

N/A

CORRESPONDENT E-MAIL ADDRESS:

barb.novelli@gmail.com

PRIORITY ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE BELOW.

ISSUE/MAILING DATE: 4/27/2015

DATABASE SEARCH: The trademark examining attorney has searched the USPTO's database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). TMEP §704.02; *see* 15 U.S.C. §1052(d).

ISSUES APPLICANT MUST ADDRESS: On April 21, 2015, the trademark examining attorney and Barbara Novelli discussed the issues below. Applicant must timely respond to these issues. *See* 15 U.S.C. §1062(b); 37 C.F.R. §2.62(a); TMEP §§708, 711.

MARK DESCRIPTION REQUIRES CLARIFICATION

Applications for marks not in standard characters must include an accurate and concise description of the entire mark that identifies literal elements as well as any design elements. See 37 C.F.R. §2.37; TMEP §§808.01, 808.02, 808.03(b).

Therefore, applicant must provide a more concise, accurate description of the applied-for mark. The following is suggested:

The mark consists of the wording "POUND THE PAVEMENT" in large stylized font above the wording "FOR PANCREATIC CANCER AWARENESS AND RESEARCH" in smaller stylized font. Behind the wording is a design of the soles of sneakers.

RESPONSE GUIDELINES

Applicant is encouraged to telephone or e-mail the assigned trademark examining attorney to resolve the issues raised in this Office action by examiner's amendment. Although the USPTO will not accept a formal response by e-mail, an applicant may communicate informally by phone or e-mail with the trademark examining attorney to agree to a proposed amendment to the application that will immediately place the application in condition for publication for opposition, issuance of a registration, or suspension. *See* 37 C.F.R. §2.62(c); TMEP §707.

/Danielle Johnson/ Law Office 117 571-272-8174 danielle.johnson@uspto.gov

TO RESPOND TO THIS LETTER: Go to http://www.uspto.gov/trademarks/teas/response_forms.jsp. Please wait 48-72 hours from the issue/mailing date before using the Trademark Electronic Application System (TEAS), to allow for necessary system updates of the application. For technical assistance with online forms, e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned trademark examining attorney. E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.

All informal e-mail communications relevant to this application will be placed in the official application record.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at http://tsdr.uspto.gov/. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at TrademarkAssistanceCenter@uspto.gov or call 1-800-786-9199. For more information on checking status, see http://www.uspto.gov/trademarks/process/status/.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at http://www.uspto.gov/trademarks/teas/correspondence.jsp.

To: The Purple Iris Foundation (barb.novelli@gmail.com)

Subject: U.S. TRADEMARK APPLICATION NO. 86504920 - POUND THE PAVEMENT FOR PANCREATIC -

N/A

Sent: 4/27/2015 4:06:12 PM

Sent As: ECOM117@USPTO.GOV

Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

U.S. TRADEMARK APPLICATION

USPTO OFFICE ACTION (OFFICIAL LETTER) HAS ISSUED ON 4/27/2015 FOR U.S. APPLICATION SERIAL NO. 86504920

Your trademark application has been reviewed. The trademark examining attorney assigned by the USPTO to your application has written an official letter to which you must respond. Please follow these steps:

(1) **READ THE LETTER** by clicking on this <u>link</u> or going to <u>http://tsdr.uspto.gov/</u>, entering your U.S. application serial number, and clicking on "Documents."

The Office action may not be immediately viewable, to allow for necessary system updates of the application, but will be available within 24 hours of this e-mail notification.

(2) **RESPOND WITHIN 6 MONTHS** (*or sooner if specified in the Office action*), calculated from 4/27/2015, using the Trademark Electronic Application System (TEAS) response form located at http://www.uspto.gov/trademarks/teas/response_forms.jsp.

Do NOT hit "Reply" to this e-mail notification, or otherwise e-mail your response because the USPTO does NOT accept e-mails as responses to Office actions.

(3) QUESTIONS about the contents of the Office action itself should be directed to the trademark examining attorney who reviewed your application, identified below.

/Danielle Johnson/ Law Office 117 571-272-8174 danielle.johnson@uspto.gov

WARNING

Failure to file the required response by the applicable response deadline will result in the ABANDONMENT of your application. For more information regarding abandonment, see http://www.uspto.gov/trademarks/basics/abandon.jsp.

PRIVATE COMPANY SOLICITATIONS REGARDING YOUR APPLICATION: Private companies **not** associated with the USPTO are using information provided in trademark applications to mail or e-mail trademark-related solicitations. These companies often use names that closely resemble the USPTO and their solicitations may look like an official government document. Many solicitations require that you pay "fees."

Please carefully review all correspondence you receive regarding this application to make sure that you are responding to an official document from the USPTO rather than a private company solicitation. All official USPTO correspondence will be mailed only from the "United States

| Patent and Trademark Office" in Alexandria, VA; or sent by e-mail from the domain "@uspto.gov." private company solicitations, see http://www.uspto.gov/trademarks/solicitation_warnings.jsp . | For more information on how to handle |
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| # | Total | Dead | Live | Live | Status/ | Search |
|----|-------|-------|--------|--------|----------|--|
| | Marks | Marks | Viewed | Viewed | Search | |
| | | | Docs | Images | Duration | |
| 01 | 481 | N/A | 0 | 0 | 0:02 | *po{"uw"}nd* [bi,ti] not dead[ld] |
| 02 | 749 | N/A | 0 | 0 | 0:02 | *pav* [bi,ti] not dead[ld] |
| 03 | 36 | N/A | 0 | 0 | 0:01 | *pan{"ckq"1:2}rea* [bi,ti] not dead[ld] |
| 04 | 1704 | N/A | 0 | 0 | 0:02 | $*{\text{ckq}}$ an{"sc"}{v}r* [bi,ti] not dead[ld] |
| 05 | 2450 | N/A | 0 | 0 | 0:02 | *awar* [bi,ti] not dead[ld] |
| 06 | 2954 | N/A | 1 | 1 | 0:01 | *re{"sz"}{"ea"1:2}rch* [bi,ti] not dead[ld] |
| 07 | 1 | 0 | 1 | 1 | 0:01 | 1 and 2 |
| 08 | 1 | 0 | 1 | 1 | 0:01 | 3 and 4 and 5 and 6 |
| 09 | 2 | 0 | 2 | 2 | 0:01 | 1 and (3 4 5 6) |
| 10 | 13 | 0 | 13 | 13 | 0:01 | 3 and (4 5 6) |
| 11 | 153 | 0 | 152 | 144 | 0:01 | 4 and (5 6) |
| 12 | 13 | 0 | 13 | 13 | 0:01 | 5 and 6 |
| 13 | 257 | 0 | 3 | 257 | 0:01 | (090707 footprints)[dc] not dead[ld] |
| 14 | 191 | 0 | 191 | 179 | 0:02 | pound [bi,ti] not dead[ld] |
| 15 | 70 | 0 | 70 | 66 | 0:02 | pavement [bi,ti] not dead[ld] |

Session started 4/20/2015 5:09:28 PM Session finished 4/20/2015 5:16:17 PM Total search duration 0 minutes 21 seconds Session duration 6 minutes 49 seconds Defaut NEAR limit=1ADJ limit=1

Sent to TICRS as Serial Number: 86504920

From: TMDesignCodeComments

Sent: Thursday, January 29, 2015 00:21 AM

To: barb.novelli@gmail.com

Subject: Official USPTO Notice of Design Search Code: U.S. Trademark SN: 86504920: POUND THE PAVEMENT FOR PANCREATIC CANCER etc.

(Stylized/Design)

Docket/Reference Number:

The USPTO may assign design search codes, as appropriate, to new applications and renewed registrations to assist in searching the USPTO database for conflicting marks. They have no legal significance and will not appear on the registration certificate.

DESIGN SEARCH CODES are numerical codes assigned to figurative, non-textual elements found in marks. For example, if your mark contains the design of a flower, design search code 05.05 would be assigned to your application. Design search codes are described on Internet Web page http://www.uspto.gov/tmdb/dscm/index.html.

Response to this notice is not required; however, to suggest additions or changes to the design search code(s) assigned to your mark, please e-mail TMDesignCodeComments@USPTO.GOV. You **must** reference your application serial number within your request. The USPTO will review the proposal and update the record, if appropriate. For questions, please call 1-800-786-9199 to speak to a Customer Service representative.

The USPTO will not send any further response to your e-mail. Check TESS in approximately two weeks to see if the requested changes have been entered. Requests deemed unnecessary or inappropriate will not be entered.

To view this notice and other documents for this application on-line, go to http://tdr.uspto.gov/search.action?sn=86504920. NOTE: This notice will only be available on-line the next business day after receipt of this e-mail.

Design search codes assigned to the referenced serial number are listed below.

DESIGN SEARCH CODES:

09.07.07 - Foot prints, human

Trademark/Service Mark Application, Principal Register

Serial Number: 86504920 Filing Date: 01/15/2015

The table below presents the data as entered.

| Input Field | Entered |
|--|--|
| SERIAL NUMBER | 86504920 |
| MARK INFORMATION | |
| *MARK | \\TICRS\EXPORT16\IMAGEOUT 16\865\049\86504920\xml1\ APP0002.JPG |
| SPECIAL FORM | YES |
| USPTO-GENERATED IMAGE | NO |
| LITERAL ELEMENT | Pound the Pavement for Pancreatic Cancer Awareness and Research |
| COLOR MARK | NO |
| *DESCRIPTION OF THE MARK (and Color Location, if applicable) | The mark consists of soles of sneakers as a backdrop to our phrase. "Pound the Pavement for Pancreatic Cancer Awareness and Research" is our phrase that runs across the sneaker logo. |
| PIXEL COUNT ACCEPTABLE | YES |
| PIXEL COUNT | 940 x 602 |
| REGISTER | Principal |
| APPLICANT INFORMATION | |
| *OWNER OF MARK | The Purple Iris Foundation |
| *STREET | 703 Nacote Creek Place |
| *CITY | Smithville |
| *STATE (Required for U.S. applicants) | New Jersey |
| *COUNTRY | United States |
| *ZIP/POSTAL CODE (Required for U.S. applicants only) | 08205 |
| PHONE | 609-226-1450 |
| EMAIL ADDRESS | XXXX |
| AUTHORIZED TO COMMUNICATE VIA EMAIL | Yes |
| LEGAL ENTITY INFORMATION | |
| ТУРЕ | corporation |
| STATE/COUNTRY OF INCORPORATION | Maine |
| GOODS AND/OR SERVICES AND BASIS INFORMATION | ON |
| INTERNATIONAL CLASS | 041 |
| | Organizing, arranging and conducting running and walking |

| *IDENTIFICATION | events, the proceeds of which are used to raise awareness for pancreatic cancer | | |
|-------------------------------------|---|--|--|
| FILING BASIS | SECTION 1(a) | | |
| FIRST USE ANYWHERE DATE | At least as early as 09/01/2013 | | |
| FIRST USE IN COMMERCE DATE | At least as early as 10/19/2013 | | |
| SPECIMEN FILE NAME(S) | \\TICRS\EXPORT16\IMAGEOUT 16\865\049\86504920\xml1\ APP0003.JPG | | |
| SPECIMEN DESCRIPTION | digital image of a flyer currently used in commerce | | |
| CORRESPONDENCE INFORMATION | | | |
| NAME | The Purple Iris Foundation | | |
| STREET | 703 Nacote Creek Place | | |
| CITY | Smithville | | |
| STATE | New Jersey | | |
| COUNTRY | United States | | |
| ZIP/POSTAL CODE | 08205 | | |
| PHONE | 609-226-1450 | | |
| EMAIL ADDRESS | barb.novelli@gmail.com | | |
| AUTHORIZED TO COMMUNICATE VIA EMAIL | Yes | | |
| FEE INFORMATION | | | |
| NUMBER OF CLASSES | 1 | | |
| FEE PER CLASS | 325 | | |
| *TOTAL FEE DUE | 325 | | |
| *TOTAL FEE PAID | 325 | | |
| SIGNATURE INFORMATION | | | |
| SIGNATURE | /Barbara Novelli/ | | |
| SIGNATORY'S NAME | Barbara Novelli | | |
| SIGNATORY'S POSITION | Secretary | | |
| DATE SIGNED | 01/15/2015 | | |

Trademark/Service Mark Application, Principal Register

Serial Number: 86504920 Filing Date: 01/15/2015

To the Commissioner for Trademarks:

MARK: Pound the Pavement for Pancreatic Cancer Awareness and Research (stylized and/or with design, see mark)

The literal element of the mark consists of Pound the Pavement for Pancreatic Cancer Awareness and Research.

The mark consists of soles of sneakers as a backdrop to our phrase. "Pound the Pavement for Pancreatic Cancer Awareness and Research" is our phrase that runs across the sneaker logo.

The applicant, The Purple Iris Foundation, a corporation of Maine, having an address of 703 Nacote Creek Place
Smithville, New Jersey 08205
United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 041: Organizing, arranging and conducting running and walking events, the proceeds of which are used to raise awareness for pancreatic cancer

In International Class 041, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 09/01/2013, and first used in commerce at least as early as 10/19/2013, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) digital image of a flyer currently used in commerce.

Specimen File1

The applicant's current Correspondence Information:

The Purple Iris Foundation 703 Nacote Creek Place Smithville, New Jersey 08205 609-226-1450(phone) barb.novelli@gmail.com (authorized)

A fee payment in the amount of \$325 has been submitted with the application, representing payment for 1 class(es).

Declaration

The signatory believes that: if the applicant is filing the application under 15 U.S.C. Section 1051(a), the applicant is the owner of the trademark/service mark sought to be registered; the applicant or the applicant's related company or licensee is using the mark in commerce on or in connection with the goods/services in the application, and such use by the applicant's related company or licensee inures to the benefit of the applicant; the specimen(s) shows the mark as used on or in connection with the goods/services in the applicant filed an application under 15 U.S.C. Section 1051(b), Section 1126(d), and/or Section 1126(e), the applicant is entitled to use the mark in commerce; the applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the goods/services in the application. The signatory believes that to the best of the signatory's knowledge and belief, no other person has the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion or mistake, or to deceive. The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements and the like may jeopardize the validity of the application or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Declaration Signature

Signature: /Barbara Novelli/ Date: 01/15/2015

Signatory's Name: Barbara Novelli Signatory's Position: Secretary RAM Sale Number: 86504920 RAM Accounting Date: 01/16/2015

Serial Number: 86504920

Internet Transmission Date: Thu Jan 15 17:29:45 EST 2015

TEAS Stamp: USPTO/BAS-XX.XXX.XXX.XXX-201501151729457

79038-86504920-50039f2233ada92e0cbdaff9f 37eaaef8b847f6cfb48a1fee65d597a5ee8c82d6

1-DA-4188-20150114122401926789





SUNDAY OCT. 19th, 2014

Brewer Auditorium

Register NOW at www.active.com OR the day of the run. You can create a fundraising page when you register at active.com. Registration the day of the race is from 8:15-9:15 AM at the Brewer Auditorium. The run get underway at 9:30 AM.

Bodies by Badger will have color stations for anyone that wants to show PURPLE support with a splash of color.

Register in advance for only \$20 NOW at www.active.com. RACE DAY REGISTER is \$25.00.

Come show your support, share stories, honor loved one or just to have Some Fun.

For more information find Pound the Pavement on Facebook or online at www.purpleirisfoundation.com.

All proceeds benefit The Purple Iris Foundation, a 501(C)3
Non-Profit organization.





SUNDAY OCT. 19th, 2014

Brewer Auditorium

Register NOW at www.active.com OR the day of the run. You can create a fundraising page when you register at active.com. Registration the day of the race is from 8:15-9:15 AM at the Brewer Auditorium. The run get underway at 9:30 AM.

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Come show your support, share stories, honor loved one or just to have Some Fun.

For more information find Pound the Pavement on Facebook or online at www.purpleirisfoundation.com.

All proceeds benefit The Purple Iris Foundation, a 501(C)3
Non-Profit organization.

EXHIBIT U

Generated on: This page was generated by TSDR on 2020-10-20 16:45:07 EDT

Mark: PROJECT PURPLE RUNNING TO BEAT PANCREATIC CANCER



US Serial Number: 86560897 Application Filing Mar. 11, 2015

Date:

US Registration 4840712 Registration Date: Oct. 27, 2015

Number:

Filed as TEAS Yes Currently TEAS Yes

Plus: Plus:

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: Oct. 27, 2015

Publication Date: Aug. 11, 2015

Mark Information

Mark Literal PROJECT PURPLE RUNNING TO BEAT PANCREATIC CANCER

Elements:

Standard Character No Claim:

Mark Drawing 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Type:

Description of The mark consists of the words "PROJECT PURPLE", with "PROJECT" in light purple and "PURPLE" in dark purple, a light purple and

Mark: dark purple crossed ribbon design in between the two terms and with the slogan "RUNNING TO BEAT PANCREATIC CANCER" in

light purple, offset on either side with light purple dashes.

Color Drawing: Yes

Color(s) Claimed: The color(s) light purple and dark purple is/are claimed as a feature of the mark.

Disclaimer: "PROJECT"

Design Search 09.01.04 - Ribbons, giftwrap (gift wrap); Ribbons, hair; Bows, decorative

Code(s): 26.17.01 - Lines, straight; Bands, straight; Bars, straight; Straight line(s), band(s) or bar(s)

26.17.05 - Horizontal line(s), band(s) or bar(s); Bars, horizontal; Lines, horizontal; Bands, horizontal

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: Accepting and administering monetary charitable contributions; Charitable foundation services, namely, providing financial assistance for programs and services of others; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable fundraising services; Charitable fundraising services by means of running and walking events; Charitable fundraising services by means of selling t-shirts, sweatshirts, jackets, hats, gym bags and blankets to raise funds for pancreatic cancer; Charitable fundraising services for promoting research, education and other activities relating to pancreatic cancer.

International 036 - Primary Class U.S Class(es): 100, 101, 102

Class(es):

Class Status: ACTIVE

Basis: 1(a)

First Use: May 01, 2012 Use in Commerce: May 01, 2012

Basis Information (Case Level)

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

Filed No Basis: No

Current Owner(s) Information

Owner Name: Project Purple, Inc. Owner Address: 115 Main Street, Suite 1

Seymour, CONNECTICUT UNITED STATES 06483

Legal Entity Type: CORPORATION State or Country CONNECTICUT

Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Steven Mancinelli Docket Number: 1404-005-T Attorney Primary steven@maipl.com Attorney Email Yes **Email Address:** Authorized:

Correspondent

Correspondent STEVEN MANCINELLI

Name/Address: MANCINELLI & ASSOCIATES, PC

555 FIFTH AVENUE, 14TH FLOOR

NEW YORK, NEW YORK UNITED STATES 10017

Phone: 646-863-6490 Fax: 240-358-7375

Correspondent e- steven@maipl.com codmanllp@aol.com Correspondent e- Yes mail Authorized: mail:

Domestic Representative - Not Found

Prosecution History

| Date | Description | Proceeding Number |
|---------------|---|----------------------|
| Aug. 27, 2018 | TEAS CHANGE OF CORRESPONDENCE RECEIVED | |
| Apr. 26, 2018 | APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED | 88888 |
| Apr. 26, 2018 | TEAS CHANGE OF OWNER ADDRESS RECEIVED | |
| Oct. 27, 2015 | REGISTERED-PRINCIPAL REGISTER | |
| Aug. 11, 2015 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED | |
| Aug. 11, 2015 | PUBLISHED FOR OPPOSITION | |
| Jul. 22, 2015 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED | |
| Jul. 07, 2015 | LAW OFFICE PUBLICATION REVIEW COMPLETED | 70138 |
| Jul. 07, 2015 | ASSIGNED TO LIE | 70138 |
| Jun. 19, 2015 | APPROVED FOR PUB - PRINCIPAL REGISTER | |
| Jun. 19, 2015 | EXAMINER'S AMENDMENT ENTERED | 88888 |
| Jun. 19, 2015 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED | 6328 |
| Jun. 19, 2015 | EXAMINERS AMENDMENT E-MAILED | 6328 |
| Jun. 19, 2015 | EXAMINERS AMENDMENT -WRITTEN | 83171 |
| Jun. 16, 2015 | ASSIGNED TO EXAMINER | 83171 |
| Mar. 24, 2015 | NOTICE OF DESIGN SEARCH CODE E-MAILED | |
| Mar. 23, 2015 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | |
| Mar. 14, 2015 | 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: Oct. 27, 2015

Change Of Correspondence Address

The table below presents the data as entered.

| Input Field | Entered |
|--|---|
| SERIAL NUMBER | 86560897 |
| REGISTRATION NUMBER | 4840712 |
| LAW OFFICE ASSIGNED | LAW OFFICE 107 |
| MARK SECTION | |
| MARK | PROJECT PURPLE RUNNING TO BEAT PANCREATIC CANCER (stylized and/or with design, see https://tmng-al.uspto.gov/resting2/api/img/86560897/large) |
| CORRESPONDENCE SECTION (current) | |
| ORIGINAL ADDRESS | STEVEN MANCINELLI Mancinelli & Associates P C 111 John St Rm 800 New York New York 10038-3180 US 646-863-6490 240-358-7375 steven@maipl.com;codmanllp@aol.com |
| NEW CORRESPONDENCE ADDRESS | |
| NEW ADDRESS | STEVEN MANCINELLI MANCINELLI & ASSOCIATES, PC 555 FIFTH AVENUE, 14TH FLOOR NEW YORK New York United States 10017 646-863-6490 240-358-7375 steven@maipl.com; codmanllp@aol.com |
| AUTHORIZED TO COMMUNICATE VIA E-MAIL | YES |
| INDIVIDUAL ATTORNEY DOCKET/REFERENCE NUMBER | 1404-005-T |
| SIGNATURE SECTION | |
| SIGNATURE | /stevenmancinelli/ |
| SIGNATORY NAME | Steven Mancinelli |
| SIGNATORY DATE | 08/27/2018 |
| SIGNATORY POSITION | Attorney of Record, NY Bar |
| SIGNATORY PHONE NUMBER | 646-863-6490 |
| AUTHORIZED SIGNATORY | YES |
| FILING INFORMATION SECTION | |
| SUBMIT DATE | Mon Aug 27 16:11:12 EDT 2018 |

TEAS STAMP

USPTO/CCA-XX.XX.XXX.XXX-2 0180827161112278031-88085 265-610bc186cae8df7d4a66a a9e0979a68d07d7befdb4da9c b6aaf40ad79a08650248e-N/A -N/A-20180827152316762390

Change Of Owner's Address

The table below presents the data as entered.

| Input Field | Entered |
|----------------------------|---|
| SERIAL NUMBER | 86560897 |
| REGISTRATION NUMBER | 4840712 |
| LAW OFFICE ASSIGNED | LAW OFFICE 107 |
| MARK SECTION | |
| MARK | PROJECT PURPLE RUNNING TO BEAT PANCREATIC CANCER (stylized and/or with design, see https://tmng-al.uspto.gov/resting2/api/img/86560897/large) |
| OWNER SECTION (current) | |
| NAME | Project Purple, Inc. |
| STREET | 141 South Main Street |
| СІТУ | Beacon Falls |
| STATE | Connecticut |
| ZIP/POSTAL CODE | 06403 |
| COUNTRY | US |
| PHONE | (203) 729-1188 |
| NEW OWNER ADDRESS | |
| STREET | 115 Main Street, Suite 1 |
| СІТУ | Seymour |
| STATE | Connecticut |
| ZIP/POSTAL CODE | 06483 |
| COUNTRY | United States |
| PHONE | (203) 414-2716 |
| SIGNATURE SECTION | |
| SIGNATURE | /stevenmancinelli/ |
| SIGNATORY NAME | Steven Mancinelli |
| SIGNATORY DATE | 04/26/2018 |
| SIGNATORY POSITION | Attorney of Record, NY Bard |
| SIGNATORY PHONE NUMBER | 646-863-6490 |
| FILING INFORMATION SECTION | |
| SUBMIT DATE | Thu Apr 26 23:11:39 EDT 2018 |
| TEAS STAMP | USPTO/COA-XX.XXX.XXX.XX.2 0180426231139897012-87217 092-51094984bd7535f34c0c5 e59cf2c48154deb7a29ec1b1c 96dddcb0b8cae5e1-N/A-N/A- |

United States of America United States Patent and Trademark Office



Reg. No. 4,840,712

PROJECT PURPLE, INC. (CONNECTICUT CORPORATION)

Registered Oct. 27, 2015 BEACON FALLS, CT 06403

Int. Cl.: 36

SERVICE MARK

PRINCIPAL REGISTER

FOR: ACCEPTING AND ADMINISTERING MONETARY CHARITABLE CONTRIBUTIONS; CHARITABLE FOUNDATION SERVICES, NAMELY, PROVIDING FINANCIAL ASSISTANCE FOR PROGRAMS AND SERVICES OF OTHERS; CHARITABLE FOUNDATION SERVICES, NAMELY, PROVIDING FUNDRAISING ACTIVITIES TO SUPPORT MEDICAL RESEARCH AND PROCEDURES FOR THOSE IN NEED; CHARITABLE FUNDRAISING SERVICES; CHARITABLE FUNDRAISING SERVICES BY MEANS OF RUNNING AND WALKING EVENTS; CHARITABLE FUNDRAISING SERVICES BY MEANS OF SELLING T-SHIRTS, SWEATSHIRTS, JACKETS, HATS, GYM BAGS AND BLANKETS TO RAISE FUNDS FOR PANCREATIC CANCER; CHARITABLE FUNDRAISING SERVICES FOR PROMOTING RESEARCH, EDUCATION AND OTHER ACTIVITIES RELATING TO PANCREATIC CANCER, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 5-1-2012; IN COMMERCE 5-1-2012.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "PROJECT", APART FROM THE MARK AS SHOWN.

THE COLOR(S) LIGHT PURPLE AND DARK PURPLE IS/ARE CLAIMED AS A FEATURE OF THE MARK.

OFFICE STATE OF COMME

THE MARK CONSISTS OF THE WORDS "PROJECT PURPLE", WITH "PROJECT" IN LIGHT PURPLE AND "PURPLE" IN DARK PURPLE, A LIGHT PURPLE AND DARK PURPLE CROSSED RIBBON DESIGN IN BETWEEN THE TWO TERMS AND WITH THE SLOGAN "RUNNING TO BEAT PANCREATIC CANCER" IN LIGHT PURPLE, OFFSET ON EITHER SIDE WITH LIGHT PURPLE DASHES.

SER. NO. 86-560,897, FILED 3-11-2015.

JULIE VEPPUMTHARA, EXAMINING ATTORNEY

Director of the United States
Patent and Trademark Office

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years* What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.* **See** 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods* What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

*ATTENTION MADRID PROTOCOL REGISTRANTS: The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see http://www.wipo.int/madrid/en/.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at http://www.uspto.gov.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at http://www.uspto.gov.

From: TMOfficialNotices@USPTO.GOV
Sent: Tuesday, August 11, 2015 00:31 AM

To: steven@maipl.com
Cc: codmanllp@aol.com

Subject: Official USPTO Notice of Publication Confirmation: U.S. Trademark SN 86560897: PROJECT PURPLE RUNNING TO BEAT PANCREATI etc.

(Stylized/Design): Docket/Reference No. 1404-005-T

TRADEMARK OFFICIAL GAZETTE PUBLICATION CONFIRMATION

U.S. Serial Number: 86560897

Mark: PROJECT PURPLE RUNNING TO BEAT PANCREATI etc. (Stylized/Design)

International Class(es): 036 Owner: Project Purple, Inc.

Docket/Reference Number: 1404-005-T

The mark identified above has been published in the Trademark Official Gazette (TMOG) on Aug 11, 2015.

To Review the Mark in the TMOG:

Click on the following link or paste the URL into an internet browser: https://tmog.uspto.gov/#issueDate=2015-08-11&serialNumber=86560897

On the publication date or shortly thereafter, the applicant should carefully review the information that appears in the TMOG for accuracy. If any information is incorrect due to USPTO error, the applicant should immediately email the requested correction to TMPostPubQuery@uspto.gov. For applicant corrections or amendments after publication, please file a post publication amendment using the form available at http://teasroa.uspto.gov/ppa/. For general information about this notice, please contact the Trademark Assistance Center at 1-800-786-9199.

Significance of Publication for Opposition:

* Any party who believes it will be damaged by the registration of the mark may file a notice of opposition (or extension of time therefor) with the Trademark Trial and Appeal Board. If no party files an opposition or extension request within thirty (30) days after the publication date, then eleven (11) weeks after the publication date a certificate of registration should issue.

To check the status of the application, go to http://tsdr.uspto.gov/#caseNumber=86560897&caseType=SERIAL_NO&searchType=statusSearch or contact the Trademark Assistance Center at 1-800-786-9199. Please check the status of the application at least every three (3) months after the application filing date.

To view this notice and other documents for this application on-line, go to http://tsdr.uspto.gov/#caseNumber=86560897&caseType=SERIAL_NO&searchType=documentSearch. NOTE: This notice will only become available on-line the next business day after receipt of this e-mail.

UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Trademarks P.O. Box 1451 Alexandria, VA 22313-1451 www.uspto.gov

Jul 22, 2015

NOTICE OF PUBLICATION

1. Serial No.: 86-560,897

 Mark: PROJECT PURPLE RUNNING TO BEAT PANCREATI Etc. (STYLIZED/DESIGN)

International Class(es):
 36

5. Applicant: Project Purple, Inc.

4. Publication Date: Aug 11, 2015

The mark of the application identified appears to be entitled to registration. The mark will, in accordance with Section 12(a) of the Trademark Act of 1946, as amended, be published in the *Official Gazette* on the date indicated above for the purpose of opposition by any person who believes he will be damaged by the registration of the mark. If no opposition is filed within the time specified by Section 13(a) of the Statute or by rules 2.101 or 2.102 of the Trademark Rules, the Commissioner of Patents and Trademarks may issue a certificate of registration.

Copies of the trademark portion of the Official Gazette containing the publication of the mark may be obtained from:

The Superintendent of Documents U.S. Government Printing Office PO Box 371954 Pittsburgh, PA 15250-7954 Phone: 202-512-1800

By direction of the Commissioner.

Email Address(es):

steven@maipl.com codmanllp@aol.com From: TMOfficialNotices@USPTO.GOV Sent: Wednesday, July 22, 2015 03:37 AM

To: steven@maipl.com
Cc: codmanllp@aol.com

Subject: Official USPTO Notification of Notice of Publication: U.S. Trademark SN 86560897: PROJECT PURPLE RUNNING TO BEAT PANCREATI etc.

(Stylized/Design): Docket/Reference No. 1404-005-T

NOTIFICATION OF "NOTICE OF PUBLICATION"

Your trademark application (Serial No. 86560897) is scheduled to publish in the *Official Gazette* on Aug 11, 2015. To preview the Notice of Publication, go to http://tdr.uspto.gov/search.action?sn=86560897. If you have difficulty accessing the Notice of Publication, contact TDR@uspto.gov/search.action?sn=86560897. If you have difficulty accessing the Notice of Publication, contact TDR@uspto.gov/search.action?sn=86560897. If you have difficulty accessing the Notice of Publication, contact TDR@uspto.gov/search.action?sn=86560897. If you have difficulty accessing the Notice of Publication, contact TDR@uspto.gov/search.action?sn=86560897. If you have difficulty accessing the Notice of Publication, contact TDR@uspto.gov/search.action?sn=86560897.

PLEASE NOTE:

- 1. The Notice of Publication may not be immediately available but will be viewable within 24 hours of this e-mail notification.
- 2. You will receive a second e-mail on the actual "Publication Date," which will include a link to the issue of the Official Gazette in which the mark has published.

Do NOT hit "Reply" to this e-mail notification. If you have any questions about the content of the Notice of Publication, contact TMPostPubQuery@uspto.gov.

Trademark Snap Shot Publication & Issue Review Stylesheet (Table presents the data on Publication & Issue Review Complete)

OVERVIEW

| I . | | | | |
|---------------|----------------------|---------------|--------------|--|
| SERIAL NUMBER | 86560897 | FILING DATE | 03/11/2015 | |
| REG NUMBER | 0000000 | REG DATE | N/A | |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK | |
| INTL REG # | N/A | INTL REG DATE | N/A | |
| TM ATTORNEY | VEPPUMTHARA, JULIE T | L.O. ASSIGNED | 107 | |

PUB INFORMATION

| RUN DATE | 07/08/2015 | | |
|----------------------|----------------------------------|--------------------|-----|
| PUB DATE | 08/11/2015 | | |
| STATUS | 681-PUBLICATION/ISSUE REVIEW COI | MPLETE | |
| STATUS DATE | 07/07/2015 | | |
| LITERAL MARK ELEMENT | PROJECT PURPLE RUNNING TO BEAT | PANCREATIC CANCER | |
| | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A |
| SECTION 2F | NO | SECTION 2F IN PART | NO |
| SECTION 8 | NO | SECTION 8 IN PART | NO |
| SECTION 15 | NO | REPUB 12C | N/A |
| RENEWAL FILED | NO | RENEWAL DATE | N/A |
| DATE AMEND REG | N/A | | |

FILING BASIS

| FILED BASIS | | CURRENT BASIS | | AMENDED BASIS | |
|-------------|-----|---------------|-----|---------------|----|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | PROJECT PURPLE RUNNING TO BEAT PANCREATIC CANCER |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | YES |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT | | |
|---|---|--|--|
| NAME | Project Purple, Inc. | | |
| ADDRESS 141 South Main Street Beacon Falls, CT 06403 | | | |
| ENTITY | 03-CORPORATION | | |
| CITIZENSHIP | Connecticut | | |
| INTERNATIONAL CLASS | 036 | | |
| INTERNATIONAL CLASS DESCRIPTION TEXT Accepting and administering monetary charitable contributions; Charitable foundation services, namely, providing financial assistance for programs and services of others; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need: Charitable | | | |
| | fundraising services; Charitable fundraising services by means of running and | | |

| cancer; Charitable fundraising services for promoting research, education and othe activities relating to pancreatic cancer | | | | | | education and other | |
|---|--------------------------------------|--|---|--|----------------------------------|---------------------|--|
| GOODS AND SERVICES CLASSIFICATION | | | | | | | |
| INTERNATIONAL CLASS | | | | | | | |
| | MISCELLANEOUS INFORMATION/STATEMENTS | | | | | | |
| CHANGE IN REGIS | CHANGE IN REGISTRATION NO | | | | | | |
| COLORS CLAIMED STATEMENT | | | | The color(s) light purple and dark purple is/are claimed as a feature of the mark. | | | |
| DISCLAIMER W/PR | DISCLAIMER W/PREDETER TXT "PROJECT" | | | | | | |
| DESCRIPTION OF MARK The mark consists of the purple and "PURPLE" in design in between the two PANCREATIC CANCER dashes. | | | E" in dark purple, a lig ne two terms and with | the slogan "RUNNING | rple crossed ribbon G TO BEAT | | |

| PROSECUTION HISTORY | | | | |
|---------------------|---|---|--|--|
| ENT CD | ENT TYPE | DESCRIPTION | ENT NUM | |
| PREV | 0 | LAW OFFICE PUBLICATION REVIEW COMPLETED | 011 | |
| ALIE | А | ASSIGNED TO LIE | 010 | |
| CNSA | 0 | APPROVED FOR PUB - PRINCIPAL REGISTER | 009 | |
| XAEC | I | EXAMINER'S AMENDMENT ENTERED | 008 | |
| GNEN | 0 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED | 007 | |
| GNEA | F | EXAMINERS AMENDMENT E-MAILED | 006 | |
| CNEA | R | EXAMINERS AMENDMENT -WRITTEN | 005 | |
| DOCK | D | ASSIGNED TO EXAMINER | 004 | |
| MDSC | E | NOTICE OF DESIGN SEARCH CODE E-MAILED | 003 | |
| NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 | |
| NWAP | I | NEW APPLICATION ENTERED IN TRAM | 001 | |
| | PREV ALIE CNSA XAEC GNEN GNEA CNEA DOCK MDSC NWOS | ENT CD ENT TYPE PREV O ALIE A CNSA O XAEC I GNEN O GNEA F CNEA R DOCK D MDSC E NWOS I | ENT CD ENT TYPE DESCRIPTION PREV O LAW OFFICE PUBLICATION REVIEW COMPLETED ALIE A ASSIGNED TO LIE CNSA O APPROVED FOR PUB - PRINCIPAL REGISTER XAEC I EXAMINER'S AMENDMENT ENTERED GNEN O NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED GNEA F EXAMINERS AMENDMENT E-MAILED CNEA R EXAMINERS AMENDMENT - WRITTEN DOCK D ASSIGNED TO EXAMINER MDSC E NOTICE OF DESIGN SEARCH CODE E-MAILED NWOS I NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | |

CURRENT CORRESPONDENCE INFORMATION

| ATTORNEY | Steven Mancinelli |
|-------------------------|---|
| CORRESPONDENCE ADDRESS | STEVEN MANCINELLI Mancinelli & Associates P C 111 John St Rm 800 New York, NY 10038-3180 |
| DOMESTIC REPRESENTATIVE | NONE |



Trademark Snap Shot Publication Stylesheet (Table presents the data on Publication Approval)

OVERVIEW

| SERIAL NUMBER | 86560897 | FILING DATE | 03/11/2015 |
|---------------|----------------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | VEPPUMTHARA, JULIE T | L.O. ASSIGNED | 107 |

PUB INFORMATION

| RUN DATE | 06/20/2015 | | |
|----------------------|--------------------------|---------------------------|-----|
| PUB DATE | N/A | | |
| STATUS | 680-APPROVED FOR PUBLICA | TION | |
| STATUS DATE | 06/19/2015 | | |
| LITERAL MARK ELEMENT | PROJECT PURPLE RUNNING | TO BEAT PANCREATIC CANCER | |
| | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A |
| SECTION 2F | NO | SECTION 2F IN PART | NO |
| SECTION 8 | NO | SECTION 8 IN PART | NO |
| SECTION 15 | NO | REPUB 12C | N/A |
| RENEWAL FILED | NO | RENEWAL DATE | N/A |
| DATE AMEND REG | N/A | | |

FILING BASIS

| FILED | BASIS | CURRENT BASIS | | AMENDED BASIS | |
|----------|-------|---------------|-----|---------------|----|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | PROJECT PURPLE RUNNING TO BEAT PANCREATIC CANCER |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | YES |

CURRENT OWNER INFORMATION

| PARTY TYPE | | | | | 10-ORIGINAL APPL | LICANT | | |
|--|-----------|--|------------------------|---|---|--|---|---|
| NAME | | | | | Project Purple, Inc. | | | |
| ADDRESS | | | | | 141 South Main Stre Beacon Falls, CT 06 | | | |
| ENTITY | | | | | 03-CORPORATION | | | |
| CITIZENSHIP | | | | | Connecticut | | | |
| | | | | GOODS AN | D SERVICES | | | |
| NTERNATIONAL C | LASS | | | | 036 | | | |
| DESCRIPTIO | N TEXT | | | | foundation services, services of others; C activities to support fundraising services walking events; Cha sweatshirts, jackets, | nistering monetary cha , namely, providing fina Charitable foundation s medical research and ; Charitable fundraisin tritable fundraising ser , hats, gym bags and b undraising services for pancreatic cancer | ancial assistance for pervices, namely, prov procedures for those g services by means vices by means of sel plankets to raise funds | orograms and riding fundraising in need; Charitable of running and ling t-shirts, s for pancreatic |
| | | | GOO | DS AND SERVIC | CES CLASSIFIC | ATION | | |
| INTERNATIONAL CLASS | 036 | FII | RST USE DATE | 05/01/2012 | FIRST USE IN COMMERCE | 05/01/2012 | CLASS STATUS | 6-ACTIVE |
| 32,100 | | | | | DATE | | | |
| | TRATION | | MISCELI | LANEOUS INFO | RMATION/STA | TEMENTS | | |
| CHANGE IN REGIS | | | MISCELI | LANEOUS INFO | RMATION/STA | | s/are claimed as a fea | ture of the mark |
| CHANGE IN REGIS COLORS CLAIMED | STATEMENT | | MISCELI | ANEOUS INFO | RMATION/STA' NO The color(s) light pu | TEMENTS rple and dark purple is | s/are claimed as a fea | ture of the mark. |
| CHANGE IN REGIS | STATEMENT | | MISCELI | LANEOUS INFO | RMATION/STA' NO The color(s) light pu "PROJECT" The mark consists o purple and "PURPLI design in between the | | T PURPLE", with "PR ht purple and dark pu the slogan "RUNNING | OJECT" in light rple crossed ribbon G TO BEAT |
| CHANGE IN REGIS COLORS CLAIMED DISCLAIMER W/PR | STATEMENT | | MISCELI | | RMATION/STA' NO The color(s) light pu "PROJECT" The mark consists o purple and "PURPLI design in between the PANCREATIC CAN | rple and dark purple is of the words "PROJEC E" in dark purple, a ligl ne two terms and with | T PURPLE", with "PR ht purple and dark pu the slogan "RUNNING | OJECT" in light rple crossed ribbon G TO BEAT |
| CHANGE IN REGIS COLORS CLAIMED DISCLAIMER W/PR DESCRIPTION OF I | STATEMENT | | | PROSECUTI | RMATION/STA' NO The color(s) light pu "PROJECT" The mark consists o purple and "PURPLI design in between th PANCREATIC CAN dashes. ON HISTORY | rple and dark purple is of the words "PROJEC E" in dark purple, a ligl ne two terms and with | T PURPLE", with "PR ht purple and dark pu the slogan "RUNNING | OJECT" in light rple crossed ribbon G TO BEAT th light purple |
| CHANGE IN REGIS COLORS CLAIMED DISCLAIMER W/PR DESCRIPTION OF I | STATEMENT | |) ENT TYP | PROSECUTI PE DESCRIPTION | RMATION/STA' NO The color(s) light pu "PROJECT" The mark consists o purple and "PURPLI design in between th PANCREATIC CAN dashes. ON HISTORY | rple and dark purple is of the words "PROJEC E" in dark purple, a lighe two terms and with CER" in light purple, o | T PURPLE", with "PR ht purple and dark pu the slogan "RUNNING | OJECT" in light rple crossed ribbon G TO BEAT th light purple |
| CHANGE IN REGIS COLORS CLAIMED DISCLAIMER W/PR DESCRIPTION OF I | STATEMENT | ENT CD |) ENT TYP | PROSECUTI PE DESCRIPTION APPROVED FO | RMATION/STA' NO The color(s) light pu "PROJECT" The mark consists o purple and "PURPLI design in between th PANCREATIC CAN dashes. ON HISTORY | rple and dark purple is of the words "PROJEC E" in dark purple, a lighte two terms and with CER" in light purple, o | T PURPLE", with "PR ht purple and dark pu the slogan "RUNNING | OJECT" in light rple crossed ribbon G TO BEAT th light purple |
| CHANGE IN REGIS COLORS CLAIMED DISCLAIMER W/PR DESCRIPTION OF I | STATEMENT | ENT CE CNSA | O ENT TYPE | PROSECUTI PE DESCRIPTION APPROVED FO EXAMINER'S A | RMATION/STA' NO The color(s) light pu "PROJECT" The mark consists o purple and "PURPLI design in between th PANCREATIC CAN dashes. ON HISTORY DR PUB - PRINCIPAL | rple and dark purple is of the words "PROJEC E" in dark purple, a lighe two terms and with CER" in light purple, o | T PURPLE", with "PR ht purple and dark pur the slogan "RUNNING ffset on either side wi | OJECT" in light rple crossed ribbon G TO BEAT th light purple ENT NUM 009 |
| CHANGE IN REGIS COLORS CLAIMED DISCLAIMER W/PR DESCRIPTION OF I | STATEMENT | ENT CD CNSA XAEC | O ENT TYPO O I O | PROSECUTI PE DESCRIPTION APPROVED FO EXAMINER'S A NOTIFICATION | RMATION/STA' NO The color(s) light pu "PROJECT" The mark consists o purple and "PURPLI design in between th PANCREATIC CAN dashes. ON HISTORY DR PUB - PRINCIPAL AMENDMENT ENTER | rple and dark purple is of the words "PROJEC E" in dark purple, a lighte two terms and with CER" in light purple, o REGISTER ED | T PURPLE", with "PR ht purple and dark pur the slogan "RUNNING ffset on either side wi | EOJECT" in light rple crossed ribbon G TO BEAT th light purple ENT NUM 009 008 |
| CHANGE IN REGIS COLORS CLAIMED DISCLAIMER W/PR DESCRIPTION OF I | STATEMENT | ENT CE CNSA XAEC GNEN | O ENT TYPE | PROSECUTI DE DESCRIPTION APPROVED FO EXAMINER'S A NOTIFICATION EXAMINERS A | RMATION/STA' NO The color(s) light pu "PROJECT" The mark consists o purple and "PURPLI design in between th PANCREATIC CAN dashes. ON HISTORY DR PUB - PRINCIPAL AMENDMENT ENTER N OF EXAMINERS AM | rple and dark purple is of the words "PROJEC E" in dark purple, a lighe two terms and with CER" in light purple, o REGISTER ED IENDMENT E-MAILED | T PURPLE", with "PR ht purple and dark pur the slogan "RUNNING ffset on either side wi | EOJECT" in light rple crossed ribbon at TO BEAT th light purple ENT NUM 009 008 007 |
| CHANGE IN REGIS COLORS CLAIMED DISCLAIMER W/PR | STATEMENT | ENT CE CNSA XAEC GNEN GNEA | O ENT TYPO O I O F R | PROSECUTI DE DESCRIPTION APPROVED FO EXAMINER'S A NOTIFICATION EXAMINERS A | RMATION/STA' NO The color(s) light pu "PROJECT" The mark consists o purple and "PURPLI design in between th PANCREATIC CAN dashes. ON HISTORY DR PUB - PRINCIPAL AMENDMENT ENTER N OF EXAMINERS AM MENDMENT E-MAILE MENDMENT -WRITTI | rple and dark purple is of the words "PROJEC E" in dark purple, a lighe two terms and with CER" in light purple, o REGISTER ED IENDMENT E-MAILED | T PURPLE", with "PR ht purple and dark pur the slogan "RUNNING ffset on either side wi | EOJECT" in light rple crossed ribbon G TO BEAT th light purple ENT NUM 009 008 007 006 |
| DATE 06/19/2015 06/19/2015 06/19/2015 | STATEMENT | ENT CE CNSA XAEC GNEN GNEA | D ENT TYPE O I O F R D | PROSECUTI DE DESCRIPTION APPROVED FO EXAMINER'S A NOTIFICATION EXAMINERS A EXAMINERS A ASSIGNED TO | RMATION/STA' NO The color(s) light pu "PROJECT" The mark consists o purple and "PURPLI design in between th PANCREATIC CAN dashes. ON HISTORY DR PUB - PRINCIPAL AMENDMENT ENTER N OF EXAMINERS AM MENDMENT E-MAILE MENDMENT -WRITTI | rple and dark purple is of the words "PROJEC E" in dark purple, a lighe two terms and with CER" in light purple, o REGISTER ED IENDMENT E-MAILED ED | T PURPLE", with "PR ht purple and dark pur the slogan "RUNNING ffset on either side wi | ENT NUM OUS ENT NUM OUS OUS OUS OUS OUS OUS OUS O |
| DATE 06/19/2015 06/19/2015 06/19/2015 | STATEMENT | ENT CE CNSA XAEC GNEN GNEA CNEA | D ENT TYPO | PROSECUTI PE DESCRIPTION APPROVED FO EXAMINER'S A NOTIFICATION EXAMINERS A EXAMINERS A ASSIGNED TO NOTICE OF DE | RMATION/STA' NO The color(s) light pu "PROJECT" The mark consists of purple and "PURPLI design in between the PANCREATIC CAN dashes. ON HISTORY OR PUB - PRINCIPAL AMENDMENT ENTER NOF EXAMINERS AMENDMENT E-MAILE MENDMENT -WRITTING DEXAMINER | rple and dark purple is of the words "PROJEC E" in dark purple, a lighte two terms and with CER" in light purple, o REGISTER ED IENDMENT E-MAILED EN | T PURPLE", with "PR ht purple and dark pur the slogan "RUNNINt ffset on either side wi | ENT NUM OUS ENT NUM OUS OUS OUS OUS OUS OUS OUS O |

CURRENT CORRESPONDENCE INFORMATION

Steven Mancinelli

ATTORNEY

| | STEVEN MANCINELLI Mancinelli & Associates P C 111 John St Rm 800 New York, NY 10038-3180 |
|-------------------------|---|
| DOMESTIC REPRESENTATIVE | NONE |



Trademark Snap Shot Amendment & Mail Processing Stylesheet (Table presents the data on Amendment & Mail Processing Complete)

OVERVIEW

| SERIAL NUMBER | 86560897 | FILING DATE | 03/11/2015 |
|---------------|----------------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | VEPPUMTHARA, JULIE T | L.O. ASSIGNED | 107 |

PUB INFORMATION

| RUN DATE | 06/20/2015 | | |
|----------------------|--------------------------------|--------------------|-----|
| PUB DATE | N/A | | |
| STATUS | 680-APPROVED FOR PUBLICATION | | |
| STATUS DATE | 06/19/2015 | | |
| LITERAL MARK ELEMENT | PROJECT PURPLE RUNNING TO BEAT | PANCREATIC CANCER | |
| | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A |
| SECTION 2F | NO | SECTION 2F IN PART | NO |
| SECTION 8 | NO | SECTION 8 IN PART | NO |
| SECTION 15 | NO | REPUB 12C | N/A |
| RENEWAL FILED | NO | RENEWAL DATE | N/A |
| DATE AMEND REG | N/A | | |

FILING BASIS

| FILED BASIS | | CURRENT BASIS | | AMENDED BASIS | |
|-------------|-----|---------------|-----|---------------|----|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | PROJECT PURPLE RUNNING TO BEAT PANCREATIC CANCER |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | YES |

CURRENT OWNER INFORMATION

| PARTY TYPE | | | | | 10-ORIGINAL APPL | LICANT | | |
|--|-----------|--|------------------------|---|---|--|---|---|
| NAME | | | | | Project Purple, Inc. | | | |
| ADDRESS | | | | | 141 South Main Stre Beacon Falls, CT 06 | | | |
| ENTITY | | | | | 03-CORPORATION | | | |
| CITIZENSHIP | | | | | Connecticut | | | |
| | | | | GOODS AN | D SERVICES | | | |
| NTERNATIONAL C | LASS | | | | 036 | | | |
| DESCRIPTIO | N TEXT | | | | foundation services, services of others; C activities to support fundraising services walking events; Cha sweatshirts, jackets, | nistering monetary cha , namely, providing fina Charitable foundation s medical research and ; Charitable fundraisin tritable fundraising ser , hats, gym bags and b undraising services for pancreatic cancer | ancial assistance for pervices, namely, prov procedures for those g services by means vices by means of sel plankets to raise funds | orograms and riding fundraising in need; Charitable of running and ling t-shirts, s for pancreatic |
| | | | GOO | DS AND SERVIC | CES CLASSIFIC | ATION | | |
| INTERNATIONAL CLASS | 036 | FII | RST USE DATE | 05/01/2012 | FIRST USE IN COMMERCE | 05/01/2012 | CLASS STATUS | 6-ACTIVE |
| 32,100 | | | | | DATE | | | |
| | TRATION | | MISCELI | LANEOUS INFO | RMATION/STA | TEMENTS | | |
| CHANGE IN REGIS | | | MISCELI | LANEOUS INFO | RMATION/STA | | s/are claimed as a fea | ture of the mark |
| CHANGE IN REGIS COLORS CLAIMED | STATEMENT | | MISCELI | ANEOUS INFO | RMATION/STA' NO The color(s) light pu | TEMENTS rple and dark purple is | s/are claimed as a fea | ture of the mark. |
| CHANGE IN REGIS | STATEMENT | | MISCELI | LANEOUS INFO | RMATION/STA' NO The color(s) light pu "PROJECT" The mark consists o purple and "PURPLI design in between the | | T PURPLE", with "PR ht purple and dark pu the slogan "RUNNING | OJECT" in light rple crossed ribbon G TO BEAT |
| CHANGE IN REGIS COLORS CLAIMED DISCLAIMER W/PR | STATEMENT | | MISCELI | | RMATION/STA' NO The color(s) light pu "PROJECT" The mark consists o purple and "PURPLI design in between the PANCREATIC CAN | rple and dark purple is of the words "PROJEC E" in dark purple, a ligl ne two terms and with | T PURPLE", with "PR ht purple and dark pu the slogan "RUNNING | OJECT" in light rple crossed ribbon G TO BEAT |
| CHANGE IN REGIS COLORS CLAIMED DISCLAIMER W/PR DESCRIPTION OF I | STATEMENT | | | PROSECUTI | RMATION/STA' NO The color(s) light pu "PROJECT" The mark consists o purple and "PURPLI design in between th PANCREATIC CAN dashes. ON HISTORY | rple and dark purple is of the words "PROJEC E" in dark purple, a ligl ne two terms and with | T PURPLE", with "PR ht purple and dark pu the slogan "RUNNING | OJECT" in light rple crossed ribbon G TO BEAT th light purple |
| CHANGE IN REGIS COLORS CLAIMED DISCLAIMER W/PR DESCRIPTION OF I | STATEMENT | |) ENT TYP | PROSECUTI PE DESCRIPTION | RMATION/STA' NO The color(s) light pu "PROJECT" The mark consists o purple and "PURPLI design in between th PANCREATIC CAN dashes. ON HISTORY | rple and dark purple is of the words "PROJEC E" in dark purple, a lighe two terms and with CER" in light purple, o | T PURPLE", with "PR ht purple and dark pu the slogan "RUNNING | OJECT" in light rple crossed ribbon G TO BEAT th light purple |
| CHANGE IN REGIS COLORS CLAIMED DISCLAIMER W/PR DESCRIPTION OF I | STATEMENT | ENT CD |) ENT TYP | PROSECUTI PE DESCRIPTION APPROVED FO | RMATION/STA' NO The color(s) light pu "PROJECT" The mark consists o purple and "PURPLI design in between th PANCREATIC CAN dashes. ON HISTORY | rple and dark purple is of the words "PROJEC E" in dark purple, a lighte two terms and with CER" in light purple, o | T PURPLE", with "PR ht purple and dark pu the slogan "RUNNING | OJECT" in light rple crossed ribbon G TO BEAT th light purple |
| CHANGE IN REGIS COLORS CLAIMED DISCLAIMER W/PR DESCRIPTION OF I | STATEMENT | ENT CE CNSA | O ENT TYPE | PROSECUTI PE DESCRIPTION APPROVED FO EXAMINER'S A | RMATION/STA' NO The color(s) light pu "PROJECT" The mark consists o purple and "PURPLI design in between th PANCREATIC CAN dashes. ON HISTORY DR PUB - PRINCIPAL | rple and dark purple is of the words "PROJEC E" in dark purple, a lighe two terms and with CER" in light purple, o | T PURPLE", with "PR ht purple and dark pur the slogan "RUNNING ffset on either side wi | OJECT" in light rple crossed ribbon G TO BEAT th light purple ENT NUM 009 |
| CHANGE IN REGIS COLORS CLAIMED DISCLAIMER W/PR DESCRIPTION OF I | STATEMENT | ENT CD CNSA XAEC | O ENT TYPO O I O | PROSECUTI PE DESCRIPTION APPROVED FO EXAMINER'S A NOTIFICATION | RMATION/STA' NO The color(s) light pu "PROJECT" The mark consists o purple and "PURPLI design in between th PANCREATIC CAN dashes. ON HISTORY DR PUB - PRINCIPAL AMENDMENT ENTER | rple and dark purple is of the words "PROJEC E" in dark purple, a lighte two terms and with CER" in light purple, o REGISTER ED | T PURPLE", with "PR ht purple and dark pur the slogan "RUNNING ffset on either side wi | EOJECT" in light rple crossed ribbon G TO BEAT th light purple ENT NUM 009 008 |
| CHANGE IN REGIS COLORS CLAIMED DISCLAIMER W/PR DESCRIPTION OF I | STATEMENT | ENT CE CNSA XAEC GNEN | O ENT TYPE | PROSECUTI DE DESCRIPTION APPROVED FO EXAMINER'S A NOTIFICATION EXAMINERS A | RMATION/STA' NO The color(s) light pu "PROJECT" The mark consists o purple and "PURPLI design in between th PANCREATIC CAN dashes. ON HISTORY DR PUB - PRINCIPAL AMENDMENT ENTER N OF EXAMINERS AM | rple and dark purple is of the words "PROJEC E" in dark purple, a lighe two terms and with CER" in light purple, o REGISTER ED IENDMENT E-MAILED | T PURPLE", with "PR ht purple and dark pur the slogan "RUNNING ffset on either side wi | EOJECT" in light rple crossed ribbon at TO BEAT th light purple ENT NUM 009 008 007 |
| CHANGE IN REGIS COLORS CLAIMED DISCLAIMER W/PR | STATEMENT | ENT CE CNSA XAEC GNEN GNEA | O ENT TYPO O I O F R | PROSECUTI DE DESCRIPTION APPROVED FO EXAMINER'S A NOTIFICATION EXAMINERS A | RMATION/STA' NO The color(s) light pu "PROJECT" The mark consists o purple and "PURPLI design in between th PANCREATIC CAN dashes. ON HISTORY DR PUB - PRINCIPAL AMENDMENT ENTER N OF EXAMINERS AM MENDMENT E-MAILE MENDMENT -WRITTI | rple and dark purple is of the words "PROJEC E" in dark purple, a lighe two terms and with CER" in light purple, o REGISTER ED IENDMENT E-MAILED | T PURPLE", with "PR ht purple and dark pur the slogan "RUNNING ffset on either side wi | EOJECT" in light rple crossed ribbon G TO BEAT th light purple ENT NUM 009 008 007 006 |
| DATE 06/19/2015 06/19/2015 06/19/2015 | STATEMENT | ENT CE CNSA XAEC GNEN GNEA | D ENT TYPE O I O F R D | PROSECUTI DE DESCRIPTION APPROVED FO EXAMINER'S A NOTIFICATION EXAMINERS A EXAMINERS A ASSIGNED TO | RMATION/STA' NO The color(s) light pu "PROJECT" The mark consists o purple and "PURPLI design in between th PANCREATIC CAN dashes. ON HISTORY DR PUB - PRINCIPAL AMENDMENT ENTER N OF EXAMINERS AM MENDMENT E-MAILE MENDMENT -WRITTI | rple and dark purple is of the words "PROJEC E" in dark purple, a lighe two terms and with CER" in light purple, o REGISTER ED IENDMENT E-MAILED ED | T PURPLE", with "PR ht purple and dark pur the slogan "RUNNING ffset on either side wi | ENT NUM OUS ENT NUM OUS OUS OUS OUS OUS OUS OUS O |
| DATE 06/19/2015 06/19/2015 06/19/2015 | STATEMENT | ENT CE CNSA XAEC GNEN GNEA CNEA | D ENT TYPO | PROSECUTI PE DESCRIPTION APPROVED FO EXAMINER'S A NOTIFICATION EXAMINERS A EXAMINERS A ASSIGNED TO NOTICE OF DE | RMATION/STA' NO The color(s) light pu "PROJECT" The mark consists of purple and "PURPLI design in between the PANCREATIC CAN dashes. ON HISTORY OR PUB - PRINCIPAL AMENDMENT ENTER NOF EXAMINERS AMENDMENT E-MAILE MENDMENT -WRITTING DEXAMINER | rple and dark purple is of the words "PROJEC E" in dark purple, a lighte two terms and with CER" in light purple, o REGISTER ED IENDMENT E-MAILED EN | T PURPLE", with "PR ht purple and dark pur the slogan "RUNNINt ffset on either side wi | ENT NUM OUS ENT NUM OUS OUS OUS OUS OUS OUS OUS O |

CURRENT CORRESPONDENCE INFORMATION

Steven Mancinelli

ATTORNEY

| | STEVEN MANCINELLI Mancinelli & Associates P C 111 John St Rm 800 New York, NY 10038-3180 |
|-------------------------|---|
| DOMESTIC REPRESENTATIVE | NONE |



To: Project Purple, Inc. (steven@maipl.com)

Subject: U.S. TRADEMARK APPLICATION NO. 86560897 - PROJECT PURPLE RUNNING TO BEAT -

1404-005-T

Sent: 6/19/2015 9:20:45 AM

Sent As: ECOM107@USPTO.GOV

Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO) OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

U.S. APPLICATION SERIAL NO. 86560897

MARK: PROJECT PURPLE RUNNING TO BEAT

86560897

CORRESPONDENT ADDRESS:

STEVEN MANCINELLI Mancinelli & Associates P C 111 John St Rm 800 New York, NY 10038-3180

GENERAL TRADEMARK INFORMATION: http://www.uspto.gov/trademarks/index.jsp

VIEW YOUR APPLICATION FILE

APPLICANT: Project Purple, Inc.

CORRESPONDENT'S REFERENCE/DOCKET

NO:

1404-005-T

CORRESPONDENT E-MAIL ADDRESS:

steven@maipl.com

EXAMINER'S AMENDMENT

ISSUE/MAILING DATE: 6/19/2015

DATABASE SEARCH: The trademark examining attorney has searched the USPTO's database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). TMEP §704.02; *see* 15 U.S.C. §1052(d).

APPLICATION HAS BEEN AMENDED: In accordance with the authorization granted by Steven Mancinelli on June 19, 2015, the trademark examining attorney has amended the application as indicated below. Please advise the undersigned immediately of any objections. Otherwise, no response is necessary. TMEP §707. Any amendments to the identification of goods and/or services may clarify or limit the goods and/or services, but may not add to or broaden the scope of the goods and/or services. 37 C.F.R. §2.71(a); *see* TMEP §\$1402.06 *et seq*.

The following disclaimer statement is added to the record:

No claim is made to the exclusive right to use "PROJECT" apart from the mark as shown.

See 15 U.S.C. §1056(a); TMEP §§1213, 1213.08(a)(i).

The following description of the mark is added to the record:

The mark consists of the words "PROJECT PURPLE", with "PROJECT" in light purple and "PURPLE" in dark purple, a light purple and dark purple crossed ribbon design in between the two terms and with the slogan "RUNNING TO BEAT PANCREATIC CANCER" in light purple, offset on either side with light purple dashes.

 $See~37~C.F.R.~\S 2.37; TMEP~\S \$808~et~seq.$

The following color claim is added to the record:

The color(s) light purple and dark purple are claimed as a feature of the mark.

37 C.F.R. §2.52(b)(1); TMEP 807.07(a)(i).

/Julie Thomas Veppumthara/ Trademark Examining Attorney Law Office 107 Phone: 571-272-1582

Email: julie.veppumthara@uspto.gov

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at http://tsdr.uspto.gov/. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at TrademarkAssistanceCenter@uspto.gov or call 1-800-786-9199. For more information on checking status, see http://www.uspto.gov/trademarks/process/status/.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the Trademark Electronic Application System (TEAS) form at http://www.uspto.gov/trademarks/teas/correspondence.jsp.

To: Project Purple, Inc. (steven@maipl.com)

Subject: U.S. TRADEMARK APPLICATION NO. 86560897 - PROJECT PURPLE RUNNING TO BEAT -

1404-005-T

Sent: 6/19/2015 9:20:47 AM

Sent As: ECOM107@USPTO.GOV

Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

U.S. TRADEMARK APPLICATION

USPTO OFFICE ACTION (OFFICIAL LETTER) HAS ISSUED ON 6/19/2015 FOR U.S. APPLICATION SERIAL NO.86560897

Please follow the instructions below:

(1) TO READ THE LETTER: Click on this <u>link</u> or go to <u>http://tsdr.uspto.gov/</u>, enter the U.S. application serial number, and click on "Documents."

The Office action may not be immediately viewable, to allow for necessary system updates of the application, but will be available within 24 hours of this e-mail notification.

(2) **QUESTIONS:** For questions about the contents of the Office action itself, please contact the assigned trademark examining attorney. For *technical* assistance in accessing or viewing the Office action in the Trademark Status and Document Retrieval (TSDR) system, please e-mail TSDR@uspto.gov.

WARNING

PRIVATE COMPANY SOLICITATIONS REGARDING YOUR APPLICATION: Private companies **not** associated with the USPTO are using information provided in trademark applications to mail or e-mail trademark-related solicitations. These companies often use names that closely resemble the USPTO and their solicitations may look like an official government document. Many solicitations require that you pay "fees."

Please carefully review all correspondence you receive regarding this application to make sure that you are responding to an official document from the USPTO rather than a private company solicitation. All <u>official</u> USPTO correspondence will be mailed only from the "United States Patent and Trademark Office" in Alexandria, VA; or sent by e-mail from the domain "@uspto.gov." For more information on how to handle private company solicitations, see http://www.uspto.gov/trademarks/solicitation_warnings.jsp.

| *** User:jveppumtha | *** |
|---------------------|-----|
|---------------------|-----|

| # | Total | Dead | Live | Live | Status/ | Search |
|----|--------|-------|--------|--------|----------|--|
| | Marks | Marks | Viewed | Viewed | Search | |
| | | | Docs | Images | Duration | |
| 01 | 3341 | N/A | 0 | 0 | 0:02 | *pr{v:2}{"gj":2}{v:2}{"ckqx":2}t*[bi,ti] and live[ld] |
| 02 | 737 | N/A | 0 | 0 | 0:02 | *p{v:2}{"r":2}{"p":2}l*[bi,ti] and live[ld] |
| 03 | 248907 | N/A | 0 | 0 | 0:06 | *r{v:2}n*[bi,ti] and live[ld] |
| 04 | 39403 | N/A | 0 | 0 | 0:04 | *b{v:2}t*[bi,ti] and live[ld] |
| 05 | 82 | 0 | 82 | 76 | 0:02 | $p{v:2}{"n":2}{"ckqx":2}{"r":2}{v:2}*[bi,ti]$ and live[ld] |
| 06 | 4320 | N/A | 0 | 0 | 0:06 | *{"ckqx":2}{v:2}{"n":2}{"csxz":2}{v:2}r*[bi,ti] and live[ld] |
| 07 | 8 | 0 | 8 | 7 | 0:01 | 1 and 2 |
| 08 | 1 | 0 | 1 | 1 | 0:01 | 3 and 4 and 5 and 6 |
| 09 | 19 | 0 | 19 | 19 | 0:01 | 3 and 4 and 6 |
| 10 | 13 | 0 | 13 | 13 | 0:01 | 5 and 6 |
| 11 | 410 | N/A | 0 | 0 | 0:01 | (1 2) and 3 |
| 12 | 45467 | N/A | 0 | 0 | 0:01 | (*run* *rac*)[bi,ti] and live[ld] |
| 13 | 90 | 0 | 90 | 83 | 0:01 | (1 2) and 12 |
| 14 | 46146 | N/A | 0 | 0 | 0:01 | (261701 261705)[dc] and live[ld] |
| 15 | 3949 | N/A | 0 | 0 | 0:02 | 090104[dc] and live[ld] |
| 16 | 273 | 0 | 4 | 273 | 0:01 | 14 and 15 |
| 17 | 1917 | N/A | 0 | 0 | 0:01 | 15 and "036"[cc] |
| 18 | 430 | 0 | 5 | 430 | 0:01 | 15 and "1"[td] |
| 19 | 1723 | 0 | 8 | 1723 | 0:03 | 15 and ("014" "018" "025" "024" "035" "036" "042" 200 a b)[ic] |

Session started 6/18/2015 7:44:38 AM
Session finished 6/18/2015 8:37:55 AM
Total search duration 0 minutes 38 seconds
Session duration 53 minutes 17 seconds
Defaut NEAR limit=1ADJ limit=1

Sent to TICRS as Serial Number: 86560897

From: TMDesignCodeComments

Sent: Tuesday, March 24, 2015 00:24 AM

To: steven@maipl.com
Cc: codmanllp@aol.com

Subject: Official USPTO Notice of Design Search Code: U.S. Trademark SN: 86560897: PROJECT PURPLE RUNNING TO BEAT PANCREATI etc.

(Stylized/Design): Docket/Reference No. 1404-005-T

Docket/Reference Number: 1404-005-T

The USPTO may assign design search codes, as appropriate, to new applications and renewed registrations to assist in searching the USPTO database for conflicting marks. They have no legal significance and will not appear on the registration certificate.

DESIGN SEARCH CODES are numerical codes assigned to figurative, non-textual elements found in marks. For example, if your mark contains the design of a flower, design search code 05.05 would be assigned to your application. Design search codes are described on Internet Web page http://www.uspto.gov/tmdb/dscm/index.html.

Response to this notice is not required; however, to suggest additions or changes to the design search code(s) assigned to your mark, please e-mail TMDesignCodeComments@USPTO.GOV. You **must** reference your application serial number within your request. The USPTO will review the proposal and update the record, if appropriate. For questions, please call 1-800-786-9199 to speak to a Customer Service representative.

The USPTO will not send any further response to your e-mail. Check TESS in approximately two weeks to see if the requested changes have been entered. Requests deemed unnecessary or inappropriate will not be entered.

To view this notice and other documents for this application on-line, go to http://tdr.uspto.gov/search.action?sn=86560897. NOTE: This notice will only be available on-line the next business day after receipt of this e-mail.

Design search codes assigned to the referenced serial number are listed below.

DESIGN SEARCH CODES:

09.01.04 - Bows, decorative

09.01.04 - Ribbons, giftwrap (gift wrap)

09.01.04 - Ribbons, hair

26.17.01 - Bands, straight 26.17.01 - Bars, straight

26.17.01 - Bars, straight 26.17.01 - Lines, straight

26.17.01 - Straight line(s), band(s) or bar(s)

26.17.05 - Bands, horizontal 26.17.05 - Bars, horizontal

26.17.05 - Horizontal line(s), band(s) or bar(s)

26.17.05 - Lines, horizontal





JOIN THE TEAM

project 2 purple store

Home

About

out Running for A Cause

Blog

Ways We Help

Ways You Can Help

Events

Volunteer

Contact Us

Project Purple

Project Purple is a 501(c)(3) not for profit organization with a mission of raising awareness and funds towards a cure for Pancreatic Cancer. Pancreatic Cancer is the 4th largest killer of all cancer killers and the least funded of the top 10 cancers. It is also the only cancer in the top 10 killer with a single digit survival rate after 5 years.

We invite you to watch our video below to learn more about Project Purple



Join us in this fight to help find a cure for this cancer that has taken so many friends, family and loved ones too early!

You Can Help Through Purchases





Upcoming Events

2015 NYC Half Marathon 119th BAA Boston Marathon 2015 Lincoln Half & Full Marathon

Join Our Project Purple Marathon Teams

Click on the Cooresponding Logo for More Details



Tonia's Blog

Living with Inoperable Pancreatic Cancer Survivor Larry Nicolet Survivor Gina Cyza Runner Cecil Vermule Marathon Runner Kristin Ebberts



DONATE NOW

Trademark/Service Mark Application, Principal Register

TEAS Plus Application

Serial Number: 86560897 Filing Date: 03/11/2015

NOTE: Data fields with the * are mandatory under TEAS Plus. The wording "(if applicable)" appears where the field is only mandatory under the facts of the particular application.

The table below presents the data as entered.

| Input Field | Entered |
|---|--|
| TEAS Plus | YES |
| MARK INFORMATION | |
| *MARK | \\TICRS\EXPORT16\IMAGEOUT 16\865\608\86560897\xml1\FTK0002.JPG |
| *SPECIAL FORM | YES |
| USPTO-GENERATED IMAGE | NO |
| LITERAL ELEMENT | PROJECT PURPLE RUNNING TO BEAT PANCREATIC CANCER |
| *COLOR MARK | YES |
| *COLOR(S) CLAIMED (If applicable) | The color(s) purple is/are claimed as a feature of the mark. |
| *DESCRIPTION OF THE MARK (and Color Location, if applicable) | The mark consists of the words PROJECT PURPLE and with a crossed ribbon design in between, with the words in light and dark shades of purple, and underneath is the slogan RUNNING TO BEAT PANCREATIC CANCER, offset on either side with dashes and in the color of a light shade of purple. |
| PIXEL COUNT ACCEPTABLE | YES |
| PIXEL COUNT | 837 x 279 |
| REGISTER | Principal |
| APPLICANT INFORMATION | |
| *OWNER OF MARK | Project Purple, Inc. |
| *STREET | 141 South Main Street |
| *CITY | Beacon Falls |
| *STATE (Required for U.S. applicants) | Connecticut |
| *COUNTRY | United States |
| *ZIP/POSTAL CODE (Required for U.S. applicants) | 06403 |
| PHONE | (203) 729-1188 |
| WEBSITE ADDRESS | www.run4projectpurple.org |
| LEGAL ENTITY INFORMATION | |
| *TYPE | CORPORATION |

| * STATE/COUNTRY OF INCORPORATION | Connecticut |
|---|---|
| GOODS AND/OR SERVICES AND BASIS | SINFORMATION |
| *INTERNATIONAL CLASS | 036 |
| *IDENTIFICATION | Accepting and administering monetary charitable contributions; Charitable foundation services, namely, providing financial assistance for programs and services of others; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable fundraising services; Charitable fundraising services by means of running and walking events; Charitable fundraising services by means of selling t-shirts, sweatshirts, jackets, hats, gym bags and blankets to raise funds for pancreatic cancer; Charitable fundraising services for promoting research, education and other activities relating to pancreatic cancer |
| *FILING BASIS | SECTION 1(a) |
| FIRST USE ANYWHERE DATE | At least as early as 05/01/2012 |
| FIRST USE IN COMMERCE DATE | At least as early as 05/01/2012 |
| SPECIMEN FILE NAME(S) | |
| ORIGINAL PDF FILE | <u>SPE01234560-6986195115-20150311155235976984SpecimenScreenshot</u> _Website_Home_Page2015-03-11.pdf |
| CONVERTED PDF FILE(S) (1 page) | \\\TICRS\EXPORT16\IMAGEOUT16\865\608\86560897\xml1\FTK0003.JPG |
| SPECIMEN DESCRIPTION | Home page of Applicant's website |
| ADDITIONAL STATEMENTS SECTION | |
| *TRANSLATION (if applicable) | |
| *TRANSLITERATION (if applicable) | |
| *CLAIMED PRIOR REGISTRATION (if applicable) | |
| *CONSENT (NAME/LIKENESS) (if applicable) | |
| *CONCURRENT USE CLAIM (if applicable) | |
| ATTORNEY INFORMATION | |
| NAME | Steven Mancinelli |
| ATTORNEY DOCKET NUMBER | 1404-005-T |
| FIRM NAME | Mancinelli & Associates, P.C. |
| STREET | 111 John Street, Suite 800 |
| CITY | New York |
| STATE | New York |
| COUNTRY | United States |
| ZIP/POSTAL CODE | 10038 |
| PHONE | 646-863-6490 |
| FAX | 240-358-7375 |
| EMAIL ADDRESS | steven@maipl.com |
| AUTHORIZED TO COMMUNICATE VIA | |

| EMAIL | Yes |
|--|------------------------------------|
| CORRESPONDENCE INFORMATION | |
| *NAME | Steven Mancinelli |
| FIRM NAME | Mancinelli & Associates, P.C. |
| *STREET | 111 John Street, Suite 800 |
| *CITY | New York |
| *STATE (Required for U.S. applicants) | New York |
| *COUNTRY | United States |
| *ZIP/POSTAL CODE | 10038 |
| PHONE | 646-863-6490 |
| FAX | 240-358-7375 |
| *EMAIL ADDRESS | steven@maipl.com;codmanllp@aol.com |
| *AUTHORIZED TO COMMUNICATE VIA EMAIL | Yes |
| FEE INFORMATION | |
| APPLICATION FILING OPTION | TEAS Plus |
| NUMBER OF CLASSES | 1 |
| FEE PER CLASS | 225 |
| *TOTAL FEE PAID | 225 |
| SIGNATURE INFORMATION | |
| * SIGNATURE | /stevenmancinelli/ |
| * SIGNATORY'S NAME | Steven Mancinelli |
| * SIGNATORY'S POSITION | Attorney for Applicant, NY Bar |
| SIGNATORY'S PHONE NUMBER | 646-863-6490 |
| * DATE SIGNED | 03/11/2015 |

Trademark/Service Mark Application, Principal Register

TEAS Plus Application

Serial Number: 86560897 Filing Date: 03/11/2015

To the Commissioner for Trademarks:

MARK: PROJECT PURPLE RUNNING TO BEAT PANCREATIC CANCER (stylized and/or with design, see mark)

The literal element of the mark consists of PROJECT PURPLE RUNNING TO BEAT PANCREATIC CANCER.

The color(s) purple is/are claimed as a feature of the mark. The mark consists of the words PROJECT PURPLE and with a crossed ribbon design in between, with the words in light and dark shades of purple, and underneath is the slogan RUNNING TO BEAT PANCREATIC CANCER, offset on either side with dashes and in the color of a light shade of purple.

The applicant, Project Purple, Inc., a corporation of Connecticut, having an address of

141 South Main Street Beacon Falls, Connecticut 06403 United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 036: Accepting and administering monetary charitable contributions; Charitable foundation services, namely, providing financial assistance for programs and services of others; Charitable foundation services, namely, providing fundraising activities to support medical research and procedures for those in need; Charitable fundraising services; Charitable fundraising services by means of running and walking events; Charitable fundraising services by means of selling t-shirts, sweatshirts, jackets, hats, gym bags and blankets to raise funds for pancreatic cancer; Charitable fundraising services for promoting research, education and other activities relating to pancreatic cancer

In International Class 036, the mark was first used by the applicant or the applicant's related company or licensee predecessor in interest at least as early as 05/01/2012, and first used in commerce at least as early as 05/01/2012, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) Home page of Applicant's website.

Original PDF file:

<u>SPE01234560-6986195115-20150311155235976984_._Specimen__Screenshot_-_Website_Home_Page__2015-03-11.pdf</u>

Converted PDF file(s) (1 page)

Specimen File1

For informational purposes only, applicant's website address is: www.run4projectpurple.org The applicant's current Attorney Information:

Steven Mancinelli of Mancinelli & Associates, P.C.

111 John Street, Suite 800

New York, New York 10038

United States

The attorney docket/reference number is 1404-005-T.

The applicant's current Correspondence Information:

Steven Mancinelli

Mancinelli & Associates, P.C.

111 John Street, Suite 800 New York, New York 10038 646-863-6490(phone) 240-358-7375(fax)

steven@maipl.com;codmanllp@aol.com (authorized)

E-mail Authorization: I authorize the USPTO to send e-mail correspondence concerning the application to the applicant or applicant's attorney at the e-mail address provided above. I understand that a valid e-mail address must be maintained and that the applicant or the applicant's attorney must file the relevant subsequent application-related submissions via the Trademark Electronic Application System (TEAS). Failure to do so will result in an additional processing fee of \$50 per international class of goods/services.

A fee payment in the amount of \$225 has been submitted with the application, representing payment for 1 class(es).

Declaration

The signatory believes that: if the applicant is filing the application under 15 U.S.C. Section 1051(a), the applicant is the owner of the trademark/service mark sought to be registered; the applicant or the applicant's related company or licensee is using the mark in commerce on or in connection with the goods/services in the application, and such use by the applicant's related company or licensee inures to the benefit of the applicant; the specimen(s) shows the mark as used on or in connection with the goods/services in the applicant filed an application under 15 U.S.C. Section 1051(b), Section 1126(d), and/or Section 1126(e), the applicant is entitled to use the mark in commerce; the applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the goods/services in the application. The signatory believes that to the best of the signatory's knowledge and belief, no other person has the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion or mistake, or to deceive. The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements and the like may jeopardize the validity of the application or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Signature: /stevenmancinelli/ Date Signed: 03/11/2015

Signatory's Name: Steven Mancinelli

Signatory's Position: Attorney for Applicant, NY Bar

RAM Sale Number: 86560897 RAM Accounting Date: 03/12/2015

Serial Number: 86560897

Internet Transmission Date: Wed Mar 11 16:14:39 EDT 2015 TEAS Stamp: USPTO/FTK-XX.XXX.XXX.2015031116143910

0583-86560897-530c556564698e96986504bf3d 56b479f74c2547266131070722443173cb6ebe12

6-CC-2683-20150311155235976984





JOIN THE TEAM

project 2 purple store

Home

About

out Running for A Cause

Blog

Ways We Help

Ways You Can Help

Events

Volunteer

Contact Us

Project Purple

Project Purple is a 501(c)(3) not for profit organization with a mission of raising awareness and funds towards a cure for Pancreatic Cancer. Pancreatic Cancer is the 4th largest killer of all cancer killers and the least funded of the top 10 cancers. It is also the only cancer in the top 10 killer with a single digit survival rate after 5 years.

We invite you to watch our video below to learn more about Project Purple



Join us in this fight to help find a cure for this cancer that has taken so many friends, family and loved ones too early!

You Can Help Through Purchases





Upcoming Events

2015 NYC Half Marathon 119th BAA Boston Marathon 2015 Lincoln Half & Full Marathon

Join Our Project Purple Marathon Teams

Click on the Cooresponding Logo for More Details



Tonia's Blog

Living with Inoperable Pancreatic Cancer Survivor Larry Nicolet Survivor Gina Cyza Runner Cecil Vermule Marathon Runner Kristin Ebberts



DONATE NOW

EXHIBIT V

Generated on: This page was generated by TSDR on 2020-10-20 16:46:14 EDT

Mark: PURPLESTRIDE

PURPLESTRIDE

US Serial Number: 77944268 Application Filing Feb. 24, 2010

Date:

US Registration 3856551 Registration Date: Oct. 05, 2010

Number:

Register: Principal

Mark Type: Service Mark

LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

TM5 Common Status Descriptor:

Status: The registration has been renewed.

Status Date: Jul. 25, 2020

Publication Date: Jul. 20, 2010

Mark Information

Mark Literal PURPLESTRIDE

Elements:

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

Claim

Mark Drawing 4 - STANDARD CHARACTER MARK

Type:

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: Charitable fundraising

International 036 - Primary Class U.S Class(es): 100, 101, 102

Class(es):

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 02, 2009 **Use in Commerce:** Feb. 02, 2009

Basis Information (Case Level)

 Filed Use:
 Yes
 Currently Use:
 Yes

 Filed ITU:
 No
 Currently ITU:
 No

 Filed 44D:
 No
 Currently 44E:
 No

 Filed 44E:
 No
 Currently 66A:
 No

 Filed 66A:
 No
 Currently No Basis:
 No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Pancreatic Cancer Action Network
Owner Address: 1500 Rosecrans Avenue, Suite 200

Legal Entity Type: CORPORATION
State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Correspondent

Correspondent Ilene B. Tannen, Esq.

Name/Address: JONES DAY

250 Vesey Street

New York, NEW YORK UNITED STATES 10281

Correspondent e- NYTEF@JONESDAY.COM | Ibtannen@Jonesday. | Correspondent e- Yes | mail Authorized:

Domestic Representative - Not Found

Prosecution History

| Date | Description | Proceeding Number |
|---------------|---|----------------------|
| Jul. 25, 2020 | NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED | |
| Jul. 25, 2020 | REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS) | 73376 |
| Jul. 25, 2020 | REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED | 73376 |
| Jul. 25, 2020 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL | 73376 |
| May 21, 2020 | TEAS SECTION 8 & 9 RECEIVED | |
| Oct. 05, 2019 | COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED | |
| Dec. 11, 2016 | NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED | |
| Dec. 10, 2016 | REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK. | 70131 |
| Dec. 10, 2016 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL | 70131 |
| Oct. 03, 2016 | TEAS SECTION 8 & 15 RECEIVED | |
| Oct. 05, 2015 | COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED | |
| Jan. 06, 2014 | ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED | |
| Jan. 06, 2014 | TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED | |
| Aug. 11, 2011 | ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED | |
| Aug. 11, 2011 | TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED | |
| Aug. 05, 2011 | APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED | 88888 |
| Aug. 05, 2011 | TEAS CHANGE OF OWNER ADDRESS RECEIVED | |
| Oct. 05, 2010 | REGISTERED-PRINCIPAL REGISTER | |
| Jul. 20, 2010 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED | |
| Jul. 20, 2010 | PUBLISHED FOR OPPOSITION | |
| Jun. 14, 2010 | LAW OFFICE PUBLICATION REVIEW COMPLETED | 68171 |
| Jun. 14, 2010 | ASSIGNED TO LIE | 68171 |
| May 27, 2010 | APPROVED FOR PUB - PRINCIPAL REGISTER | |
| May 27, 2010 | ASSIGNED TO EXAMINER | 80796 |
| Mar. 03, 2010 | NOTICE OF PSEUDO MARK MAILED | |
| Mar. 02, 2010 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | |
| Feb. 27, 2010 | NEW APPLICATION ENTERED IN TRAM | |

TM Staff and Location Information

TM Staff Information - None

File Location

 Current Location:
 GENERIC WEB UPDATE
 Date in Location:
 Jul. 25, 2020

 From:
 TMOfficialNotices@USPTO.GOV

 Sent:
 Saturday, July 25, 2020 11:01 PM

 To:
 NYTEF@JONESDAY.COM

 Cc:
 Ibtannen@Jonesday.com

Subject: Official USPTO Notice of Acceptance and Renewal Sections 8 and 9: U.S. Trademark RN 3856551: PURPLESTRIDE: Docket/Reference No.

013082-0011-

U.S. Serial Number: 77944268 U.S. Registration Number: 3856551 U.S. Registration Date: Oct 5, 2010

Mark: PURPLESTRIDE

Owner: Pancreatic Cancer Action Network

Jul 25, 2020

NOTICE OF ACCEPTANCE UNDER SECTION 8

The declaration of use or excusable nonuse filed for the above-identified registration meets the requirements of Section 8 of the Trademark Act, 15 U.S.C. §1058. **The Section 8 declaration is accepted.**

NOTICE OF REGISTRATION RENEWAL UNDER SECTION 9

The renewal application filed for the above-identified registration meets the requirements of Section 9 of the Trademark Act, 15 U.S.C. §1059. The registration is renewed.

The registration will remain in force for the class(es) listed below, unless canceled by an order of the Commissioner for Trademarks or a Federal Court, as long as the requirements for maintaining the registration are fulfilled as they become due.

Class(es):

036

TRADEMARK SPECIALIST POST-REGISTRATION DIVISION 571-272-9500

REQUIREMENTS FOR MAINTAINING REGISTRATION IN SUCCESSIVE TEN-YEAR PERIODS

WARNING: Your registration will be canceled if you do not file the documents below during the specified statutory time periods.

What and When to File: You must file a declaration of use (or excusable nonuse) and an application for renewal between every 9th and 10th-year period, calculated from the registration date. See 15 U.S.C. §§1058, 1059.

Grace Period Filings

The above documents will be considered as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

THE USPTO IS NOT REQUIRED TO SEND ANY FURTHER NOTICE OR REMINDER OF THESE REQUIREMENTS. THE OWNER SHOULD CONTACT THE USPTO ONE YEAR BEFORE THE EXPIRATION OF THE TIME PERIODS SHOWN ABOVE TO DETERMINE APPROPRIATE REQUIREMENTS AND FEES.

To check the status of this registration, go to

https://tsdr.uspto.gov/#caseNumber=77944268&caseSearchType=US_APPLICATION&caseType=SERIAL_NO&searchType=statusSearch_or contact the Trademark Assistance Center at 1-800-786-9199.

To view this notice and other documents for this registration on-line, go to https://tsdr.uspto.gov/#caseNumber=77944268&caseSearchType=US_APPLICATION&caseType=SERIAL_NO&searchType=documentSearch NOTE: This notice will only be available on-line the next business day after receipt of this e-mail.

* For further information, including information on filing and maintenance requirements for U.S. trademark applications and registrations and required fees, please consult the USPTO website at https://www.uspto.gov/trademark/ or contact the Trademark Assistance Center at 1-800-786-9199.

Combined Declaration of Use and/or Excusable Nonuse/Application for Renewal of Registration of a Mark under Sections 8 & 9

The table below presents the data as entered.

| Input Field | Entered |
|--|--------------------------|
| REGISTRATION NUMBER | 3856551 |
| REGISTRATION DATE | 10/05/2010 |
| SERIAL NUMBER | 77944268 |
| MARK SECTION | |
| MARK | PURPLESTRIDE (see, mark) |
| ATTORNEY INFORMATION (current) | |
| NAME | Ilene B. Tannen, Esq. |
| ATTORNEY BAR MEMBERSHIP NUMBER | NOT SPECIFIED |
| YEAR OF ADMISSION | NOT SPECIFIED |
| U.S. STATE/ COMMONWEALTH/ TERRITORY | NOT SPECIFIED |
| FIRM NAME | JONES DAY |
| STREET | 250 Vesey Street |
| СІТУ | New York |
| STATE | New York |
| POSTAL CODE | 10281 |
| COUNTRY/REGION/JURISDICTION/U.S. TERRITORY | United States |
| PHONE | 212-326-3939 |
| FAX | 212-755-7306 |
| EMAIL | NYTEF@JONESDAY.COM |
| DOCKET/REFERENCE NUMBER | 013082-0011- |
| ATTORNEY INFORMATION (proposed) | |
| NAME | Ilene B. Tannen, Esq. |
| ATTORNEY BAR MEMBERSHIP NUMBER | XXX |
| YEAR OF ADMISSION | XXXX |
| U.S. STATE/ COMMONWEALTH/ TERRITORY | XX |
| FIRM NAME | JONES DAY |
| STREET | 250 Vesey Street |
| CITY | New York |
| STATE | New York |
| POSTAL CODE | 10281 |

| COUNTRY/REGION/JURISDICTION/U.S. TERRITORY | United States | | |
|---|---|--|--|
| PHONE | 212-326-3939 | | |
| FAX | 212-755-7306 | | |
| EMAIL | NYTEF@JONESDAY.COM | | |
| DOCKET/REFERENCE NUMBER | 013082-0011- | | |
| CORRESPONDENCE INFORMATION (curr | ent) | | |
| NAME | Ilene B. Tannen, Esq. | | |
| PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE | NYTEF@JONESDAY.COM | | |
| SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES) | Ibtannen@Jonesday.com | | |
| DOCKET/REFERENCE NUMBER | 013082-0011- | | |
| GOODS AND/OR SERVICES SECTION | | | |
| INTERNATIONAL CLASS | 036 | | |
| GOODS OR SERVICES | Charitable fundraising | | |
| SPECIMEN FILE NAME(S) | | | |
| ORIGINAL PDF FILE | <u>SPN0-10412919664-20200501 132316084913specimenpdf</u> | | |
| CONVERTED PDF FILE(S) (4 pages) | \\\TICRS\EXPORT18\IMAGEOUT 18\\779\\442\\77944268\\xml1\\\\\S890002.JPG | | |
| | \\TICRS\EXPORT18\IMAGEOUT 18\779\442\77944268\xml1\\ <u>\$890003.JPG</u> | | |
| | \\TICRS\EXPORT18\IMAGEOUT 18\779\442\77944268\xml1\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\ | | |
| | \\TICRS\EXPORT18\IMAGEOUT 18\779\442\77944268\xml1\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\ | | |
| SPECIMEN DESCRIPTION | website pages | | |
| OWNER SECTION (current) | | | |
| NAME | Pancreatic Cancer Action Network | | |
| MAILING ADDRESS | 1500 Rosecrans Avenue, Suite 200 | | |
| CITY | Manhattan Beach | | |
| STATE | California | | |
| ZIP/POSTAL CODE | 90266 | | |
| COUNTRY/REGION/JURISDICTION/U.S. TERRITORY | United States | | |
| OWNER SECTION (proposed) | | | |
| NAME | Pancreatic Cancer Action Network | | |
| MAILING ADDRESS | 1500 Rosecrans Avenue, Suite 200 | | |
| CITY | Manhattan Beach | | |
| STATE | California | | |
| ZIP/POSTAL CODE | 90266 | | |
| | | | |

| COUNTRY/REGION/JURISDICTION/U.S. TERRITORY | United States |
|---|---|
| EMAIL | XXXX |
| LEGAL ENTITY SECTION (current) | |
| ТҮРЕ | corporation |
| STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY OF INCORPORATION | California |
| PAYMENT SECTION | |
| NUMBER OF CLASSES | 1 |
| NUMBER OF CLASSES PAID | 1 |
| COMBINED §§ 8 & 9 DECLARATION/APPLICATION FILING FEE | 425 |
| TOTAL FEE PAID | 425 |
| SIGNATURE SECTION | |
| SIGNATURE | /Thomas V. Croal/ |
| SIGNATORY'S NAME | Thomas V. Croal |
| SIGNATORY'S POSITION | Chief Financial Officer |
| DATE SIGNED | 05/21/2020 |
| PAYMENT METHOD | DA |
|] | FILING INFORMATION |
| SUBMIT DATE | Thu May 21 16:32:28 ET 2020 |
| TEAS STAMP | USPTO/S08N09-XXX.XXXX. XX-20200521163228845763-3 856551-71016cf857df2727bc cf5fb24ffd793a875af1e64e1 428921b0da41e5a64de696c-D A-32282688-20200514160659 430223 |

Combined Declaration of Use and/or Excusable Nonuse/Application for Renewal of Registration of a Mark under Sections 8 & 9

To the Commissioner for Trademarks:

REGISTRATION NUMBER: 3856551 **REGISTRATION DATE:** 10/05/2010

MARK: PURPLESTRIDE

Current: The owner, Pancreatic Cancer Action Network, a corporation of California, having an address of

1500 Rosecrans Avenue, Suite 200 Manhattan Beach, California 90266

United States

XXXX

Proposed: The owner, Pancreatic Cancer Action Network, a corporation of California, having an address of

1500 Rosecrans Avenue, Suite 200 Manhattan Beach, California 90266 United States

is filing a Combined Declaration of Use and/or Excusable Nonuse/Application for Renewal of Registration of a Mark under Sections 8 & 9.

For International Class 036, the mark is in use in commerce on or in connection with **all** goods/services, or to indicate membership in the collective membership organization, listed in the existing registration for this specific class: Charitable fundraising; or, the owner is making the listed excusable nonuse claim.

The owner is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in this class, consisting of a(n) website pages.

Original PDF file:

SPN0-10412919664-20200501 132316084913_._specimen-.pdf

Converted PDF file(s) (4 pages)

Specimen File1

Specimen File2

Specimen File3

Specimen File4

The owner's/holder's current attorney information: Ilene B. Tannen, Esq. Ilene B. Tannen, Esq. of JONES DAY, is located at

250 Vesey Street New York, New York 10281

United States

The docket/reference number is 013082-0011-.

The phone number is 212-326-3939.

The fax number is 212-755-7306.

The email address is NYTEF@JONESDAY.COM

The owner's/holder's proposed attorney information: Ilene B. Tannen, Esq. of JONES DAY, is a member of the XX bar, admitted to the bar in XXXX, bar membership no. XXX, is located at

250 Vesey Street New York, New York 10281 United States The docket/reference number is 013082-0011-.

The phone number is 212-326-3939.

The fax number is 212-755-7306.

The email address is NYTEF@JONESDAY.COM

Ilene B. Tannen, Esq. submitted the following statement: The attorney of record is an active member in good standing of the bar of the highest court of a U.S. state, the District of Columbia, or any U.S. Commonwealth or territory.

Correspondence Information (current):

Ilene B. Tannen, Esq.
PRIMARY EMAIL FOR CORRESPONDENCE: NYTEF@JONESDAY.COM
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): Ibtannen@Jonesday.com

The docket/reference number is 013082-0011-.

A fee payment in the amount of \$425 will be submitted with the form, representing payment for 1 class(es), plus any additional grace period fee, if necessary.

Declaration

- Unless the owner has specifically claimed excusable nonuse, the mark is in use in commerce on or in connection with the goods/services or to indicate membership in the collective membership organization identified above, as evidenced by the attached specimen(s).
- Unless the owner has specifically claimed excusable nonuse, the specimen(s) shows the mark as currently used in commerce on or in connection with the goods/services/collective membership organization.
- The registrant requests that the registration be renewed for the goods/services/collective organization identified above.
- To the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.
- The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of this submission and the registration, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Signature: /Thomas V. Croal/ Date: 05/21/2020

Signatory's Name: Thomas V. Croal

Signatory's Position: Chief Financial Officer

Mailing Address (current):

JONES DAY 250 Vesey Street New York, New York 10281

Mailing Address (proposed):

JONES DAY 250 Vesey Street New York, New York 10281

Serial Number: 77944268

Internet Transmission Date: Thu May 21 16:32:28 ET 2020

TEAS Stamp: USPTO/S08N09-XXX.XXX.XXX.XXX-202005211632

28845763-3856551-71016cf857df2727bccf5fb 24ffd793a875af1e64e1428921b0da41e5a64de6 96c-DA-32282688-20200514160659430223

IMPORTANT UPDATES REGARDING PURPLESTRIDE EVENTS AND CORONAVIRUS DISEASE (COVID-19) ightarrow





SEARCH

I'm looking for:

a fundraiser

First Name

Last Name

Search

A'Miracle Williams

Event: Virtual PurpleStride Milwaukee 2020 Presented by Elevate

Team: Team Trinia

DONATE

A.J. Thibeault

Event: Virtual PurpleStride Rhode Island 2020 Presented by Ocean State Job Lot

Team: TEAM RAY

DONATE

Aaliyah Alipio

Event: Virtual PurpleStride Las Vegas 2020 Presented by OptumCare Cancer Care

Team: Desert Oasis Key Club 2020

DONATE

Aaliyah Higgins

Event: PurpleStride Puget Sound 2020

Team:

DONATE

Aalyah Johnson

Event: Virtual PurpleStride Las Vegas 2020 Presented by OptumCare Cancer Care

Team: Purple Pepsi People

DONATE

Aalyah Johnson

Event: Virtual PurpleStride Las Vegas 2020 Presented by OptumCare Cancer Care

Team: Purple Pepsi People

DONATE

Aamir Dam

Event: PurpleStride Tampa Bay 2020 Presented by Tech Data

Team: Moffitt GI

DONATE

Aaron Stein

Event: Virtual PurpleStride Houston 2020

Team: Bubbe Sue

| DOI | JΔ | Т | F |
|-----|----|---|---|
| וטע | NA | | |

Aaron Dumas

Event: Virtual PurpleStride Austin 2020

Team: Team Theo

DONATE

Aaron Rang

Event: Virtual PurpleStride Austin 2020

Team: Grammy B's Stingers

DONATE

Previous 1 2 3 4 5 Next

PurpleStride.org Find an Event Log In Contact Us ABOUT About PurpleStride About PanCAN Know Your Pancreas Your Impact PANCREATIC





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Pancreatic Cancer Action Network®, PanCAN®, PurpleStride® and Wage Hope® are the trademarks of Pancreatic Cancer Action Network, Inc.

The Pancreatic Cancer Action Network is registered as a 501©3 nonprofit organization. Contributions to the Pancreatic Cancer Action Network are tax-deductible to the extent permitted by law. The Pancreatic Cancer Action Network's tax identification number is #33-0841281.

ROUTING SHEET TO POST REGISTRATION (PRU)

Registration Number: 3856551

arial Number: 77944268

Serial Number: 77944268

RAM Sale Number: 3856551

RAM Accounting Date: 20200521 Total Fees: \$425

Note: Process in accordance with Post Registration Standard Operating Procedure (SOP)

| <u>Transaction</u> | Fee | Transaction | Fee per | Number | Number of | Total |
|------------------------------|-------------|-------------|--------------|------------|--------------|------------|
| | <u>Code</u> | <u>Date</u> | <u>Class</u> | of Classes | Classes Paid | <u>Fee</u> |
| §8 affidavit | 7205 | 20200521 | \$125 | 1 | 1 | \$125 |
| Application for Renewal (§9) | 7201 | 20200521 | \$300 | 1 | 1 | \$300 |

Physical Location: MADCD- NO PHYSICAL FILE

Lost Case Flag: False

In TICRS (AM-FLG-IN-TICRS): True

Transaction Date: 20200521



IMPORTANT UPDATES REGARDING PURPLESTRIDE EVENTS AND CORONAVIRUS DISEASE (COVID-19) ightarrow





SEARCH

I'm looking for:

a fundraiser

First Name

Last Name

Search

A'Miracle Williams

Event: Virtual PurpleStride Milwaukee 2020 Presented by Elevate

Team: Team Trinia

DONATE

A.J. Thibeault

Event: Virtual PurpleStride Rhode Island 2020 Presented by Ocean State Job Lot

Team: TEAM RAY

DONATE

Aaliyah Alipio

Event: Virtual PurpleStride Las Vegas 2020 Presented by OptumCare Cancer Care

Team: Desert Oasis Key Club 2020

DONATE

Aaliyah Higgins

Event: PurpleStride Puget Sound 2020

Team:

DONATE

Aalyah Johnson

Event: Virtual PurpleStride Las Vegas 2020 Presented by OptumCare Cancer Care

Team: Purple Pepsi People

DONATE

Aalyah Johnson

Event: Virtual PurpleStride Las Vegas 2020 Presented by OptumCare Cancer Care

Team: Purple Pepsi People

DONATE

Aamir Dam

Event: PurpleStride Tampa Bay 2020 Presented by Tech Data

Team: Moffitt GI

DONATE

Aaron Stein

Event: Virtual PurpleStride Houston 2020

Team: Bubbe Sue

| DOI | JΔ | Т | F |
|-----|----|---|---|
| וטע | NA | | |

Aaron Dumas

Event: Virtual PurpleStride Austin 2020

Team: Team Theo

DONATE

Aaron Rang

Event: Virtual PurpleStride Austin 2020

Team: Grammy B's Stingers

DONATE

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The Pancreatic Cancer Action Network is registered as a 501©3 nonprofit organization. Contributions to the Pancreatic Cancer Action Network are tax-deductible to the extent permitted by law. The Pancreatic Cancer Action Network's tax identification number is #33-0841281.

From: TMOfficialNotices@USPTO.GOV
Sent: Saturday, October 5, 2019 01:23 AM

To: NYTEF@JONESDAY.COM
Cc: lbtannen@Jonesday.com

Subject: Official USPTO Courtesy Reminder: Trademark Registration Maintenance Documents Must Be Filed Before Deadline for U.S. Trademark

Registration No. 3856551 PURPLESTRIDE

USPTO COURTESY REMINDER

TRADEMARK REGISTRATION MAINTENANCE DOCUMENT(S) UNDER SECTIONS 8 AND 9 MUST BE FILED BEFORE DEADLINE OR REGISTRATION WILL BE CANCELLED/EXPIRED

U.S. Application Serial No. 77944268 U.S. Registration No. 3856551 U.S. Registration Date: October 5, 2010

Mark: PURPLESTRIDE

Owner: Pancreatic Cancer Action Network Docket/Reference No. 013082-0011-

Issue Date: October 5, 2019

Required submission. The owner of the trademark registration must file a <u>Declaration of Use and/or Excusable Nonuse and an Application for Renewal under Sections</u> 8 and 9 of the <u>Trademark Act</u> (Sections 8 and 9 Declaration) between now and October 5, 2020. For an additional fee, the owner can file within the 6-month grace period that ends on April 5, 2021.

If ownership of the registration or the owner's name has changed, the owner can use the <u>Electronic Trademark Assignment System (ETAS)</u> to record the change. More information on changes of ownership/owner name is available on the <u>USPTO website</u>.

Click here for more information about maintaining a trademark registration.

Proof of Use Audit. The USPTO is conducting an audit program to promote the accuracy and integrity of the trademark register. If a registration is selected for audit, the owner will be required to submit proof of use for additional goods/services for which use is claimed in a Section 8 Declaration. Detailed information about the program is available on the **Proof of Use Audit Program webpage**.

Determination of time of receipt by USPTO. Correspondence transmitted through the Trademark Electronic Application System (TEAS) is considered filed on the date the USPTO receives the transmission in Eastern Time.

If the owner fails to file a timely Sections 8 and 9 Declaration the registration will be CANCELLED/EXPIRED and cannot be reinstated.

This reminder notice is being sent only as a courtesy to trademark owners who maintain a current email address with the USPTO. Failure by the USPTO to send a reminder or non-receipt of a reminder does not excuse a trademark owner from meeting the statutory obligations for maintaining a registration.

Foreign-domiciled owners must have a U.S.-licensed attorney represent them at the USPTO in any post-registration filling.

Beware of misleading notices sent by private companies about registrations. Private companies not associated with the USPTO use public information available in trademark registrations to mail and email trademark-related offers and notices - most of which require fees. All official USPTO correspondence will only be emailed from the domain "@uspto.gov."

Direct questions about this notice to the Trademark Assistance Center at 1-800-786-9199 (select option 1) or TrademarkAssistanceCenter@uspto.gov.

From: TMOfficialNotices@USPTO.GOV
Sent: Sunday, December 11, 2016 00:33 AM

To: NYTEF@JONESDAY.COM
Cc: lbtannen@Jonesday.com

Subject: Official USPTO Notice of Acceptance/Acknowledgement Sections 8 and 15: U.S. Trademark RN 3856551: PURPLESTRIDE: Docket/Reference No.

013082-0011-

Serial Number: 77944268
Registration Number: 3856551
Registration Date: Oct 5, 2010
Mark: PURPLESTRIDE

Owner: Pancreatic Cancer Action Network

Dec 10, 2016

NOTICE OF ACCEPTANCE UNDER SECTION 8

The declaration of use or excusable nonuse filed for the above-identified registration meets the requirements of Section 8 of the Trademark Act, 15 U.S.C. §1058. **The Section 8 declaration is accepted.**

NOTICE OF ACKNOWLEDGEMENT UNDER SECTION 15

The declaration of incontestability filed for the above-identified registration meets the requirements of Section 15 of the Trademark Act, 15 U.S.C. §1065. **The Section 15 declaration is acknowledged.**

The registration will remain in force for the class(es) listed below for the remainder of the ten-year period, calculated from the registration date, unless canceled by an order of the Commissioner for Trademarks or a Federal Court.

Class(es):

036

TRADEMARK SPECIALIST POST-REGISTRATION DIVISION 571-272-9500

REQUIREMENTS FOR MAINTAINING REGISTRATION

WARNING: Your registration will be canceled if you do not file the documents below during the specified time periods.

Requirements in the First Ten Years

What and When to File: You must file a declaration of use (or excusable nonuse) and an application for renewal between the 9th and 10th years after the registration date. See 15 U.S.C. §§1058, 1059.

Requirements in Successive Ten-Year Periods

What and When to File: You must file a declaration of use (or excusable nonuse) and an application for renewal between every 9th and 10th-year period, calculated from the registration date. See 15 U.S.C. §§1058, 1059.

Grace Period Filings

The above documents will be considered as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

The USPTO WILL NOT SEND ANY FURTHER NOTICE OR REMINDER OF THESE REQUIREMENTS. THE REGISTRANT SHOULD CONTACT THE USPTO ONE YEAR BEFORE THE EXPIRATION OF THE TIME PERIODS SHOWN ABOVE TO DETERMINE APPROPRIATE REQUIREMENTS AND FEES.

To view this notice and other documents for this application on-line, go to http://tdr.uspto.gov/search.action?sn=77944268. NOTE: This notice will only be available on-line the next business day after receipt of this e-mail.

Combined Declaration of Use and Incontestability under Sections 8 & 15

The table below presents the data as entered.

| Input Field | Entered | |
|--------------------------------------|-----------------------|--|
| REGISTRATION NUMBER | 3856551 | |
| REGISTRATION DATE | 10/05/2010 | |
| SERIAL NUMBER | 77944268 | |
| MARK SECTION | | |
| MARK | PURPLESTRIDE | |
| ATTORNEY SECTION (current) | | |
| NAME | Ilene B. Tannen, Esq. | |
| FIRM NAME | JONES DAY | |
| STREET | 222 E 41st Street | |
| СІТУ | New York | |
| STATE | New York | |
| POSTAL CODE | 10017 | |
| COUNTRY | United States | |
| PHONE | 212-326-3939 | |
| FAX | 212-755-7306 | |
| EMAIL | NYTEF@JONESDAY.COM | |
| AUTHORIZED TO COMMUNICATE VIA E-MAIL | Yes | |
| ATTORNEY SECTION (proposed) | | |
| NAME | Ilene B. Tannen, Esq. | |
| FIRM NAME | JONES DAY | |
| STREET | 250 Vesey Street | |
| СІТУ | New York | |
| STATE | New York | |
| POSTAL CODE | 10281 | |
| COUNTRY | United States | |
| PHONE | 212-326-3939 | |
| FAX | 212-755-7306 | |
| EMAIL | NYTEF@JONESDAY.COM | |
| AUTHORIZED TO COMMUNICATE VIA E-MAIL | Yes | |
| DOCKET/REFERENCE NUMBER | 013082-0011- | |

| CORRESPONDENCE SECTION (cu | | |
|--------------------------------------|---|--|
| NAME | Ilene B. Tannen, Esq. | |
| FIRM NAME | JONES DAY | |
| STREET | 222 E 41st Street | |
| CITY | New York | |
| STATE | New York | |
| POSTAL CODE | 10017 | |
| COUNTRY | United States | |
| PHONE | 212-326-3939 | |
| FAX | 212-755-7306 | |
| EMAIL | NYTEF@JONESDAY.COM | |
| AUTHORIZED TO COMMUNICATE VIA E-MAIL | Yes | |
| CORRESPONDENCE SECTION (proposed) | | |
| NAME | Ilene B. Tannen, Esq. | |
| FIRM NAME | JONES DAY | |
| STREET | 250 Vesey Street | |
| CITY | New York | |
| STATE | New York | |
| POSTAL CODE | 10281 | |
| COUNTRY | United States | |
| PHONE | 212-326-3939 | |
| FAX | 212-755-7306 | |
| EMAIL | NYTEF@JONESDAY.COM;Ibtannen@Jonesday.com | |
| AUTHORIZED TO COMMUNICATE VIA E-MAIL | Yes | |
| DOCKET/REFERENCE NUMBER | 013082-0011- | |
| GOODS AND/OR SERVICES SECT | ION | |
| INTERNATIONAL CLASS | 036 | |
| GOODS OR SERVICES | Charitable fundraising | |
| SPECIMEN FILE NAME(S) | | |
| ORIGINAL PDF FILE | SPN0-168986710-20161003151918807892Pancreatic_Cancer_Action_Network.pdf | |
| CONVERTED PDF FILE(S) (6 pages) | \\\TICRS\EXPORT17\IMAGEOUT17\779\442\77944268\xml1\8150002.JPG | |
| | \\\TICRS\EXPORT17\IMAGEOUT17\779\442\77944268\xml1\8150003.JPG | |
| | \\\TICRS\EXPORT17\\IMAGEOUT17\779\442\77944268\xml1\\8150004.JPG | |
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| | \\TICRS\EXPORT17\IMAGEOUT17\779\442\77944268\xml1\8150007.JPG | |
| | | |

| SPECIMEN DESCRIPTION | Website screenshot displaying the mark | |
|--------------------------------|---|--|
| OWNER SECTION (current) | | |
| NAME | Pancreatic Cancer Action Network | |
| STREET | 1500 Rosecrans Avenue, Suite 200 | |
| СІТУ | Manhattan Beach | |
| STATE | California | |
| ZIP/POSTAL CODE | 90266 | |
| COUNTRY | United States | |
| PHONE | 310-275-0025 | |
| FAX | 310-725-0029 | |
| EMAIL | XXXX | |
| OWNER SECTION (proposed) | | |
| NAME | Pancreatic Cancer Action Network | |
| STREET | 1500 Rosecrans Avenue, Suite 200 | |
| СІТУ | Manhattan Beach | |
| STATE | California | |
| ZIP/POSTAL CODE | 90266 | |
| COUNTRY | United States | |
| PHONE | | |
| FAX | | |
| LEGAL ENTITY SECTION (current | () | |
| ТҮРЕ | corporation | |
| STATE/COUNTRY OF INCORPORATION | California | |
| PAYMENT SECTION | | |
| NUMBER OF CLASSES | 1 | |
| NUMBER OF CLASSES PAID | 1 | |
| SUBTOTAL AMOUNT | 300 | |
| TOTAL FEE PAID | 300 | |
| SIGNATURE SECTION | | |
| SIGNATURE | /Abigail Winston/ | |
| SIGNATORY'S NAME | Abigail Winston | |
| SIGNATORY'S POSITION | COO/CFO | |
| DATE SIGNED | 10/03/2016 | |
| PAYMENT METHOD | DA | |
| FILING INFORMATION | | |
| SUBMIT DATE | Mon Oct 03 17:05:46 EDT 2016 | |
| | USPTO/S08N15-XXX.XX.XX -20161003170546980814-385 | |

| TEAS STAMP | 6551-570b581392a1b41c6ab3 71867dc54e61a548e0878127f |
|------------|--|
| | a86c27b89911277b6a3-DA-39 52-20161003151918807892 |

Combined Declaration of Use and Incontestability under Sections 8 & 15

To the Commissioner for Trademarks:

REGISTRATION NUMBER: 3856551 **REGISTRATION DATE:** 10/05/2010

MARK: (PURPLESTRIDE)

The owner, Pancreatic Cancer Action Network, a corporation of California, having an address of

1500 Rosecrans Avenue, Suite 200 Manhattan Beach, California 90266 United States

is filing a Combined Declaration of Use and Incontestability under Sections 8 & 15.

For International Class 036, the mark is in use in commerce on or in connection with **all** of the goods/**all** of the services, or to indicate membership in the collective membership organization, listed in the existing registration for this specific class: Charitable fundraising; **and** the mark has been continuously used in commerce for five (5) consecutive years after the date of registration, or the date of publication under Section 12(c), and is still in use in commerce on or in connection with **all** goods/**all** services, or to indicate membership in the collective membership organization, listed in the existing registration for this class. Also, no final decision adverse to the owner's claim of ownership of such mark for those goods/services, or to indicate membership in the collective membership organization, exists, or to the owner's right to register the same or to keep the same on the register; and, no proceeding involving said rights pending and not disposed of in either the U.S. Patent and Trademark Office or the courts exists.

The owner is submitting one(or more) specimen(s) for this class showing the mark as used in commerce on or in connection with any item in this class, consisting of a(n) Website screenshot displaying the mark.

Original PDF file:

SPN0-168986710-20161003151918807892_._Pancreatic_Cancer_Action_Network.pdf

Converted PDF file(s) (6 pages)

Specimen File1

Specimen File2

Specimen File3

Specimen File4

Specimen File5

Specimen File6

TI : . . .

The registrant's current Attorney Information: Ilene B. Tannen, Esq. of JONES DAY

222 E 41st Street

New York, New York 10017

United States

The registrant's proposed Attorney Information: Ilene B. Tannen, Esq. of JONES DAY

250 Vesey Street

New York, New York 10281

United States

The docket/reference number is 013082-0011-.

The phone number is 212-326-3939.

The fax number is 212-755-7306.

The email address is NYTEF@JONESDAY.COM.

The registrant's current Correspondence Information: Ilene B. Tannen, Esq. of JONES DAY

222 E 41st Street

New York, New York 10017 United States

The registrant's proposed Correspondence Information: Ilene B. Tannen, Esq. of JONES DAY 250 Vesey Street

New York, New York 10281

United States
The docket/reference number is 013082-0011-.

The phone number is 212-326-3939.

The fax number is 212-755-7306.

The email address is NYTEF@JONESDAY.COM;Ibtannen@Jonesday.com.

A fee payment in the amount of \$300 will be submitted with the form, representing payment for 1 class(es), plus any additional grace period fee, if necessary.

Declaration

The mark is in use in commerce on or in connection with the goods/services, or to indicate membership in the collective membership organization, identified above, as evidenced by the attached specimen(s) showing the mark as used in commerce. The mark has been in continuous use in commerce for five consecutive years after the date of registration, or the date of publication under 15 U.S.C. § 1062(c), and is still in use in commerce on or in connection with all goods/services, or to indicate membership in the collective membership organization, listed in the existing registration. There has been no final decision adverse to the owner's claim of ownership of such mark for such goods/services, or to indicate membership in the collective membership organization, or to the owner's right to register the same or to keep the same on the register; and there is no proceeding involving said rights pending and not disposed of either in the United States Patent and Trademark Office or in a court.

The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of this submission, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Signature: /Abigail Winston/ Date: 10/03/2016

Signatory's Name: Abigail Winston Signatory's Position: COO/CFO

Mailing Address (current):

JONES DAY 222 E 41st Street New York, New York 10017

Mailing Address (proposed):

JONES DAY 250 Vesey Street New York, New York 10281

Serial Number: 77944268

Internet Transmission Date: Mon Oct 03 17:05:46 EDT 2016 TEAS Stamp: USPTO/S08N15-XXX.XX.XX.XX.20161003170546 980814-3856551-570b581392a1b41c6ab371867 dc54e61a548e0878127fa86c27b89911277b6a3-DA-3952-20161003151918807892

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FIGHT PANCREATIC CANCER

Together we will Wage Hope and change the future of this disease.







Thanks to our advocates' outreach, the Senate approved a \$2 billion increase for the National Institutes of Health the largest since 2003.

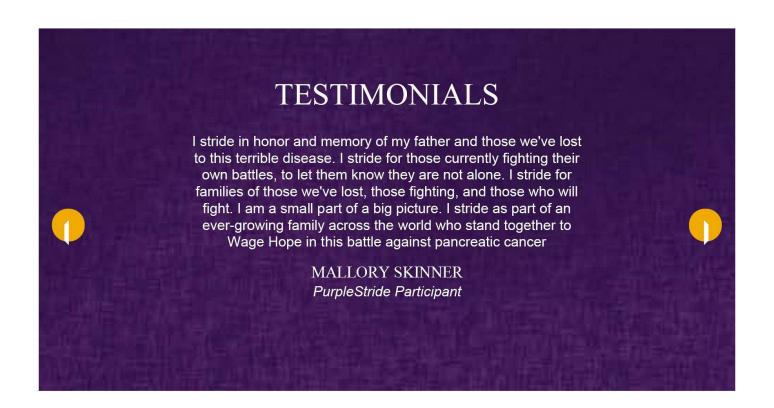


Last year, 101,367 people attended signature events like PurpleStride.



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| Steve Casey | \$12,707 |
| Amy Osteryoung | \$12,656 |
| Steven Brooks | \$10,898 |
| Chris Neptune | \$10,018 |
| Nancy Mader | \$9,102 |
| Nora Moolenkamp | \$8,274 |

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Pancreatic Cancer Action Network 1500 Rosecrans Avenue, Suite 200 Manhattan Beach, CA 90266

Government Affairs & Advocacy Office 1050 Connecticut Ave. NW, Suite 500 Washington, DC 20036

For general questions or to donate by phone, please call 877-272-6226. To donate by mail, please $\underline{\text{click here.}}$















Terms of Use/Privacy Policy

All donations will support the mission of the Pancreatic Cancer Action Network to advance research, support patients and create hope. Thank you for your contribution! 501(c)(3) Tax ID# 33-0841281

]]

ROUTING SHEET TO POST REGISTRATION (PRU)

Registration Number: 3856551

77044269

Serial Number: 77944268

RAM Sale Number: 3856551

RAM Accounting Date: 20161004 Total Fees: \$300

Note: Process in accordance with Post Registration Standard Operating Procedure (SOP)

| Transaction | Fee | Transaction | Fee per | Number | Number of | Total |
|--------------------|-------------|-------------|--------------|------------|--------------|------------|
| | <u>Code</u> | <u>Date</u> | <u>Class</u> | of Classes | Classes Paid | <u>Fee</u> |
| §8 affidavit | 7205 | 20161003 | \$100 | 1 | 1 | \$100 |
| §15 affidavit | 7208 | 20161003 | \$200 | 1 | 1 | \$200 |

Physical Location: MADCD- ALEX. CENTRAL DOCKET

Lost Case Flag: False

In TICRS (AM-FLG-IN-TICRS): True

Transaction Date: 20161003



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Thanks to our advocates' outreach, the Senate approved a \$2 billion increase for the National Institutes of Health the largest since 2003.

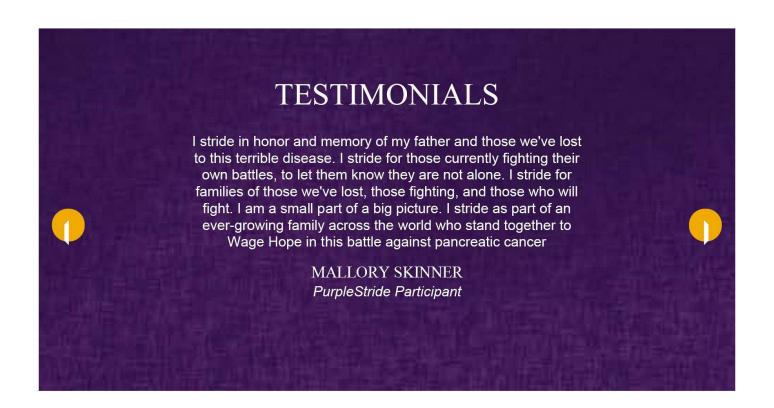


Last year, 101,367 people attended signature events like PurpleStride.



We're celebrating our 100,000th contact to Patient Central since 2002, assisting more pancreatic cancer patients and families annually than any single institution in the world.

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| Chris Neptune | \$10,018 |
| Nancy Mader | \$9,102 |
| Nora Moolenkamp | \$8,274 |

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Pancreatic Cancer Action Network 1500 Rosecrans Avenue, Suite 200 Manhattan Beach, CA 90266

Government Affairs & Advocacy Office 1050 Connecticut Ave. NW, Suite 500 Washington, DC 20036

For general questions or to donate by phone, please call 877-272-6226. To donate by mail, please <u>click here.</u>















Terms of Use/Privacy Policy

All donations will support the mission of the Pancreatic Cancer Action Network to advance research, support patients and create hope. Thank you for your contribution! 501(c)(3) Tax ID# 33-0841281

]]

 From:
 TMOfficialNotices@USPTO.GOV

 Sent:
 Monday, October 5, 2015 01:07 AM

 To:
 NYTEF@JONESDAY.COM

Subject: Official USPTO Courtesy Reminder of Required Trademark Registration Maintenance Filing Under Section 8: U.S. Trademark RN 3856551:

PURPLESTRIDE

U.S. Serial Number: 77944268 U.S. Registration Number: 3856551 U.S. Registration Date: Oct 5, 2010

Mark: PURPLESTRIDE

Owner: Pancreatic Cancer Action Network

Oct 5, 2015

U.S. PATENT AND TRADEMARK OFFICE ("USPTO") COURTESY REMINDER OF REQUIRED TRADEMARK REGISTRATION MAINTENANCE FILING UNDER SECTION 8

WARNING: Your trademark registration will be CANCELLED if you do not file the required document below during the specified statutory time period.

The above-identified registration registered on Oct 5, 2010. Therefore, the owner of the registration must file a Declaration of Use and/or Excusable Nonuse under §8 of the Trademark Act anytime between now and Oct 5, 2016. For an additional fee, the owner may file the declaration within the six-month grace period that ends on Apr 5, 2017. See 15 U.S.C. §1058. The current fee for filing a declaration under §8 is \$100 per class, and the additional fee for filing during the six-month grace period is \$100 per class. 37 C.F.R. §2.6.

If the registration meets the requirements of §15 of the Trademark Act, the owner may additionally file an optional Declaration of Incontestability under §15. See 15 U.S.C. §1065. The current fee for filing a declaration under §15 is \$200 per class. 37 C.F.R. §2.6.

To expedite processing, the owner is encouraged to file through the USPTO's official website using the Trademark Electronic Application System ("TEAS"). Official forms for filing Declarations of Use and/or Excusable Nonuse under §8 and Combined Declarations of Use and Incontestability under §§8 and 15 are available through TEAS at http://www.uspto.gov/trademarks/teas/reg_maintain.jsp.

For information regarding how to record ownership documents such as assignments, name changes and mergers, please see TMEP §503. To expedite recordation, the owner is encouraged to file requests for recordation through the Electronic Trademark Assignment System ("ETAS") at http://etas.uspto.gov.

For further information regarding the maintenance of a trademark registration, including future maintenance filings, please consult the USPTO website at http://www.uspto.gov/trademarks/process/maintain/prfaq.jsp.

This reminder notice is being sent only as a courtesy to those trademark owners who have authorized e-mail communication and maintain a current e-mail address with the USPTO. Failure by the USPTO to send a reminder or non-receipt of a reminder does not excuse a trademark owner from meeting the statutory obligations for maintaining a trademark registration. If a registration is cancelled and/or expired due to the failure to timely file required maintenance documents, it cannot be reinstated or revived.

To check the status of this registration, go to http://tsdr.uspto.gov/#caseNumber=77944268&caseType=SERIAL_NO&searchType=statusSearch or contact the Trademark Assistance Center at 1-800-786-9199.

Beware of Unofficial Trademark Solicitations: Please be aware that private companies not associated with the USPTO often use trademark registration information from the USPTO's database to mail or e-mail trademark-related solicitations. This is the only official reminder that you will receive from the USPTO about your upcoming required maintenance filing. For additional information about these private solicitations, please visit the USPTO website at http://www.uspto.gov/trademarks/solicitation_warnings.jsp.

In order to be eligible for future e-mail reminders of maintenance filings, please remember to authorize e-mail communication when filing your maintenance documents through TEAS and ensure that you maintain a current e-mail address with the USPTO.

The table below presents the data as entered.

| Input Field | Entered |
|---|--|
| SERIAL NUMBER | 77944268 |
| REGISTRATION NUMBER | 3856551 |
| LAW OFFICE ASSIGNED | LAW OFFICE 115 |
| MARK SECTION | |
| MARK | PURPLESTRIDE |
| ATTORNEY SECTION | |
| ORIGINAL ADDRESS | Evan Simon 013082-0011- 222 E 41st Street New York New York (NY) 10017 US 212-326-3939 212-755-7306 NYTEF@JONESDAY.COM |
| NEW ATTORNEY ADDRESS | |
| STATEMENT TEXT | By submission of this request, the undersigned REVOKES the power of attorney currently of record, as listed above, and hereby APPOINTS the following new attorney: |
| NAME | Ilene B. Tannen, Esq. |
| FIRM NAME | Jones Day |
| STREET | 222 East 41st Street |
| СІТУ | New York |
| STATE | New York |
| COUNTRY | United States |
| POSTAL/ZIP CODE | 10017 |
| PHONE | 212-326-3939 |
| FAX | 212-755-7306 |
| EMAIL | NYTEF@JONESDAY.COM |
| ATTORNEY AUTHORIZED TO COMMUNICATE VIA E-MAIL | YES |
| NEW CORRESPONDENCE ADDRESS | |
| NAME | Ilene B. Tannen, Esq. |
| FIRM NAME | JONES DAY |
| DOCKET/REFERENCE NUMBER | 013082-0001- |
| STREET | |

| STREET | 222 E 41st Street |
|--------------------------------------|--|
| CITY | New York |
| STATE | New York |
| COUNTRY | United States |
| POSTAL/ZIP CODE | 10017 |
| PHONE | 212-326-3939 |
| FAX | 212-755-7306 |
| EMAIL | |
| | NYTEF@JONESDAY.COM |
| AUTHORIZED TO COMMUNICATE VIA E-MAIL | YES |
| SIGNATURE SECTION | |
| SIGNATORY FILE | |
| ORIGINAL PDF FILE | hw_168986710-125238907 Revocation_and_Appointment_of_Attorney.pdf |
| CONVERTED PDF FILE(S) (7 pages) | \\\TICRS\EXPORT16\IMAGEOUT16\779\442\77944268\xml1\RAA0002.JPG |
| | \\TICRS\EXPORT16\IMAGEOUT16\779\442\77944268\xml1\RAA0003.JPG |
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| | \\TICRS\EXPORT16\IMAGEOUT16\779\442\77944268\xml1\RAA0007.JPG |
| | \\TICRS\EXPORT16\IMAGEOUT16\779\442\77944268\xml1\RAA0008.JPG |
| SIGNATORY NAME | Julie Fleshman |
| SIGNATORY POSITION | President & CEO |
| FILING INFORMATION SECTION | |
| SUBMIT DATE | Mon Jan 06 12:54:22 EST 2014 |
| TEAS STAMP | USPTO/RAA-XXX.XX.XX.XX.20 140106125422650271-780316 58-500cc0c43dd83278a23f78 c28ec8591ebc3b08846cbca80 69f09a4b609d75da1-N/A-N/A -20140106125238907220 |

To the Commissioner for Trademarks:

MARK: PURPLESTRIDE SERIAL NUMBER: 77944268

REGISTRATION NUMBER: 3856551

The original attorney

Evan Simon 013082-0011-222 E 41st Street New York New York 10017 US 212-326-3939 212-755-7306 NYTEF@JONESDAY.COM

Original Correspondence Address:

Evan Simon JONES DAY 222 E 41st Street New York New York 10017 US 212-326-3939 212-755-7306 NYTEF@JONESDAY.COM

By submission of this request, the undersigned REVOKES the power of attorney currently of record, as listed above, and hereby APPOINTS the following new attorney:

Newly Appointed Attorney:

Ilene B. Tannen, Esq. Jones Day 222 East 41st Street New York, New York 10017 United States 212-326-3939 212-755-7306 NYTEF@JONESDAY.COM

The following is to be used as the correspondence address:

Ilene B. Tannen, Esq. JONES DAY 222 E 41st Street New York, New York 10017 United States

212-326-3939 212-755-7306

NYTEF@JONESDAY.COM The attorney docket/reference number is 013082-0001-.

Original PDF file:

hw_168986710-125238907_._Revocation_and_Appointment_of_Attorney.pdf

Converted PDF file(s) (7 pages)

Signature File1 Signature File2

Signature File3

Signature File4 Signature File5

Signature File6

Signature File7

Signatory's Name: Julie Fleshman Signatory's Position: President & CEO

Serial Number: 77944268

Internet Transmission Date: Mon Jan 06 12:54:22 EST 2014

TEAS Stamp: USPTO/RAA-XXX.XX.XX.XX-20140106125422650

271-78031658-500cc0c43dd83278a23f78c28ec 8591ebc3b08846cbca8069f09a4b609d75da1-N/

A-N/A-20140106125238907220

PTO Form 2196 (Rev 9/2005) OMB No. 0651-0056 (Exp 09/30/2014)

Revocation of Attorney/Domestic Representative and/or Appointment of Attorney/Domestic Representative

Handwritten Signature

To the Commissioner for Trademarks:

MARK: PANCAN

SERIAL NUMBER: 78031658

REGISTRATION NUMBER: 2482550

The original attorney

Peter D. Vogl 013082-0001-222 E 41st Street New York New York 10017 US 212-326-3939 212-755-7306 NYTEF@JONESDAY.COM

Original Correspondence Address:

Peter D. Vogl JONES DAY 222 E 41st Street New York New York 10017 US 212-326-3939 212-755-7306 NYTEF@JONESDAY.COM

MARK: PURPLELINKS SERIAL NUMBER: 85392112

REGISTRATION NUMBER: 4162435

The original attorney

PETER D. VOGL 013082-002-9 222 E 41ST ST FL 2 NEW YORK New York 10017-6727 US 212-326-3939 212-755-7306 NYTEF@JONESDAY.COM

Original Correspondence Address:

PETER D. VOGL JONES DAY 222 E 41ST ST FL 2 NEW YORK New York 10017-6727 US 212-326-3939 212-755-7306 NYTEF@JONESDAY.COM

MARK: TEAMHOPE

SERIAL NUMBER: 77798261

REGISTRATION NUMBER: 3823073

The original attorney

Peter D. Vogl 013082-0003-222 E 41st Street New York New York 10017 US 212-326-3939 212-755-7306 NYTEF@JONESDAY.COM

Original Correspondence Address:

Peter D. Vogl JONES DAY 222 E 41st Street New York New York 10017 US 212-326-3939 212-755-7306 NYTEF@JONESDAY.COM

MARK: PANCREATIC CANCER ACTION NETWORK

SERIAL NUMBER: 77522272

REGISTRATION NUMBER: 3579881

The original attorney

Peter D. Vogl 013082-0004-222 E 41st Street New York New York 10017 US 212-326-3939 212-755-7306 NYTEF@JONESDAY.COM

Original Correspondence Address:

Peter D. Vogl JONES DAY 222 E 41st Street New York New York 10017 US 212-326-3939 212-755-7306 NYTEF@JONESDAY.COM

MARK: TEAMHOPE (stylized and/or with design)

SERIAL NUMBER: 77013335

REGISTRATION NUMBER: 3500601

The original attorney

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Original Correspondence Address:

Peter D. Vogl
JONES DAY
222 E 41st Street
New York New York 10017
US
212-326-3939
212-755-7306
NYTEF@JONESDAY.COM

MARK: ADVANCE RESEARCH. SUPPORT PATIENTS. CREATE HOPE.

SERIAL NUMBER: 77417159

REGISTRATION NUMBER: 3688087

The original attorney

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Original Correspondence Address:

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MARK: PANCREATIC CANCER ACTION NETWORK ADVANCE RESEARCH. SUPPORT

PATIENTS. CREATE HOPE. (stylized and/or with design)

SERIAL NUMBER: 77417155

REGISTRATION NUMBER: 3684962

The original attorney

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Original Correspondence Address:

Peter D. Vogl JONES DAY 222 E 41st Street New York New York 10017 US 212-326-3939 212-755-7306 NYTEF@JONESDAY.COM

MARK: PURPLESTRIDE SERIAL NUMBER: 77944268

REGISTRATION NUMBER: 3856551

The original attorney

Evan Simon 013082-0011-222 E 41st Street New York New York 10017 US 212-326-3939 212-755-7306 NYTEF@JONESDAY.COM

Original Correspondence Address:

Evan Simon JONES DAY 222 E 41st Street New York New York 10017 US 212-326-3939 212-755-7306 NYTEF@JONESDAY.COM **MARK: PURPLERIDE**

SERIAL NUMBER: 77944261

REGISTRATION NUMBER: 3856550

The original attorney

Evan Simon 013082-0012-222 E 41st Street New York New York 10017 US 212-326-3939 212-755-7306 NYTEF@JONESDAY.COM

Original Correspondence Address:

Evan Simon JONES DAY 222 E 41st Street New York New York 10017 US 212-326-3939 212-755-7306 NYTEF@JONESDAY.COM

MARK: PURPLEBOWL SERIAL NUMBER: 77944250

REGISTRATION NUMBER: 3856548

The original attorney

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Original Correspondence Address:

Evan Simon JONES DAY 222 E 41st Street New York New York 10017 US 212-326-3939 212-755-7306 NYTEF@JONESDAY.COM

MARK: KNOW IT. FIGHT IT. END IT.

SERIAL NUMBER: 85928480

The original attorney

NANCY A. ZOUBEK, ESQ. 013082-0014-222 E 41ST ST FL 2 NEW YORK New York 10017-6727 US 212-326-3939 212-755-7306 NYTEF@JONESDAY.COM

Original Correspondence Address:

NANCY A. ZOUBEK, ESQ. JONES DAY 222 E 41ST ST FL 2 NEW YORK New York 10017-6727 US 212-326-3939 212-755-7306 NYTEF@JONESDAY.COM

By submission of this request, the undersigned REVOKES the power of attorney currently of record, as listed above, and hereby APPOINTS the following new attorney.

Newly Appointed Attorney:

Ilene B. Tannen, Esq. Jones Day 222 East 41st Street New York, New York 10017 United States 212-326-3939 212-755-7306

The following is to be used as the correspondence address:

Ilene B. Tannen, Esq. JONES DAY 222 E 41st Street New York, New York 10017 United States

212-326-3939 212-755-7306

NYTEF@JONESDAY.COM The attorney docket/reference number is 013082-0001-.

Handwritten Signature

| gnature Section: gnature: | 4 Huh | |
|------------------------------|-------------------|--|
| ite: / | -6-2014 | |
| gnatory's Name: | Juic Fleshman | |
| gnatory's Position: | President and CEO | |

NOTE TO APPLICANT: When filed as part of the electronic form (i.e., scanned and attached as an image file), include only the signature page (no declaration is required, nor should any other information from the actual revocation be included).

Back

The table below presents the data as entered.

| Input Field | Entered |
|---|--|
| SERIAL NUMBER | 77944268 |
| REGISTRATION NUMBER | 3856551 |
| LAW OFFICE ASSIGNED | LAW OFFICE 115 |
| ATTORNEY DOCKET NUMBER | 013082-0011-999 |
| MARK SECTION | |
| MARK | PURPLESTRIDE |
| ATTORNEY SECTION | |
| ORIGINAL ADDRESS | EVAN SIMON JONES DAY 590746-61000 3161 MICHELSON DR STE 800 IRVINE, CA 92612-4408 949-553-7538 949-553-7539 esimon@jonesday.com |
| NEW OTHER APPOINTED ATTORNEYS | Stephen F. Kampmeier |
| NEW ATTORNEY ADDRESS | |
| STATEMENT TEXT | By submission of this request, the undersigned hereby APPOINTS the following new attorney. |
| NAME | Evan Simon |
| FIRM NAME | JONES DAY |
| STREET | 222 E 41st Street |
| CITY | New York |
| STATE | New York |
| COUNTRY | United States |
| POSTAL/ZIP CODE | 10017 |
| PHONE | 212-326-3939 |
| FAX | 212-755-7306 |
| EMAIL | NYTEF@JONESDAY.COM |
| ATTORNEY AUTHORIZED TO COMMUNICATE VIA E-MAIL | YES |
| ATTORNEY DOCKET NUMBER | 013082-0011-999 |
| NEW CORRESPONDENCE ADDRESS | |
| NAME | Evan Simon |

| FIRM NAME | JONES DAY | | |
|--------------------------------------|--|--|--|
| STREET | 222 E 41st Street | | |
| СІТУ | New York | | |
| STATE | New York | | |
| COUNTRY | United States | | |
| POSTAL/ZIP CODE | 10017 | | |
| PHONE | 212-326-3939 | | |
| FAX | 212-755-7306 | | |
| EMAIL | NYTEF@JONESDAY.COM | | |
| AUTHORIZED TO COMMUNICATE VIA E-MAIL | YES | | |
| OTHER APPOINTED ATTORNEY | Stephen F. Kampmeier | | |
| SIGNATURE SECTION | | | |
| SIGNATURE | /Julie Fleshman/ | | |
| SIGNATORY NAME | Julie Fleshman, JD, MBA | | |
| SIGNATORY DATE | 08/11/2011 | | |
| SIGNATORY POSITION | President & CEO | | |
| FILING INFORMATION SECTION | | | |
| SUBMIT DATE | Thu Aug 11 13:12:25 EDT 2011 | | |
| TEAS STAMP | USPTO/RAA-XXX.XX.XX.XX.20 110811131225060347-779442 68-48083d0abf68f6bb335b55 10268f6b7cad-N/A-N/A-2011 0811100544903612 | | |

To the Commissioner for Trademarks:

MARK: PURPLESTRIDE SERIAL NUMBER: 77944268

REGISTRATION NUMBER: 3856551

ATTORNEY DOCKET NUMBER 013082-0011-999

The original attorney

EVAN SIMON JONES DAY 590746-61000 3161 MICHELSON DR STE 800 IRVINE, CA 92612-4408 949-553-7538 949-553-7539 esimon@jonesday.com

Original Correspondence Address:

EVAN SIMON JONES DAY 3161 MICHELSON DR STE 800 IRVINE, CA 92612-4408 949-553-7538 949-553-7539 esimon@jonesday.com

By submission of this request, the undersigned hereby APPOINTS the following new attorney. In addition, any additional previously-appointed attorneys that are currently listed in the application are replaced with the new "Other Appointed Attorneys" listed below.

Newly Appointed Attorney:

Evan Simon JONES DAY 222 E 41st Street New York, New York 10017 United States 212-326-3939 212-755-7306 NYTEF@JONESDAY.COM 013082-0011-999

Other Appointed Attorneys:

Stephen F. Kampmeier

The following is to be used as the correspondence address:

Evan Simon JONES DAY 222 E 41st Street New York, New York 10017 United States

212-326-3939 212-755-7306

NYTEF@JONESDAY.COM The attorney docket/reference number is 013082-0011-999.

Signature: /Julie Fleshman/ Date: 08/11/2011 Signatory's Name: Julie Fleshman, JD, MBA Signatory's Position: President & CEO

Serial Number: 77944268

Internet Transmission Date: Thu Aug 11 13:12:25 EDT 2011 TEAS Stamp: USPTO/RAA-XXX.XX.XX.XX.20110811131225060

347-77944268-48083d0abf68f6bb335b5510268 f6b7cad-N/A-N/A-20110811100544903612

Change Of Owner's Address

The table below presents the data as entered.

| Input Field | Entered |
|----------------------------|---|
| SERIAL NUMBER | 77944268 |
| REGISTRATION NUMBER | 3856551 |
| LAW OFFICE ASSIGNED | LAW OFFICE 115 |
| MARK SECTION | |
| MARK | PURPLESTRIDE |
| OWNER SECTION (current) | |
| NAME | Pancreatic Cancer Action Network |
| STREET | STE 7000 2141 ROSECRANS AVE |
| СІТУ | EL SEGUNDO |
| STATE | California |
| ZIP/POSTAL CODE | 90245 |
| COUNTRY | US |
| PHONE | 310-275-0025 |
| FAX | 310-725-0029 |
| NEW OWNER ADDRESS | |
| STREET | 1500 Rosecrans Avenue, Suite 200 |
| СІТУ | Manhattan Beach |
| STATE | California |
| ZIP/POSTAL CODE | 90266 |
| COUNTRY | United States |
| SIGNATURE SECTION | |
| SIGNATURE | /Julie Fleshman/ |
| SIGNATORY NAME | Julie Fleshman, JD, MBA |
| SIGNATORY DATE | 08/08/2011 |
| SIGNATORY POSITION | President & CEO |
| FILING INFORMATION SECTION | |
| SUBMIT DATE | Mon Aug 08 14:06:19 EDT 2011 |
| TEAS STAMP | USPTO/COA-XXX.XX.XX.XX.20 110808140619548910-787468 93-4809a8c3db5ccb474d1c87 7442a54a83f69-N/A-N/A-201 10805135445444510 |

United States of America United States Patent and Trademark Office

PURPLESTRIDE

Reg. No. 3,856,551 PANCREATIC CANCER ACTION NETWORK (CALIFORNIA CORPORATION)

STE 7000

Registered Oct. 5, 2010 2141 ROSECRANS AVE EL SEGUNDO, CA 90245

Int. Cl.: 36

FOR: CHARITABLE FUNDRAISING, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

SERVICE MARK FIRST USE 2-2-2009; IN COMMERCE 2-2-2009.

PRINCIPAL REGISTER THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-

TICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 77-944,268, FILED 2-24-2010.

ALLISON SCHRODY, EXAMINING ATTORNEY



Director of the United States Patent and Trademark Office

From: TMOfficialNotices@USPTO.GOV
Sent: Tuesday, July 20, 2010 00:31 AM

To: esimon@jonesday.com

Subject: Official USPTO Notice of Publication: Serial Number 77944268

NOTICE OF PUBLICATION

Serial Number: 77-944,268

Mark: PURPLESTRIDE(STANDARD CHARACTER MARK)

International Class(es): 036

Applicant: Pancreatic Cancer Action Network Attorney Reference Number: 590746-61000

The mark identified above has been published in the *Trademark Official Gazette* (OG) on Jul 20, 2010. Any party who believes it will be damaged by the registration of the mark may file a notice of opposition (or extension of time therefor) with the Trademark Trial and Appeal Board. If no party files an opposition or extension request within thirty (30) days after the publication date, then within twelve (12) weeks of the publication date a certificate of registration should issue.

On the publication date or shortly thereafter, the applicant should carefully review the information that appears in the OG for accuracy (see steps, *below*). If any information is incorrect, the applicant should immediately email the requested correction to **TMPostPubQuery@uspto.gov**. For general information about this notice, please contact the Trademark Assistance Center at 1-800-786-9199.

- 1. Click on the following link or paste the URL into an internet browser: http://www.uspto.gov/web/trademarks/tmog/20100720_OG.pdf#page=1
- 2. Wait for the total OG to download completely (as indicated on bottom of OG page).
- 3. At the top/side of the displayed page, click wherever the "binoculars" icon appears.
- 4. Enter in the "search" box the name of the applicant (for individual: last name, first name) or the serial number in this exact format (with hyphen and comma): 77-944,268, e.g. 5. View the retrieved result(s). If multiple results appear in the "results" box, click directly on each "search term" shown in the box to access all separate appearances in the

Trademark Snap Shot Publication & Issue Review Stylesheet (Table presents the data on Publication & Issue Review Complete)

OVERVIEW

| I . | | | |
|---------------|------------------------|---------------|--------------|
| SERIAL NUMBER | 77944268 | FILING DATE | 02/24/2010 |
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | SCHRODY, ALLISON PAIGE | L.O. ASSIGNED | 115 |

PUB INFORMATION

| RUN DATE | 06/15/2010 | 06/15/2010 | | | |
|----------------------|----------------------------|---------------------------------------|-----|--|--|
| PUB DATE | 07/20/2010 | 07/20/2010 | | | |
| STATUS | 681-PUBLICATION/ISSUE REVI | 681-PUBLICATION/ISSUE REVIEW COMPLETE | | | |
| STATUS DATE | 06/14/2010 | 06/14/2010 | | | |
| LITERAL MARK ELEMENT | PURPLESTRIDE | PURPLESTRIDE | | | |
| | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | | |
| SECTION 15 | NO | REPUB 12C | N/A | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | |
| DATE AMEND REG | N/A | | | | |

FILING BASIS

| FILED BASIS | | CURRENT BASIS | | AMENDED BASIS | | | |
|-------------|-----|---------------|-----|---------------|----|--|--|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO | | |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO | | |
| 44D | NO | 44D | NO | 44D | NO | | |
| 44E | NO | 44E | NO | 44E | NO | | |
| 66A | NO | 66A | NO | | | | |
| NO BASIS | NO | NO BASIS | NO | | | | |

MARK DATA

| STANDARD CHARACTER MARK | YES | | |
|-------------------------|---------------------------|--|--|
| LITERAL MARK ELEMENT | PURPLESTRIDE | | |
| MARK DRAWING CODE | 4-STANDARD CHARACTER MARK | | |
| COLOR DRAWING FLAG | NO | | |

CURRENT OWNER INFORMATION

| NAME | Pancreatic Cancer Action Network | | | | | |
|---------------------|--|--|--|--|--|--|
| ADDRESS | STE 7000 2141 ROSECRANS AVE EL SEGUNDO, CA 90245 | | | | | |
| ENTITY | 03-CORPORATION | | | | | |
| CITIZENSHIP | California | | | | | |
| GOODS AND SERVICES | | | | | | |
| INTERNATIONAL CLASS | 036 | | | | | |
| DESCRIPTION TEXT | Charitable fundraising | | | | | |

| DESCRIPTION TEXT | | | | Charitable fundraising | | | | | |
|--------------------------------------|---|--|---------------------------------|---|---|------------|-----------------------|---------|-------|
| GOODS AND SERVICES CLASSIFICATION | | | | | | | | | |
| INTERNATIONAL 036 CLASS | 036 FIRST USE DAT | | DATE 02 | 2/02/2009 | FIRST USE IN COMMERCE DATE | 02/02/2009 | CLASS STATUS 6-ACTIVE | | CTIVE |
| MISCELLANEOUS INFORMATION/STATEMENTS | | | | | | | | | |
| CHANGE IN REGISTRATION NO | | | | | | | | | |
| PSEUDO MARK F | | | | | PURPLE STRIDE | | | | |
| PROSECUTION HISTORY | | | | | | | | | |
| DATE ENT CD ENT TYPE DESCRIPTION | | | | ENT | | | | ENT NUM | |
| 06/14/2010 | PREV O LAW OFFICE PUBLICATION REVIEW COMPLETED | | | | | 007 | | | |
| 06/14/2010 | 6/14/2010 ALIE A ASSIGNED TO | | | | | | | 006 | |
| 05/27/2010 CNSA O APPROVED FO | | | DR PUB - PRINCIPAL REGISTER 005 | | | | 005 | | |
| 05/27/2010 DOCK D ASSIGNED TO | | | EXAMINER 004 | | | | 004 | | |
| 03/03/2010 MPMK O NOTICE OF PS | | | SEUDO MARK MAILED 003 | | | | 003 | | |
| 03/02/2010 NWOS I NEW APPLICA | | | NEW APPLICAT | TION OFFICE SUPPLIED DATA ENTERED IN TRAM 002 | | | | 002 | |
| 02/27/2010 | 02/27/2010 NWAP I NEW APPLICATION ENTERED IN TRAM | | | | | | 001 | | |
| CURRENT CORRESPONDENCE INFORMATION | | | | | | | | | |
| ATTORNEY | | | | | Evan Simon | | | | |
| | | | | | EVAN SIMON JONES DAY 3161 MICHELSON DR STE 800 IRVINE, CA 92612-4408 | | | | |
| DOMESTIC REPRESENT | TATIVE | | | | NONE | | | | |

PURPLESTRIDE

Trademark Snap Shot Publication Stylesheet (Table presents the data on Publication Approval)

OVERVIEW

| SERIAL NUMBER | 77944268 | FILING DATE | 02/24/2010 |
|---------------|------------------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | SCHRODY, ALLISON PAIGE | L.O. ASSIGNED | 115 |

PUB INFORMATION

| RUN DATE | 05/28/2010 | | |
|----------------------|------------------------------|--------------------|-----|
| PUB DATE | N/A | | |
| STATUS | 680-APPROVED FOR PUBLICATION | TION | |
| STATUS DATE | 05/27/2010 | | |
| LITERAL MARK ELEMENT | PURPLESTRIDE | | |
| | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A |
| SECTION 2F | NO | SECTION 2F IN PART | NO |
| SECTION 8 | NO | SECTION 8 IN PART | NO |
| SECTION 15 | NO | REPUB 12C | N/A |
| RENEWAL FILED | NO | RENEWAL DATE | N/A |
| DATE AMEND REG | N/A | | |

FILING BASIS

| FILED BASIS | | CURREN | IT BASIS | AMENDED BASIS | | |
|-------------|-----|----------|----------|---------------|----|--|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO | |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO | |
| 44D | NO | 44D | NO | 44D | NO | |
| 44E | NO | 44E | NO | 44E | NO | |
| 66A | NO | 66A | NO | | | |
| NO BASIS | NO | NO BASIS | NO | | | |

MARK DATA

| STANDARD CHARACTER MARK | YES |
|-------------------------|---------------------------|
| LITERAL MARK ELEMENT | PURPLESTRIDE |
| MARK DRAWING CODE | 4-STANDARD CHARACTER MARK |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|------------|-----------------------|
| | |

| Pancreatic Cancer Action Network |
|--|
| STE 7000 2141 ROSECRANS AVE EL SEGUNDO, CA 90245 |
| 03-CORPORATION |
| California |
| D SERVICES |
| 036 |
| Charitable fundraising |
| |

| DECOMM NOT TEXT | | | | | | | | | |
|--|------------------------------|---|---------|-------------------------|-------------------|------------------|---------|--|---------|
| GOODS AND SERVICES CLASSIFICATION | | | | | | | | | |
| INTERNATIONAL 03 | 36 | FIRST USE DATE 02/02/2009 FIRST USE IN COMMERCE DATE 02/02/2009 CLASS STATUS 6-ACTIVE | | | | CTIVE | | | |
| MISCELLANEOUS INFORMATION/STATEMENTS | | | | | | | | | |
| CHANGE IN REGISTRA | ATION | | | | NO | | | | |
| PSEUDO MARK | | | | | PURPLE STRIDE | | | | |
| DATE | ENT | Γ CD | ENT TYP | PROSECUTION DESCRIPTION | on moroni | | | | ENT NUM |
| | | | | | | | | | |
| 05/27/2010 | | ISA | 0 | | R PUB - PRINCIPAL | REGISTER | | | 005 |
| 05/27/2010 | | CK | D | ASSIGNED TO | | | | | 004 |
| 03/03/2010 | | MK | 0 | | EUDO MARK MAILEI | | | | 003 |
| 03/02/2010 | | <i>I</i> OS | l | | | IED DATA ENTERED | IN TRAM | | 002 |
| 02/27/2010 | NW | /AP | l I | NEW APPLICAT | TION ENTERED IN T | RAM | | | 001 |
| CURRENT CORRESPONDENCE INFORMATION | | | | | | | | | |
| ATTORNEY | | | | | Evan Simon | | | | |
| CORRESPONDENCE ADDRESS EVAN SIMON JONES DAY 3161 MICHELSON DR STE 800 IRVINE, CA 92612-4408 | | | | | | | | | |
| DOMESTIC REPRESE | DOMESTIC REPRESENTATIVE NONE | | | | | | | | |

PURPLESTRIDE

| # | Total | Dead | Live | Live | Status/ | Search |
|----|-------|-------|--------|--------|----------|----------------------------------|
| | Marks | Marks | Viewed | Viewed | Search | |
| | | | Docs | Images | Duration | |
| 01 | 1 | N/A | 0 | 0 | 0:01 | *purplestrid*[bi,ti] |
| 02 | 1 | 0 | 1 | 1 | 0:01 | *purplerid*[bi,ti] |
| 03 | 2 | 0 | 2 | 2 | 0:02 | *p{v:2}rp\$1l\$3r{"iy"}d*[bi,ti] |
| 04 | 3327 | N/A | 0 | 0 | 0:02 | *p{v:2}rp*[bi,ti] |
| 05 | 32037 | N/A | 0 | 0 | 0:04 | *r{"iy"}d*[bi,ti] |
| 06 | 28 | 16 | 12 | 9 | 0:01 | 4 and 5 |
| 07 | 628 | N/A | 0 | 0 | 0:03 | *{"sz"}tr{"iy"}d*[bi,ti] |
| 08 | 1 | 0 | 1 | 1 | 0:01 | 4 and 7 |

Session started 5/27/10 3:49:57 PM
Session finished 5/27/10 3:52:05 PM
Total search duration 0 minutes 15 seconds
Session duration 2 minutes 8 seconds
Defaut NEAR limit=1ADJ limit=1

Sent to TICRS as Serial Number: 77944268

From: TMDesignCodeComments

Sent: Wednesday, March 3, 2010 00:19 AM

To: esimon@jonesday.com

Subject: Notice of Pseudo Mark for Serial Number: 77944268

ATTORNEY REFERENCE NUMBER: 590746-61000

The USPTO may assign pseudo marks, as appropriate, to new applications to assist in searching the USPTO database for conflicting marks. They have no legal significance and will not appear on the registration certificate.

A PSEUDO MARK may be assigned to marks that include words, numbers, compound words, symbols, or acronyms that can have alternative spellings or meanings. For example, if the mark comprises the words 'YOU ARE' surrounded by a design of a box, the pseudo mark field in the USPTO database would display the mark as 'YOU ARE SQUARE'. A mark filed as 'URGR8' would receive a pseudo mark of 'YOU ARE GREAT'.

Response to this notice is not required; however, to suggest additions or changes to the pseudo mark assigned to your mark, please e-mail TMDesignCodeComments@USPTO.GOV. You **must** reference your application serial number within your request. The USPTO will review the proposal and update the record, if appropriate. For questions, please call 1-800-786-9199 to speak to a Customer Service representative.

The USPTO will not send any further response to your e-mail. Check TESS in approximately two weeks to see if the requested changes have been entered. Requests deemed unnecessary or inappropriate will not be entered.

Pseudo marks assigned to the referenced serial number are listed below.

PSEUDO MARK:

PURPLE STRIDE

Trademark/Service Mark Application, Principal Register

Serial Number: 77944268 Filing Date: 02/24/2010

The table below presents the data as entered.

| Input Field | Entered | | | |
|---|--|--|--|--|
| SERIAL NUMBER | 77944268 | | | |
| MARK INFORMATION | | | | |
| *MARK | <u>PURPLESTRIDE</u> | | | |
| STANDARD CHARACTERS | YES | | | |
| USPTO-GENERATED IMAGE | YES | | | |
| LITERAL ELEMENT | PURPLESTRIDE | | | |
| MARK STATEMENT | The mark consists of standard characters, without claim to any particular font, style, size, or color. | | | |
| REGISTER | Principal | | | |
| APPLICANT INFORMATION | | | | |
| *OWNER OF MARK | Pancreatic Cancer Action Network | | | |
| INTERNAL ADDRESS | STE 7000 | | | |
| *STREET | 2141 ROSECRANS AVE | | | |
| *CITY | EL SEGUNDO | | | |
| *STATE (Required for U.S. applicants) | California | | | |
| *COUNTRY | United States | | | |
| *ZIP/POSTAL CODE (Required for U.S. applicants only) | 90245 | | | |
| PHONE | 310-275-0025 | | | |
| FAX | 310-725-0029 | | | |
| EMAIL ADDRESS | XXXX | | | |
| LEGAL ENTITY INFORMATION | | | | |
| ТУРЕ | corporation | | | |
| STATE/COUNTRY OF INCORPORATION | California | | | |
| GOODS AND/OR SERVICES AND BASIS I | INFORMATION | | | |
| INTERNATIONAL CLASS | 036 | | | |
| *IDENTIFICATION | Charitable fundraising | | | |
| FILING BASIS | SECTION 1(a) | | | |
| FIRST USE ANYWHERE DATE | At least as early as 02/02/2009 | | | |
| FIRST USE IN COMMERCE DATE | At least as early as 02/02/2009 | | | |
| SPECIMEN FILE NAME(S) | | | | |

| ORIENTAL POP FILE spec-16998/511-1805/9006 . PurpleStride Specimen pdf CONVERTED PDF FILESS WITCRS/EXPORTP/IMACEOUT/97/79/44287/944268xmil/APP0003_IPG SPECIMEN DESCRIPTION WITCRS/EXPORTP/IMACEOUT/97/79/44287/944268xmil/APP0004_IPG SPECIMEN DESCRIPTION Evan Simon ATTORNEY INFORMATION FUND NAME Evan Simon ATTORNEY DOCKET NUMBER 590746-610001 FIRM NAME Jones Day NTERRAL ADDRESS Suite 800 STREFE 3161 Michelson Drive COUNTRY United States ZIPPOSTAL CODE 92612-4408 PHONE 949-553-7538 EAX 949-553-7538 EAX 949-553-7538 EAX 949-553-7538 COURTED ATTORNEY Jordan Gimbel CORRESPONDENCE INFORMATION NAME FIRM NAME Jones Day STERFET 3161 Michelson Drive CITY Irvine STERFET 3161 Michelson Drive CITY Irvine STERFET 3161 Michelson Drive CITY I | | 160006711 10067006 7 1 5 1 5 1 5 | | |
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| FIRM NAME INTERNAL ADDRESS Suite 800 STREET 3161 Michelson Drive CITY Irvine STATE California COUNTRY United States ZIP/POSTAL CODE 92612-4408 PHONE 949-553-7538 FAX 949-553-7539 EMAIL ADDRESS esimon@jonesday.com AUTHORIZED TO COMMUNICATE VIA EMAIL Yes FEE INFORMATION NUMBER OF CLASSES 1 FEE PER CLASS 325 *TOTAL FEE DUE SUITE 800 SUI | CORRESPONDENCE INFORMATION | | | |
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| AUTHORIZED TO COMMUNICATE VIA EMAIL FEE INFORMATION NUMBER OF CLASSES 1 FEE PER CLASS 325 *TOTAL FEE DUE 325 | FAX | 949-553-7539 | | |
| FEE INFORMATION NUMBER OF CLASSES 1 FEE PER CLASS 325 *TOTAL FEE DUE 325 | EMAIL ADDRESS | esimon@jonesday.com | | |
| NUMBER OF CLASSES 1 FEE PER CLASS 325 *TOTAL FEE DUE 325 | AUTHORIZED TO COMMUNICATE VIA EMAIL | Yes | | |
| FEE PER CLASS 325 *TOTAL FEE DUE 325 | FEE INFORMATION | | | |
| *TOTAL FEE DUE 325 | NUMBER OF CLASSES | 1 | | |
| | FEE PER CLASS | 325 | | |
| *TOTAL FEE PAID 325 | *TOTAL FEE DUE | 325 | | |
| | *TOTAL FEE PAID | 325 | | |

| SIGNATURE INFORMATION | | |
|-----------------------|------------------|--|
| SIGNATURE | /Julie Fleshman/ | |
| SIGNATORY'S NAME | Julie Fleshman | |
| SIGNATORY'S POSITION | President & CEO | |
| DATE SIGNED | 02/24/2010 | |

Trademark/Service Mark Application, Principal Register

Serial Number: 77944268 Filing Date: 02/24/2010

To the Commissioner for Trademarks:

MARK: PURPLESTRIDE (Standard Characters, see mark)

The literal element of the mark consists of PURPLESTRIDE.

The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, Pancreatic Cancer Action Network, a corporation of California, having an address of

STE 7000,

2141 ROSECRANS AVE

EL SEGUNDO, California 90245

United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 036: Charitable fundraising

In International Class 036, the mark was first used at least as early as 02/02/2009, and first used in commerce at least as early as 02/02/2009, and is now in use in such commerce. The applicant is submitting one specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) Brochure.

Original PDF file:

spec-168986711-180659006_._PurpleStride_Specimen.pdf

Converted PDF file(s) (2 pages)

Specimen File1

Specimen File2

The applicant's current Attorney Information:

Evan Simon and Jordan Gimbel of Jones Day

Suite 800

3161 Michelson Drive

Irvine, California 92612-4408

United States

The attorney docket/reference number is 590746-610001.

The applicant's current Correspondence Information:

Evan Simon

Jones Day

Suite 800

3161 Michelson Drive

Irvine, California 92612-4408

949-553-7538(phone)

949-553-7539(fax)

esimon@jonesday.com (authorized)

A fee payment in the amount of \$325 has been submitted with the application, representing payment for 1 class(es).

Declaration

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting

registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /Julie Fleshman/ Date Signed: 02/24/2010

Signatory's Name: Julie Fleshman Signatory's Position: President & CEO

RAM Sale Number: 6807

RAM Accounting Date: 02/25/2010

Serial Number: 77944268

Internet Transmission Date: Wed Feb 24 20:36:40 EST 2010

TEAS Stamp: USPTO/BAS-XXX.XX.XX.XX-20100224203640146

708-77944268-4603bd74b92d9174e876fd637e3

1c72-DA-6807-20100224180659006572

PURPLESTRIDE

PurpleStride Long Island Registration Form

You can also register online at www.pancan.org/jlwalk09

| STREET ADDRESS | | | |
|---|------------------------------|----------------|---------|
| | | | |
| CITY | 0) | STATE | ZIP |
| PHONE NUMBER | E-MAIL ADDRESS | DRESS | |
| Please register me as a(n): | ne as a(n): □ Team member | ☐ Team captain | captain |
| Team name: | | | |
| T-shirt size (please circle one) | circle one) | | |
| Adult: S | N | × | XXL |
| ☐ I do not wish to receive fundraising incentives | ceive fundraisi | ng incentiv | es. |

Optional:

I would like to make a donation of \$
Pancreatic Cancer Action Network.

to the

Total Payment: \$ _____

Payment Method

#0

Exp. date Name on card Signature

Please make checks payable to the Pancreatic Cancer

Check date

Check Check#

Waiver

Action Network.

As a participant in the Pancreatic Cancer Action Network FancAbly event, I agree to waive and releases, to the fullest extent allowed by law, any and all claims I might otherwise have against: a.) PanCAN, including its officers and members; b.) the owners, lessors of lessees of the property where the activities occur; and/or c.) any participant or observer. I understand that this express waiver of my right to sue includes all injuries no matter how they occur or to whom they occur, even if they are caused, in whole or in part, by negligence or in an unexpected or unusual way.

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Please mail completed form Debbie Lee and optional donation to: 150 Jayne Ave. Patchogue, NY 11772



In Memory of Jimi Lee

Sunday, September 20, 2009 Holtsville Park & Ecology Site Holtsville, NY

www.pancan.org/jlwalk09

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PANCREATIC CANCER ACTION NETWORK

PANCREATIC CANCER ACTION NETWORK 2141 Rosecrans Ave., Suite 7000 El Segundo, CA 90245

Step 1: Register

Online registration is easy, fast and free! Go to www.pancan.org/jlwalk09 to register today. Register online no later than 5:00 p.m. on September 10 to be guaranteed an event t-shirt. You can also register by filling out and mailing in the attached registration form, or by signing up at the event.

Can't make the walk? Sign up as a virtual walker by September 10 and an event T-shirt will be mailed to you while supplies last.

Step 2: Fundraise

When you register, you can set up your own online fundraising page to send to friends and family. You can set fundraising goals and tell others why you're getting involved with PurpleStride. You can even form teams to meet fundraising goals and walk together!

Step 3: Participate

The 5K walk will take place on Sunday, September 20 at the Holtsville Park and Ecology Site. The day begins at 8:00 a.m. with on-site registration, breakfast, a silent auction, a cake walk and DJ entertainment. PurpleStride Long Island will take place rain or shine!

On the day of the event, you can honor a loved one by bringing a picture for our Memory Board or dedicating a song to be played during the event.

Incentives

While helping others is its own reward, we also offer great fundraising incentives. You can also choose not to receive an incentive prize.

- Raise \$100 to receive a steel water bottle.
- Raise \$250 to receive a captain's chair.
- Raise \$500 to receive a cooler backpack.
- Raise \$1,000 and receive all three prizes!





Date

Sunday, September 20

Location

Holtsville Park & Ecology Site 249 Buckley Road Holtsville, NY 11742

Event Schedule

8:00 am Registration opens, breakfast is served, silent auction begins

9:00 am 5K walk begins

11:00 am Silent auction winners are announced

1:00 pm PurpleStride Long Island ends

About the Pancreatic Cancer Action Network

Pancreatic cancer is the fourth leading cause of cancer death in the United States, yet it receives a fraction of the attention and funds it deserves.

Your support helps the **Pancreatic Cancer Action Network** provide information and resources for doctors, patients and anyone touched by this disease.

Established in 1999, the **Pancreatic Cancer Action Network** is the first national organization specifically focused on pancreatic cancer. The organization's mission is to advance research, support patients and create hope for the pancreatic cancer community.

The Pancreatic Cancer Action Network funds medical research grants to find causes, treatments, and eventually a cure for pancreatic cancer. At the same time, the Patient and Liaison Services (PALS) program provides educational materials for healthcare professionals, patients and caregivers at no cost. Events like this one help the Pancreatic Cancer Action Network reach out to more people across the country every day.

By supporting this event, you are supporting the over 42,000 Americans who will be diagnosed with pancreatic cancer this year. On behalf of the Pancreatic Cancer Action Network, thank you.

The Pancreatic Cancer Action Network is a 501(c)3 nonprofit organization (Tax ID# 33-0841281).



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WWW.PANCAN.ORG

PURPLESTRIDE

PurpleStride Long Island Registration Form

You can also register online at www.pancan.org/jlwalk09

| STREET ADDRESS | | | |
|---|------------------------------|----------------|---------|
| | | | |
| CITY | 0) | STATE | ZIP |
| PHONE NUMBER | E-MAIL ADDRESS | DRESS | |
| Please register me as a(n): | ne as a(n): □ Team member | ☐ Team captain | captain |
| Team name: | | | |
| T-shirt size (please circle one) | circle one) | | |
| Adult: S | N | × | XXL |
| ☐ I do not wish to receive fundraising incentives | ceive fundraisi | ng incentiv | es. |

Optional:

I would like to make a donation of \$
Pancreatic Cancer Action Network.

to the

Total Payment: \$ _____

Payment Method

#0

Exp. date Name on card Signature

Please make checks payable to the Pancreatic Cancer

Check date

Check Check#

Waiver

Action Network.

As a participant in the Pancreatic Cancer Action Network FancAbly event, I agree to waive and releases, to the fullest extent allowed by law, any and all claims I might otherwise have against: a.) PanCAN, including its officers and members; b.) the owners, lessors of lessees of the property where the activities occur; and/or c.) any participant or observer. I understand that this express waiver of my right to sue includes all injuries no matter how they occur or to whom they occur, even if they are caused, in whole or in part, by negligence or in an unexpected or unusual way.

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Please mail completed form Debbie Lee and optional donation to: 150 Jayne Ave. Patchogue, NY 11772



In Memory of Jimi Lee

Sunday, September 20, 2009 Holtsville Park & Ecology Site Holtsville, NY

www.pancan.org/jlwalk09

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PANCREATIC CANCER ACTION NETWORK

PANCREATIC CANCER ACTION NETWORK 2141 Rosecrans Ave., Suite 7000 El Segundo, CA 90245

Step 1: Register

Online registration is easy, fast and free! Go to www.pancan.org/jlwalk09 to register today. Register online no later than 5:00 p.m. on September 10 to be guaranteed an event t-shirt. You can also register by filling out and mailing in the attached registration form, or by signing up at the event.

Can't make the walk? Sign up as a virtual walker by September 10 and an event T-shirt will be mailed to you while supplies last.

Step 2: Fundraise

When you register, you can set up your own online fundraising page to send to friends and family. You can set fundraising goals and tell others why you're getting involved with PurpleStride. You can even form teams to meet fundraising goals and walk together!

Step 3: Participate

The 5K walk will take place on Sunday, September 20 at the Holtsville Park and Ecology Site. The day begins at 8:00 a.m. with on-site registration, breakfast, a silent auction, a cake walk and DJ entertainment. PurpleStride Long Island will take place rain or shine!

On the day of the event, you can honor a loved one by bringing a picture for our Memory Board or dedicating a song to be played during the event.

Incentives

While helping others is its own reward, we also offer great fundraising incentives. You can also choose not to receive an incentive prize.

- Raise \$100 to receive a steel water bottle.
- Raise \$250 to receive a captain's chair.
- Raise \$500 to receive a cooler backpack.
- Raise \$1,000 and receive all three prizes!





Date

Sunday, September 20

Location

Holtsville Park & Ecology Site 249 Buckley Road Holtsville, NY 11742

Event Schedule

8:00 am Registration opens, breakfast is served, silent auction begins

9:00 am 5K walk begins

11:00 am Silent auction winners are announced

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EXHIBIT W

Generated on: This page was generated by TSDR on 2020-10-20 16:51:52 EDT

Mark: WALK AGAINST TRAFFICK: A JOURNEY TO ENDSEX TRAFFICKING



US Serial Number: 86117877 Application Filing Nov. 13, 2013

Date:

US Registration 4594496 Registration Date: Aug. 26, 2014

Number:

Filed as TEAS Yes Currently TEAS Yes

Plus: Plus:

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: A Section 8 declaration has been accepted.

Status Date: Mar. 27, 2020

Publication Date: Apr. 29, 2014

Notice of Jun. 24, 2014

Allowance Date:

Mark Information

Mark Literal WALK AGAINST TRAFFICK: A JOURNEY TO ENDSEX TRAFFICKING

Elements:

Standard Character No

Claim:

Mark Drawing 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Type

Description of The mark consists of the wording "WALK AGAINST TRAFFICK" in red with white speckles with the wording "A JOURNEY TO END

Mark: SEX TRAFFICKING" below it in red and the image of a red and white temple above it.

Color Drawing: Yes

Color(s) Claimed: The color(s) red and white is/are claimed as a feature of the mark.

Design Search 07.03.03 - Temples; Synagogues; Minarets; Mosque; Pagodas

Code(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: Charitable services, namely, organizing and developing projects that aim to promote global awareness about human trafficking and

commercial sex industry

International 035 - Primary Class U.S Class(es): 100, 101, 102

Class(es):

Class Status: ACTIVE

Basis: 1(a)

Basis Information (Case Level)

Filed Use: No Currently Use: Yes Filed ITU: Yes Currently ITU: No

Filed 44D: No Currently 44E: No Filed 44E: No Currently 66A: No Filed 66A: No Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Walk Against Traffick

DBA, AKA, AKA W.A.T.

Formerly:

Owner Address: 239 STONECASTLE DR.

BRANDON, MISSISSIPPI UNITED STATES 39047

State or Country MISSISSIPPI Where Organized: Legal Entity Type: unincorporated association

Attorney/Correspondence Information

Attorney of Record - None Correspondent

Correspondent Walk Against Traffick Name/Address: 239 STONECASTLE DR.

BRANDON, MISSISSIPPI UNITED STATES 39047

Phone: 6019420429 Fax: N/A

Domestic Representative - Not Found

Prosecution History

| Date | Description | Proceeding Number |
|---------------|--|----------------------|
| Mar. 27, 2020 | NOTICE OF ACCEPTANCE OF SEC. 8 - E-MAILED | |
| Mar. 27, 2020 | REGISTERED - SEC. 8 (6-YR) ACCEPTED | 95151 |
| Mar. 27, 2020 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL | 95151 |
| Mar. 27, 2020 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL | 30006 |
| Feb. 07, 2020 | TEAS CHANGE OF CORRESPONDENCE RECEIVED | |
| Feb. 07, 2020 | TEAS SECTION 8 RECEIVED | |
| Aug. 26, 2019 | COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED | |
| Aug. 26, 2014 | REGISTERED-PRINCIPAL REGISTER | |
| Jul. 24, 2014 | NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED | |
| Jul. 23, 2014 | ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED | |
| Jul. 23, 2014 | STATEMENT OF USE PROCESSING COMPLETE | 69302 |
| Jul. 01, 2014 | USE AMENDMENT FILED | 69302 |
| Jul. 23, 2014 | CASE ASSIGNED TO INTENT TO USE PARALEGAL | 69302 |
| Jul. 01, 2014 | TEAS STATEMENT OF USE RECEIVED | |
| Jun. 24, 2014 | NOA E-MAILED - SOU REQUIRED FROM APPLICANT | |
| Apr. 29, 2014 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED | |
| Apr. 29, 2014 | PUBLISHED FOR OPPOSITION | |
| Apr. 09, 2014 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED | |
| Mar. 27, 2014 | LAW OFFICE PUBLICATION REVIEW COMPLETED | 76568 |
| Mar. 17, 2014 | ASSIGNED TO LIE | 76568 |
| Feb. 28, 2014 | APPROVED FOR PUB - PRINCIPAL REGISTER | |
| Feb. 28, 2014 | EXAMINER'S AMENDMENT ENTERED | 88888 |
| Feb. 28, 2014 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED | 6328 |
| Feb. 28, 2014 | EXAMINERS AMENDMENT E-MAILED | 6328 |
| Feb. 28, 2014 | EXAMINERS AMENDMENT -WRITTEN | 82414 |
| Feb. 28, 2014 | ASSIGNED TO EXAMINER | 82414 |
| Nov. 27, 2013 | NOTICE OF DESIGN SEARCH CODE E-MAILED | |
| Nov. 26, 2013 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | |

TM Staff and Location Information

TM Staff Information - None File Location

Current Location: TMO LAW OFFICE 115 Date in Location: Mar. 27, 2020

From: TMOfficialNotices@USPTO.GOV
Sent: Friday, March 27, 2020 11:00 PM
To: hardplacesdrew@gmail.com

Subject: Official USPTO Notice of Acceptance Section 8: U.S. Trademark RN 4594496: WALK AGAINST TRAFFICK: A JOURNEY TO ENDS etc.

(Stylized/Design)

U.S. Serial Number: 86117877 U.S. Registration Number: 4594496 U.S. Registration Date: Aug 26, 2014

Mark: WALK AGAINST TRAFFICK: A JOURNEY TO ENDS etc. (Stylized/Design)

Owner: Walk Against Traffick

Mar 27, 2020

NOTICE OF ACCEPTANCE UNDER SECTION 8

The declaration of use or excusable nonuse filed for the above-identified registration meets the requirements of Section 8 of the Trademark Act, 15 U.S.C. §1058. **The Section 8 declaration is accepted.**

The registration will remain in force for the class(es) listed below, unless canceled by an order of the Commissioner for Trademarks or a Federal Court, as long as the requirements for maintaining the registration are fulfilled as they become due.

Class(es):

035

TRADEMARK SPECIALIST POST-REGISTRATION DIVISION 571-272-9500

REQUIREMENTS FOR MAINTAINING REGISTRATION

WARNING: Your registration will be canceled if you do not file the documents below during the specified statutory time periods.

Requirements in the First Ten Years

What and When to File: You must file a declaration of use (or excusable nonuse) and an application for renewal between the 9th and 10th years after the registration date. See 15 U.S.C. §§1058, 1059.

Requirements in Successive Ten-Year Periods

What and When to File: You must file a declaration of use (or excusable nonuse) and an application for renewal between every 9th and 10th-year period, calculated from the registration date. See 15 U.S.C. §§1058, 1059.

Grace Period Filings

The above documents will be considered as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

THE USPTO IS NOT REQUIRED TO SEND ANY FURTHER NOTICE OR REMINDER OF THESE REQUIREMENTS. THE OWNER SHOULD CONTACT THE USPTO ONE YEAR BEFORE THE EXPIRATION OF THE TIME PERIODS SHOWN ABOVE TO DETERMINE APPROPRIATE REQUIREMENTS AND FEES.

To check the status of this registration, go to

https://tsdr.uspto.gov/#caseNumber=86117877&caseSearchType=US_APPLICATION&caseType=SERIAL_NO&searchType=statusSearch or contact the Trademark Assistance Center at 1-800-786-9199.

To view this notice and other documents for this registration on-line, go to

https://tsdr.uspto.gov/#caseNumber=86117877&caseSearchType=US_APPLICATION&caseType=SERIAL_NO&searchType=documentSearch_NOTE: This notice will only be available on-line the next business day after receipt of this e-mail.

* For further information, including information on filing and maintenance requirements for U.S. trademark applications and registrations and required fees, please consult the USPTO website at https://www.uspto.gov/trademark/ or contact the Trademark Assistance Center at 1-800-786-9199.

Change Of Correspondence Address

The table below presents the data as entered.

| Input Field | Entered |
|--|--|
| SERIAL NUMBER | 86117877 |
| MARK SECTION | · |
| MARK | WALK AGAINST TRAFFICK: A JOURNEY TO END SEX TRAFFICKING (stylized and/or with design, see https://tmng-al.uspto.gov/resting2/api/img/86117877/large) |
| NEW CORRESPONDENCE ADDRESS | |
| NAME | Walk Against Traffick |
| STREET | 239 STONECASTLE DR. |
| СІТУ | BRANDON |
| STATE | Mississippi |
| COUNTRY | United States |
| POSTAL/ZIP CODE | 39047 |
| PHONE | 6019420429 |
| FAX | N/A |
| EMAIL | hardplacesdrew@gmail.com |
| INDIVIDUAL ATTORNEY DOCKET/REFERENCE NUMBER | |
| SIGNATURE SECTION | |
| SIGNATURE | /Drew Mellon/ |
| SIGNATORY NAME | Drew Mellon |
| SIGNATORY DATE | 02/07/2020 |
| SIGNATORY POSITION | USA Director |
| SIGNATORY PHONE NUMBER | 6019420429 |
| FILING INFORMATION SECTION | |
| SUBMIT DATE | Fri Feb 07 10:05:41 EST 2020 |
| TEAS STAMP | USPTO/SECT08-XXX.XXX.XXX. XXX-20200207100541802176- 4594496-70018fa7820ba67bc fc73b38dd0d6724ef92445e42 fbfdbb73cae657f957c84-CC- 05398680-2020020709595395 8107 |

Declaration of Use and/or Excusable Nonuse of Mark in Commerce under Section 8

The table below presents the data as entered.

| REGISTRATION NUMBER REGISTRATION DATE SERIAL NUMBER MARK SECTION MARK | Input Field | Entered |
|--|-------------------------------------|---|
| SERIAL NUMBER 86117877 MARK SECTION WALK AGAINST TRAFFICK: A JOURNEY TO END SEX TRAFFICKING (stylized and/or with design, see https://tmng-aluspto.gov/resting2/api/img/86117877/large) CORRESPONDENCE SECTION (current) FIRM NAME WALK AGAINST TRAFFICK STREET 1813 PINE ST CITY JACKSON STATE Mississippi POSTAL CODE 39202 COUNTRY United States PHONE 6019420429 FAX N/A AUTHORIZED TO COMMUNICATE VIA EMAIL 2 AUTHORIZED TO COMMUNICATE VIA EMAIL 2 NAME Walk Against Traffick STREET 239 STONECASTLE DR. CITY BRANDON STATE Mississippi POSTAL CODE 39047 COUNTRY United States PHONE 6019420429 FAX N/A POSTAL CODE 39047 COUNTRY United States PHONE 6019420429 | REGISTRATION NUMBER | 4594496 |
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| MARK WALK AGAINST TRAFFICK: A JOURNEY TO END SEX TRAFFICKING (stylized and/or with design, see https://tmmg-al.uspto.gov/resting/2/api/img/86117877/large) CORRESPONDENCE SECTION (current) FIRM NAME WALK AGAINST TRAFFICK STREET 1813 PINE ST CITY JACKSON STATE Mississippi POSTAL CODE 39202 COUNTRY United States PHONE 6019420429 FAX N/A EMAIL hardplacesdrew@gmail.com; drewmellon@gmail.com; allimellon@gmail.com; hardplacesalli@gmail.com Lountry BRANDON STATE Mississippi POSTAL CODE 39047 COUNTRY United States PHONE 6019420429 FAX N/A EMAIL hardplacesdrew@gmail.com allimellon@gmail.com bardplacesdrew@gmail.com allimellon@gmail.com bardplacesdrew@gmail.com allimellon@gmail.com bardplacesdrew@gmail.com allimellon@gmail.com bardplacesdrew@gmail.com allimellon@gmail.com bardplacesdrew@gmail.com bardplacesdrew@gmail.com | SERIAL NUMBER | 86117877 |
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| Mississippi POSTAL CODE COUNTRY United States PHONE 6019420429 FAX N/A EMAIL hardplacesdrew@gmail.com; drewmellon@gmail.com; allimellon@gmail.com; hardplacesalli@gmail.com authorized to communicate via email Yes CORRESPONDENCE SECTION (proposed) NAME Walk Against Traffick STREET 239 STONECASTLE DR. CITY BRANDON STATE Mississippi POSTAL CODE 39047 COUNTRY United States PHONE 6019420429 FAX N/A EMAIL hardplacesdrew@gmail.com definition authorized to communicate via email Authorized to communicate via email Authorized to communicate via email Yes GOODS AND/OR SERVICES SECTION | STREET | 1813 PINE ST |
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| POSTAL CODE 39047 COUNTRY United States 6019420429 FAX N/A EMAIL hardplacesdrew@gmail.com AUTHORIZED TO COMMUNICATE VIA EMAIL GOODS AND/OR SERVICES SECTION | CITY | BRANDON |
| COUNTRY United States PHONE 6019420429 FAX N/A EMAIL hardplacesdrew@gmail.com AUTHORIZED TO COMMUNICATE VIA EMAIL GOODS AND/OR SERVICES SECTION United States 6019420429 N/A Yes | STATE | Mississippi |
| PHONE 6019420429 FAX N/A EMAIL hardplacesdrew@gmail.com AUTHORIZED TO COMMUNICATE VIA EMAIL Yes GOODS AND/OR SERVICES SECTION | POSTAL CODE | 39047 |
| FAX N/A EMAIL hardplacesdrew@gmail.com AUTHORIZED TO COMMUNICATE VIA EMAIL Yes GOODS AND/OR SERVICES SECTION | COUNTRY | United States |
| EMAIL hardplacesdrew@gmail.com AUTHORIZED TO COMMUNICATE VIA EMAIL Yes GOODS AND/OR SERVICES SECTION | PHONE | 6019420429 |
| AUTHORIZED TO COMMUNICATE VIA EMAIL Yes GOODS AND/OR SERVICES SECTION | FAX | N/A |
| GOODS AND/OR SERVICES SECTION | EMAIL | hardplacesdrew@gmail.com |
| | AUTHORIZED TO COMMUNICATE VIA EMAIL | Yes |
| INTERNATIONAL CLASS 035 | GOODS AND/OR SERVICES SECTION | |
| | INTERNATIONAL CLASS | 035 |

| GOODS OR SERVICES | Charitable services, namely, organizing and developing projects that aim to promote global awareness about human trafficking and commercial sex industry |
|---------------------------------------|--|
| SPECIMEN FILE NAME(S) | \\TICRS\EXPORT18\IMAGEOUT 18\861\178\86117877\xml1\ \S080002.JPG |
| SPECIMEN DESCRIPTION | Walk Against Traffick Promotional Handout |
| OWNER SECTION (current) | |
| NAME | Walk Against Traffick |
| STREET | 1813 PINE ST. |
| CITY | JACKSON |
| STATE | Mississippi |
| ZIP/POSTAL CODE | 39202 |
| COUNTRY | United States |
| PHONE | 6019420429 |
| FAX | N/A |
| EMAIL | XXXX |
| AUTHORIZED TO COMMUNICATE VIA EMAIL | Yes |
| OWNER SECTION (proposed) | |
| NAME | Walk Against Traffick |
| DBA/AKA/TA/Formerly | AKA W.A.T. |
| STREET | 239 STONECASTLE DR. |
| СІТУ | BRANDON |
| STATE | Mississippi |
| ZIP/POSTAL CODE | 39047 |
| COUNTRY | United States |
| PHONE | 6019420429 |
| FAX | N/A |
| EMAIL | XXXX |
| AUTHORIZED TO COMMUNICATE VIA EMAIL | Yes |
| LEGAL ENTITY SECTION (current) | |
| ТУРЕ | unincorporated association |
| STATE/COUNTRY WHERE LEGALLY ORGANIZED | Mississippi |
| PAYMENT SECTION | |
| NUMBER OF CLASSES | 1 |
| NUMBER OF CLASSES PAID | 1 |
| FILING § 8 AFFIDAVIT PER CLASS | 125 |
| TOTAL FEE PAID | 125 |
| SIGNATURE SECTION | |
| SIGNATURE | /Drew Mellon/ |

| SIGNATORY'S NAME | Drew Mellon | |
|--------------------------|--|--|
| SIGNATORY'S POSITION | USA Director | |
| DATE SIGNED | 02/07/2020 | |
| SIGNATORY'S PHONE NUMBER | 6019420429 | |
| PAYMENT METHOD | CC | |
| FILING INFORMATION | | |
| SUBMIT DATE | Fri Feb 07 10:05:41 EST 2020 | |
| TEAS STAMP | USPTO/SECT08-XXX.XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX | |

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number.

OMB No. 0651-0055 (Exp 10/31/2021)

Declaration of Use and/or Excusable Nonuse of Mark in Commerce under Section 8 To the Commissioner for Trademarks:

REGISTRATION NUMBER: 4594496 **REGISTRATION DATE:** 08/26/2014

MARK: (Stylized and/or with Design, WALK AGAINST TRAFFICK: A JOURNEY TO END SEX TRAFFICKING (see, mark))

The owner, Walk Against Traffick, AKA W.A.T., unincorporated association legally organized under the laws of Mississippi, having an address of

239 STONECASTLE DR. BRANDON, Mississippi 39047 United States 6019420429 N/A

XXXX (authorized)

is filing a Declaration of Use and/or Excusable Nonuse of Mark in Commerce under Section 8.

For International Class 035, the mark is in use in commerce on or in connection with **all** goods/services, or to indicate membership in the collective membership organization, listed in the existing registration for this specific class: Charitable services, namely, organizing and developing projects that aim to promote global awareness about human trafficking and commercial sex industry; or, the owner is making the listed excusable nonuse claim.

The owner is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in this class, consisting of a(n) Walk Against Traffick Promotional Handout.

Specimen File1

The applicant's current correspondence information: . of WALK AGAINST TRAFFICK, is located at

1813 PINE ST JACKSON, Mississippi 39202 United States

The phone number is 6019420429.

The fax number is N/A.

The email address is hardplacesdrew@gmail.com; drewmellon@gmail.com; allimellon@gmail.com; hardplacesalli@gmail.com

The applicants proposed correspondence information: Walk Against Traffick. Walk Against Traffick, is located at

239 STONECASTLE DR. BRANDON, Mississippi 39047 United States

The phone number is 6019420429.

The fax number is N/A.

The email address is hardplacesdrew@gmail.com

A fee payment in the amount of \$125 will be submitted with the form, representing payment for 1 class(es), plus any additional grace period fee, if necessary.

| | Unless the owner has specifically claimed excusable nonuse, the mark is in use in commerce on or in connection with the goods/services or to indicate membership in the collective membership organization identified above, as evidenced by the attached specimen(s). |
|--------------|--|
| \checkmark | Unless the owner has specifically claimed excusable nonuse, the specimen(s) shows the mark as currently used in commerce on or in connection with the goods/services/collective membership organization. |

To the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.

The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of this submission and the registration, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Signature: /Drew Mellon/ Date: 02/07/2020

Signatory's Name: Drew Mellon Signatory's Position: USA Director Signatory's Phone: 6019420429

Serial Number: 86117877

Internet Transmission Date: Fri Feb 07 10:05:41 EST 2020

TEAS Stamp: USPTO/SECT08-XXX.XXX.XXX.XXX-20200207100

541802176-4594496-70018fa7820ba67bcfc73b 38dd0d6724ef92445e42fbfdbb73cae657f957c8 4-CC-05398680-20200207095953958107





WALK AGAINST TRAFFICK

A JOURNEY TO END CHILD SEX TRAFFICKING

Walk Against Traffick is the Hard Places Community's USAbased fundraising arm. It's our main source of income, and vital to the success of every one of our programs. The work that we do is largely supported by Walk Against Traffick walka-thons and other fundraisers throughout the year. Through this community of HPC supporters, anyone can be a part of the timely and intense work that we are doing in Cambodia, India and the USA.

We have volunteer coordinators all over America who are committed to the cause of The Hard Places Community-to bring a glimpse of hope to the hopeless in the darkest corners of this world. These coordinators work with our USA Director, Drew Melion, to host a series of events that involves people of all ages from their own communities. These events so far have been walk-a-thons, concerts, and races, all designed to bring people together for the cause of hope.

For more information on how to be a part of Walk Against Traffick, contact Drew at hardplacesdrew@gmail.com.

www.walkagainsttraffick.org

ROUTING SHEET TO POST REGISTRATION (PRU)

Registration Number: 4594496

RAM Sale Number: 4594496

\$125 RAM Accounting Date: 20200207 **Total Fees:**

Note: Process in accordance with Post Registration Standard Operating Procedure (SOP)

| <u>Transaction</u> | Fee | Transaction | Fee per | Number | Number of | Total |
|--------------------|-------------|-------------|--------------|------------|--------------|------------|
| | <u>Code</u> | <u>Date</u> | <u>Class</u> | of Classes | Classes Paid | <u>Fee</u> |
| §8 affidavit | 7205 | 20200207 | \$125 | 1 | 1 | \$125 |

Physical Location: MADCD- NO PHYSICAL FILE

Lost Case Flag: False

In TICRS (AM-FLG-IN-TICRS): True

Transaction Date: 20200207







WALK AGAINST TRAFFICK

A JOURNEY TO END CHILD SEX TRAFFICKING

Walk Against Traffick is the Hard Places Community's USAbased fundraising arm. It's our main source of income, and vital to the success of every one of our programs. The work that we do is largely supported by Walk Against Traffick walka-thons and other fundraisers throughout the year. Through this community of HPC supporters, anyone can be a part of the timely and intense work that we are doing in Cambodia, India and the USA.

We have volunteer coordinators all over America who are committed to the cause of The Hard Places Community-to bring a glimpse of hope to the hopeless in the darkest corners of this world. These coordinators work with our USA Director, Drew Melion, to host a series of events that involves people of all ages from their own communities. These events so far have been walk-a-thons, concerts, and races, all designed to bring people together for the cause of hope.

For more information on how to be a part of Walk Against Traffick, contact Drew at hardplacesdrew@gmail.com.

www.walkagainsttraffick.org

From: TMOfficialNotices@USPTO.GOV
Sent: Monday, August 26, 2019 01:14 AM

To: hardplacesdrew@gmail.com; hardplacesdrew@gmail.com

Cc: drewmellon@gmail.com; allimellon@gmail.com; hardplacesalli@gmail.com

Subject: Official USPTO Courtesy Reminder: Trademark Registration Maintenance Document Must Be Fil ed Before Deadline for U.S. Trademark Registration

No. 4594496 WALK AGAINST TRAFFICK: A JO

USPTO COURTESY REMINDER

TRADEMARK REGISTRATION MAINTENANCE DOCUMENT UNDER SECTION 8 MUST BE FILED BEFORE DEADLINE OR REGISTRATION WILL BE CANCELLED

U.S. Application Serial No. 86117877 U.S. Registration No. 4594496 U.S. Registration Date: August 26, 2014

Mark: WALK AGAINST TRAFFICK: A JOURNEY TO END etc. (Stylized/Design)

Owner: Walk Against Traffick Docket/Reference No.

Issue Date: August 26, 2019

Required submission. The owner of the trademark registration must file a <u>Declaration of Use and/or Excusable Nonuse Under Section 8 Declaration</u>) between now and August 26, 2020. For an additional fee, the owner can file within the 6-month grace period that ends on February 26, 2021.

Optional submission. If the owner can claim the benefits of incontestability, the owner may file an optional Declaration of Incontestability under Section 15. This may be combined with the required Section 8 Declaration by filing a <u>Combined Declaration of Use and Incontestability Under Sections 8 and 15</u> (Combined Sections 8 and 15 Declaration).

If ownership of the registration or the owner's name has changed, the owner can use the <u>Electronic Trademark Assignment System (ETAS)</u> to record the change. More information on changes of ownership/owner name is available on the <u>USPTO website</u>.

Click here for more information about maintaining a trademark registration.

Proof of Use Audit. The USPTO is conducting an audit program to promote the accuracy and integrity of the trademark register. If a registration is selected for audit, the holder/owner will be required to submit proof of use for additional goods/services for which use is claimed in a Section 8 Declaration. Detailed information about the program is available on the **Proof of Use Audit Program webpage**.

Determination of time of receipt by USPTO. Correspondence transmitted through the Trademark Electronic Application System (TEAS) is considered filed on the date the USPTO receives the transmission in Eastern Time.

If the owner fails to file a timely Section 8 Declaration the registration will be CANCELLED and cannot be reinstated.

This reminder notice is being sent only as a courtesy to trademark owners who maintain a current email address with the USPTO. Failure by the USPTO to send a reminder or non-receipt of a reminder does not excuse a trademark owner from meeting the statutory obligations for maintaining a registration.

Foreign-domiciled owners must have a U.S.-licensed attorney represent them at the USPTO in any post-registration filing.

Beware of misleading notices sent by private companies about registrations. Private companies not associated with the USPTO use public information available in trademark registrations to mail and email trademark-related offers and notices - most of which require fees. All official USPTO correspondence will only be emailed from the domain "@uspto.gov."

Direct questions about this notice to the Trademark Assistance Center at 1-800-786-9199 (select option 1) or TrademarkAssistanceCenter@uspto.gov.

Anited States of America United States Patent and Trademark Office



Reg. No. 4,594,496

WALK AGAINST TRAFFICK (MISSISSIPPI UNINCORPORATED ASSOCIATION), AKA

W.A.T.,

Registered Aug. 26, 2014 1813 PINE ST.

Int. Cl.: 35

JACKSON, MS 39202

SERVICE MARK

FOR: CHARITABLE SERVICES, NAMELY, ORGANIZING AND DEVELOPING PROJECTS THAT AIM TO PROMOTE GLOBAL AWARENESS ABOUT HUMAN TRAFFICKING AND

COMMERCIAL SEX INDUSTRY, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

PRINCIPAL REGISTER

FIRST USE 10-1-2013; IN COMMERCE 11-1-2013.

THE MARK CONSISTS OF THE WORDING "WALK AGAINST TRAFFICK" IN RED WITH WHITE SPECKLES WITH THE WORDING "A JOURNEY TO END SEX TRAFFICKING" BELOW IT IN RED AND THE IMAGE OF A RED AND WHITE TEMPLE ABOVE IT.

THE COLOR(S) RED AND WHITE IS/ARE CLAIMED AS A FEATURE OF THE MARK.

SN 86-117,877, FILED 11-13-2013.

KATHERINE CHANG, EXAMINING ATTORNEY



Michelle K. Len **Deputy Director of the United States** Patent and Trademark Office

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years* What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.* **See** 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods* What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or reminder of these filing requirements.

*ATTENTION MADRID PROTOCOL REGISTRANTS: The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see http://www.wipo.int/madrid/en/.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at http://www.uspto.gov.

Trademark Snap Shot Publication Stylesheet (Table presents the data on Publication Approval)

OVERVIEW

| SERIAL NUMBER | 86117877 | FILING DATE | 11/13/2013 | |
|---------------|--------------------|---------------|--------------|--|
| REG NUMBER | 0000000 | REG DATE | N/A | |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK | |
| INTL REG # | N/A | INTL REG DATE | N/A | |
| TM ATTORNEY | CHANG, KATHERINE S | L.O. ASSIGNED | 115 | |

PUB INFORMATION

| RUN DATE | 07/24/2014 | | | | |
|----------------------|---|--------------------|-----|--|--|
| PUB DATE | 04/29/2014 | | | | |
| STATUS | 819-SU - REGISTRATION REVIEW COMPLETE | | | | |
| STATUS DATE | 07/23/2014 | 07/23/2014 | | | |
| LITERAL MARK ELEMENT | WALK AGAINST TRAFFICK: A JOURNEY TO END SEX TRAFFICKING | | | | |
| | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | | |
| SECTION 15 | NO | REPUB 12C | N/A | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | |

FILING BASIS

N/A

DATE AMEND REG

| FILED BASIS | | CURRENT BASIS | | AMENDED BASIS | |
|-------------|-----|---------------|-----|---------------|----|
| 1 (a) | NO | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | YES | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | WALK AGAINST TRAFFICK: A JOURNEY TO END SEX TRAFFICKING |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | YES |

CURRENT OWNER INFORMATION

| GOODS AND SERVICES | | |
|--------------------|------------------------------------|--|
| DBA/AKA | AKA W.A.T. | |
| CITIZENSHIP | Mississippi | |
| ENTITY | 99-unincorporated association | |
| ADDRESS | 1813 PINE ST. JACKSON, MS 39202 | |
| NAME | Walk Against Traffick | |
| PARTY TYPE | 20-OWNER AT PUBLICATION | |

| INTERNATIONAL CLASS | 035 |
|---------------------|---|
| DESCRIPTION TEXT | Charitable services, namely, organizing and developing projects that aim to promote |
| | global awareness about human trafficking and commercial sex industry |

GOODS AND SERVICES CLASSIFICATION

MISCELLANEOUS INFORMATION/STATEMENTS

| CHANGE IN REGISTRATION | NO |
|--------------------------|---|
| COLORS CLAIMED STATEMENT | The color(s) red and white is/are claimed as a feature of the mark. |
| DESCRIPTION OF MARK | The mark consists of the wording "WALK AGAINST TRAFFICK" in red with white speckles with the wording "A JOURNEY TO END SEX TRAFFICKING" below it in red and the image of a red and white temple above it. |

PROSECUTION HISTORY

| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM |
|------------|--------|----------|--|---------|
| 07/24/2014 | SUNA | E | NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED | 021 |
| 07/23/2014 | CNPR | Р | ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED | 020 |
| 07/23/2014 | SUPC | I | STATEMENT OF USE PROCESSING COMPLETE | 019 |
| 07/01/2014 | IUAF | S | USE AMENDMENT FILED | 018 |
| 07/23/2014 | AITU | А | CASE ASSIGNED TO INTENT TO USE PARALEGAL | 017 |
| 07/01/2014 | EISU | I | TEAS STATEMENT OF USE RECEIVED | 016 |
| 06/24/2014 | NOAM | E | NOA E-MAILED - SOU REQUIRED FROM APPLICANT | 015 |
| 04/29/2014 | NPUB | E | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED | 014 |
| 04/29/2014 | PUBO | А | PUBLISHED FOR OPPOSITION | 013 |
| 04/09/2014 | NONP | E | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED | 012 |
| 03/27/2014 | PREV | 0 | LAW OFFICE PUBLICATION REVIEW COMPLETED | 011 |
| 03/17/2014 | ALIE | А | ASSIGNED TO LIE | 010 |
| 02/28/2014 | CNSA | Р | APPROVED FOR PUB - PRINCIPAL REGISTER | 009 |
| 02/28/2014 | XAEC | I | EXAMINER'S AMENDMENT ENTERED | 008 |
| 02/28/2014 | GNEN | 0 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED | 007 |
| 02/28/2014 | GNEA | F | EXAMINERS AMENDMENT E-MAILED | 006 |
| 02/28/2014 | CNEA | R | EXAMINERS AMENDMENT -WRITTEN | 005 |

| 02/28/2014 | DOCK | D | ASSIGNED TO EXAMINER 004 | | | |
|------------------------------------|------|---|---|--|-----|--|
| 11/27/2013 | MDSC | E | NOTICE OF DESIGN SEARCH CODE E-MAILED 003 | | | |
| 11/26/2013 | NWOS | I | NEW APPLICA | TION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 | |
| 11/16/2013 | NWAP | I | NEW APPLICA | TION ENTERED IN TRAM | 001 | |
| CURRENT CORRESPONDENCE INFORMATION | | | | | | |
| ATTORNEY | | | | NONE | | |
| CORRESPONDENCE ADDRESS | | | | WALK AGAINST TRAFFICK 1813 PINE ST JACKSON, MS 39202 | | |
| DOMESTIC REPRESENTATIVE | | | | NONE | | |
| PRIOR OWNER INFORMATION | | | | | | |
| PARTY TYPE | | | | 10-ORIGINAL APPLICANT | | |
| NAME | | | | Walk Against Traffick | | |
| ADDRESS | | | | 1813 PINE ST. JACKSON, MS 39202 | | |
| ENTITY | | | | 99-unincorporated association | | |
| CITIZENSHIP | | | | Mississippi | | |



Trademark Snap Shot ITU Unit Action (Table presents the data on ITU Unit Action)

OVERVIEW

| SERIAL NUMBER | 86117877 | FILING DATE | 11/13/2013 |
|---------------|--------------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | CHANG, KATHERINE S | L.O. ASSIGNED | 115 |

PUB INFORMATION

| RUN DATE | 07/24/2014 | | | | | |
|----------------------|----------------------------|---|-----|--|--|--|
| PUB DATE | 04/29/2014 | | | | | |
| STATUS | 819-SU - REGISTRATION REVI | EW COMPLETE | | | | |
| STATUS DATE | 07/23/2014 | 07/23/2014 | | | | |
| LITERAL MARK ELEMENT | WALK AGAINST TRAFFICK: A J | WALK AGAINST TRAFFICK: A JOURNEY TO END SEX TRAFFICKING | | | | |
| | | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | | | |
| SECTION 15 | NO | REPUB 12C | N/A | | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | | |
| DATE AMEND REG | N/A | | | | | |

FILING BASIS

| FILED BASIS | | CURRENT BASIS | | AMENDED BASIS | |
|-------------|-----|---------------|-----|---------------|----|
| 1 (a) | NO | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | YES | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | WALK AGAINST TRAFFICK: A JOURNEY TO END SEX TRAFFICKING |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | YES |

CURRENT OWNER INFORMATION

| GOODS AND SERVICES | | |
|--------------------|------------------------------------|--|
| DBA/AKA | AKA W.A.T. | |
| CITIZENSHIP | Mississippi | |
| ENTITY | 99-unincorporated association | |
| ADDRESS | 1813 PINE ST. JACKSON, MS 39202 | |
| NAME | Walk Against Traffick | |
| PARTY TYPE | 20-OWNER AT PUBLICATION | |

| INTERNATIONAL CLASS | 035 |
|---------------------|---|
| DESCRIPTION TEXT | Charitable services, namely, organizing and developing projects that aim to promote |
| | global awareness about human trafficking and commercial sex industry |

GOODS AND SERVICES CLASSIFICATION

| INTERNATIONAL CLASS | 035 | FIRST USE DATE | 10/01/2013 | FIRST USE IN COMMERCE DATE | 11/01/2013 | CLASS STATUS | 6-ACTIVE | |
|------------------------|-----|----------------|------------|----------------------------------|------------|--------------|----------|--|
| | | | | | | | | |

MISCELLANEOUS INFORMATION/STATEMENTS

| CHANGE IN REGISTRATION | NO |
|--------------------------|---|
| COLORS CLAIMED STATEMENT | The color(s) red and white is/are claimed as a feature of the mark. |
| | The mark consists of the wording "WALK AGAINST TRAFFICK" in red with white speckles with the wording "A JOURNEY TO END SEX TRAFFICKING" below it in red and the image of a red and white temple above it. |

PROSECUTION HISTORY

| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM |
|------------|--------|----------|--|---------|
| 07/24/2014 | SUNA | E | NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED | 021 |
| 07/23/2014 | CNPR | Р | ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED | 020 |
| 07/23/2014 | SUPC | I | STATEMENT OF USE PROCESSING COMPLETE | 019 |
| 07/01/2014 | IUAF | S | USE AMENDMENT FILED | 018 |
| 07/23/2014 | AITU | А | CASE ASSIGNED TO INTENT TO USE PARALEGAL | 017 |
| 07/01/2014 | EISU | I | TEAS STATEMENT OF USE RECEIVED | 016 |
| 06/24/2014 | NOAM | E | NOA E-MAILED - SOU REQUIRED FROM APPLICANT | 015 |
| 04/29/2014 | NPUB | E | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED | 014 |
| 04/29/2014 | PUBO | А | PUBLISHED FOR OPPOSITION | 013 |
| 04/09/2014 | NONP | E | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED | 012 |
| 03/27/2014 | PREV | 0 | LAW OFFICE PUBLICATION REVIEW COMPLETED | 011 |
| 03/17/2014 | ALIE | А | ASSIGNED TO LIE | 010 |
| 02/28/2014 | CNSA | Р | APPROVED FOR PUB - PRINCIPAL REGISTER | 009 |
| 02/28/2014 | XAEC | I | EXAMINER'S AMENDMENT ENTERED | 008 |
| 02/28/2014 | GNEN | 0 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED | 007 |
| 02/28/2014 | GNEA | F | EXAMINERS AMENDMENT E-MAILED | 006 |
| 02/28/2014 | CNEA | R | EXAMINERS AMENDMENT -WRITTEN | 005 |

| 02/28/2014 | DOCK | D | ASSIGNED TO EXAMINER 004 | | | |
|------------------------------------|------|---|---|--|-----|--|
| 11/27/2013 | MDSC | E | NOTICE OF DESIGN SEARCH CODE E-MAILED 003 | | | |
| 11/26/2013 | NWOS | I | NEW APPLICA | TION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 | |
| 11/16/2013 | NWAP | I | NEW APPLICA | TION ENTERED IN TRAM | 001 | |
| CURRENT CORRESPONDENCE INFORMATION | | | | | | |
| ATTORNEY | | | | NONE | | |
| CORRESPONDENCE ADDRESS | | | | WALK AGAINST TRAFFICK 1813 PINE ST JACKSON, MS 39202 | | |
| DOMESTIC REPRESENTATIVE | | | | NONE | | |
| PRIOR OWNER INFORMATION | | | | | | |
| PARTY TYPE | | | | 10-ORIGINAL APPLICANT | | |
| NAME | | | | Walk Against Traffick | | |
| ADDRESS | | | | 1813 PINE ST. JACKSON, MS 39202 | | |
| ENTITY | | | | 99-unincorporated association | | |
| CITIZENSHIP | | | | Mississippi | | |



From: TMOfficialNotices@USPTO.GOV
Sent: Thursday, July 24, 2014 00:11 AM
To: hardplacesdrew@gmail.com

Cc: drewmellon@gmail.com; allimellon@gmail.com; hardplacesalli@gmail.com

Subject: Official USPTO Notice of Acceptance of SOU: U.S. Trademark SN 86117877: WALK AGAINST TRAFFICK: A JOURNEY TO END etc.

(Stylized/Design)

NOTICE OF ACCEPTANCE OF STATEMENT OF USE

U.S. Serial Number: 86117877

Mark: WALK AGAINST TRAFFICK: A JOURNEY TO END etc. (Stylized/Design)

Owner: Walk Against Traffick Docket/Reference Number:

The USPTO has accepted the Statement of Use filed for the trademark application identified above. The mark will now register and the registration certificate will issue in due course barring any extraordinary circumstances.

To check the status of the application, go to http://tsdr.uspto.gov/#caseNumber=86117877&caseType=SERIAL_NO&searchType=statusSearch or contact the Trademark Assistance Center at 1-800-786-9199. Please check the status of the application at least every three (3) months after the application filing date.

To view this notice and other documents for this application on-line, go to

http://tsdr.uspto.gov/#caseNumber=86117877&caseType=SERIAL_NO&searchType=documentSearch. NOTE: This notice will only become available on-line the next business day after receipt of this e-mail.

For further information, including information on filing and maintenance requirements for U.S. trademark applications and required fees, please consult the USPTO website at http://www.uspto.gov/trademarks/ or contact the Trademark Assistance Center at 1-800-786-9199.





walkagainsttraffick.org









Trademark/Service Mark Allegation of Use



Walk Against Traffick



HOME A

ABOUT US STORIES

RESOURCES

SIGN-UP

FAO

DONATE

Come join a journey to **end** child sex trafficking.

HAVE YOU JOINED OUR WALK AGAINST TRAFFICK?

13 CITIES AROUND THE WORLD HAVE ALREADY HOSTED WALK
AGAINST TRAFFICK EVENTS THAT HAVE GENERATED OVER \$40,000 TO
HELP END CHILD SEX TRAFFICKING IN CAMBODIA AND BEYOND!

HAVE YOU LACED UP YOUR SHOES AND PUT YOUR FEET DOWN?

DO YOU WANT TO MAKE AN IMPACT FOR EXPLOITED CHILDREN?

CHECK THE SIGN-UP PAGE FOR CITIES THAT STILL HAVE W.A.T.
EVENTS TO COME. IF YOU DON'T SEE YOUR CITY THEN CONSIDER
BECOMING AN AREA COORDINATOR AND HELP SET ONE UP IN YOUR
COMMUNITY.

WHY?

BECAUSE EVERY EVENT WE HAVE IS ONE STEP CLOSER TO FREEDOM AND SECURITY FOR CHILDREN FORCED INTO SEXUAL SLAVERY. IT'S TIME TO STEP UP AND BE A PART OF THE SOLUTION.

JOIN OUR JOURNEY TO END CHILD SEX TRAFFICKING TODAY.

WALK AGAINST TRAFFICK PROMO VIDEO





FREE shirt with any donation \$20 or more!







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Trademark/Service Mark Allegation of Use



Walk Against Traffick



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Trademark/Service Mark Statement of Use (15 U.S.C. Section 1051(d))

The table below presents the data as entered.

| Input Field | Entered |
|----------------------------------|--|
| SERIAL NUMBER | 86117877 |
| LAW OFFICE ASSIGNED | LAW OFFICE 115 |
| EXTENSION OF USE | NO |
| MARK SECTION | |
| MARK FILE NAME | http://tsdr.uspto.gov/img/86117877/large |
| LITERAL ELEMENT | WALK AGAINST TRAFFICK: A JOURNEY TO ENDSEX TRAFFICKING |
| STANDARD CHARACTERS | NO |
| USPTO-GENERATED IMAGE | NO |
| MISCELLANEOUS STATEMENTS SECTION | N . |
| MISCELLANEOUS STATEMENT | Free text not entered by the applicant. |
| MISCELLANEOUS FILE NAME(S) | \\TICRS\EXPORT16\IMAGEOUT 16\861\178\86117877\xml12 \\SOU0003.JPG |
| OWNER SECTION | |
| NAME | Walk Against Traffick |
| STREET | 1813 PINE ST. |
| CITY | JACKSON |
| STATE | Mississippi |
| ZIP/POSTAL CODE | 39202 |
| COUNTRY | United States |
| PHONE | 6019420429 |
| FAX | N/A |
| EMAIL | XXXX |
| GOODS AND/OR SERVICES SECTION | |
| INTERNATIONAL CLASS | 035 |
| CURRENT IDENTIFICATION | Charitable services, namely, organizing and developing projects that aim to promote global awareness about human trafficking and commercial sex industry |
| GOODS OR SERVICES | KEEP ALL LISTED |
| FIRST USE ANYWHERE DATE | 10/01/2013 |
| FIRST USE IN COMMERCE DATE | 11/01/2013 |
| SPECIMEN FILE NAME(S) | \\\TICRS\EXPORT16\IMAGEOUT 16\861\178\86117877\xml12 |

| | \SOU0002.JPG |
|---|--|
| SPECIMEN DESCRIPTION | The mark in use on our website walkagainsttraffick.org |
| REQUEST TO DIVIDE | NO |
| PAYMENT SECTION | |
| NUMBER OF CLASSES IN USE | 1 |
| SUBTOTAL AMOUNT [ALLEGATION OF USE FEE] | 100 |
| TOTAL AMOUNT | 100 |
| SIGNATURE SECTION | |
| DECLARATION SIGNATURE | /Drew Mellon/ |
| SIGNATORY'S NAME | Drew Mellon |
| SIGNATORY'S POSITION | USA Director |
| DATE SIGNED | 07/01/2014 |
| SIGNATORY'S PHONE NUMBER | 6019420429 |
| FILING INFORMATION | |
| SUBMIT DATE | Tue Jul 01 10:11:20 EDT 2014 |
| TEAS STAMP | USPTO/SOU-XXX.XXX.XXXXXXXXXXXXXXXXXXXXXXXXXXXXX |

Trademark/Service Mark Statement of Use (15 U.S.C. Section 1051(d))

To the Commissioner for Trademarks:

MARK: WALK AGAINST TRAFFICK: A JOURNEY TO ENDSEX TRAFFICKING (Stylized and/or with Design, see

http://tsdr.uspto.gov/img/86117877/large)

SERIAL NUMBER: 86117877

The applicant, Walk Against Traffick, having an address of 1813 PINE ST.

JACKSON, Mississippi 39202

United States
is submitting the following allegation of use information:

For International Class 035:

Current identification: Charitable services, namely, organizing and developing projects that aim to promote global awareness about human trafficking and commercial sex industry

The mark is in use in commerce on or in connection with all of the goods/services, or to indicate membership in the collective organization listed in the application or Notice of Allowance or as subsequently modified for this specific class.

The mark was first used by the applicant, or the applicant's related company, licensee, or predecessor in interest at least as early as 10/01/2013, and first used in commerce at least as early as 11/01/2013, and is now in use in such commerce. The applicant is submitting one specimen for the class showing the mark as used in commerce on or in connection with any item in the class, consisting of a(n) The mark in use on our website walkagainsttraffick.org.

Specimen File1

The applicant is not filing a Request to Divide with this Allegation of Use form.

MISCELLANEOUS STATEMENTS

Free text not entered by the applicant.

Miscellaneous File1

A fee payment in the amount of \$100 will be submitted with the form, representing payment for the allegation of use for 1 class.

Declaration

STATEMENTS: The signatory believes that: if the applicant is filing the amendment to allege use under 15 U.S.C. Section 1051(c) or a statement of use under 15 U.S.C. Section 1051(d), the applicant is the owner of the trademark/service mark sought to be registered; the applicant or the applicant's related company or licensee is using the mark in commerce on or in connection with all the goods/services in the application or notice of allowance, or as subsequently modified, and such use by the applicant's related company or licensee inures to the benefit of the applicant; that to the best of the signatory's knowledge and belief, no other person has the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion or mistake, or to deceive; and the specimen(s) shows the mark as used on or in connection with the goods/services in commerce.

DECLARATION: The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and that all statements made on information and belief are believed to be true.

Signature: /Drew Mellon/ Date Signed: 07/01/2014

Signatory's Name: Drew Mellon

Signatory's Position: USA Director Signatory's Phone: 6019420429

RAM Sale Number: 86117877 RAM Accounting Date: 07/01/2014

Serial Number: 86117877

Internet Transmission Date: Tue Jul 01 10:11:20 EDT 2014

TEAS Stamp: USPTO/SOU-XXX.XXX.XXX.XXX-20140701101120

072803-86117877-50032fd4b736c95a6acce2ab 9f623139c3a3e642f17947f676c93a35b3378cf3

c-CC-11564-20140701094433609467





walkagainsttraffick.org









Trademark/Service Mark Allegation of Use



Walk Against Traffick



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Trademark/Service Mark Allegation of Use



Walk Against Traffick



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WALK AGAINST TRAFFICK PROMO VIDEO





FREE shirt with any donation \$20 or more!



FEE RECORD SHEET

Serial Number: 86117877

RAM Sale Number: 86117877 Total Fees: \$100

RAM Accounting Date: 20140701

| <u>Transaction</u> | Fee <u>Code</u> | Transaction <u>Date</u> | Fee per <u>Class</u> | Number of Classes | Total <u>Fee</u> |
|------------------------|--------------------|-------------------------|-------------------------|----------------------|---------------------|
| Statement of Use (SOU) | 7003 | 20140701 | \$100 | 1 | \$100 |

Transaction Date: 20140701



From: TMOfficialNotices@USPTO.GOV
Sent: Tuesday, June 24, 2014 00:08 AM
To: hardplacesdrew@gmail.com

Cc: drewmellon@gmail.com; allimellon@gmail.com; hardplacesalli@gmail.com

Subject: Official USPTO Notice of Allowance: U.S. Trademark SN 86117877: WALK AGAINST TRAFFICK: A JOURNEY TO END etc. (Stylized/Design)

NOTICE OF ALLOWANCE (NOA)

ISSUE DATE: Jun 24, 2014

Serial Number: 86117877

Mark: WALK AGAINST TRAFFICK: A JOURNEY TO END etc. (Stylized/Design)

Docket/Reference Number:

No opposition was filed for this published application. The issue date of this NOA establishes the due date for the filing of a Statement of Use (SOU) or a Request for Extension of Time to file a Statement of Use (Extension Request). WARNING: An SOU that meets all legal requirements must be filed before a registration certificate can issue. Please read below for important information regarding the applicant's pending six (6) month deadline.

SIX (6)-MONTH DEADLINE: Applicant has six (6) MONTHS from the NOA issue date to file either:

- An SOU, if the applicant is using the mark in commerce (required even if the applicant was using the mark at the time of filing the application, if use basis was not specified originally); **OR**
- An Extension Request, if the applicant is not yet using the mark in commerce. If an Extension Request is filed, a new request must be filed every six (6) months until the SOU is filed. The applicant may file a total of five (5) extension requests. **WARNING:** An SOU may **not** be filed more than thirty-six (36) months from when the NOA issued. The deadline for filing is always calculated from the issue date of the NOA.

How to file SOU and/or Extension Request:

Use the Trademark Electronic Application System (TEAS). Do **NOT** reply to this e-mail, as e-mailed filings will **NOT** be processed. Both the SOU and Extension Request have many legal requirements, including fees and verified statements; therefore, please use the USPTO forms available online at http://www.uspto.gov/teas/index.html (under the "INTENT-TO-USE (ITU) FORMS" category) to avoid the possible omission of required information. If you have questions about this notice, please contact the Trademark Assistance Center at 1-800-786-9199.

For information on how to (1) divide an application; (2) delete goods/services (or entire class) with a Section 1(b) basis; or (3) change filing basis, see http://www.uspto.gov/trademarks/basics/MoreInfo_SOU_EXT.jsp.

FAILURE TO FILE A REQUIRED DOCUMENT OUTLINED ABOVE DURING THE APPROPRIATE TIME PERIOD WILL RESULT IN THE ABANDONMENT OF THIS APPLICATION.

REVIEW APPLICATION INFORMATION FOR ACCURACY

If you believe this NOA should not have issued or correction of the information shown below is needed, you must submit a request to the Intent-to-Use Unit. Please use the "Post-Publication Amendment" form under the "POST-PUBLICATION/POST NOTICE OF ALLOWANCE (NOA) FORMS" category, available at http://www.uspto.gov/teas/index.html. Do **NOT** reply to this e-mail, as e-mailed fillings will NOT be processed.

Serial Number: 86117877

Mark: WALK AGAINST TRAFFICK: A JOURNEY TO END etc. (Stylized/Design)

Docket/Reference Number:

Owner: Walk Against Traffick

1813 PĬNE ST.

JACKSON, MISSISSIPPI 39202

Correspondence Address: WALK AGAINST TRAFFICK

1813 PINE ST JACKSON, MS 39202

This application has the following bases, but not necessarily for all listed goods/services:

Section 1(a): NO Section 1(b): YES Section 44(e): NO

GOODS/SERVICES BY INTERNATIONAL CLASS

035 - Charitable services, namely, organizing and developing projects that aim to promote global awareness about human trafficking and commercial sex industry -- FIRST USE DATE: NONE: -- USE IN COMMERCE DATE: NONE

ALL OF THE GOODS/SERVICES IN EACH CLASS ARE LISTED.

Fraudulent statements may result in registration being cancelled: Applicants must ensure that statements made in filings to the USPTO are accurate, as inaccuracies may result in the cancellation of any issued trademark registration. The lack of a bona fide intention to use the mark with ALL goods and/or services listed in an application or the lack of actual use on all goods and/or services for which use is claimed could jeopardize the validity of the registration, possibly resulting in its cancellation.

Additional information: For information on filing and maintenance requirements for U.S. trademark applications and registrations and required fees, please consult the USPTO website at www.uspto.gov or call the Trademark Assistance Center at 1-800-786-9199.

Checking status: To check the status of an application, go to http://tarr.uspto.gov. Please check the status of any application at least every three (3) months after the

| application filing date. | |
|--------------------------|--|

To view this notice and other documents for this application on-line, go to http://tdr.uspto.gov/search.action?sn=86117877. NOTE: This notice will only be available on-line the next business day after receipt of this e-mail.

From: TMOfficialNotices@USPTO.GOV
Sent: Tuesday, April 29, 2014 00:32 AM
To: hardplacesdrew@gmail.com

Cc: drewmellon@gmail.com; allimellon@gmail.com; hardplacesalli@gmail.com

Subject: Official USPTO Notice of Publication Confirmation: U.S. Trademark SN 86117877: WALK AGAINST TRAFFICK: A JOURNEY TO END etc.

(Stylized/Design)

TRADEMARK OFFICIAL GAZETTE PUBLICATION CONFIRMATION

U.S. Serial Number: 86-117,877

Mark: WALK AGAINST TRAFFICK: A JOURNEY TO END etc. (Stylized/Design)

International Class(es): 035 Owner: Walk Against Traffick Docket/Reference Number:

The mark identified above has been published in the Trademark Official Gazette (TMOG) on Apr 29, 2014.

To View the Mark in the Next Generation TMOG (eOG):

Click on the following link or paste the URL into an internet browser: http://tmog.uspto.gov/#date=2014-04-29&serial=86117877

To View the Mark in the Legacy format TMOG:

- 1. Click on the following link or paste the URL into an internet browser: http://www.uspto.gov/web/trademarks/tmog/20140429_OG.pdf#page=00001100 .
- 2. Locate your mark on the displayed page.

If the TMOG PDF file does not open to the page containing your mark (you must have an Adobe Reader installed on your workstation), click on the following link or paste the URL into an internet browser to review the Frequently Asked Questions about the Trademark Official Gazette: http://www.uspto.gov/trademarks/resources/tm_og_fags.jsp.

On the publication date or shortly thereafter, the applicant should carefully review the information that appears in the TMOG for accuracy. If any information is incorrect due to USPTO error, the applicant should immediately email the requested correction to TMPostPubQuery@uspto.gov. For applicant corrections or amendments after publication, please file a post publication amendment using the form available at http://teasroa.uspto.gov/ppa/. For general information about this notice, please contact the Trademark Assistance Center at 1-800-786-9199.

Significance of Publication for Opposition:

Any party who believes it will be damaged by the registration of the mark may file a notice of opposition (or extension of time therefor) with the Trademark Trial and Appeal Board. If no party files an opposition or extension request within thirty (30) days after the publication date, then eleven (11) weeks after the publication date a notice of allowance (NOA) should issue. (Note: The applicant must file a Statement of Use or Extension Request within six (6) months after the NOA issues.)

To view this notice and other documents for this application on-line, go to http://tsdr.uspto.gov/search.action?sn=86117877. NOTE: This notice will only become available on-line the next business day after receipt of this e-mail.

UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Trademarks P.O. Box 1451 Alexandria, VA 22313-1451 www.uspto.gov

Apr 9, 2014

NOTICE OF PUBLICATION

 Serial No.: 86-117,877

 Mark: WALK AGAINST TRAFFICK: A JOURNEY TO END Etc. (STYLIZED/DESIGN)

- International Class(es):
- 4. Publication Date: Apr 29, 2014

Applicant: Walk Against Traffick

The mark of the application identified appears to be entitled to registration. The mark will, in accordance with Section 12(a) of the Trademark Act of 1946, as amended, be published in the Official Gazette on the date indicated above for the purpose of opposition by any person who believes he will be damaged by the registration of the mark. If no opposition is filed within the time specified by Section 13(a) of the Statute or by rules 2.101 or 2.102 of the Trademark Rules, the Commissioner of Patents and Trademarks may issue a notice of allowance pursuant to section 13(b) of the Statute.

Copies of the trademark portion of the Official Gazette containing the publication of the mark may be obtained from:

The Superintendent of Documents U.S. Government Printing Office PO Box 371954 Pittsburgh, PA 15250-7954 Phone: 202-512-1800

By direction of the Commissioner.

Email Address(es):

hardplacesdrew@gmail.com drewmellon@gmail.com allimellon@gmail.com hardplacesalli@gmail.com From: TMOfficialNotices@USPTO.GOV
Sent: Wednesday, April 9, 2014 03:29 AM
To: hardplacesdrew@gmail.com

Cc: drewmellon@gmail.com; hardplacesalli@gmail.com

Subject: Official USPTO Notification of Notice of Publication: U.S. Trademark SN 86117877: WALK AGAINST TRAFFICK: A JOURNEY TO END etc.

(Stylized/Design)

NOTIFICATION OF "NOTICE OF PUBLICATION"

Your trademark application (Serial No. 86117877) is scheduled to publish in the *Official Gazette* on Apr 29, 2014. To preview the Notice of Publication, go to http://tdr.uspto.gov/search.action?sn=86117877. If you have difficulty accessing the Notice of Publication, contact TDR@uspto.gov/search.action?sn=86117877. If you have difficulty accessing the Notice of Publication, contact TDR@uspto.gov/search.action?sn=86117877. If you have difficulty accessing the Notice of Publication, contact TDR@uspto.gov/search.action?sn=86117877. If you have difficulty accessing the Notice of Publication, contact TDR@uspto.gov/search.action?sn=86117877. If you have difficulty accessing the Notice of Publication is the Notice of Pu

PLEASE NOTE:

- 1. The Notice of Publication may not be immediately available but will be viewable within 24 hours of this e-mail notification.
- 2. You will receive a second e-mail on the actual "Publication Date," which will include a link to the issue of the Official Gazette in which the mark has published.

Do NOT hit "Reply" to this e-mail notification. If you have any questions about the content of the Notice of Publication, contact TMPostPubQuery@uspto.gov.

Trademark Snap Shot Publication & Issue Review Stylesheet (Table presents the data on Publication & Issue Review Complete)

OVERVIEW

| SERIAL NUMBER | 86117877 | FILING DATE | 11/13/2013 |
|---------------|--------------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | CHANG, KATHERINE S | L.O. ASSIGNED | 115 |

PUB INFORMATION

| RUN DATE | 03/28/2014 | | | | | |
|----------------------|----------------------------------|---------------------------------------|-----|--|--|--|
| PUB DATE | 04/29/2014 | | | | | |
| STATUS | 681-PUBLICATION/ISSUE REVIEW COM | 681-PUBLICATION/ISSUE REVIEW COMPLETE | | | | |
| STATUS DATE | 03/27/2014 | 03/27/2014 | | | | |
| LITERAL MARK ELEMENT | WALK AGAINST TRAFFICK: A JOURNE | Y TO END SEX TRAFFICKING | | | | |
| | | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | | |
| SECTION 8 | NO | NO SECTION 8 IN PART NO | | | | |
| SECTION 15 | NO | NO REPUB 12C N/A | | | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | | |
| DATE AMEND REG | N/A | | | | | |

FILING BASIS

| FILED | BASIS | CURRENT BASIS | | AMENDED BASIS | |
|----------|-------|---------------|-----|---------------|----|
| 1 (a) | NO | 1 (a) | NO | 1 (a) | NO |
| 1 (b) | YES | 1 (b) | YES | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | WALK AGAINST TRAFFICK: A JOURNEY TO END SEX TRAFFICKING |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | YES |

CURRENT OWNER INFORMATION

| NAME | | | Walk Against Traffic | k | | | |
|-----------------|---|------|------------------------------------|--|--|--|-----------------------------------|
| | | | 1813 PINE ST. JACKSON, MS 39202 | | | | |
| ENTITY | | | 99-unincorporated a | ssociation | | | |
| CITIZENSHIP | | | Mississippi | | | | |
| DBA/AKA | | | | AKA W.A.T. | | | |
| INTERNATIONAL C | DESCRIPTION TEXT Charitable services, namely, organizing and developing projects that aim to pr global awareness about human trafficking and commercial sex industry | | | | | | |
| DESCRIPTIO | | | | Charitable services, global awareness al | namely, organizing a bout human trafficking | nd developing projects and commercial sex i | s that aim to promotindustry |
| | | GOOI | OS AND SERVIC | Charitable services, global awareness at | oout human trafficking | nd developing projects I and commercial sex i | s that aim to promoti industry |

| MISCELLANEOUS INFO | RMATION/STATEMENTS | | |
|---|---|--|--|
| CHANGE IN REGISTRATION | NO | | |
| COLORS CLAIMED STATEMENT | The color(s) red and white is/are claimed as a feature of the mark. | | |
| DESCRIPTION OF MARK The mark consists of the wording "WALK AGAINST TRAFFICK" in red with what speckles with the wording "A JOURNEY TO END SEX TRAFFICKING" below red and the image of a red and white temple above it. | | | |
| | | | |

PROSECUTION HISTORY DATE ENT CD ENT TYPE DESCRIPTION ENT NUM 03/27/2014 PREV 0 LAW OFFICE PUBLICATION REVIEW COMPLETED 011 03/17/2014 ASSIGNED TO LIE ALIE Α 010 02/28/2014 Р CNSA APPROVED FOR PUB - PRINCIPAL REGISTER 009 02/28/2014 XAEC EXAMINER'S AMENDMENT ENTERED 1 800 02/28/2014 **GNEN** 0 NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED 007 02/28/2014 GNEA F **EXAMINERS AMENDMENT E-MAILED** 006 02/28/2014 CNEA R **EXAMINERS AMENDMENT -WRITTEN** 005 02/28/2014 DOCK D ASSIGNED TO EXAMINER 004 11/27/2013 MDSC Е NOTICE OF DESIGN SEARCH CODE E-MAILED 003 11/26/2013 NWOS NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM 002 1 11/16/2013 **NWAP** 1 NEW APPLICATION ENTERED IN TRAM 001

| CURRENT CORRESPONDENCE INFORMATION | | | |
|------------------------------------|--|--|--|
| ATTORNEY | NONE | | |
| CORRESPONDENCE ADDRESS | WALK AGAINST TRAFFICK 1813 PINE ST JACKSON, MS 39202 | | |
| DOMESTIC REPRESENTATIVE | NONE | | |



Trademark Snap Shot Publication Stylesheet (Table presents the data on Publication Approval)

OVERVIEW

| SERIAL NUMBER | 86117877 | FILING DATE | 11/13/2013 |
|---------------|--------------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | CHANG, KATHERINE S | L.O. ASSIGNED | 115 |

PUB INFORMATION

| RUN DATE | 03/01/2014 | 03/01/2014 | | | | |
|----------------------|----------------------------|---|-----|--|--|--|
| PUB DATE | N/A | | | | | |
| STATUS | 680-APPROVED FOR PUBLICA | TION | | | | |
| STATUS DATE | 02/28/2014 | 02/28/2014 | | | | |
| LITERAL MARK ELEMENT | WALK AGAINST TRAFFICK: A J | WALK AGAINST TRAFFICK: A JOURNEY TO END SEX TRAFFICKING | | | | |
| | | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | | | |
| SECTION 15 | NO | REPUB 12C | N/A | | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | | |
| DATE AMEND REG | N/A | | | | | |

FILING BASIS

| FILED BASIS | | CURREN | IT BASIS | AMENDED BASIS | |
|-------------|-----|----------|----------|---------------|----|
| 1 (a) | NO | 1 (a) | NO | 1 (a) | NO |
| 1 (b) | YES | 1 (b) | YES | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | WALK AGAINST TRAFFICK: A JOURNEY TO END SEX TRAFFICKING |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | YES |

CURRENT OWNER INFORMATION

| MAME ADDRESS 1815 PINES S2022 | PARTY TYPE | | | | | 10-ORIGINAL APPLICANT | | | |
|--|---------------------------------------|-----------|-------|------------|---------------------------------------|--|------------------------|------------------------|----------|
| MACKSON, MS 39202E Seq-unincopporated association | NAME | | | | | Walk Against Trafficl | < | | |
| GOODS AND SERVICES INTERNATIONAL CLASS DESCRIPTION TEXT GOODS AND SERVICES INTERNATIONAL CLASS DESCRIPTION TEXT GOODS AND SERVICES Charatable services, namely, organizing and developing projects that aim to promote global awareness about human trafficking and developing projects that aim to promote global awareness about human trafficking and developing projects that aim to promote global awareness about human trafficking and developing projects that aim to promote global awareness about human trafficking and developing projects that aim to promote global awareness about human trafficking and developing projects that aim to promote global awareness about human trafficking and developing projects that aim to promote global awareness about human trafficking and developing projects that aim to promote global awareness about human trafficking and commercial sex industry MISCELLANEOUS INFORMATION/STATEMENTS CHANGE IN REGISTRATION NO COLORS CLAIMED STATEMENT In the registration of the wording "MAIL ACANEST TRAFFICKING" below it in red and the image of a red and white tears claimed as a feature of the mark. PROSECUTION HISTORY PROSECUTION HISTORY DATE ENT CD ENT TYPE DESCRIPTION OF MARK PROSECUTION HISTORY DATE ENT CD ENT TYPE DESCRIPTION OF PUB- PRINCIPAL REGISTER ORG 20282014 CHANGE A P APPOYUED OF PUB - PRINCIPAL REGISTER ORG 20282014 GNEA | | | | | | | | | |
| BEAVAKA GOODS AND SERVICES INTERNATIONAL CLASS DESCRIPTION TEXT GOODS AND SERVICES CLASSIFICATION GOODS AND SERVICES CLASSIFICATION GOODS AND SERVICES CLASSIFICATION INTERNATIONAL GOODS G | ENTITY | | | | | 99-unincorporated a | ssociation | | |
| GOODS AND SERVICES DESCRIPTION TEXT GOODS AND SERVICES CLASSIFICATION GOODS AND SERVICES CLASSIFICATION GOODS AND SERVICES CLASSIFICATION INTERNATIONAL GOS FIRST USE DATE NONE CLASS FIRST USE DATE NONE COMMERCE DATE NO COMMERCE MISCELLANEOUS INFORMATION/STATEMENTS CHANGE IN REGISTRATION NO CHANGE IN REGISTRATION CHANGE I | CITIZENSHIP | | | | | Mississippi | | | |
| DESCRIPTION TEXT GOODS AND SERVICES CLASSIFICATION STERNATIONAL 035 FIRST USE DATE NONE FIRST USE IN CLASS STATUS FIRST USE IN COMMERCE DATE MISCELLANEOUS INFORMATION/STATEMENTS CHANGE IN REGISTRATION COLORS CLAIMED STATEMENT The color(s) rod and white is/are claimed as a feature of the mark. The mark consists of the wording "Walk AGAINST TRAFFICK" in red with white red and the image of a red and white temple above it. PROSECUTION HISTORY DATE ENT CD ENT TYPE DESCRIPTION DATE ENT CD ENT TYPE DESCRIPTION PROSECUTION HISTORY DATE ENT CD ENT TYPE DESCRIPTION DESCRIPTION CNSA P APPROVED FOR PUB - PRINCIPAL REGISTER 009 10/288/2014 CNSA P APPROVED FOR PUB - PRINCIPAL REGISTER 009 10/288/2014 GNEN O NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED 006 10/288/2014 CNEA R EXAMINERS AMENDMENT E-MAILED 007 10/288/2014 DOCK D ASSIGNED TO EXAMINERS AMENDMENT E-MAILED 006 10/288/2014 DOCK D ASSIGNED TO EXAMINERS AMENDMENT E-MAILED 007 10/288/2014 DOCK D ASSIGNED TO EXAMINERS AMENDMENT E-MAILED 008 10/288/2014 DOCK D ASSIGNED TO EXAMINERS AMENDMENT E-MAILED 009 11/26/2013 NINGO I NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM 001 CURRENT CORRESPONDENCE INFORMATION ATTORNEY NONE CURRENT CORRESPONDENCE INFORMATION ATTORNEY NONE CORRESPONDENCE ADDRESS WALK AGAINST TRAFFICK 10/31/PM E ST JACKSON, MS 39920-11944 | DBA/AKA | | | | | AKA W.A.T. | | | |
| CHARGE IN REGISTRATION COLORS CLAIMED STATEMENT CHANGE IN REGISTRATION COLORS CLAIMED STATEMENT The color(s) red and white is/are claimed as a feature of the mark. The mark consists of the wording "WALK AGAINST TRAFFICK" in red with white speckless with the wording "JULIAN TO AGAINST TRAFFICK" in red with white in red and the image of a red and white temple above it. **PROSECUTION HISTORY** DATE PROSECUTION HISTORY DATE CHANGE IN A APPROVED FOR PUB - PRINCIPAL REGISTER 009 2028/2014 CANADA P APPROVED FOR PUB - PRINCIPAL REGISTER 009 2028/2014 CANADA P EXAMINERS AMENDMENT ENTERED 005 2028/2014 CANADA P EXAMINERS AMENDMENT ENTERED 006 2028/2014 CANADA P EXAMINERS AMENDMENT ENTERED 007 CURRENT CORRESPONDENCE INFORMATION CURRENT CORRESPONDENCE INFORMATION ATTORNEY NONE CURRENT CORRESPONDENCE INFORMATION ATTORNEY NONE CORRESPONDENCE ADDRESS WALK AGAINST TRAFFICK W | | | | | GOODS AN | D SERVICES | | | |
| GOODS AND SERVICES CLASSIFICATION INTERNATIONAL 035 FIRST USE DATE NONE FIRST USE IN NONE CLASS STATUS 6-ACTIVE COMMERCIE DATE MISCELLANEOUS INFORMATION/STATEMENTS CHANGE IN REGISTRATION NO COLORS CLAIMED STATEMENT CHANGE IN REGISTRATION The color(s) red and white is/are claimed as a feature of the mark. DESCRIPTION OF MARK PROSECUTION HISTORY PROSECUTION HISTORY PROSECUTION HISTORY DATE ENT CD ENT TYPE DESCRIPTION ENT OF A PHINCIPAL REGISTER 099 222822014 CNSA P APPROVED FOR PUB - PRINCIPAL REGISTER 099 222822014 SALE ON SALE ON ON NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED 006 222822014 GNEN O NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED 006 222822014 GNEN O NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED 006 222822014 CNSA RESIDENCE ON SALE ON S | INTERNATIONAL C | LASS | | | | 035 | | | |
| MISCELLANEOUS INFORMATION/STATEMENTS CHANGE IN REGISTRATION COLORS CLAIMED STATEMENT NO COLORS CLAIMED STATEMENT The color(s) red and white is/are claimed as a feature of the mark. The mark consists of the wording "WALK AGAINST TRAFFICK" in red with white speckles with the wording "WALK AGAINST TRAFFICK" in red with white speckles with the wording "WALK AGAINST TRAFFICK" in red with white speckles with the wording "WALK AGAINST TRAFFICK" in red with white speckles with the wording "WALK AGAINST TRAFFICK" in red with white speckles with the wording "WALK AGAINST TRAFFICK" in red with white speckles with the wording "WALK AGAINST TRAFFICK" in red with white speckles with the wording "WALK AGAINST TRAFFICK" in red with white speckles with the wording "WALK AGAINST TRAFFICK" in red with white speckles with the wording "WALK AGAINST TRAFFICK" in red with white speckles with the wording "WALK AGAINST TRAFFICK" in red with white speckles with the wording "WALK AGAINST TRAFFICK" in red with white speckles with the wording "WALK AGAINST TRAFFICK" in red with white speckles with the wording "WALK AGAINST TRAFFICK" in red with white speckles with the wording "WALK AGAINST TRAFFICK" in red with white speckles with the wording "WALK AGAINST TRAFFICK" in red with white speckles with the wording "WALK AGAINST TRAFFICK" in red with white speckles with the wording "WALK AGAINST TRAFFICK HALLED" in red with white speckles with the wording "WALK AGAINST TRAFFICK HALLED" in red with white speckles with the wording "WALK AGAINST TRAFFICK HALLED" in red with white speckles with the wording "WALK AGAINST TRAFFICK HALLED" in red with white speckles with the wording "WALK AGAINST TRAFFICK HALLED" in red with white speckles with the wording "WALK AGAINST TRAFFICK HALLED" in red with white speckles with the wording "WALK AGAINST TRAFFICK HALLED" in red with white speckles with the wording "WALK AGAINST TRAFFICK HALLED" in red with white speckles with the wording "WALK AGAINST TRAFFICK HALLED" in red with white speckles with the wor | DESCRIPTION | N TEXT | | | | | | | |
| MISCELLANEOUS INFORMATION/STATEMENTS CHANGE IN REGISTRATION COLORS CLAIMED STATEMENT DESCRIPTION OF MARK The color(s) red and white is/are claimed as a feature of the mark. The mark consists of the wording "WALK AGAINST TRAFFICK" in red with white speckles with the wording "VAUCINREY TO END SEX TRAFFICK" in red with white speckles with the wording "VAUCINREY TO END SEX TRAFFICK" in red with white speckles with the wording "VAUCINREY TO END SEX TRAFFICKING" below it in red and the image of a red and white temple above it. PROSECUTION HISTORY DATE ENT CD ENT TYPE DESCRIPTION ENT NUM 02/28/2014 CNSA P APPROVED FOR PUB - PRINCIPAL REGISTER 009 02/28/2014 GNEN O NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED 006 02/28/2014 GNEA F EXAMINERS AMENDMENT E-MAILED 006 02/28/2014 CNEA R EXAMINERS AMENDMENT E-MAILED 006 02/28/2014 CNEA R EXAMINERS AMENDMENT WHITTEN 005 02/28/2014 DOCK D ASSIGNED TO EXAMINER 009 11/27/2013 MDSC E NOTICE OF DESIGN SEARCH CODE E-MAILED 001 11/26/2013 NWOS I NEW APPLICATION OF INFORMATION CURRENT CORRESPONDENCE INFORMATION ATTORNEY NONE WALK AGAINST TRAFFICK | INTERNATIONAL 035 FIRST USE DATE NONE | | | | | FIRST USE IN COMMERCE | | CLASS STATUS | 6-ACTIVE |
| The mark consists of the wording "WALK AGAINST TRAFFICK" in red with white speckles with the wording "A JOURNEY TO END SEX TRAFFICKING" below it in red and the image of a red and white temple above it. PROSECUTION HISTORY DATE ENT CD ENT TYPE DESCRIPTION ENT TYPE DESCRIPTION ENT NUM 02/28/2014 CNSA P APPROVED FOR PUB - PRINCIPAL REGISTER 009 02/28/2014 XAEC I EXAMINER'S AMENDMENT ENTERED 008 02/28/2014 GNEN O NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED 007 02/28/2014 GNEA F EXAMINERS AMENDMENT E-MAILED 006 02/28/2014 CNEA R EXAMINERS AMENDMENT WRITTEN 005 02/28/2014 DOCK D ASSIGNED TO EXAMINER 004 11/27/2013 MDSC E NOTICE OF DESIGN SEARCH CODE E-MAILED 003 11/26/2013 NWOS I NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM 002 11/16/2013 NWAP I NEW APPLICATION ENTERED IN TRAM 001 CURRENT CORRESPONDENCE INFORMATION ATTORNEY NONE WALK AGAINST TRAFFICK | CHANGE IN REGIS | TRATION | | MISCELL | ANEOUS INFO | | FEMENTS | | |
| speckles with the wording "A JOURNEY TO END SEX TRAFFICKING" below it in red and the image of a red and white temple above it. PROSECUTION HISTORY DATE ENT CD ENT TYPE DESCRIPTION DESCRIPTION ENT NUM 02/28/2014 CNSA P APPROVED FOR PUB - PRINCIPAL REGISTER 009 02/28/2014 XAEC I EXAMINER'S AMENDMENT ENTERED 008 02/28/2014 GNEN O NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED 007 02/28/2014 GNEA F EXAMINERS AMENDMENT E-MAILED 006 02/28/2014 CNEA R EXAMINERS AMENDMENT WRITTEN 005 02/28/2014 DOCK D ASSIGNED TO EXAMINER 02/28/2014 DOCK D ASSIGNED TO EXAMINER 004 11/27/2013 MDSC E NOTICE OF DESIGN SEARCH CODE E-MAILED 003 11/26/2013 NWOS I NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM 002 11/16/2013 NWAP I NEW APPLICATION ENTERED IN TRAM 001 CURRENT CORRESPONDENCE INFORMATION ATTORNEY NONE WALK AGAINST TRAFFICK 1813 PINE ST JACKSON, MS 39202-1134 | COLORS CLAIMED | STATEMENT | | | | The color(s) red and | white is/are claimed a | as a feature of the ma | rk. |
| DATE | DESCRIPTION OF N | MARK | | | | speckles with the wording "A JOURNEY TO END SEX TRAFFICKING" below it in | | | |
| 02/28/2014 CNSA P APPROVED FOR PUB - PRINCIPAL REGISTER 009 02/28/2014 XAEC I EXAMINER'S AMENDMENT ENTERED 008 02/28/2014 GNEN O NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED 007 02/28/2014 GNEA F EXAMINERS AMENDMENT E-MAILED 006 02/28/2014 CNEA R EXAMINERS AMENDMENT -WRITTEN 005 02/28/2014 DOCK D ASSIGNED TO EXAMINER 004 11/27/2013 MDSC E NOTICE OF DESIGN SEARCH CODE E-MAILED 003 11/26/2013 NWOS I NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM 002 CURRENT CORRESPONDENCE INFORMATION ATTORNEY ONE CURRENT CORRESPONDENCE INFORMATION ATTORNEY NONE CURRENT CORRESPONDENCE ADDRESS WALK AGAINST TRAFFICK WALK AGAINST TRAFFICK WALK AGAINST TRAFFICK WALK AGAINST TRAFFICK 1813 PINE ST JACKSON, MS 39202-1134 | | | | | PROSECUTION | ON HISTORY | | | |
| 02/28/2014 XAEC I EXAMINER'S AMENDMENT ENTERED 008 02/28/2014 GNEN O NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED 007 02/28/2014 GNEA F EXAMINERS AMENDMENT E-MAILED 006 02/28/2014 CNEA R EXAMINERS AMENDMENT -WRITTEN 005 02/28/2014 DOCK D ASSIGNED TO EXAMINER 004 11/27/2013 MDSC E NOTICE OF DESIGN SEARCH CODE E-MAILED 003 11/26/2013 NWOS I NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM 002 **CURRENT CORRESPONDENCE INFORMATION CURRENT CORRESPONDENCE INFORMATION ATTORNEY ONNE WALK AGAINST TRAFFICK W | DATE | | ENT (| CD ENT TYP | E DESCRIPTION | | | | ENT NUM |
| 02/28/2014 GNEN O NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED 007 02/28/2014 GNEA F EXAMINERS AMENDMENT E-MAILED 006 02/28/2014 CNEA R EXAMINERS AMENDMENT -WRITTEN 005 02/28/2014 DOCK D ASSIGNED TO EXAMINER 004 11/27/2013 MDSC E NOTICE OF DESIGN SEARCH CODE E-MAILED 003 11/26/2013 NWOS I NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM 002 CURRENT CORRESPONDENCE INFORMATION **CURRENT CORRESPONDENCE INFORMATION ATTORNEY NONE **WALK AGAINST TRAFFICK** WALK AGAINST TRAFFICK** 1813 PINE ST JACKSON, MS 39202-1134 | 02/28/2014 | | CNS | A P | APPROVED FO | R PUB - PRINCIPAL | REGISTER | | 009 |
| 02/28/2014 GNEA F EXAMINERS AMENDMENT E-MAILED 006 02/28/2014 CNEA R EXAMINERS AMENDMENT -WRITTEN 005 02/28/2014 DOCK D ASSIGNED TO EXAMINER 004 11/27/2013 MDSC E NOTICE OF DESIGN SEARCH CODE E-MAILED 003 11/26/2013 NWOS I NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM 002 11/16/2013 NWAP I NEW APPLICATION ENTERED IN TRAM 001 **CURRENT CORRESPONDENCE INFORMATION **ATTORNEY** NONE **WALK AGAINST TRAFFICK WALK AGAINST TRAFFICK WALK AGAINST TRAFFICK WALK AGAINST TRAFFICK 1813 PINE ST JACKSON, MS 39202-1134 | 02/28/2014 | | XAE | СІ | EXAMINER'S A | MENDMENT ENTER | ΞD | | 008 |
| 02/28/2014 CNEA R EXAMINERS AMENDMENT -WRITTEN 005 02/28/2014 DOCK D ASSIGNED TO EXAMINER 004 11/27/2013 MDSC E NOTICE OF DESIGN SEARCH CODE E-MAILED 003 11/26/2013 NWOS I NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM 002 11/16/2013 NWAP I NEW APPLICATION ENTERED IN TRAM 001 CURRENT CORRESPONDENCE INFORMATION ATTORNEY NONE WALK AGAINST TRAFFICK WALK AGAINST TRAFFICK 1813 PINE ST JACKSON, MS 39202-1134 | 02/28/2014 | | GNE | N O | NOTIFICATION | N OF EXAMINERS AMENDMENT E-MAILED | | | 007 |
| 02/28/2014 DOCK D ASSIGNED TO EXAMINER 004 11/27/2013 MDSC E NOTICE OF DESIGN SEARCH CODE E-MAILED 003 11/26/2013 NWOS I NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM 002 11/16/2013 NWAP I NEW APPLICATION ENTERED IN TRAM 001 CURRENT CORRESPONDENCE INFORMATION ATTORNEY NONE WALK AGAINST TRAFFICK WALK AGAINST TRAFFICK 1813 PINE ST JACKSON, MS 39202-1134 | 02/28/2014 | | GNE | A F | EXAMINERS A | AMENDMENT E-MAILED 0 | | | 006 |
| 11/27/2013 MDSC E NOTICE OF DESIGN SEARCH CODE E-MAILED 003 11/26/2013 NWOS I NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM 002 11/16/2013 NWAP I NEW APPLICATION ENTERED IN TRAM 001 CURRENT CORRESPONDENCE INFORMATION ATTORNEY NONE CORRESPONDENCE ADDRESS WALK AGAINST TRAFFICK WALK AGAINST TRAFFICK 1813 PINE ST JACKSON, MS 39202-1134 | 02/28/2014 | | CNE | A R | EXAMINERS A | AMENDMENT -WRITTEN | | | 005 |
| 11/26/2013 NWOS I NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM 002 11/16/2013 NWAP I NEW APPLICATION ENTERED IN TRAM 001 CURRENT CORRESPONDENCE INFORMATION ATTORNEY NONE CORRESPONDENCE ADDRESS WALK AGAINST TRAFFICK WALK AGAINST TRAFFICK 1813 PINE ST JACKSON, MS 39202-1134 | 02/28/2014 | | DOC | K D | ASSIGNED TO | D EXAMINER 004 | | | 004 |
| CURRENT CORRESPONDENCE INFORMATION ATTORNEY CORRESPONDENCE ADDRESS WALK AGAINST TRAFFICK WALK AGAINST TRAFFICK 1813 PINE ST JACKSON, MS 39202-1134 | 11/27/2013 | | MDS | C E | NOTICE OF DE | SIGN SEARCH CODI | E E-MAILED | | 003 |
| CURRENT CORRESPONDENCE INFORMATION ATTORNEY NONE CORRESPONDENCE ADDRESS WALK AGAINST TRAFFICK WALK AGAINST TRAFFICK 1813 PINE ST JACKSON, MS 39202-1134 | 11/26/2013 | | NWC | os I | NEW APPLICA | ATION OFFICE SUPPLIED DATA ENTERED IN TRAM 002 | | | 002 |
| ATTORNEY NONE CORRESPONDENCE ADDRESS WALK AGAINST TRAFFICK WALK AGAINST TRAFFICK 1813 PINE ST JACKSON, MS 39202-1134 | 11/16/2013 | | NWA | ιP I | NEW APPLICA | TION ENTERED IN T | RAM | | 001 |
| CORRESPONDENCE ADDRESS WALK AGAINST TRAFFICK WALK AGAINST TRAFFICK 1813 PINE ST JACKSON, MS 39202-1134 | CURRENT CORRESPONDENCE INFORMATION | | | | | | | | |
| WALK AGAINST TRAFFICK 1813 PINE ST JACKSON, MS 39202-1134 | ATTORNEY | | | | | NONE | | | |
| DOMESTIC REPRESENTATIVE NONE | CORRESPONDENCE ADDRESS | | | | WALK AGAINST TRAFFICK 1813 PINE ST | | | | |
| | DOMESTIC REPRE | SENTATIVE | | | | · · · | | | |



Trademark Snap Shot Amendment & Mail Processing Stylesheet (Table presents the data on Amendment & Mail Processing Complete)

OVERVIEW

| l . | | | |
|---------------|--------------------|---------------|--------------|
| SERIAL NUMBER | 86117877 | FILING DATE | 11/13/2013 |
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | CHANG, KATHERINE S | L.O. ASSIGNED | 115 |

PUB INFORMATION

| RUN DATE | 03/01/2014 | | | | |
|----------------------|---|--------------------|-----|--|--|
| PUB DATE | N/A | | | | |
| STATUS | 680-APPROVED FOR PUBLICATION | | | | |
| STATUS DATE | 02/28/2014 | 02/28/2014 | | | |
| LITERAL MARK ELEMENT | WALK AGAINST TRAFFICK: A JOURNEY TO END SEX TRAFFICKING | | | | |
| | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | | |
| SECTION 15 | NO | REPUB 12C | N/A | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | |
| DATE AMEND REG | N/A | | | | |

FILING BASIS

| FILED BASIS | | CURREN | IT BASIS | AMENDED BASIS | |
|-------------|-----|----------|----------|---------------|----|
| 1 (a) | NO | 1 (a) | NO | 1 (a) | NO |
| 1 (b) | YES | 1 (b) | YES | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | WALK AGAINST TRAFFICK: A JOURNEY TO END SEX TRAFFICKING |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | YES |

CURRENT OWNER INFORMATION

| MAME ADDRESS 1815 PINES S2022 | PARTY TYPE | | | | | 10-ORIGINAL APPLICANT | | | |
|--|---------------------------------------|-----------|-------|------------|---------------------------------------|--|------------------------|------------------------|----------|
| MACKSON, MS 39202E Seq-unincopporated association | NAME | | | | | Walk Against Trafficl | < | | |
| GOODS AND SERVICES INTERNATIONAL CLASS DESCRIPTION TEXT GOODS AND SERVICES INTERNATIONAL CLASS DESCRIPTION TEXT GOODS AND SERVICES Charatable services, namely, organizing and developing projects that aim to promote global awareness about human trafficking and developing projects that aim to promote global awareness about human trafficking and developing projects that aim to promote global awareness about human trafficking and developing projects that aim to promote global awareness about human trafficking and developing projects that aim to promote global awareness about human trafficking and developing projects that aim to promote global awareness about human trafficking and developing projects that aim to promote global awareness about human trafficking and developing projects that aim to promote global awareness about human trafficking and commercial sex industry MISCELLANEOUS INFORMATION/STATEMENTS CHANGE IN REGISTRATION NO COLORS CLAIMED STATEMENT In the registration of the wording "MAIL ACANEST TRAFFICKING" below it in red and the image of a red and white tears claimed as a feature of the mark. PROSECUTION HISTORY PROSECUTION HISTORY DATE ENT CD ENT TYPE DESCRIPTION OF MARK PROSECUTION HISTORY DATE ENT CD ENT TYPE DESCRIPTION OF PUB- PRINCIPAL REGISTER ORG 20282014 CHANGE A P APPOYUED OF PUB - PRINCIPAL REGISTER ORG 20282014 GNEA | | | | | | | | | |
| BEAVAKA GOODS AND SERVICES INTERNATIONAL CLASS DESCRIPTION TEXT GOODS AND SERVICES CLASSIFICATION GOODS AND SERVICES CLASSIFICATION GOODS AND SERVICES CLASSIFICATION INTERNATIONAL GOODS G | ENTITY | | | | | 99-unincorporated a | ssociation | | |
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| CORRESPONDENCE ADDRESS WALK AGAINST TRAFFICK WALK AGAINST TRAFFICK 1813 PINE ST JACKSON, MS 39202-1134 | CURRENT CORRESPONDENCE INFORMATION | | | | | | | | |
| WALK AGAINST TRAFFICK 1813 PINE ST JACKSON, MS 39202-1134 | ATTORNEY | | | | | NONE | | | |
| DOMESTIC REPRESENTATIVE NONE | CORRESPONDENCE ADDRESS | | | | WALK AGAINST TRAFFICK 1813 PINE ST | | | | |
| | DOMESTIC REPRE | SENTATIVE | | | | · · · | | | |



To: Walk Against Traffick (hardplacesdrew@gmail.com)

Subject: U.S. TRADEMARK APPLICATION NO. 86117877 - WALK AGAINST TRAFFICK: A JOURNEY TO -

N/A

 Sent:
 2/28/2014 10:45:08 AM

 Sent As:
 ECOM115@USPTO.GOV

Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO) OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

U.S. APPLICATION SERIAL NO. 86117877

MARK: WALK AGAINST TRAFFICK ETC.

86117877

CORRESPONDENT ADDRESS:

WALK AGAINST TRAFFICK WALK AGAINST TRAFFICK 1813 PINE ST JACKSON, MS 39202-1134

APPLICANT: Walk Against Traffick

GENERAL TRADEMARK INFORMATION: http://www.uspto.gov/trademarks/index.jsp

CORRESPONDENT E-MAIL ADDRESS:

hardplacesdrew@gmail.com

EXAMINER'S AMENDMENT

ISSUE/MAILING DATE: 2/28/2014

DATABASE SEARCH: The trademark examining attorney has searched the USPTO's database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). TMEP §704.02; *see* 15 U.S.C. §1052(d).

APPLICATION HAS BEEN AMENDED: In accordance with the authorization granted by Drew Mellon on February 28, 2014, the trademark examining attorney has amended the application as indicated below. Please advise the undersigned immediately of any objections. Otherwise, **no response is necessary**. TMEP §707. Any amendments to the identification of goods and/or services may clarify or limit the goods and/or services, but may not add to or broaden the scope of the goods and/or services. 37 C.F.R. §2.71(a); *see* TMEP §\$1402.06 *et seq*.

Mark Description

The mark description has been amended to:

The mark consists of the wording "WALK AGAINST TRAFFICK" in red with white speckles with the wording "A JOURNEY TO END SEX TRAFFICKING" below it in red and the image of a red and white temple above it.

Entity

The entity type has been amended to "unincorporated association."

/Katherine S. Chang/ Trademark Examining Attorney Law Office 115 571-270-1528 katherine.chang@uspto.gov **PERIODICALLY CHECK THE STATUS OF THE APPLICATION:** To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at http://tsdr.uspto.gov/. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at TrademarkAssistanceCenter@uspto.gov or call 1-800-786-9199. For more information on checking status, see http://www.uspto.gov/trademarks/process/status/.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the Trademark Electronic Application System (TEAS) form at http://www.uspto.gov/trademarks/teas/correspondence.jsp.

To: Walk Against Traffick (hardplacesdrew@gmail.com)

Subject: U.S. TRADEMARK APPLICATION NO. 86117877 - WALK AGAINST TRAFFICK: A JOURNEY TO -

N/A

Sent: 2/28/2014 10:45:09 AM **Sent As:** ECOM115@USPTO.GOV

Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

IMPORTANT NOTICE REGARDING YOUR U.S. TRADEMARK APPLICATION

USPTO OFFICE ACTION (OFFICIAL LETTER) HAS ISSUED ON 2/28/2014 FOR U.S. APPLICATION SERIAL NO.86117877

Please follow the instructions below:

(1) TO READ THE LETTER: Click on this <u>link</u> or go to <u>http://tsdr.uspto.gov/</u>, enter the U.S. application serial number, and click on "Documents."

The Office action may not be immediately viewable, to allow for necessary system updates of the application, but will be available within 24 hours of this e-mail notification.

(2) **QUESTIONS:** For questions about the contents of the Office action itself, please contact the assigned trademark examining attorney. For *technical* assistance in accessing or viewing the Office action in the Trademark Status and Document Retrieval (TSDR) system, please e-mail TSDR@uspto.gov.

WARNING

PRIVATE COMPANY SOLICITATIONS REGARDING YOUR APPLICATION: Private companies **not** associated with the USPTO are using information provided in trademark applications to mail or e-mail trademark-related solicitations. These companies often use names that closely resemble the USPTO and their solicitations may look like an official government document. Many solicitations require that you pay "fees."

Please carefully review all correspondence you receive regarding this application to make sure that you are responding to an official document from the USPTO rather than a private company solicitation. All <u>official</u> USPTO correspondence will be mailed only from the "United States Patent and Trademark Office" in Alexandria, VA; or sent by e-mail from the domain "@uspto.gov." For more information on how to handle private company solicitations, see http://www.uspto.gov/trademarks/solicitation_warnings.jsp.

| *** | User- | kchang1 | *** |
|-----|-------|---------|-----|
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| 237 | 0 | 4 | 237 | 0:01 | 070303[dc] and live[ld] |
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Session started 2/28/2014 10:27:34 AM
Session finished 2/28/2014 10:31:18 AM
Total search duration 0 minutes 22 seconds
Session duration 3 minutes 44 seconds
Defaut NEAR limit=1ADJ limit=1

Sent to TICRS as Serial Number: 86117877

From: TMDesignCodeComments

Sent: Wednesday, November 27, 2013 00:17 AM

To: hardplacesdrew@gmail.com

Cc: drewmellon@gmail.com; allimellon@gmail.com; hardplacesalli@gmail.com

Subject: Notice of Design Search Code for Serial Number: 86117877

Docket/Reference Number:

The USPTO may assign design search codes, as appropriate, to new applications and renewed registrations to assist in searching the USPTO database for conflicting marks. They have no legal significance and will not appear on the registration certificate.

DESIGN SEARCH CODES are numerical codes assigned to figurative, non-textual elements found in marks. For example, if your mark contains the design of a flower, design search code 05.05 would be assigned to your application. Design search codes are described on Internet Web page http://www.uspto.gov/tmdb/dscm/index.html.

Response to this notice is not required; however, to suggest additions or changes to the design search code(s) assigned to your mark, please e-mail TMDesignCodeComments@USPTO.GOV. You **must** reference your application serial number within your request. The USPTO will review the proposal and update the record, if appropriate. For questions, please call 1-800-786-9199 to speak to a Customer Service representative.

The USPTO will not send any further response to your e-mail. Check TESS in approximately two weeks to see if the requested changes have been entered. Requests deemed unnecessary or inappropriate will not be entered.

To view this notice and other documents for this application on-line, go to http://tdr.uspto.gov/search.action?sn=86117877. NOTE: This notice will only be available on-line the next business day after receipt of this e-mail.

Design search codes assigned to the referenced serial number are listed below.

DESIGN SEARCH CODES:

07.03.03 - Minarets

07.03.03 - Mosque

07.03.03 - Pagodas 07.03.03 - Synagogues

07.03.03 - Synagogu 07.03.03 - Temples



Trademark/Service Mark Application, Principal Register

TEAS Plus Application

Serial Number: 86117877 Filing Date: 11/13/2013

NOTE: Data fields with the * are mandatory under TEAS Plus. The wording "(if applicable)" appears where the field is only mandatory under the facts of the particular application.

The table below presents the data as entered.

| Input Field | Entered |
|--|--|
| TEAS Plus | YES |
| MARK INFORMATION | |
| *MARK | \\\TICRS\EXPORT16\IMAGEOUT 16\861\178\86117877\xml1\FTK0002.JPG |
| *SPECIAL FORM | YES |
| USPTO-GENERATED IMAGE | NO |
| LITERAL ELEMENT | Walk Against Traffick: A Journey to End Sex Trafficking |
| *COLOR MARK | YES |
| *COLOR(S) CLAIMED (If applicable) | The color(s) Red and White is/are claimed as a feature of the mark. |
| *DESCRIPTION OF THE MARK (and Color Location, if applicable) | The mark consists of The words "Walk Against Traffick" with "A Journey to End Sex Trafficking" underneath and the image of a temple above. All are in red. |
| PIXEL COUNT ACCEPTABLE | YES |
| PIXEL COUNT | 944 x 355 |
| REGISTER | Principal |
| APPLICANT INFORMATION | |
| *OWNER OF MARK | Walk Against Traffick |
| DBA/AKA/TA/FORMERLY | AKA W.A.T. |
| *STREET | 1813 PINE ST. |
| *CITY | JACKSON |
| *STATE (Required for U.S. applicants) | Mississippi |
| *COUNTRY | United States |
| *ZIP/POSTAL CODE (Required for U.S. applicants only) | 39202 |
| PHONE | 6019420429 |
| FAX | N/A |
| EMAIL ADDRESS | XXXX |

| AUTHORIZED TO COMMUNICATE VIA EMAIL | Yes | | |
|---|--|--|--|
| WEBSITE ADDRESS | www.walkagainsttraffick.org | | |
| LEGAL ENTITY INFORMATION | | | |
| *TYPE | charitable, non-profit corporation | | |
| * STATE/COUNTRY WHERE LEGALLY ORGANIZED | Mississippi | | |
| NAME OF ALL GENERAL PARTNERS, ACTIVE MEMBERS, INDIVIDUAL, TRUSTEES, OR EXECUTORS, AND CITIZENSHIP/INCORPORATION | Drew Mellon, USA Allison Mellon, USA | | |
| GOODS AND/OR SERVICES AND BASIS INFORMATIO | N | | |
| *INTERNATIONAL CLASS | 035 | | |
| *IDENTIFICATION | Charitable services, namely, organizing and developing projects that aim to promote global awareness about human trafficking and commercial sex industry | | |
| *FILING BASIS | SECTION 1(b) | | |
| ADDITIONAL STATEMENTS SECTION | | | |
| *TRANSLATION (if applicable) | | | |
| *TRANSLITERATION (if applicable) | | | |
| *CLAIMED PRIOR REGISTRATION (if applicable) | | | |
| *CONSENT (NAME/LIKENESS) (if applicable) | | | |
| *CONCURRENT USE CLAIM (if applicable) | | | |
| CORRESPONDENCE INFORMATION | | | |
| *NAME | Walk Against Traffick | | |
| FIRM NAME | Walk Against Traffick | | |
| *STREET | 1813 PINE ST. | | |
| *CITY | JACKSON | | |
| *STATE (Required for U.S. applicants) | Mississippi | | |
| *COUNTRY | United States | | |
| *ZIP/POSTAL CODE | 39202 | | |
| PHONE | 6019420429 | | |
| FAX | N/A | | |
| *EMAIL ADDRESS | hardplacesdrew@gmail.com;drewmellon@gmail.com; allimellon@gmail.com; hardplacesalli@gmail.com | | |
| *AUTHORIZED TO COMMUNICATE VIA EMAIL | Yes | | |
| FEE INFORMATION | | | |
| NUMBER OF CLASSES | 1 | | |
| FEE PER CLASS | 275 | | |
| *TOTAL FEE PAID | 275 | | |
| | | | |

| SIGNATURE INFORMATION | |
|--------------------------|---------------|
| * SIGNATURE | /Drew Mellon/ |
| * SIGNATORY'S NAME | Drew Mellon |
| * SIGNATORY'S POSITION | Director |
| SIGNATORY'S PHONE NUMBER | 6019420429 |
| * DATE SIGNED | 11/13/2013 |

Trademark/Service Mark Application, Principal Register

TEAS Plus Application

Serial Number: 86117877 Filing Date: 11/13/2013

To the Commissioner for Trademarks:

MARK: Walk Against Traffick: A Journey to End Sex Trafficking (stylized and/or with design, see mark)

The literal element of the mark consists of Walk Against Traffick: A Journey to End Sex Trafficking.

The color(s) Red and White is/are claimed as a feature of the mark. The mark consists of The words "Walk Against Traffick" with "A Journey to End Sex Trafficking" underneath and the image of a temple above. All are in red.

The applicant, Walk Against Traffick, AKA W.A.T., a charitable, non-profit corporation legally organized under the laws of Mississippi, comprising of Drew Mellon, USA Allison Mellon, USA, having an address of

1813 PINE ST. JACKSON, Mississippi 39202 United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 035: Charitable services, namely, organizing and developing projects that aim to promote global awareness about human trafficking and commercial sex industry

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

For informational purposes only, applicant's website address is: www.walkagainsttraffick.org The applicant's current Correspondence Information:

Walk Against Traffick Walk Against Traffick 1813 PINE ST. JACKSON, Mississippi 39202 6019420429(phone) N/A(fax)

hardplacesdrew@gmail.com;drewmellon@gmail.com; allimellon@gmail.com; hardplacesalli@gmail.com (authorized)

A fee payment in the amount of \$275 has been submitted with the application, representing payment for 1 class(es).

Declaration

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /Drew Mellon/ Date Signed: 11/13/2013

Signatory's Name: Drew Mellon Signatory's Position: Director

RAM Sale Number: 86117877 RAM Accounting Date: 11/14/2013

Serial Number: 86117877

Internet Transmission Date: Wed Nov 13 15:39:52 EST 2013

TEAS Stamp: USPTO/FTK-XXX.XXX.XXX.XXX-20131113153952

579664-86117877-500f1786835b0f78c881d708 ef2aebdbb99944f3ea6e69bf2c379de23166646-

CC-2389-20131113145723891903



EXHIBIT X

Generated on: This page was generated by TSDR on 2020-10-20 17:04:02 EDT

Mark: WALK FOR ALZHEIMER'S



US Serial Number: 85855596 Application Filing Feb. 20, 2013

Date:

US Registration 4683395 Registration Date: Feb. 10, 2015

Number:

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: Feb. 10, 2015

Publication Date: Nov. 25, 2014

Mark Information

Mark Literal WALK FOR ALZHEIMER'S

Elements:

Standard Character No

Claim:

Mark Drawing 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Type

Description of The mark consists of the words "WALK FOR ALZHEIMER'S" in stylized form appearing below shoes, with lines indicating movement.

Mark:

Color(s) Claimed: Color is not claimed as a feature of the mark.

Disclaimer: "WALK FOR ALZHEIMER'S"

Design Search 09.07.02 - Skates; Ski boots; Athletic shoes; Roller skates; Boots, ski; Exercise shoes; Gym shoes Code(s): 26.17.06 - Bars, diagonal; Diagonal line(s), band(s) or bar(s); Lines, diagonal; Bands, diagonal

26.17.09 - Bars, curved; Curved line(s), band(s) or bar(s); Lines, curved; Bands, curved

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: Promoting public awareness of Alzheimer's and related diseases; promoting education and information relevant to Alzheimer's and related diseases; publicizing and acting as advocate for the needs of those affected by Alzheimer's and related diseases; promoting services for those affected by Alzheimer's and related disorders; association services, namely, promoting the interests of those affected by Alzheimer's and related disorders

International 035 - Primary Class U.S Class(es): 100, 101, 102

Class(es):

Class Status: ACTIVE

Basis: 1(a)

For: Providing medical and scientific research information in the field of Alzheimer's and related diseases

International 042 - Primary Class U.S Class(es): 100, 101

Class(es):

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 10, 2013 Use in Commerce: Jan. 10, 2013

For: Providing medical information related to diagnosis and treatment of, and care for patients with, Alzheimer's and related diseases

International 044 - Primary Class U.S Class(es): 100, 101

Class(es):

Class Status: ACTIVE

Basis: 1(a)

Basis Information (Case Level)

Filed Use:YesCurrently Use:YesFiled ITU:NoCurrently ITU:NoFiled 44D:NoCurrently 44E:NoFiled 44E:NoCurrently 66A:NoFiled 66A:NoCurrently No Basis:No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Alzheimer's Disease Resource Center, Inc.

Owner Address: 45 Park Avenue

Bay Shore, NEW YORK UNITED STATES 11706

Legal Entity Type: not-for-profit corporation State or Country NEW YORK

Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Andrew R. Shores Docket Number: 062258.0004

Attorney Primary ip@williamsmullen.com Attorney Email Yes

Email Address: Authorized:

Correspondent

Correspondent Andrew R. Shores **Name/Address:** Williams Mullen

301 Fayetteville Street, Suite 1700

Raleigh, NORTH CAROLINA UNITED STATES 27601

1 2.11 (0.0) 00. 1000

Correspondent e- ip@williamsmullen.com ashores@williamsmullen. Correspondent e- Yes mail: com Correspondent e- Yes

Domestic Representative - Not Found

Prosecution History

| Date | Description | Proceeding Number |
|---------------|--|----------------------|
| Feb. 10, 2020 | COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED | |
| Nov. 24, 2015 | ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED | |
| Nov. 24, 2015 | TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED | |
| Feb. 10, 2015 | REGISTERED-PRINCIPAL REGISTER | |
| Nov. 25, 2014 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED | |
| Nov. 25, 2014 | PUBLISHED FOR OPPOSITION | |
| Nov. 05, 2014 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED | |
| Oct. 21, 2014 | LAW OFFICE PUBLICATION REVIEW COMPLETED | 66213 |
| Oct. 20, 2014 | APPROVED FOR PUB - PRINCIPAL REGISTER | |
| Oct. 20, 2014 | EXAMINER'S AMENDMENT ENTERED | 88888 |
| Oct. 20, 2014 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED | 6328 |

| Oct. 20, 2014 | EXAMINERS AMENDMENT E-MAILED | 6328 |
|---------------|--|-------|
| Oct. 20, 2014 | EXAMINERS AMENDMENT -WRITTEN | 74662 |
| Oct. 06, 2014 | PREVIOUS ALLOWANCE COUNT WITHDRAWN | |
| Sep. 23, 2014 | WITHDRAWN FROM PUB - OG REVIEW QUERY | 76621 |
| Sep. 08, 2014 | LAW OFFICE PUBLICATION REVIEW COMPLETED | 66213 |
| Aug. 27, 2014 | APPROVED FOR PUB - PRINCIPAL REGISTER | |
| Aug. 25, 2014 | TEAS/EMAIL CORRESPONDENCE ENTERED | 88889 |
| Aug. 23, 2014 | CORRESPONDENCE RECEIVED IN LAW OFFICE | 88889 |
| Aug. 23, 2014 | TEAS REQUEST FOR RECONSIDERATION RECEIVED | |
| Feb. 24, 2014 | NOTIFICATION OF FINAL REFUSAL EMAILED | |
| Feb. 24, 2014 | FINAL REFUSAL E-MAILED | |
| Feb. 24, 2014 | FINAL REFUSAL WRITTEN | 74662 |
| Jan. 13, 2014 | TEAS/EMAIL CORRESPONDENCE ENTERED | 66213 |
| Jan. 13, 2014 | CORRESPONDENCE RECEIVED IN LAW OFFICE | 66213 |
| Jan. 06, 2014 | ASSIGNED TO LIE | 66213 |
| Dec. 11, 2013 | TEAS RESPONSE TO OFFICE ACTION RECEIVED | |
| Jun. 12, 2013 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 6325 |
| Jun. 12, 2013 | NON-FINAL ACTION E-MAILED | 6325 |
| Jun. 12, 2013 | NON-FINAL ACTION WRITTEN | 74662 |
| Jun. 04, 2013 | ASSIGNED TO EXAMINER | 74662 |
| Feb. 28, 2013 | NOTICE OF DESIGN SEARCH CODE E-MAILED | |
| Feb. 27, 2013 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | |
| Feb. 24, 2013 | 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: Feb. 10, 2015

From: TMOfficialNotices@USPTO.GOV
Sent: Monday, February 10, 2020 05:23 AM

To: ip@williamsmullen.com
Cc: ashores@williamsmullen.com

Subject: Official USPTO Courtesy Reminder: Trademark Registration Maintenance Document Must Be Fil ed Before Deadline for U.S. Trademark Registration

No. 4683395 WALK FOR ALZHEIMER'S (Styli

USPTO COURTESY REMINDER

TRADEMARK REGISTRATION MAINTENANCE DOCUMENT UNDER SECTION 8 MUST BE FILED BEFORE DEADLINE OR REGISTRATION WILL BE CANCELLED

U.S. Application Serial No. 85855596 U.S. Registration No. 4683395

U.S. Registration Date: February 10, 2015

Mark: WALK FOR ALZHEIMER'S (Stylized/Design)

Owner: Alzheimer's Disease Resource Center, Inc. imer's Disease Resource Center, Inc.

Docket/Reference No. 062258.0004

Issue Date: February 10, 2020

Required submission. The owner of the trademark registration must file a <u>Declaration of Use and/or Excusable Nonuse Under Section 8 Declaration</u>) between now and February 10, 2021. For an additional fee, the owner can file within the 6-month grace period that ends on August 10, 2021.

Optional submission. If the owner can claim the benefits of incontestability, the owner may file an optional Declaration of Incontestability under Section 15. This may be combined with the required Section 8 Declaration by filing a <u>Combined Declaration of Use and Incontestability Under Sections 8 and 15</u> (Combined Sections 8 and 15 Declaration).

If ownership of the registration or the owner's name has changed, the owner can use the <u>Electronic Trademark Assignment System (ETAS)</u> to record the change. More information on changes of ownership/owner name is available on the <u>USPTO website</u>.

Click here for more information about maintaining a trademark registration.

Proof of Use Audit. The USPTO is conducting an audit program to promote the accuracy and integrity of the trademark register. If a registration is selected for audit, the holder/owner will be required to submit proof of use for additional goods/services for which use is claimed in a Section 8 Declaration. Detailed information about the program is available on the **Proof of Use Audit Program webpage**.

Determination of time of receipt by USPTO. Correspondence transmitted through the Trademark Electronic Application System (TEAS) is considered filed on the date the USPTO receives the transmission in Eastern Time.

If the owner fails to file a timely Section 8 Declaration the registration will be CANCELLED and cannot be reinstated.

This reminder notice is being sent only as a courtesy to trademark owners who maintain a current email address with the USPTO. Failure by the USPTO to send a reminder or non-receipt of a reminder does not excuse a trademark owner from meeting the statutory obligations for maintaining a registration.

Foreign-domiciled owners must have a U.S.-licensed attorney represent them at the USPTO in any post-registration filing.

Beware of misleading notices sent by private companies about registrations. Private companies not associated with the USPTO use public information available in trademark registrations to mail and email trademark-related offers and notices - most of which require fees. All official USPTO correspondence will only be emailed from the domain "@uspto.gov."

Direct questions about this notice to the Trademark Assistance Center at 1-800-786-9199 (select option 1) or TrademarkAssistanceCenter@uspto.gov.

Revocation of Attorney/Domestic Representative and/or Appointment of Attorney/Domestic Representative

The table below presents the data as entered.

| Input Field | Entered |
|---|---|
| SERIAL NUMBER | 85855596 |
| REGISTRATION NUMBER | 4683395 |
| LAW OFFICE ASSIGNED | LAW OFFICE 111 |
| ATTORNEY DOCKET NUMBER | 062258.0004 |
| MARK SECTION | |
| MARK | WALK FOR ALZHEIMER'S (stylized and/or with design) |
| ATTORNEY SECTION | |
| ORIGINAL ADDRESS | NEIL C. MAGNUSON 062258.TBD 301 FAYETTEVILLE ST STE 1700 RALEIGH North Carolina (NC) 27601-2173 US (919) 981-4316 (919) 981-4300 ip@williamsmullen.com |
| NEW ATTORNEY ADDRESS | |
| STATEMENT TEXT | By submission of this request, the undersigned REVOKES the power of attorney currently of record, as listed above, and hereby APPOINTS the following new attorney. |
| NAME | Andrew R. Shores |
| FIRM NAME | Williams Mullen |
| STREET | 301 Fayetteville Street, Suite 1700 |
| CITY | Raleigh |
| STATE | North Carolina |
| COUNTRY | United States |
| POSTAL/ZIP CODE | 27601 |
| PHONE | (919) 981-4000 |
| FAX | (919) 981-4300 |
| EMAIL | ip@williamsmullen.com |
| ATTORNEY AUTHORIZED TO COMMUNICATE VIA E-MAIL | YES |
| ATTORNEY DOCKET NUMBER | 062258.0004 |
| NEW OTHER APPOINTED ATTORNEYS | Robert C. Van Arnam; Richard T. Matthews; Amy G. Marino; William P. Dickinson; Martin W. Hayes; Thomas F. Bergert; M. Bruce Harper; Craig L. Mytelka; Rebecca Winder |

| NEW CORRESPONDENCE ADDRESS | | |
|--------------------------------------|---|--|
| NAME | Andrew R. Shores | |
| FIRM NAME | Williams Mullen | |
| DOCKET/REFERENCE NUMBER | 062258.0004 | |
| STREET | 301 Fayetteville Street, Suite 1700 | |
| CITY | Raleigh | |
| STATE | North Carolina | |
| COUNTRY | United States | |
| POSTAL/ZIP CODE | 27601 | |
| PHONE | (919) 981-4000 | |
| FAX | (919) 981-4300 | |
| EMAIL | ip@williamsmullen.com;ashores@williamsmullen.com | |
| AUTHORIZED TO COMMUNICATE VIA E-MAIL | YES | |
| OTHER APPOINTED ATTORNEY | Robert C. Van Arnam; Richard T. Matthews; Amy G. Marino; William P. Dickinson; Martin W. Hayes; Thomas F. Bergert; M. Bruce Harper; Craig L. Mytelka; Rebecca Winder | |
| SIGNATURE SECTION | | |
| SIGNATURE | /nem/ | |
| SIGNATORY NAME | Neil C. Magnuson | |
| SIGNATORY DATE | 11/24/2015 | |
| SIGNATORY POSITION | Attorney of record, NC bar member | |
| SIGNATORY PHONE NUMBER | (919) 981-4316 | |
| FILING INFORMATION SECTION | | |
| SUBMIT DATE | Tue Nov 24 16:35:35 EST 2015 | |
| TEAS STAMP | USPTO/RAA-XXX.X.XXX.XXX-2 0151124163535402302-85855 596-5403549186378ffb0309e 52971c95b04f79212ec23dde7 8623e4a3f572e2dbc5-N/A-N/ A-20151124163202783944 | |

Revocation of Attorney/Domestic Representative and/or Appointment of Attorney/Domestic Representative

To the Commissioner for Trademarks:

MARK: WALK FOR ALZHEIMER'S (stylized and/or with design)

SERIAL NUMBER: 85855596

REGISTRATION NUMBER: 4683395

ATTORNEY DOCKET NUMBER 062258.0004

The original attorney

NEIL C. MAGNUSON 062258.TBD 301 FAYETTEVILLE ST STE 1700 RALEIGH North Carolina 27601-2173 US (919) 981-4316 (919) 981-4300 ip@williamsmullen.com

Original Correspondence Address:

NEIL C. MAGNUSON WILLIAMS MULLEN 301 FAYETTEVILLE ST STE 1700 RALEIGH North Carolina 27601-2173 US (919) 981-4316 (919) 981-4300 ip@williamsmullen.com

By submission of this request, the undersigned REVOKES the power of attorney currently of record, as listed above, and hereby APPOINTS the following new attorney. In addition, any additional previously-appointed attorneys that are currently listed in the application are replaced with the new "Other Appointed Attorneys" listed below.

Newly Appointed Attorney:

Andrew R. Shores Williams Mullen 301 Fayetteville Street, Suite 1700 Raleigh, North Carolina 27601 United States (919) 981-4000 (919) 981-4300 ip@williamsmullen.com 062258.0004

Other Appointed Attorneys:

Robert C. Van Arnam; Richard T. Matthews; Amy G. Marino; William P. Dickinson; Martin W. Hayes; Thomas F. Bergert; M. Bruce Harper; Craig L. Mytelka; Rebecca Winder

The following is to be used as the correspondence address:

Andrew R. Shores Williams Mullen 301 Fayetteville Street, Suite 1700 Raleigh, North Carolina 27601 United States (919) 981-4000 (919) 981-4300

ip@williamsmullen.com;ashores@williamsmullen.com The attorney docket/reference number is 062258.0004.

Signature: /ncm/ Date: 11/24/2015 Signatory's Name: Neil C. Magnuson

Signatory's Position: Attorney of record, NC bar member

Signatory's Phone Number: (919) 981-4316

Serial Number: 85855596

Internet Transmission Date: Tue Nov 24 16:35:35 EST 2015

TEAS Stamp: USPTO/RAA-XXX.X.XXX.XXX-2015112416353540

2302-85855596-5403549186378ffb0309e52971 c95b04f79212ec23dde78623e4a3f572e2dbc5-N

/A-N/A-20151124163202783944

Anited States of America United States Patent and Trademark Office



Reg. No. 4,683,395

ALZHEIMER'S DISEASE RESOURCE CENTER, INC. (NEW YORK NOT-FOR-PROFIT CORPORATION)

Registered Feb. 10, 2015 45 PARK AVENUE

Int. Cls.: 35, 42 and 44

BAY SHORE, NY 11706

SERVICE MARK

PRINCIPAL REGISTER

FOR: PROMOTING PUBLIC AWARENESS OF ALZHEIMER'S AND RELATED DISEASES: PROMOTING EDUCATION AND INFORMATION RELEVANT TO ALZHEIMER'S AND RELATED DISEASES; PUBLICIZING AND ACTING AS ADVOCATE FOR THE NEEDS OF THOSE AFFECTED BY ALZHEIMER'S AND RELATED DISEASES; PROMOTING SERVICES FOR THOSE AFFECTED BY ALZHEIMER'S AND RELATED DISORDERS; ASSOCIATION SERVICES, NAMELY, PROMOTING THE INTERESTS OF THOSE AFFECTED BY ALZHEIMER'S AND RELATED DISORDERS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 1-10-2013; IN COMMERCE 1-10-2013.

FOR: PROVIDING MEDICAL AND SCIENTIFIC RESEARCH INFORMATION IN THE FIELD OF ALZHEIMER'S AND RELATED DISEASES, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 1-10-2013; IN COMMERCE 1-10-2013.

FOR: PROVIDING MEDICAL INFORMATION RELATED TO DIAGNOSIS AND TREATMENT OF, AND CARE FOR PATIENTS WITH, ALZHEIMER'S AND RELATED DISEASES. IN CLASS 44 (U.S. CLS, 100 AND 101).

FIRST USE 1-10-2013; IN COMMERCE 1-10-2013.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "WALK FOR ALZHEIMER'S" APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF THE WORDS "WALK FOR ALZHEIMER'S" IN STYLIZED FORM APPEARING BELOW SHOES, WITH LINES INDICATING MOVEMENT.

SER. NO. 85-855,596, FILED 2-20-2013.

DAWN FELDMAN, EXAMINING ATTORNEY



Michelle K. Ze Deputy Director of the United States Patent and Trademark Office

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years* What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.*

See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods* What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date,*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

*ATTENTION MADRID PROTOCOL REGISTRANTS: The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see http://www.wipo.int/madrid/en/.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at http://www.uspto.gov.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at http://www.uspto.gov.

From: TMOfficialNotices@USPTO.GOV
Sent: Tuesday, November 25, 2014 00:23 AM

To: ip@williamsmullen.com

Subject: Official USPTO Notice of Publication Confirmation: U.S. Trademark SN 85855596: WALK FOR ALZHEIMER'S (Stylized/Design): Docket/Reference

No. 062258.TBD

TRADEMARK OFFICIAL GAZETTE PUBLICATION CONFIRMATION

U.S. Serial Number: 85855596

Mark: WALK FOR ALZHEIMER'S (Stylized/Design)
International Class(es): 035, 042, 044
Owner: Alzheimer's Disease Resource Center, Inc.
Docket/Reference Number: 062258.TBD

The mark identified above has been published in the Trademark Official Gazette (TMOG) on Nov 25, 2014.

To Review the Mark in the TMOG:

Click on the following link or paste the URL into an internet browser: https://tmog.uspto.gov/#issueDate=2014-11-25&serialNumber=85855596

On the publication date or shortly thereafter, the applicant should carefully review the information that appears in the TMOG for accuracy. If any information is incorrect due to USPTO error, the applicant should immediately email the requested correction to TMPostPubQuery@uspto.gov. For applicant corrections or amendments after publication, please file a post publication amendment using the form available at http://teasroa.uspto.gov/ppa/. For general information about this notice, please contact the Trademark Assistance Center at 1-800-786-9199.

Significance of Publication for Opposition:

* Any party who believes it will be damaged by the registration of the mark may file a notice of opposition (or extension of time therefor) with the Trademark Trial and Appeal Board. If no party files an opposition or extension request within thirty (30) days after the publication date, then eleven (11) weeks after the publication date a certificate of registration should issue.

To check the status of the application, go to http://tsdr.uspto.gov/#caseNumber=85855596&caseType=SERIAL NO&searchType=statusSearch or contact the Trademark Assistance Center at 1-800-786-9199. Please check the status of the application at least every three (3) months after the application filing date.

To view this notice and other documents for this application on-line, go to http://tsdr.uspto.gov/#caseNumber=85855596&caseType=SERIAL_NO&searchType=documentSearch. NOTE: This notice will only become available on-line the next business day after receipt of this e-mail.

UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Trademarks P.O. Box 1451 Alexandria, VA 22313-1451 www.uspto.gov

Nov 5, 2014

NOTICE OF PUBLICATION

1. Serial No.: 85-855,596

2. Mark: WALK FOR ALZHEIMER'S (STYLIZED/DESIGN)

- International Class(es): 35, 42, 44
- 4. Publication Date: Nov 25, 2014

5. Applicant:
Alzheimer's Disease Resource Center, Inc

The mark of the application identified appears to be entitled to registration. The mark will, in accordance with Section 12(a) of the Trademark Act of 1946, as amended, be published in the *Official Gazette* on the date indicated above for the purpose of opposition by any person who believes he will be damaged by the registration of the mark. If no opposition is filed within the time specified by Section 13(a) of the Statute or by rules 2.101 or 2.102 of the Trademark Rules, the Commissioner of Patents and Trademarks may issue a certificate of registration.

Copies of the trademark portion of the Official Gazette containing the publication of the mark may be obtained from:

The Superintendent of Documents U.S. Government Printing Office PO Box 371954 Pittsburgh, PA 15250-7954 Phone: 202-512-1800

By direction of the Commissioner.

Email Address(es):

ip@williamsmullen.com

From: TMOfficialNotices@USPTO.GOV
Sent: Wednesday, November 5, 2014 03:22 AM

To: ip@williamsmullen.com

Subject: Official USPTO Notification of Notice of Publication: U.S. Trademark SN 85855596: WALK FOR ALZHEIMER'S (Stylized/Design): Docket/Reference

No. 062258.TBD

NOTIFICATION OF "NOTICE OF PUBLICATION"

Your trademark application (Serial No. 85855596) is scheduled to publish in the *Official Gazette* on Nov 25, 2014. To preview the Notice of Publication, go to http://tdr.uspto.gov/search.action?sn=85855596. If you have difficulty accessing the Notice of Publication, contact TDR@uspto.gov/search.action?sn=85855596. If you have difficulty accessing the Notice of Publication, contact TDR@uspto.gov/search.action?sn=85855596. If you have difficulty accessing the Notice of Publication, contact TDR@uspto.gov/search.action?sn=85855596. If you have difficulty accessing the Notice of Publication, contact TDR@uspto.gov/search.action?sn=85855596. If you have difficulty accessing the Notice of Publication, contact TDR@uspto.gov/search.action?sn=8585596.

PLEASE NOTE:

- 1. The Notice of Publication may not be immediately available but will be viewable within 24 hours of this e-mail notification.
- 2. You will receive a second e-mail on the actual "Publication Date," which will include a link to the issue of the Official Gazette in which the mark has published.

Do NOT hit "Reply" to this e-mail notification. If you have any questions about the content of the Notice of Publication, contact TMPostPubQuery@uspto.gov.

Trademark Snap Shot Publication & Issue Review Stylesheet (Table presents the data on Publication & Issue Review Complete)

OVERVIEW

| SERIAL NUMBER | 85855596 | FILING DATE | 02/20/2013 |
|---------------|----------------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG# | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | LEHKER, DAWN FELDMAN | L.O. ASSIGNED | 111 |

PUB INFORMATION

| RUN DATE | 10/22/2014 | | | |
|----------------------|----------------------------------|---------------------------------------|-----|--|
| PUB DATE | 11/25/2014 | | | |
| STATUS | 681-PUBLICATION/ISSUE REVIEW COM | 681-PUBLICATION/ISSUE REVIEW COMPLETE | | |
| STATUS DATE | 10/21/2014 | 10/21/2014 | | |
| LITERAL MARK ELEMENT | WALK FOR ALZHEIMER'S | | | |
| | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | |
| SECTION 15 | NO | REPUB 12C | N/A | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | |

FILING BASIS

N/A

DATE AMEND REG

| FILED | BASIS | CURREN | IT BASIS | AMENDE | ED BASIS |
|----------|-------|----------|----------|--------|----------|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | WALK FOR ALZHEIMER'S |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|---------------------|--|
| NAME | Alzheimer's Disease Resource Center, Inc. |
| ADDRESS | 45 Park Avenue Bay Shore, NY 11706 |
| ENTITY | 99-not-for-profit corporation |
| CITIZENSHIP | New York |
| GOODS AN | D SERVICES |
| INTERNATIONAL CLASS | 035 |
| DESCRIPTION TEXT | Promoting public awareness of Alzheimer's and related diseases; promoting education and information relevant to Alzheimer's and related diseases; publicizing and acting as advocate for the needs of those affected by Alzheimer's and related diseases; promoting services for those affected by Alzheimer's and related disorders; association services, namely, promoting the interests of those affected by Alzheimer's and related disorders |
| INTERNATIONAL CLASS | 042 |
| | |
| DESCRIPTION TEXT | Providing medical and scientific research information in the field of Alzheimer's and related diseases |
| INTERNATIONAL CLASS | 044 |
| DESCRIPTION TEXT | Providing medical information related to diagnosis and treatment of, and care for patients with, Alzheimer's and related diseases |

| | | GOOI | OS AND SERVIC | CES CLASSIFICA | ATION | | |
|--|---------------------|----------------|---------------|----------------------------------|------------------------|--------------|----------|
| INTERNATIONAL CLASS | 035 | FIRST USE DATE | 01/10/2013 | FIRST USE IN COMMERCE DATE | 01/10/2013 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 042 | FIRST USE DATE | 01/10/2013 | FIRST USE IN COMMERCE DATE | 01/10/2013 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 044 | FIRST USE DATE | 01/10/2013 | FIRST USE IN COMMERCE DATE | 01/10/2013 | CLASS STATUS | 6-ACTIVE |
| | | MISCELI | ANEOUS INFO | RMATION/STA | FEMENTS | | |
| CHANGE IN REGIS | TRATION | | | NO | | | |
| COLORS CLAIMED | STATEMENT | | | Color is not claimed | as a feature of the ma | ark. | |
| DISCLAIMER W/PR | EDETER TXT | | | "WALK FOR ALZHE | EIMER'S" | | |
| DESCRIPTION OF MARK The mark consists of the words "WALK FOR ALZHEIMER'S" in stylized form appearing below shoes, with lines indicating movement. | | | | | | | |
| | PROSECUTION HISTORY | | | | | | |

| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM |
|------------|--------|----------|--|---------|
| 10/21/2014 | PREV | 0 | LAW OFFICE PUBLICATION REVIEW COMPLETED | 027 |
| 10/20/2014 | CNSA | 0 | APPROVED FOR PUB - PRINCIPAL REGISTER | 026 |
| 10/20/2014 | XAEC | I | EXAMINER'S AMENDMENT ENTERED | 025 |
| 10/20/2014 | GNEN | 0 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED | 024 |
| 10/20/2014 | GNEA | 0 | EXAMINERS AMENDMENT E-MAILED | 023 |

| | | | 1 | |
|------------|------|---|--|-----|
| 10/20/2014 | CNEA | R | EXAMINERS AMENDMENT -WRITTEN | 022 |
| 10/06/2014 | ZZZX | Z | PREVIOUS ALLOWANCE COUNT WITHDRAWN | 021 |
| 09/23/2014 | PBCR | Z | WITHDRAWN FROM PUB - OG REVIEW QUERY | 020 |
| 09/08/2014 | PREV | 0 | LAW OFFICE PUBLICATION REVIEW COMPLETED | 019 |
| 08/27/2014 | CNSA | 0 | APPROVED FOR PUB - PRINCIPAL REGISTER | 018 |
| 08/25/2014 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 017 |
| 08/23/2014 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 016 |
| 08/23/2014 | ERFR | I | TEAS REQUEST FOR RECONSIDERATION RECEIVED | 015 |
| 02/24/2014 | GNFN | 0 | NOTIFICATION OF FINAL REFUSAL EMAILED | 014 |
| 02/24/2014 | GNFR | 0 | FINAL REFUSAL E-MAILED | 013 |
| 02/24/2014 | CNFR | R | FINAL REFUSAL WRITTEN | 012 |
| 01/13/2014 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 011 |
| 01/13/2014 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 010 |
| 01/06/2014 | ALIE | А | ASSIGNED TO LIE | 009 |
| 12/11/2013 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 008 |
| 06/12/2013 | GNRN | 0 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 007 |
| 06/12/2013 | GNRT | F | NON-FINAL ACTION E-MAILED | 006 |
| 06/12/2013 | CNRT | R | NON-FINAL ACTION WRITTEN | 005 |
| 06/04/2013 | DOCK | D | ASSIGNED TO EXAMINER | 004 |
| 02/28/2013 | MDSC | E | NOTICE OF DESIGN SEARCH CODE E-MAILED | 003 |
| 02/27/2013 | NWOS | ı | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 02/24/2013 | NWAP | I | NEW APPLICATION ENTERED IN TRAM | 001 |
| | | | | |

CURRENT CORRESPONDENCE INFORMATION

| ATTORNEY | Neil C. Magnuson |
|-------------------------|---|
| CORRESPONDENCE ADDRESS | NEIL C. MAGNUSON WILLIAMS MULLEN 301 FAYETTEVILLE ST STE 1700 RALEIGH, NC 27601-2173 |
| DOMESTIC REPRESENTATIVE | NONE |



Trademark Snap Shot Publication Stylesheet (Table presents the data on Publication Approval)

OVERVIEW

| SERIAL NUMBER | 85855596 | FILING DATE | 02/20/2013 |
|---------------|----------------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG# | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | LEHKER, DAWN FELDMAN | L.O. ASSIGNED | 111 |

PUB INFORMATION

| RUN DATE | 10/21/2014 | | | | | |
|----------------------|------------------------------|--------------------|-----|--|--|--|
| PUB DATE | N/A | | | | | |
| STATUS | 680-APPROVED FOR PUBLICATION | | | | | |
| STATUS DATE | 10/20/2014 | | | | | |
| LITERAL MARK ELEMENT | WALK FOR ALZHEIMER'S | | | | | |
| | | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | | | |
| SECTION 15 | NO | REPUB 12C | N/A | | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | | |
| DATE AMEND REG | N/A | | | | | |

FILING BASIS

| FILED BASIS | | CURRENT BASIS | | AMENDED BASIS | |
|-------------|-----|---------------|-----|---------------|----|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | WALK FOR ALZHEIMER'S |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|---------------------|--|
| NAME | Alzheimer's Disease Resource Center, Inc. |
| ADDRESS | 45 Park Avenue Bay Shore, NY 11706 |
| ENTITY | 99-not-for-profit corporation |
| CITIZENSHIP | New York |
| GOODS AND | D SERVICES |
| INTERNATIONAL CLASS | 035 |
| DESCRIPTION TEXT | Promoting public awareness of Alzheimer's and related diseases; promoting education and information relevant to Alzheimer's and related diseases; publicizing and acting as advocate for the needs of those affected by Alzheimer's and related diseases; promoting services for those affected by Alzheimer's and related disorders; association services, namely, promoting the interests of those affected by Alzheimer's and related disorders |
| INTERNATIONAL CLASS | 042 |
| DESCRIPTION TEXT | Providing medical and scientific research information in the field of Alzheimer's and related diseases |
| INTERNATIONAL CLASS | 044 |
| DESCRIPTION TEXT | Providing medical information related to diagnosis and treatment of, and care for patients with, Alzheimer's and related diseases |

| | | GOOI | OS AND SERVIC | CES CLASSIFICA | ATION | | |
|--|--------------------------------------|----------------|---------------|--|---------------|--------------|----------|
| INTERNATIONAL CLASS | 035 | FIRST USE DATE | 01/10/2013 | FIRST USE IN COMMERCE DATE | 01/10/2013 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 042 | FIRST USE DATE | 01/10/2013 | FIRST USE IN COMMERCE DATE | 01/10/2013 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 044 | FIRST USE DATE | 01/10/2013 | FIRST USE IN COMMERCE DATE | 01/10/2013 | CLASS STATUS | 6-ACTIVE |
| | MISCELLANEOUS INFORMATION/STATEMENTS | | | | | | |
| CHANGE IN REGIS | TRATION | | | NO | | | |
| COLORS CLAIMED | STATEMENT | | | Color is not claimed as a feature of the mark. | | | |
| DISCLAIMER W/PR | EDETER TXT | | | "WALK FOR ALZHE | IMER'S" | | |
| DESCRIPTION OF MARK The mark consists of the words "WALK FOR appearing below shoes, with lines indicating relations of the words appearing below shoes, with lines indicating relationships." | | | | | stylized form | | |
| | PROSECUTION HISTORY | | | | | | |

| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM |
|------------|--------|----------|--|---------|
| 10/20/2014 | CNSA | 0 | APPROVED FOR PUB - PRINCIPAL REGISTER | 026 |
| 10/20/2014 | XAEC | I | EXAMINER'S AMENDMENT ENTERED | 025 |
| 10/20/2014 | GNEN | 0 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED | 024 |
| 10/20/2014 | GNEA | 0 | EXAMINERS AMENDMENT E-MAILED | 023 |
| 10/20/2014 | CNEA | R | EXAMINERS AMENDMENT -WRITTEN | 022 |

| 10/06/2014 | ZZZX | Z | PREVIOUS ALLOWANCE COUNT WITHDRAWN | 021 |
|------------|------|---|--|-----|
| 09/23/2014 | PBCR | Z | WITHDRAWN FROM PUB - OG REVIEW QUERY | 020 |
| 09/08/2014 | PREV | 0 | LAW OFFICE PUBLICATION REVIEW COMPLETED | 019 |
| 08/27/2014 | CNSA | 0 | APPROVED FOR PUB - PRINCIPAL REGISTER | 018 |
| 08/25/2014 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 017 |
| 08/23/2014 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 016 |
| 08/23/2014 | ERFR | I | TEAS REQUEST FOR RECONSIDERATION RECEIVED | 015 |
| 02/24/2014 | GNFN | 0 | NOTIFICATION OF FINAL REFUSAL EMAILED | 014 |
| 02/24/2014 | GNFR | 0 | FINAL REFUSAL E-MAILED | 013 |
| 02/24/2014 | CNFR | R | FINAL REFUSAL WRITTEN | 012 |
| 01/13/2014 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 011 |
| 01/13/2014 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 010 |
| 01/06/2014 | ALIE | А | ASSIGNED TO LIE | 009 |
| 12/11/2013 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 008 |
| 06/12/2013 | GNRN | 0 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 007 |
| 06/12/2013 | GNRT | F | NON-FINAL ACTION E-MAILED | 006 |
| 06/12/2013 | CNRT | R | NON-FINAL ACTION WRITTEN | 005 |
| 06/04/2013 | DOCK | D | ASSIGNED TO EXAMINER | 004 |
| 02/28/2013 | MDSC | E | NOTICE OF DESIGN SEARCH CODE E-MAILED | 003 |
| 02/27/2013 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 02/24/2013 | NWAP | 1 | NEW APPLICATION ENTERED IN TRAM | 001 |

| CURRENT CORRESPONDENCE INFORMATION | | | | |
|------------------------------------|---|--|--|--|
| ATTORNEY | Neil C. Magnuson | | | |
| CORRESPONDENCE ADDRESS | NEIL C. MAGNUSON WILLIAMS MULLEN 301 FAYETTEVILLE ST STE 1700 RALEIGH, NC 27601-2173 | | | |
| DOMESTIC REPRESENTATIVE | NONE | | | |



Trademark Snap Shot Amendment & Mail Processing Stylesheet (Table presents the data on Amendment & Mail Processing Complete)

OVERVIEW

| SERIAL NUMBER | 85855596 | FILING DATE | 02/20/2013 |
|---------------|----------------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG# | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | LEHKER, DAWN FELDMAN | L.O. ASSIGNED | 111 |

PUB INFORMATION

| RUN DATE | 10/21/2014 | | | |
|----------------------|------------------------------|--------------------|-----|--|
| PUB DATE | N/A | | | |
| STATUS | 680-APPROVED FOR PUBLICATION | | | |
| STATUS DATE | 10/20/2014 | | | |
| LITERAL MARK ELEMENT | WALK FOR ALZHEIMER'S | | | |
| | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | |
| SECTION 15 | NO | REPUB 12C | N/A | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | |
| DATE AMEND REG | N/A | | | |

FILING BASIS

| FILED | BASIS | CURRENT BASIS | | AMENDE | ED BASIS |
|----------|-------|---------------|-----|--------|----------|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | WALK FOR ALZHEIMER'S |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|---------------------|--|
| NAME | Alzheimer's Disease Resource Center, Inc. |
| ADDRESS | 45 Park Avenue Bay Shore, NY 11706 |
| ENTITY | 99-not-for-profit corporation |
| CITIZENSHIP | New York |
| GOODS AND | D SERVICES |
| INTERNATIONAL CLASS | 035 |
| DESCRIPTION TEXT | Promoting public awareness of Alzheimer's and related diseases; promoting education and information relevant to Alzheimer's and related diseases; publicizing and acting as advocate for the needs of those affected by Alzheimer's and related diseases; promoting services for those affected by Alzheimer's and related disorders; association services, namely, promoting the interests of those affected by Alzheimer's and related disorders |
| INTERNATIONAL CLASS | 042 |
| DESCRIPTION TEXT | Providing medical and scientific research information in the field of Alzheimer's and related diseases |
| INTERNATIONAL CLASS | 044 |
| DESCRIPTION TEXT | Providing medical information related to diagnosis and treatment of, and care for patients with, Alzheimer's and related diseases |

| GOODS AND SERVICES CLASSIFICATION | | | | | | | |
|--|--------------------------------------|----------------|----------------------|--|------------|--------------|----------|
| INTERNATIONAL CLASS | 035 | FIRST USE DATE | 01/10/2013 | FIRST USE IN COMMERCE DATE | 01/10/2013 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS FIRST USE DATE 01/10/2013 FIRST USE IN COMMERCE DATE 01/10/2013 CLASS STATUS 6-ACTIVE | | | | | | | 6-ACTIVE |
| INTERNATIONAL CLASS | 044 | FIRST USE DATE | 01/10/2013 | FIRST USE IN COMMERCE DATE | 01/10/2013 | CLASS STATUS | 6-ACTIVE |
| | MISCELLANEOUS INFORMATION/STATEMENTS | | | | | | |
| CHANGE IN REGIS | CHANGE IN REGISTRATION NO | | | | | | |
| COLORS CLAIMED STATEMENT Color is not co | | | Color is not claimed | r is not claimed as a feature of the mark. | | | |
| DISCLAIMER W/PREDETER TXT "WALK FOR ALZHEIMER'S" | | | | | | | |
| DESCRIPTION OF MARK The mark consists of the words "WALK FOR ALZHEIMER'S" in stylized form appearing below shoes, with lines indicating movement. | | | | | | | |
| PROSECUTION HISTORY | | | | | | | |

| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM |
|------------|--------|----------|--|---------|
| 10/20/2014 | CNSA | 0 | APPROVED FOR PUB - PRINCIPAL REGISTER | 026 |
| 10/20/2014 | XAEC | I | EXAMINER'S AMENDMENT ENTERED | 025 |
| 10/20/2014 | GNEN | 0 | NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED | 024 |
| 10/20/2014 | GNEA | 0 | EXAMINERS AMENDMENT E-MAILED | 023 |
| 10/20/2014 | CNEA | R | EXAMINERS AMENDMENT -WRITTEN | 022 |

| 10/06/2014 | ZZZX | Z | PREVIOUS ALLOWANCE COUNT WITHDRAWN | 021 |
|------------|------|---|--|-----|
| 09/23/2014 | PBCR | Z | WITHDRAWN FROM PUB - OG REVIEW QUERY | 020 |
| 09/08/2014 | PREV | 0 | LAW OFFICE PUBLICATION REVIEW COMPLETED | 019 |
| 08/27/2014 | CNSA | 0 | APPROVED FOR PUB - PRINCIPAL REGISTER | 018 |
| 08/25/2014 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 017 |
| 08/23/2014 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 016 |
| 08/23/2014 | ERFR | I | TEAS REQUEST FOR RECONSIDERATION RECEIVED | 015 |
| 02/24/2014 | GNFN | 0 | NOTIFICATION OF FINAL REFUSAL EMAILED | 014 |
| 02/24/2014 | GNFR | 0 | FINAL REFUSAL E-MAILED | 013 |
| 02/24/2014 | CNFR | R | FINAL REFUSAL WRITTEN | 012 |
| 01/13/2014 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 011 |
| 01/13/2014 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 010 |
| 01/06/2014 | ALIE | А | ASSIGNED TO LIE | 009 |
| 12/11/2013 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 008 |
| 06/12/2013 | GNRN | 0 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 007 |
| 06/12/2013 | GNRT | F | NON-FINAL ACTION E-MAILED | 006 |
| 06/12/2013 | CNRT | R | NON-FINAL ACTION WRITTEN | 005 |
| 06/04/2013 | DOCK | D | ASSIGNED TO EXAMINER | 004 |
| 02/28/2013 | MDSC | E | NOTICE OF DESIGN SEARCH CODE E-MAILED | 003 |
| 02/27/2013 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 02/24/2013 | NWAP | 1 | NEW APPLICATION ENTERED IN TRAM | 001 |

| CURRENT CORRESPONDENCE INFORMATION | | | | |
|------------------------------------|---|--|--|--|
| ATTORNEY | Neil C. Magnuson | | | |
| CORRESPONDENCE ADDRESS | NEIL C. MAGNUSON WILLIAMS MULLEN 301 FAYETTEVILLE ST STE 1700 RALEIGH, NC 27601-2173 | | | |
| DOMESTIC REPRESENTATIVE | NONE | | | |



To: Alzheimer's Disease Resource Center, Inc ETC. (ip@williamsmullen.com)

Subject: U.S. TRADEMARK APPLICATION NO. 85855596 - WALK FOR ALZHEIMER'S - 062258.TBD

Sent: 10/20/2014 1:53:38 PM **Sent As:** ECOM111@USPTO.GOV

Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO) OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

| U.S. APPLICATION SERIAL NO. 85855596 | |
|--|---|
| MARK: WALK FOR ALZHEIMER'S | *85855596* |
| CORRESPONDENT ADDRESS: | |
| NEIL C. MAGNUSON | CLICK HERE TO RESPOND TO THIS LETTER: |
| WILLIAMS MULLEN | http://www.uspto.gov/trademarks/index.jsp |
| 301 FAYETTEVILLE ST STE 1700 | |
| RALEIGH, NC 27601-2173 | VIEW YOUR APPLICATION FILE |
| APPLICANT: Alzheimer's Disease Resource Center, Inc ETC. | |
| CORRESPONDENT'S REFERENCE/DOCKET NO: | |
| 062258.TBD | |
| CORRESPONDENT E-MAIL ADDRESS: | |
| ip@williamsmullen.com | |

EXAMINER'S AMENDMENT

ISSUE/MAILING DATE: 10/20/2014

DATABASE SEARCH: The trademark examining attorney has searched the USPTO's database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). TMEP §704.02; *see* 15 U.S.C. §1052(d).

APPLICATION HAS BEEN AMENDED: In accordance with the authorization granted by TMEP 707.02, the trademark examining attorney has amended the application as indicated below. Please advise the undersigned immediately of any objections. Otherwise, no response is necessary. TMEP §707. Any amendments to the identification of goods and/or services may clarify or limit the goods and/or services, but may not add to or broaden the scope of the goods and/or services. 37 C.F.R. §2.71(a); *see* TMEP §\$1402.06 *et seq*.

Delete Name/Portrait Consent

The applicant inserted an unnecessary name/portrait consent statement in the record. That statement is now deleted from the record.

/Dawn Feldman Lehker/ Trademark Examining Attorney Law Office 111 U.S. Patent and Trademark Office (571)272-9381 dawn.feldman-lehker@uspto.gov

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at http://tsdr.uspto.gov/. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the

Trademark Assistance Center by e-mail at <u>TrademarkAssistanceCenter@uspto.gov</u> or call 1-800-786-9199. For more information on checking status, see http://www.uspto.gov/trademarks/process/status/.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the Trademark Electronic Application System (TEAS) form at http://www.uspto.gov/trademarks/teas/correspondence.jsp.

To: Alzheimer's Disease Resource Center, Inc ETC. (ip@williamsmullen.com)

Subject: U.S. TRADEMARK APPLICATION NO. 85855596 - WALK FOR ALZHEIMER'S - 062258.TBD

Sent: 10/20/2014 1:53:38 PM **Sent As:** ECOM111@USPTO.GOV

Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

U.S. TRADEMARK APPLICATION

USPTO OFFICE ACTION (OFFICIAL LETTER) HAS ISSUED ON 10/20/2014 FOR U.S. APPLICATION SERIAL NO.85855596

Please follow the instructions below:

(1) TO READ THE LETTER: Click on this <u>link</u> or go to <u>http://tsdr.uspto.gov/</u>, enter the U.S. application serial number, and click on "Documents."

The Office action may not be immediately viewable, to allow for necessary system updates of the application, but will be available within 24 hours of this e-mail notification.

(2) QUESTIONS: For questions about the contents of the Office action itself, please contact the assigned trademark examining attorney. For *technical* assistance in accessing or viewing the Office action in the Trademark Status and Document Retrieval (TSDR) system, please e-mail TSDR@uspto.gov.

WARNING

PRIVATE COMPANY SOLICITATIONS REGARDING YOUR APPLICATION: Private companies not associated with the USPTO are using information provided in trademark applications to mail or e-mail trademark-related solicitations. These companies often use names that closely resemble the USPTO and their solicitations may look like an official government document. Many solicitations require that you pay "fees."

Please carefully review all correspondence you receive regarding this application to make sure that you are responding to an official document from the USPTO rather than a private company solicitation. All official USPTO correspondence will be mailed only from the "United States Patent and Trademark Office" in Alexandria, VA; or sent by e-mail from the domain "@uspto.gov." For more information on how to handle private company solicitations, see http://www.uspto.gov/trademarks/solicitation warnings.jsp.

Trademark Snap Shot Publication & Issue Review Stylesheet (Table presents the data on Publication & Issue Review Complete)

OVERVIEW

| SERIAL NUMBER | 85855596 | FILING DATE | 02/20/2013 |
|---------------|----------------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG# | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | LEHKER, DAWN FELDMAN | L.O. ASSIGNED | 111 |

PUB INFORMATION

| RUN DATE | 09/09/2014 | | | | | | |
|----------------------|----------------------------------|--------------------------|-----|--|--|--|--|
| PUB DATE | 10/14/2014 | 10/14/2014 | | | | | |
| STATUS | 681-PUBLICATION/ISSUE REVIEW COM | 1PLETE | | | | | |
| STATUS DATE | 09/08/2014 | | | | | | |
| LITERAL MARK ELEMENT | WALK FOR ALZHEIMER'S | | | | | | |
| | | | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | | | |
| SECTION 2F | NO | NO SECTION 2F IN PART NO | | | | | |
| SECTION 8 | NO SECTION 8 IN PART NO | | | | | | |
| SECTION 15 | NO REPUB 12C N/A | | | | | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | | | |
| DATE AMEND REG | N/A | | | | | | |

FILING BASIS

| FILED BASIS | | CURRENT BASIS | | AMENDED BASIS | |
|-------------|-----|---------------|-----|---------------|----|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | WALK FOR ALZHEIMER'S |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT | | | | |
|---------------------|--|--|--|--|--|
| NAME | Alzheimer's Disease Resource Center, Inc. | | | | |
| ADDRESS | 45 Park Avenue Bay Shore, NY 11706 | | | | |
| ENTITY | 99-not-for-profit corporation | | | | |
| CITIZENSHIP | New York | | | | |
| GOODS AND SERVICES | | | | | |
| INTERNATIONAL CLASS | 035 | | | | |
| DESCRIPTION TEXT | Promoting public awareness of Alzheimer's and related diseases; promoting education and information relevant to Alzheimer's and related diseases; publicizing and acting as advocate for the needs of those affected by Alzheimer's and related diseases; promoting services for those affected by Alzheimer's and related disorders; association services, namely, promoting the interests of those affected by Alzheimer's and related disorders | | | | |
| INTERNATIONAL CLASS | 042 | | | | |
| DESCRIPTION TEXT | Providing medical and scientific research information in the field of Alzheimer's and related diseases | | | | |
| INTERNATIONAL CLASS | 044 | | | | |
| DESCRIPTION TEXT | Providing medical information related to diagnosis and treatment of, and care for patients with, Alzheimer's and related diseases | | | | |

| GOODS AND SERVICES CLASSIFICATION | | | | | | | |
|--------------------------------------|--------------------------|----------------|-------------|---|--|--------------------|---------------|
| INTERNATIONAL CLASS | 035 | FIRST USE DATE | 01/10/2013 | FIRST USE IN COMMERCE DATE | 01/10/2013 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 042 | FIRST USE DATE | 01/10/2013 | FIRST USE IN COMMERCE DATE | 01/10/2013 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 044 | FIRST USE DATE | 01/10/2013 | FIRST USE IN COMMERCE DATE | 01/10/2013 | CLASS STATUS | 6-ACTIVE |
| MISCELLANEOUS INFORMATION/STATEMENTS | | | | | | | |
| | | MISCELI | ANEOUS INFO | RMATION/STA | FEMENTS | | |
| CHANGE IN REGIS | STRATION | MISCELI | ANEOUS INFO | RMATION/STA | FEMENTS | | |
| CHANGE IN REGIS | | MISCELI | ANEOUS INFO | NO | TEMENTS as a feature of the management | ark. | |
| COLORS CLAIMED |) STATEMENT | MISCELI | ANEOUS INFO | NO | as a feature of the ma | ark. | |
| | STATEMENT REDETER TXT | MISCELI | ANEOUS INFO | NO Color is not claimed "WALK FOR ALZHE The mark consists o | as a feature of the ma | OR ALZHEIMER'S" in | stylized form |

DATE

09/08/2014

08/27/2014

08/25/2014

ENT CD

PREV

CNSA

TEME

ENT TYPE

0

0

1

DESCRIPTION

LAW OFFICE PUBLICATION REVIEW COMPLETED

APPROVED FOR PUB - PRINCIPAL REGISTER

TEAS/EMAIL CORRESPONDENCE ENTERED

ENT NUM

019

018

017

| 08/23/2014 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 016 |
|------------|------|---|--|-----|
| 08/23/2014 | ERFR | I | TEAS REQUEST FOR RECONSIDERATION RECEIVED | 015 |
| 02/24/2014 | GNFN | 0 | NOTIFICATION OF FINAL REFUSAL EMAILED | 014 |
| 02/24/2014 | GNFR | 0 | FINAL REFUSAL E-MAILED | 013 |
| 02/24/2014 | CNFR | R | FINAL REFUSAL WRITTEN | 012 |
| 01/13/2014 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 011 |
| 01/13/2014 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 010 |
| 01/06/2014 | ALIE | А | ASSIGNED TO LIE | 009 |
| 12/11/2013 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 008 |
| 06/12/2013 | GNRN | 0 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 007 |
| 06/12/2013 | GNRT | F | NON-FINAL ACTION E-MAILED | 006 |
| 06/12/2013 | CNRT | R | NON-FINAL ACTION WRITTEN | 005 |
| 06/04/2013 | DOCK | D | ASSIGNED TO EXAMINER | 004 |
| 02/28/2013 | MDSC | E | NOTICE OF DESIGN SEARCH CODE E-MAILED | 003 |
| 02/27/2013 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 02/24/2013 | NWAP | I | NEW APPLICATION ENTERED IN TRAM | 001 |

| CURRENT CORRESPO | ONDENCE INFORMATION |
|------------------|---------------------|
| | |

| ATTORNEY | Neil C. Magnuson |
|-------------------------|---|
| CORRESPONDENCE ADDRESS | NEIL C. MAGNUSON WILLIAMS MULLEN 301 FAYETTEVILLE ST STE 1700 RALEIGH, NC 27601-2173 |
| DOMESTIC REPRESENTATIVE | NONE |



Trademark Snap Shot Publication Stylesheet (Table presents the data on Publication Approval)

OVERVIEW

| SERIAL NUMBER | 85855596 | FILING DATE | 02/20/2013 |
|---------------|----------------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | LEHKER, DAWN FELDMAN | L.O. ASSIGNED | 111 |

PUB INFORMATION

| RUN DATE | 08/28/2014 | 08/28/2014 | | | | | |
|----------------------|------------------------------|-------------------------|-----|--|--|--|--|
| PUB DATE | N/A | N/A | | | | | |
| STATUS | 680-APPROVED FOR PUBLICATION | N | | | | | |
| STATUS DATE | 08/27/2014 | 08/27/2014 | | | | | |
| LITERAL MARK ELEMENT | WALK FOR ALZHEIMER'S | | | | | | |
| | | | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | | | |
| SECTION 8 | NO | NO SECTION 8 IN PART NO | | | | | |
| SECTION 15 | NO | NO REPUB 12C N/A | | | | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | | | |
| DATE AMEND REG | N/A | | | | | | |

FILING BASIS

| FILED BASIS | | CURRENT BASIS | | AMENDED BASIS | |
|-------------|-----|---------------|-----|---------------|----|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | WALK FOR ALZHEIMER'S |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|---------------------|--|
| NAME | Alzheimer's Disease Resource Center, Inc. |
| ADDRESS | 45 Park Avenue Bay Shore, NY 11706 |
| ENTITY | 99-not-for-profit corporation |
| CITIZENSHIP | New York |
| GOODS AN | D SERVICES |
| INTERNATIONAL CLASS | 035 |
| DESCRIPTION TEXT | Promoting public awareness of Alzheimer's and related diseases; promoting education and information relevant to Alzheimer's and related diseases; publicizing and acting as advocate for the needs of those affected by Alzheimer's and related diseases; promoting services for those affected by Alzheimer's and related disorders; association services, namely, promoting the interests of those affected by Alzheimer's and related disorders |
| INTERNATIONAL CLASS | 042 |
| DESCRIPTION TEXT | Providing medical and scientific research information in the field of Alzheimer's and related diseases |
| INTERNATIONAL CLASS | 044 |
| DESCRIPTION TEXT | Providing medical information related to diagnosis and treatment of, and care for patients with, Alzheimer's and related diseases |

| GOODS AND SERVICES CLASSIFICATION | | | | | | | |
|---|------------|----------------|-------------|---|-----------------------|-----------------------|----------|
| INTERNATIONAL CLASS | 035 | FIRST USE DATE | 01/10/2013 | FIRST USE IN COMMERCE DATE | 01/10/2013 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 042 | FIRST USE DATE | 01/10/2013 | FIRST USE IN COMMERCE DATE | 01/10/2013 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 044 | FIRST USE DATE | 01/10/2013 | FIRST USE IN COMMERCE DATE | 01/10/2013 | CLASS STATUS | 6-ACTIVE |
| | | MISCELL | ANEOUS INFO | PRMATION/STA | TEMENTS | | |
| CHANGE IN REGIS | TRATION | | | NO | | | |
| COLORS CLAIMED | STATEMENT | | | Color is not claimed | as a feature of the r | nark. | |
| DISCLAIMER W/PR | EDETER TXT | | | "WALK FOR ALZHEIMER'S" | | | |
| DESCRIPTION OF MARK | | | | The mark consists of the words "WALK FOR ALZHEIMER'S" in stylized form appearing below shoes, with lines indicating movement. | | | |
| NAME/PORTRAIT DESC/CONSENT The name(s), portrait(s), and/or signature(s) shown in the mark identifies {0}, consent(s) to register is made of record. | | | | | | identifies {0}, whose | |
| PROSECUTION HISTORY | | | | | | | |

DATE

08/27/2014

08/25/2014

08/23/2014

ENT CD

CNSA

TEME

CRFA

ENT TYPE

0

1

1

DESCRIPTION

APPROVED FOR PUB - PRINCIPAL REGISTER

TEAS/EMAIL CORRESPONDENCE ENTERED

CORRESPONDENCE RECEIVED IN LAW OFFICE

ENT NUM

018

017

016

| 08/23/2014 | ERFR | I | TEAS REQUEST FOR RECONSIDERATION RECEIVED | 015 |
|------------|------|---|--|-----|
| 02/24/2014 | GNFN | 0 | NOTIFICATION OF FINAL REFUSAL EMAILED | 014 |
| 02/24/2014 | GNFR | 0 | FINAL REFUSAL E-MAILED | 013 |
| 02/24/2014 | CNFR | R | FINAL REFUSAL WRITTEN | 012 |
| 01/13/2014 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 011 |
| 01/13/2014 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 010 |
| 01/06/2014 | ALIE | А | ASSIGNED TO LIE | 009 |
| 12/11/2013 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 008 |
| 06/12/2013 | GNRN | 0 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 007 |
| 06/12/2013 | GNRT | F | NON-FINAL ACTION E-MAILED | 006 |
| 06/12/2013 | CNRT | R | NON-FINAL ACTION WRITTEN | 005 |
| 06/04/2013 | DOCK | D | ASSIGNED TO EXAMINER | 004 |
| 02/28/2013 | MDSC | E | NOTICE OF DESIGN SEARCH CODE E-MAILED | 003 |
| 02/27/2013 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 02/24/2013 | NWAP | ı | NEW APPLICATION ENTERED IN TRAM | 001 |

CURRENT CORRESPONDENCE INFORMATION

| ATTORNEY | Neil C. Magnuson |
|-------------------------|---|
| CORRESPONDENCE ADDRESS | NEIL C. MAGNUSON WILLIAMS MULLEN 301 FAYETTEVILLE ST STE 1700 RALEIGH, NC 27601-2173 |
| DOMESTIC REPRESENTATIVE | NONE |



Trademark Snap Shot Amendment & Mail Processing Stylesheet (Table presents the data on Amendment & Mail Processing Complete)

OVERVIEW

| SERIAL NUMBER | 85855596 | FILING DATE | 02/20/2013 |
|---------------|----------------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | LEHKER, DAWN FELDMAN | L.O. ASSIGNED | 111 |

PUB INFORMATION

| RUN DATE | 08/26/2014 | 08/26/2014 | | | | | |
|----------------------|----------------------------|----------------------|-----|--|--|--|--|
| PUB DATE | N/A | | | | | | |
| STATUS | 645-FINAL REFUSAL - MAILED | | | | | | |
| STATUS DATE | 02/24/2014 | | | | | | |
| LITERAL MARK ELEMENT | WALK FOR ALZHEIMER'S | WALK FOR ALZHEIMER'S | | | | | |
| | | | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | | | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | | | | |
| SECTION 15 | NO | REPUB 12C | N/A | | | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | | | |
| DATE AMEND REG | N/A | | | | | | |

FILING BASIS

| FILED BASIS | | CURRENT BASIS | | AMENDED BASIS | |
|-------------|-----|---------------|-----|---------------|----|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | WALK FOR ALZHEIMER'S |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|---------------------|--|
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| ADDRESS | 45 Park Avenue Bay Shore, NY 11706 |
| ENTITY | 99-not-for-profit corporation |
| CITIZENSHIP | New York |
| GOODS AN | D SERVICES |
| INTERNATIONAL CLASS | 035 |
| DESCRIPTION TEXT | Promoting public awareness of Alzheimer's and related diseases; promoting education and information relevant to Alzheimer's and related diseases; publicizing and acting as advocate for the needs of those affected by Alzheimer's and related diseases; promoting services for those affected by Alzheimer's and related disorders; association services, namely, promoting the interests of those affected by Alzheimer's and related disorders |
| INTERNATIONAL CLASS | 042 |
| INTERNATIONAL CLASS | 042 |
| DESCRIPTION TEXT | Providing medical and scientific research information in the field of Alzheimer's and related diseases |
| INTERNATIONAL CLASS | 044 |
| DESCRIPTION TEXT | Providing medical information related to diagnosis and treatment of, and care for patients with, Alzheimer's and related diseases |

| | | | | patients with, ruziron | mor o ana rolatoa aloo | | |
|-----------------------------------|-------------|----------------|---|----------------------------------|---|----------------------|----------------------|
| GOODS AND SERVICES CLASSIFICATION | | | | | | | |
| INTERNATIONAL CLASS | 035 | FIRST USE DATE | 01/10/2013 | FIRST USE IN COMMERCE DATE | 01/10/2013 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 042 | FIRST USE DATE | 01/10/2013 | FIRST USE IN COMMERCE DATE | 01/10/2013 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 044 | FIRST USE DATE | 01/10/2013 | FIRST USE IN COMMERCE DATE | 01/10/2013 | CLASS STATUS | 6-ACTIVE |
| | | MISCELL | ANEOUS INFO | RMATION/STA | rements - | | |
| CHANGE IN REGIS | TRATION | | | NO | | | |
| COLORS CLAIMED | STATEMENT | | | Color is not claimed | as a feature of the ma | ark. | |
| DISCLAIMER W/PR | EDETER TXT | | | "WALK FOR ALZHEIMER'S" | | | |
| DESCRIPTION OF MARK | | | The mark consists of the words "WALK FOR ALZHEIMER'S" in stylized form appearing below shoes, with lines indicating movement. | | | | |
| NAME/PORTRAIT D | ESC/CONSENT | | | The name(s), portrai | t(s), and/or signature(r is made of record. | s) shown in the mark | dentifies {0}, whose |
| PROSECUTION HISTORY | | | | | | | |

ENT TYPE DATE ENT CD DESCRIPTION ENT NUM 08/25/2014 TEME TEAS/EMAIL CORRESPONDENCE ENTERED 017 1 CORRESPONDENCE RECEIVED IN LAW OFFICE 08/23/2014 CRFA 1 016 08/23/2014 **ERFR** 1 TEAS REQUEST FOR RECONSIDERATION RECEIVED 015

| 02/24/2014 | GNFN | 0 | NOTIFICATION OF FINAL REFUSAL EMAILED | 014 |
|------------|------|---|--|-----|
| 02/24/2014 | GNFR | 0 | FINAL REFUSAL E-MAILED | 013 |
| 02/24/2014 | CNFR | R | FINAL REFUSAL WRITTEN | 012 |
| 01/13/2014 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 011 |
| 01/13/2014 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 010 |
| 01/06/2014 | ALIE | А | ASSIGNED TO LIE | 009 |
| 12/11/2013 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 800 |
| 06/12/2013 | GNRN | 0 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 007 |
| 06/12/2013 | GNRT | F | NON-FINAL ACTION E-MAILED | 006 |
| 06/12/2013 | CNRT | R | NON-FINAL ACTION WRITTEN | 005 |
| 06/04/2013 | DOCK | D | ASSIGNED TO EXAMINER | 004 |
| 02/28/2013 | MDSC | E | NOTICE OF DESIGN SEARCH CODE E-MAILED | 003 |
| 02/27/2013 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 02/24/2013 | NWAP | ı | NEW APPLICATION ENTERED IN TRAM | 001 |

CURRENT CORRESPONDENCE INFORMATION

| ATTORNEY | Neil C. Magnuson |
|-------------------------|---|
| CORRESPONDENCE ADDRESS | NEIL C. MAGNUSON WILLIAMS MULLEN 301 FAYETTEVILLE ST STE 1700 RALEIGH, NC 27601-2173 |
| DOMESTIC REPRESENTATIVE | NONE |



Request for Reconsideration after Final Action

The table below presents the data as entered.

| Input Field | Entered | |
|--|--|--|
| SERIAL NUMBER | 85855596 | |
| LAW OFFICE ASSIGNED | LAW OFFICE 111 | |
| MARK SECTION | | |
| MARK FILE NAME | http://tsdr.uspto.gov/img/85855596/large | |
| LITERAL ELEMENT | WALK FOR ALZHEIMER'S | |
| STANDARD CHARACTERS | NO | |
| USPTO-GENERATED IMAGE | NO | |
| GOODS AND/OR SERVICES SECTION (035)(no ch | nange) | |
| GOODS AND/OR SERVICES SECTION (036)(class | deleted) | |
| GOODS AND/OR SERVICES SECTION (042)(no ch | nange) | |
| GOODS AND/OR SERVICES SECTION (044)(no ch | nange) | |
| SIGNATURE SECTION | | |
| RESPONSE SIGNATURE | /ncm/ | |
| SIGNATORY'S NAME | Neil C. Magnuson | |
| SIGNATORY'S POSITION Attorney of record, NC bar member | | |
| SIGNATORY'S PHONE NUMBER | (919) 981-4316 | |
| DATE SIGNED | 08/23/2014 | |
| AUTHORIZED SIGNATORY | YES | |
| CONCURRENT APPEAL NOTICE FILED | NO | |
| FILING INFORMATION SECTION | | |
| SUBMIT DATE | Sat Aug 23 17:55:05 EDT 2014 | |
| TEAS STAMP | USPTO/RFR-XX.XXX.XXXXXXX22 0140823175505145738-85855 596-50092833bae2ec9e9531f 6346d2ccee4a44fbf7ac4cd3c 9050cbd2d84b7422a622-N/A- N/A-20140823175205693846 | |

PTO Form 1960 (Rev 9/2007)
OMB No. 0651-0050 (Exp. 07/31/2017)

Application serial no. **8585596** WALK FOR ALZHEIMER'S (Stylized and/or with Design, see http://tsdr.uspto.gov/img/8585596/large) has been amended as follows:

CLASSIFICATION AND LISTING OF GOODS/SERVICES

Applicant hereby deletes the following class of goods/services from the application.

Class 036 for Charitable fundraising services; charitable fundraising to support research into causes, improved diagnoses, therapies, and cures for Alzheimer's and related diseases

SIGNATURE(S)

Request for Reconsideration Signature

Signature: /ncm/ Date: 08/23/2014 Signatory's Name: Neil C. Magnuson

Signatory's Position: Attorney of record, NC bar member

Signatory's Phone Number: (919) 981-4316

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is not filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 85855596

Internet Transmission Date: Sat Aug 23 17:55:05 EDT 2014

TEAS Stamp: USPTO/RFR-XX.XX.XXX.XXX-2014082317550514

5738-85855596-50092833bae2ec9e9531f6346d 2ccee4a44fbf7ac4cd3c9050cbd2d84b7422a622

-N/A-N/A-20140823175205693846

To: Alzheimer's Disease Resource Center, Inc ETC. (ip@williamsmullen.com)

Subject: U.S. TRADEMARK APPLICATION NO. 85855596 - WALK FOR ALZHEIMER'S - 062258.TBD

Sent: 2/24/2014 1:41:19 PM

Sent As: ECOM111@USPTO.GOV

Attachments: Attachment - 1

Attachment - 2
Attachment - 3
Attachment - 4
Attachment - 5

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

U.S. APPLICATION SERIAL NO. 85855596

MARK: WALK FOR ALZHEIMER'S

85855596

CORRESPONDENT ADDRESS:

NEIL C. MAGNUSON WILLIAMS MULLEN 301 FAYETTEVILLE ST STE 1700 RALEIGH, NC 27601-2173 CLICK HERE TO RESPOND TO THIS LETTER: http://www.uspto.gov/trademarks/teas/response_forms.jsp

APPLICANT: Alzheimer's Disease Resource Center, Inc ETC.

CORRESPONDENT'S REFERENCE/DOCKET NO:

062258.TBD

CORRESPONDENT E-MAIL ADDRESS:

ip@williamsmullen.com

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

ISSUE/MAILING DATE: 2/24/2014

THIS IS A FINAL ACTION.

This letter responds to the applicant's correspondence filed on December 11, 2013.

The amendments to the identification of goods have been made of record.

Final Likelihood of Confusion Refusal-International Class 36 Only

In the prior office action the examining attorney refused registration of the current application because it posed a likelihood of confusion with U.S. Registration No. 4122255. The applicant responded to the refusal; however, the examining attorney remains unconvinced. The refusal under Section 2(d) is maintained and made FINAL.

The applicant's mark is WALK FOR ALZHEIMER'S and design for "Charitable fundraising services; charitable fundraising to support research into causes, improved diagnoses, therapies, and cures for Alzheimer's and related diseases."

The registrant's mark is WALK TO END ALZHEIMER'S for "Charitable fundraising, namely, raising money to support educational and informational programs on Alzheimer's disease and to support scientific research on Alzheimer's disease; charitable fundraising services in the nature of a pledged walkathon."

Comparison of Marks

Marks are compared in their entireties for similarities in appearance, sound, connotation, and commercial impression. *In re Viterra Inc.*, 671 F.3d 1358, 1362, 101 USPQ2d 1905, 1908 (Fed. Cir. 2012) (quoting *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 1361, 177 USPQ 563, 567 (C.C.P.A. 1973)); TMEP §1207.01(b)-(b)(v). Similarity in any one of these elements may be sufficient to find the marks confusingly similar. *In re White Swan Ltd.*, 8 USPQ2d 1534, 1535 (TTAB 1988); *see In re 1st USA Realty Prof'ls*, *Inc.*, 84 USPQ2d 1581, 1586 (TTAB 2007); TMEP §1207.01(b).

In this case the applicant's mark is WALK FOR ALZHEIMER'S and design. The registrant's mark is WALK TO END ALZHEIMER'S. Even though the common wording WALK and ALZHEIMER'S, has been disclaimed, in this case, they are the portions that will be impressed upon consumers' minds. Consumers are not going to distinguish the "for" from the "to end." Consumers see "WALK" and "ALZHEIMER'S" and are going to believe it comes from the same source.

Comparison of the Services

The goods and/or services of the parties need not be identical or even competitive to find a likelihood of confusion. *See On-line Careline Inc.* v. *Am. Online Inc.*, 229 F.3d 1080, 1086, 56 USPQ2d 1471, 1475 (Fed. Cir. 2000); *Recot, Inc.* v. *Becton*, 214 F.3d 1322, 1329, 54 USPQ2d 1894, 1898 (Fed. Cir. 2000) ("[E] ven if the goods in question are different from, and thus not related to, one another in kind, the same goods can be related in the mind of the consuming public as to the origin of the goods."); TMEP §1207.01(a)(i).

The respective goods and/or services need only be "related in some manner and/or if the circumstances surrounding their marketing [be] such that they could give rise to the mistaken belief that [the goods and/or services] emanate from the same source." *Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1369, 101 USPQ2d 1713, 1722 (Fed. Cir. 2012) (quoting 7-Eleven Inc. v. Wechsler, 83 USPQ2d 1715, 1724 (TTAB 2007)); *Gen. Mills Inc. v. Fage Dairy Processing Indus. SA*, 100 USPQ2d 1584, 1597 (TTAB 2011); TMEP §1207.01(a)(i).

In this case the applicant's services are "Charitable fundraising services; charitable fundraising to support research into causes, improved diagnoses, therapies, and cures for Alzheimer's and related diseases."

The registrant's services are "Charitable fundraising, namely, raising money to support educational and informational programs on Alzheimer's disease and to support scientific research on Alzheimer's disease; charitable fundraising services in the nature of a pledged walkathon."

The examining attorney has attached excerpts from the registrant's website which demonstrates the registrant's fundraising services.

Both the applicant and registrant provide charitable fundraising for research related to Alzheimer's disease. For purposes of likelihood of confusion analysis, the services are identical.

The refusal under Section 2(d) is maintained and made FINAL.

Response Guidelines

Applicant must respond within six months of the date of issuance of this final Office action or the application will be abandoned. 15 U.S.C. §1062(b); 37 C.F.R. §2.65(a). Applicant may respond by providing one or both of the following:

- (1) A response that fully satisfies all outstanding requirements;
- (2) An appeal to the Trademark Trial and Appeal Board, with the appeal fee of \$100 per class.

37 C.F.R. §2.64(a); TMEP §714.04; see 37 C.F.R. §2.6(a)(18); TBMP ch. 1200.

In certain rare circumstances, an applicant may respond by filing a petition to the Director pursuant to 37 C.F.R. §2.63(b)(2) to review procedural issues. 37 C.F.R. §2.64(a); TMEP §714.04; *see* 37 C.F.R. §2.146(b); TBMP §1201.05; TMEP §1704 (explaining petitionable matters). The petition fee is \$100. 37 C.F.R. §2.6(a)(15).

/Dawn Feldman Lehker/ Trademark Examining Attorney Law Office 111 U.S. Patent and Trademark Office

(571)272-9381 dawn.feldman-lehker@uspto.gov

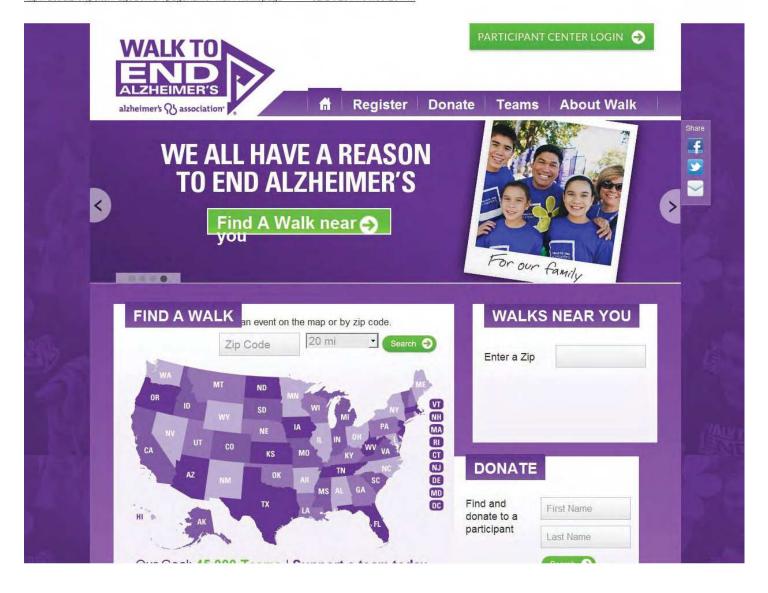
TO RESPOND TO THIS LETTER: Go to http://www.uspto.gov/trademarks/teas/response forms.jsp. Please wait 48-72 hours from the issue/mailing date before using the Trademark Electronic Application System (TEAS), to allow for necessary system updates of the application. For technical assistance with online forms, e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned trademark examining attorney. E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.

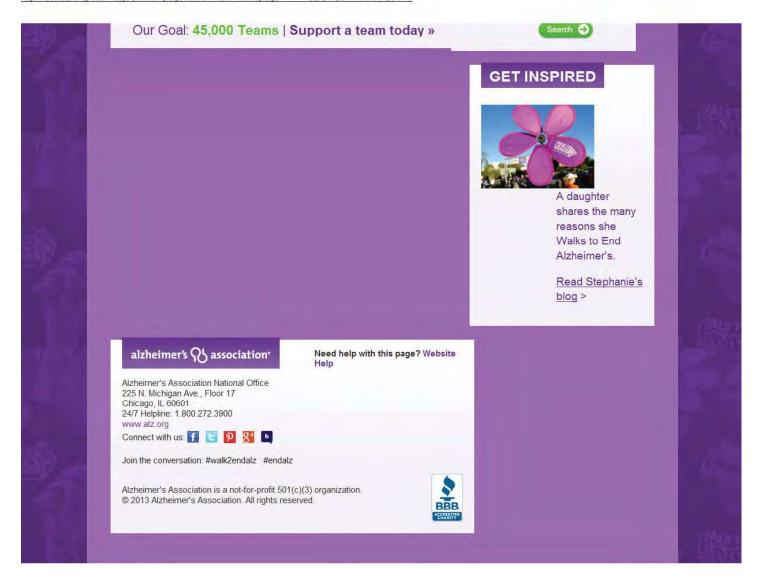
All informal e-mail communications relevant to this application will be placed in the official application record.

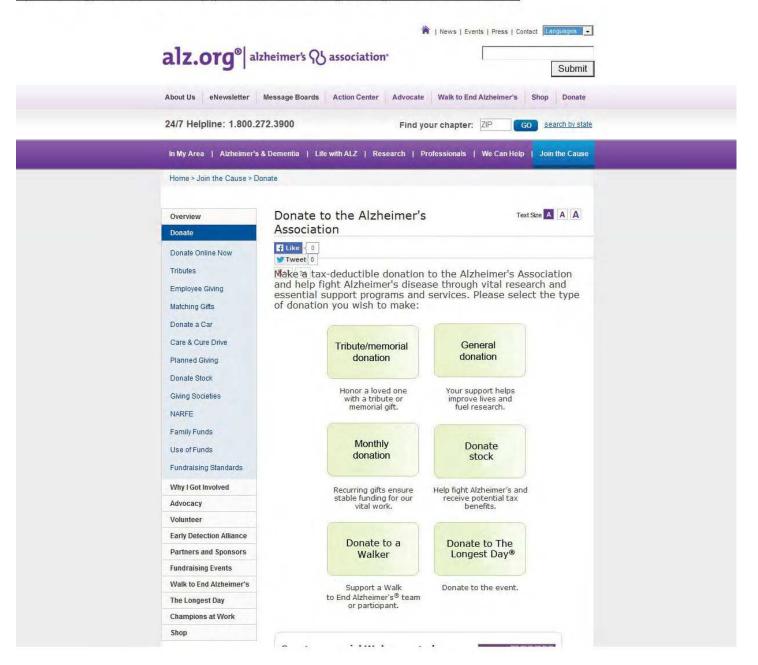
WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at http://tsdr.uspto.gov/. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at TrademarkAssistanceCenter@uspto.gov or call 1-800-786-9199. For more information on checking status, see http://www.uspto.gov/trademarks/process/status/.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at http://www.uspto.gov/trademarks/teas/correspondence.jsp.







Create a special Web page to honor someone special

Use our special online tribute tool to share the story of a loved one with your family and friends. Through your own special site, others can share their memories and also make online gifts to help support the Alzheimer's Association mission.



Create your Tribute page now Find a Tribute

Our online donation form is fast, easy and secure. You can make a general donation, a tribute/memorial donation to honor someone, or a monthly gift.

Alzheimer's Association is a not-for-profit 501(c)(3) organization. Donations are tax-deductible. Our federal tax ID number is 13-3039601.

Donate online now

Donate by phone: 1.800.272.3900

Donate by mail: Send a check to: Alzheimer's Association P.O. Box 96011 Washington, DC 20090-

Other ways to donate:

- Planned giving
- Donate a car
 Donate stock
- Workplace giving
- Corporate
- partnerships
 Host your own
- fundraiser
- Family Funds
- Tribute Funds

How Alzheimer's Association funds are used



Alzheimer's care, support, research, awareness and advocacy

How your donation works for our mission

Financial report

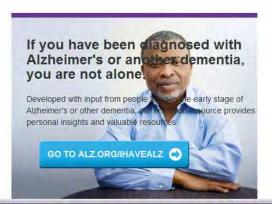
Earning your trust: Our fundraising standards

We meet the BBB Wise Giving Alliance's Standards for Charity Accountability

Sign up for our weekly e-newsletter

Stay up-to-date on the latest advances in Alzheimer's

treatments, care and research. Subscribe now



Get help and support

- · I have Alzheimer's
- I am a caregiver
- I am a care professional
- I am a physician
- I am a researcher
- Find a clinical trial

24/7 Helpline: 1-800-272-3900 Find Your Local Chapter

Get the facts

- 10 warning signs
- What is dementia
- · What is Alzheimer's
- 7 stages of Alzheimer's
- Treatments
- Virtual Library

Interactive Brain Tour



Learn how Alzheimer's affects the brain

Join us on..

- · Message boards
- Blog



Get Involved

- · Make a donation to fight Alz
- Walk to End Alzheimer's
- Become an advocate

About the Alzheimer's Association | About this Site | Security & Privacy Policy | Copyrights & Reprints | Contact Us

National Headquarters

Alzheimer's Association National Office, 225 N. Michigan Ave., Fl. 17, Chicago, IL 60601 Alzheimer's Association is a not-for-profit 501(c)(3) organization.

Copyright © 2014 Alzheimer's Association®. All rights reserved.







alz.org | 1.800.272.3900

Our vision is a world without Alzheimer's Formed in 1980, the Alzheimer's Association is the world's leading voluntary health organization in Alzheimer's care,

support and research.

To: Alzheimer's Disease Resource Center, Inc ETC. (ip@williamsmullen.com)

Subject: U.S. TRADEMARK APPLICATION NO. 85855596 - WALK FOR ALZHEIMER'S - 062258.TBD

Sent: 2/24/2014 1:41:19 PM

Sent As: ECOM111@USPTO.GOV

Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

IMPORTANT NOTICE REGARDING YOUR U.S. TRADEMARK APPLICATION

USPTO OFFICE ACTION (OFFICIAL LETTER) HAS ISSUED ON 2/24/2014 FOR U.S. APPLICATION SERIAL NO. 85855596

Please follow the instructions below:

(1) TO READ THE LETTER: Click on this <u>link</u> or go to <u>http://tsdr.uspto.gov</u>, enter the U.S. application serial number, and click on "Documents."

The Office action may not be immediately viewable, to allow for necessary system updates of the application, but will be available within 24 hours of this e-mail notification.

(2) TIMELY RESPONSE IS REQUIRED: Please carefully review the Office action to determine (1) how to respond, and (2) the applicable response time period. Your response deadline will be calculated from 2/24/2014 (or sooner if specified in the Office action). For information regarding response time periods, see http://www.uspto.gov/trademarks/process/status/responsetime.jsp.

Do NOT hit "Reply" to this e-mail notification, or otherwise e-mail your response because the USPTO does NOT accept e-mails as responses to Office actions. Instead, the USPTO recommends that you respond online using the Trademark Electronic Application System (TEAS) response form located at http://www.uspto.gov/trademarks/teas/response forms.jsp.

(3) QUESTIONS: For questions about the contents of the Office action itself, please contact the assigned trademark examining attorney. For *technical* assistance in accessing or viewing the Office action in the Trademark Status and Document Retrieval (TSDR) system, please e-mail TSDR@uspto.gov.

WARNING

Failure to file the required response by the applicable response deadline will result in the ABANDONMENT of your application. For more information regarding abandonment, see http://www.uspto.gov/trademarks/basics/abandon.jsp.

PRIVATE COMPANY SOLICITATIONS REGARDING YOUR APPLICATION: Private companies not associated with the USPTO are using information provided in trademark applications to mail or e-mail trademark-related solicitations. These companies often use names that closely resemble the USPTO and their solicitations may look like an official government document. Many solicitations require that you pay "fees."

Please carefully review all correspondence you receive regarding this application to make sure that you are responding to an official document from the USPTO rather than a private company solicitation. All <u>official</u> USPTO correspondence will be mailed only from the "United States Patent and Trademark Office" in Alexandria, VA; or sent by e-mail from the domain "@uspto.gov." For more information on how to handle private company solicitations, see http://www.uspto.gov/trademarks/solicitation warnings.jsp.

Trademark Snap Shot Amendment & Mail Processing Stylesheet (Table presents the data on Amendment & Mail Processing Complete)

OVERVIEW

| SERIAL NUMBER | 85855596 | FILING DATE | 02/20/2013 |
|---------------|----------------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG# | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | LEHKER, DAWN FELDMAN | L.O. ASSIGNED | 111 |

PUB INFORMATION

| RUN DATE | 01/14/2014 | | | |
|----------------------|---------------------------------|----------------------|-----|--|
| PUB DATE | N/A | | | |
| STATUS | 661-RESPONSE AFTER NON-FINAL-AC | CTION-ENTERED | | |
| STATUS DATE | 01/13/2014 | | | |
| LITERAL MARK ELEMENT | WALK FOR ALZHEIMER'S | WALK FOR ALZHEIMER'S | | |
| | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | |
| SECTION 15 | NO | REPUB 12C | N/A | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | |
| DATE AMEND REG | N/A | | | |

FILING BASIS

| FILED | BASIS | CURREN | IT BASIS | AMENDE | ED BASIS |
|----------|-------|----------|----------|--------|----------|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | NO |
|-------------------------|--|
| LITERAL MARK ELEMENT | WALK FOR ALZHEIMER'S |
| MARK DRAWING CODE | 3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S) |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|---------------------|--|
| NAME | Alzheimer's Disease Resource Center, Inc. |
| ADDRESS | 45 Park Avenue Bay Shore, NY 11706 |
| ENTITY | 99-not-for-profit corporation |
| CITIZENSHIP | New York |
| GOODS AN | D SERVICES |
| INTERNATIONAL CLASS | 035 |
| DESCRIPTION TEXT | Promoting public awareness of Alzheimer's and related diseases; promoting education and information relevant to Alzheimer's and related diseases; publicizing and acting as advocate for the needs of those affected by Alzheimer's and related diseases; promoting services for those affected by Alzheimer's and related disorders; association services, namely, promoting the interests of those affected by Alzheimer's and related disorders |
| INTERNATIONAL CLASS | 036 |
| DESCRIPTION TEXT | Charitable fundraising services; charitable fundraising to support research into causes, improved diagnoses, therapies, and cures for Alzheimer's and related diseases |
| INTERNATIONAL CLASS | 042 |
| DESCRIPTION TEXT | Providing medical and scientific research information in the field of Alzheimer's and related diseases |
| INTERNATIONAL CLASS | 044 |
| DESCRIPTION TEXT | Providing medical information related to diagnosis and treatment of, and care for patients with, Alzheimer's and related diseases |

| | | GOOI | OS AND SERVIC | CES CLASSIFICA | ATION | | |
|---|-----------|----------------|---------------|---|------------------------|--------------|----------|
| INTERNATIONAL CLASS | 035 | FIRST USE DATE | 01/10/2013 | FIRST USE IN COMMERCE DATE | 01/10/2013 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 036 | FIRST USE DATE | 01/10/2013 | FIRST USE IN COMMERCE DATE | 01/10/2013 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 042 | FIRST USE DATE | 01/10/2013 | FIRST USE IN COMMERCE DATE | 01/10/2013 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 044 | FIRST USE DATE | 01/10/2013 | FIRST USE IN COMMERCE DATE | 01/10/2013 | CLASS STATUS | 6-ACTIVE |
| | | MISCELI | ANEOUS INFO | RMATION/STA | FEMENTS | | |
| CHANGE IN REGIS | TRATION | | | NO | | | |
| COLORS CLAIMED | STATEMENT | | | Color is not claimed | as a feature of the ma | ark. | |
| DISCLAIMER W/PREDETER TXT "WALK FOR ALZHEIMER'S" | | | | | | | |
| DESCRIPTION OF | MARK | | | The mark consists of the words "WALK FOR ALZHEIMER'S" in stylized form appearing below shoes, with lines indicating movement. | | | |
| NAME/PORTRAIT DESC/CONSENT The name(s), portrait(s), and/or signature(s) shown in the mark identifies {0}, whose consent(s) to register is made of record. | | | | | | | |

| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM |
|------------|--------|----------|--|---------|
| 01/13/2014 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 011 |
| 01/13/2014 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 010 |
| 01/06/2014 | ALIE | А | ASSIGNED TO LIE | 009 |
| 12/11/2013 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 008 |
| 06/12/2013 | GNRN | 0 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 007 |
| 06/12/2013 | GNRT | F | NON-FINAL ACTION E-MAILED | 006 |
| 06/12/2013 | CNRT | R | NON-FINAL ACTION WRITTEN | 005 |
| 06/04/2013 | DOCK | D | ASSIGNED TO EXAMINER | 004 |
| 02/28/2013 | MDSC | E | NOTICE OF DESIGN SEARCH CODE E-MAILED | 003 |
| 02/27/2013 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 02/24/2013 | NWAP | I | NEW APPLICATION ENTERED IN TRAM | 001 |

| ATTORNEY | Neil C. Magnuson |
|-------------------------|---|
| CORRESPONDENCE ADDRESS | NEIL C. MAGNUSON WILLIAMS MULLEN 301 FAYETTEVILLE ST STE 1700 RALEIGH, NC 27601-2173 |
| DOMESTIC REPRESENTATIVE | NONE |



Response to Office Action

The table below presents the data as entered.

| Input Field | Entered |
|--|---|
| SERIAL NUMBER | 85855596 |
| LAW OFFICE ASSIGNED | LAW OFFICE 111 |
| MARK SECTION | |
| MARK FILE NAME | http://tess2.uspto.gov/ImageAgent/ImageAgentProxy?getImage=85855596 |
| LITERAL ELEMENT | WALK FOR ALZHEIMER'S |
| STANDARD CHARACTERS | NO |
| USPTO-GENERATED IMAGE | NO |
| COLOR(S) CLAIMED (If applicable) | Color is not claimed as a feature of the mark. |
| DESCRIPTION OF THE MARK (and Color Location, if applicable) | The mark consists of the words WALK FOR ALZHEIMER'S in stylized form appearing below shoes, with lines indicating movement. |
| EVIDENCE SECTION | |
| EVIDENCE FILE NAME(S) | |
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| | \\TICRS\EXPORT16\IMAGEOUT16\858\555\85855596\xml5\ROA0003.JPG |
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| ORIGINAL PDF FILE | evi 2092166225-152813653 . EXHIBITS A-J.pdf |
| CONVERTED PDF FILE(S) (28 pages) | \\TICRS\EXPORT16\IMAGEOUT16\858\555\85855596\xml5\ROA0009.JPG |
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| GOODS AND/OR SERV | VICES SECTION (035)(current) |
|-------------------|---|
| DESCRIPTION OF | arguments in response to 2(d) refusal, and exhibits thereto |
| | \\TICRS\EXPORT16\IMAGEOUT16\858\555\85855596\xml5\ROA0036.JPG |
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| | \\TICRS\EXPORT16\IMAGEOUT16\858\555\85855596\xml5\ROA0016.JPG |

035 INTERNATIONAL CLASS

DESCRIPTION

Promoting public awareness of Alzheimer's and related diseases; promoting education and information relevant to Alzheimer's and related diseases; publicizing and acting as advocate for the needs of those affected by Alzheimer's and related diseases; promoting services for those affected by Alzheimer's and related disorders; promoting the interests of those affected by Alzheimer's and related disorders

| FILING BASIS | Section 1(a) |
|-------------------------------|---------------------------------|
| FIRST USE ANYWHERE DATE | At least as early as 01/10/2013 |
| FIRST USE IN COMMERCE DATE | At least as early as 01/10/2013 |

GOODS AND/OR SERVICES SECTION (035)(proposed)

INTERNATIONAL CLASS

TRACKED TEXT DESCRIPTION

Promoting public awareness of Alzheimer's and related diseases; promoting education and information relevant to Alzheimer's and related diseases; publicizing and acting as advocate for the needs of those affected by Alzheimer's and related diseases; promoting services for those affected by Alzheimer's and related disorders; promoting the interests of those affected by Alzheimer's and related disorders; association services, namely, promoting the interests of those affected by Alzheimer's and related disorders.

FINAL DESCRIPTION

Promoting public awareness of Alzheimer's and related diseases; promoting education and information relevant to Alzheimer's and related diseases; publicizing and acting as advocate for the needs of those affected by Alzheimer's and related diseases; promoting services for those affected by Alzheimer's and related disorders; association services, namely, promoting the interests of those affected by Alzheimer's and related disorders.

| FILING BASIS | Section 1(a) |
|-------------------------------|---------------------------------|
| FIRST USE ANYWHERE DATE | At least as early as 01/10/2013 |
| FIRST USE IN COMMERCE DATE | At least as early as 01/10/2013 |

GOODS AND/OR SERVICES SECTION (036)(current)

| INTERNATIONAL CLASS | 036 |
|-------------------------------|---------------------------------|
| DESCRIPTION | Charitable fundraising services |
| FILING BASIS | Section 1(a) |
| FIRST USE ANYWHERE DATE | At least as early as 01/10/2013 |
| FIRST USE IN COMMERCE DATE | At least as early as 01/10/2013 |

GOODS AND/OR SERVICES SECTION (036)(proposed)

INTERNATIONAL CLASS 036

TRACKED TEXT DESCRIPTION

Charitable fundraising services; charitable fundraising to support research into causes, improved diagnoses, therapies, and cures for Alzheimer's and related diseases.

FINAL DESCRIPTION

Charitable fundraising services; charitable fundraising to support research into causes, improved diagnoses, therapies, and cures for Alzheimer's and related diseases.

| FILING BASIS | Section 1(a) |
|-------------------------------|---------------------------------|
| FIRST USE ANYWHERE DATE | At least as early as 01/10/2013 |
| FIRST USE IN COMMERCE DATE | At least as early as 01/10/2013 |

GOODS AND/OR SERVICES SECTION (042)(current)

INTERNATIONAL CLASS 042

DESCRIPTION

Encouraging and supporting research into causes, improved diagnoses, therapies, and cures for Alzheimer's and related diseases; facilitating and assisting the setting up of day care, respite care, and chronic care programs to service the needs of those affected by Alzheimer's and related diseases

| FILING BASIS | Section 1(a) |
|----------------------------|---------------------------------|
| FIRST USE ANYWHERE DATE | At least as early as 01/10/2013 |
| FIRST USE IN COMMERCE DATE | At least as early as 01/10/2013 |

GOODS AND/OR SERVICES SECTION (042)(proposed)

INTERNATIONAL CLASS

042

TRACKED TEXT DESCRIPTION

Encouraging and supporting research into causes, improved diagnoses, therapies, and cures for Alzheimer's and related diseases; Providing medical and scientific research information in the field of Alzheimer's and related diseases.; facilitating and assisting the setting up of day care, respite care, and chronic care programs to service the needs of those affected by Alzheimer's and related diseases

FINAL DESCRIPTION

Providing medical and scientific research information in the field of Alzheimer's and related diseases.

| FILING BASIS | Section 1(a) |
|-------------------------------|---------------------------------|
| FIRST USE ANYWHERE DATE | At least as early as 01/10/2013 |
| FIRST USE IN COMMERCE DATE | At least as early as 01/10/2013 |

GOODS AND/OR SERVICES SECTION (044)(current)

| INTERNATIONAL CLASS 0 |)4 4 |
|-----------------------|-------------|
|-----------------------|-------------|

DESCRIPTION

Providing information related to Alzheimer's and related diseases; providing medical information related to diagnosis and treatment of, and care for patients with, Alzheimer's and related diseases

| FILING BASIS | Section 1(a) |
|-------------------------------|---------------------------------|
| FIRST USE ANYWHERE DATE | At least as early as 01/10/2013 |
| FIRST USE IN COMMERCE DATE | At least as early as 01/10/2013 |

GOODS AND/OR SERVICES SECTION (044)(proposed)

INTERNATIONAL CLASS 044

TRACKED TEXT DESCRIPTION

Providing information related to Alzheimer's and related diseases; Providing medical information related to diagnosis and treatment of, and care for patients with, Alzheimer's and related diseases.; providing medical information related to diagnosis and treatment of, and care for patients with, Alzheimer's and related diseases

FINAL DESCRIPTION

Providing medical information related to diagnosis and treatment of, and care for patients with, Alzheimer's and related diseases.

| FILING BASIS | Section 1(a) |
|-------------------------------|---------------------------------|
| FIRST USE ANYWHERE DATE | At least as early as 01/10/2013 |
| FIRST USE IN COMMERCE DATE | At least as early as 01/10/2013 |

ADDITIONAL STATEMENTS SECTION

| DISCLAIMER | No claim is made to the exclusive right to use WALK FOR ALZHEIMER'S apart from the mark as shown. |
|----------------------------|--|
| MISCELLANEOUS STATEMENT | With respect to the modifications to the descriptions of services, applicant directs the examiner to its other pending registrations, Serial Nos. 85/772,433 and 85/772,449, for which it has worked through modification of the same descriptions of services, and has received direction from another examiner as to acceptable changes. Applicant was guided by that examiner's comments in making the (similar) revisions to the services descriptions here. |

SIGNATURE SECTION

| RESPONSE SIGNATURE | /ncm/ |
|-----------------------------|-----------------------------------|
| SIGNATORY'S NAME | Neil C. Magnuson |
| SIGNATORY'S POSITION | Attorney of record, NC bar member |
| SIGNATORY'S PHONE NUMBER | (919) 981-4316 |

| DATE SIGNED | 12/11/2013 |
|----------------------------|---|
| AUTHORIZED SIGNATORY | YES |
| FILING INFORMATION SECTION | |
| SUBMIT DATE | Wed Dec 11 15:42:01 EST 2013 |
| TEAS STAMP | USPTO/ROA-XXX.XXXXXXXX22 0131211154201653939-85855 596-50048c87e5481fafd8d1b 71f8ab41b0665583ca5646ba5 ce24eebb8e97e394d91-N/A-N /A-20131211152813653119 |

PTO Form 1957 (Rev 9/2005)

OMB No. 0651-0050 (Exp. 07/31/2017)

Response to Office Action

To the Commissioner for Trademarks:

Application serial no. **85855596** WALK FOR ALZHEIMER'S (Stylized and/or with Design, see http://tess2.uspto.gov/ImageAgent/ImageAgentProxy?getImage=85855596) has been amended as follows:

EVIDENCE

Evidence in the nature of arguments in response to 2(d) refusal, and exhibits thereto has been attached.

Original PDF file:

evi 2092166225-152813653 . 013-12-11 Response to Office Action for WALK FOR ALZHEIMER S.pdf

Converted PDF file(s) (7 pages)

Evidence-1

Evidence-2

Evidence-3

Evidence-4

Evidence-5

Evidence-6

Evidence-7

Original PDF file:

evi 2092166225-152813653 . EXHIBITS A-J.pdf

Converted PDF file(s) (28 pages)

Evidence-1

Evidence-2

Evidence-3

Evidence-4

Evidence-5

Evidence-6

Evidence-7

Evidence-8

Evidence-9

Evidence-10

Evidence-11

Evidence-12

Evidence-13

Evidence-14

Evidence-15

Evidence-16

Evidence-17

Evidence-18

Evidence-19

Evidence-20

Evidence-21

Evidence-22

Evidence-23

Evidence-24

Evidence-25

Evidence-26

Evidence-27

Evidence-28

CLASSIFICATION AND LISTING OF GOODS/SERVICES

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 035 for Promoting public awareness of Alzheimer's and related diseases; promoting education and information relevant to Alzheimer's and related diseases; publicizing and acting as advocate for the needs of those affected by Alzheimer's and related diseases; promoting services for those affected by Alzheimer's and related disorders; promoting the interests of those affected by Alzheimer's and related disorders

Original Filing Basis:

Filing Basis: Section 1(a), Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 01/10/2013 and first used in commerce at least as early as 01/10/2013, and is now in use in such commerce.

Proposed:

Tracked Text Description: Promoting public awareness of Alzheimer's and related diseases; promoting education and information relevant to Alzheimer's and related diseases; publicizing and acting as advocate for the needs of those affected by Alzheimer's and related diseases; promoting services for those affected by Alzheimer's and related disorders; promoting the interests of those affected by Alzheimer's and related disorders; association services, namely, promoting the interests of those affected by Alzheimer's and related disorders.

Class 035 for Promoting public awareness of Alzheimer's and related diseases; promoting education and information relevant to Alzheimer's and related diseases; publicizing and acting as advocate for the needs of those affected by Alzheimer's and related diseases; promoting services for those affected by Alzheimer's and related disorders; association services, namely, promoting the interests of those affected by Alzheimer's and related disorders.

Filing Basis: Section 1(a), Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 01/10/2013 and first used in commerce at least as early as 01/10/2013, and is now in use in such commerce.

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 036 for Charitable fundraising services

Original Filing Basis:

Filing Basis: Section 1(a), Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 01/10/2013 and first used in commerce at least as early as 01/10/2013, and is now in use in such commerce.

Proposed:

Tracked Text Description: Charitable fundraising services; charitable fundraising to support research into causes, improved diagnoses, therapies, and cures for Alzheimer's and related diseases.

Class 036 for Charitable fundraising services; charitable fundraising to support research into causes, improved diagnoses, therapies, and cures for Alzheimer's and related diseases.

Filing Basis: Section 1(a), Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 01/10/2013 and first used in commerce at least as early as 01/10/2013, and is now in use in such commerce.

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 042 for Encouraging and supporting research into causes, improved diagnoses, therapies, and cures for Alzheimer's and related diseases; facilitating and assisting the setting up of day care, respite care, and chronic care programs to service the needs of those affected by Alzheimer's and related diseases

Original Filing Basis:

Filing Basis: Section 1(a), Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 01/10/2013 and first used in commerce at least as early as 01/10/2013, and is now in use in such commerce.

Proposed:

Tracked Text Description: Encouraging and supporting research into causes, improved diagnoses, therapies, and cures for Alzheimer's and related diseases; Providing medical and scientific research information in the field of Alzheimer's and related diseases.; facilitating and assisting the setting up of day care, respite care, and chronic care programs to service the needs of those affected by Alzheimer's and related diseases

Class 042 for Providing medical and scientific research information in the field of Alzheimer's and related diseases.

Filing Basis: Section 1(a), Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 01/10/2013 and first used in commerce at least as early as 01/10/2013, and is now in use in such commerce.

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 044 for Providing information related to Alzheimer's and related diseases; providing medical information related to diagnosis and treatment of, and care for patients with, Alzheimer's and related diseases

Original Filing Basis:

Filing Basis: Section 1(a), Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 01/10/2013 and first used in commerce at least as early as 01/10/2013, and is now in use in such commerce.

Proposed:

Tracked Text Description: Providing information related to Alzheimer's and related diseases; Providing medical information related to diagnosis and treatment of, and care for patients with, Alzheimer's and related diseases.; providing medical information related to diagnosis and treatment of, and care for patients with, Alzheimer's and related diseases

Class 044 for Providing medical information related to diagnosis and treatment of, and care for patients with, Alzheimer's and related diseases. Filing Basis: Section 1(a), Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 01/10/2013 and first used in commerce at least as early as 01/10/2013, and is now in use in such commerce.

ADDITIONAL STATEMENTS

Disclaimer

No claim is made to the exclusive right to use WALK FOR ALZHEIMER'S apart from the mark as shown.

Miscellaneous Statement

With respect to the modifications to the descriptions of services, applicant directs the examiner to its other pending registrations, Serial Nos. 85/772,433 and 85/772,449, for which it has worked through modification of the same descriptions of services, and has received direction from another examiner as to acceptable changes. Applicant was guided by that examiner's comments in making the (similar) revisions to the services descriptions here.

SIGNATURE(S) Response Signature

Signature: /ncm/ Date: 12/11/2013 Signatory's Name: Neil C. Magnuson

Signatory's Position: Attorney of record, NC bar member

Signatory's Phone Number: (919) 981-4316

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

Serial Number: 85855596

Internet Transmission Date: Wed Dec 11 15:42:01 EST 2013 TEAS Stamp: USPTO/ROA-XXX.X.XXX.XXX-2013121115420165 3939-85855596-50048c87e5481fafd8d1b71f8a b41b0665583ca5646ba5ce24eebb8e97e394d91-N/A-N/A-20131211152813653119

TRADEMARK

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE TRADEMARK EXAMINING OPERATION

In re Application of: Alzheimer's Disease Resource Center, Inc.

Mark: WALK FOR ALZHEIMER'S

Serial No.: 85/855,596

RESPONSE TO OFFICE ACTION

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

Attention: Dawn Feldman Lehker

Trademark Examining Attorney

Law Office 111

Honorable Commissioner:

This is in response to the Office Action dated June 12, 2013 (the "Office Action").

I. INTRODUCTION

On February 19, 2013, Applicant filed Application Serial Number 85/855,596 for the mark WALK FOR ALZHEIMER'S (with design) (the "Mark"), shown here:



The Examining Attorney has initially rejected the Mark based upon the belief that, pursuant to Trademark Act Section 2(d), 15 U.S.C. § 1052(d), a likelihood of confusion exists between the Mark and the mark WALK TO END ALZHEIMER'S, U.S. Registration No. 4,122,255 (the "Cited Mark").

Applicant respectfully disagrees and submits that, as set forth below in greater detail, there is no likelihood of confusion between its Mark and the Cited Mark.

II. LIKELIHOOD OF CONFUSION

The modern factors for determining whether a likelihood of confusion exists between two marks under Section 2(d) of the Lanham Act were articulated in *In re E. I. Du Pont de Nemours & Co.*, 476 F.2d 1357 (C.C.P.A. 1973). To support a refusal to register under Section 2(d), the United States Patent and Trademark Office ("PTO") must show that the Mark is likely to cause confusion among potential purchasers. A mere possibility of confusion is not sufficient for this showing; rather, a probability of confusion must be shown. *American Steel Foundries v. Robertson*, 269 U.S. 372, 382 (1926); *Viacom v. Komm*, 46 U.S.P.Q.2d 1233 (T.T.A.B. 1998).

While factors relevant to a particular mark must be considered on a case-by-case basis, Applicant respectfully submits that the dissimilarity of the marks in their entireties as to appearance, sound, meaning, and overall commercial impression — of primary concern in the instant matter — refutes any likelihood of confusion between its Mark and the Cited Mark. See Du Pont, 476 F.2d at 1361.

There is No Likelihood of Confusion between the Mark and the Cited Mark Because the Mark and the Cited Mark are Different in Appearance, Sound, Meaning and Overall Commercial Impression

A primary factor in the *Du Pont* likelihood of confusion analysis is the similarity or dissimilarity of the two marks, in their entireties, based on their appearance, sound, meaning, and overall commercial impression. *Du Pont*, 476 F.2d at 1361. This single factor can be dispositive in determining likelihood of confusion. *Kellogg Co. v. Pack'em Enters.*, *Inc.*, 951 F.2d 330 (Fed. Cir. 1991).

Although two marks may comprise or contain a similar term or terms, a likelihood of confusion analysis cannot focus on a single term or terms in the marks, but rather must examine the marks in their entireties. See Little Caesar Enters. Inc. v. Pizza Caesar, Inc., 834 F.2d 568, 571 (6th Cir. 1987) ("[A] trademark should not be split up into its component parts and each part then compared with parts of the conflicting mark to determine the likelihood of confusion. It is the impression which the mark as a whole creates on the average reasonably prudent buyer and not the parts thereof which is important....") (citation and internal quotation omitted); In re Nat'l Data Corp., 753 F.2d 1056, 1058 (Fed. Cir. 1985) ("Likelihood of confusion cannot be predicated on dissection of a mark, that is, on only part of a mark."); Franklin Mint Corp. v. Master Mfg. Co., 667 F.2d 1005, 1007 (C.C.P.A. 1981) ("It is axiomatic that a mark should not be dissected and considered piecemeal; rather, it must be considered as a whole in determining likelihood of confusion."). Notwithstanding, one feature of a mark may be more significant or dominant in creating a commercial impression. See In re Viterra Inc., 671 F.3d 1358, 1362, 101 USPQ2d 1905, 1908 (Fed. Cir. 2012); In re Nat'l Data Corp., 753 F.2d at 1058. Greater weight is often given to this dominant feature when determining whether marks are confusingly similar. In re Nat'l Data Corp., 753 F.2d at 1058.

Where marks consist both of words and designs, the anti-dissection rule nonetheless applies. 3 J. Thomas McCarthy, McCarthy on Trademarks and Unfair Competition § 23:47 (4th ed. 2013) (noting that such marks "must be compared in their *entireties* to determine likelihood of confusion" and that this "is a specific application of the anti-dissection rule"). Further, "if one mark consists of a design and a word, and the other mark merely of a word, similarity is usually controlled by determining whether the word or the design dominates the first mark." *Id.* While the Federal Circuit has advised that the verbal portion of a mark may be more likely to dominate, there is "no hard and fast rule that that is invariably the case." *Id.* ("That this 'rule' of word-dominance is merely a guideline is shown by cases finding that a design element

is more dominant if more conspicuous than accompanying words."); see also In re Electrolyte Laboratories, Inc., 929 F.2d 645, 16 U.S.P.Q.2d 1239 (Fed. Cir. 1990) ("There is no general rule as to whether letters or design will dominate in composite marks.").

In many cases, Courts and the Board have found the design portion of a composite mark to be dominant. See, e.g., King of the Mountain Sports, Inc. v. Chrysler Corp., 185 F.3d 1084, 1090-91, 51 U.S.P.Q.2d 1349 (10th Cir. 1999) ("Although defendants' logo employs, in part, the same phrase as plaintiff's mark and therefore might sound somewhat similar, the sight and sense of meaning invoked by defendants' logo and plaintiff's stylized mark differ drastically."); Syndicat Des Proprietaires Viticulteurs De Chateauneuf-Du-Pape v. Pasquier DesVignes, 2013 TTAB LEXIS 308 (TTAB June 14, 2013) ("Here, we find that opposer's registered mark is dominated by the design elements in the mark."); In re Sela Prods., LLC, 2013 TTAB LEXIS 175 (TTAB Mar. 26, 2013) ("[I]n the registrant's mark the design element is large and noticeable....[and] when the marks are compared in their entireties, we find that the differences in appearance and commercial impression.....outweigh any similarities due to the presence in both marks of the word FORZA.").

In some of these cases, the design element was deemed dominant or given greater weight in part because word portions of the mark were disclaimed or otherwise merit lesser weight based on their lack of distinctiveness. See, e.g., Association of Co-operative Members, Inc. v. Farmland Industries, Inc., 684 F.2d 1134, 1141-1142 (5th Cir. Tex. 1982) (finding design element dominant where word portion was subject to lessened protection because of its wide use and lack of distinctiveness); Sun Banks of Florida, Inc. v. Sun Federal Savings and Loan Assoc., 651 F.2d 311, 317 (5th Cir. 1981) (because the word "sun" is commonly used by Florida businesses, its inclusion in the trademarks of two banks does not create confusing similarity); In

re Electrolyte Laboratories, Inc., 929 F.2d at 647-48 (finding that it is improper to focus on descriptive literal elements of two marks to the substantial exclusion of the stylization and design elements of the marks). Although disclaimed material still forms a part of the mark and cannot be ignored in determining likelihood of confusion, Schwarzkopf v. John H. Breck, Inc., 52 C.C.P.A. 957, 340 F.2d 978 (CCPA 1965), descriptive or disclaimed wording is nonetheless "less significant in affecting the overall commercial impression" of a mark. In re AllPredatorCalls.com, Inc., 2013 TTAB LEXIS 538 (TTAB Sept. 30, 2013).

Here, the common terms between the Mark and the Cited Mark, WALK and ALZHEIMER'S, are widely used by third parties in connection with the services recited in the registration for the Cited Mark, namely, fundraising services. See, e.g. Exhibits A-J (examples of third party uses of WALK and ALZHEIMER'S in connection with fundraising efforts). Moreover, these terms are disclaimed in the Cited Mark, and a disclaimer of such terms in the Mark has been requested (and, through this response, accepted). Indeed, there are no common terms or elements between the Mark and the Cited Mark that are not disclaimed as descriptive. The terms WALK and ALZHEIMER'S are accordingly less likely to be perceived as distinguishing elements of the Cited Mark. Joel Gott Wines, LLC v. Rehoboth Von Gott, Inc., 2013 TTAB LEXIS 314 (TTAB June 26, 2013); see also In re Nat'l Data Corp., 753 F.2d at 1060 ("a descriptive component of a mark may be given little weight in reaching a conclusion on likelihood of confusion").

Courts have long recognized the narrow scope of protection in descriptive marks, and in marks made comparatively weak by their descriptive components:

It seems both logical and obvious to us that where a party chooses a trademark which is inherently weak, he will not enjoy the wide latitude of protection afforded the owners of strong trademarks. Where a party uses a weak mark, his competitors may come closer to his mark than would be the case with a strong

mark without violating his rights. The essence of all we have said is that in the former case there is not the possibility of confusion that exists in the latter case.

Sure-Fit Products Company v. Saltzson Drapery Company, 254 F.2d 158 (CCPA 1958); see also In re Ravensburger Aktiengesellschaft, 2009 TTAB LEXIS 170 (T.T.A.B. Mar. 31, 2009) (noting that the "level of descriptiveness" of a mark or its subcomponents "may influence the conclusion that confusion is likely or unlikely," and that "in view of the highly descriptive, if not generic, nature of [the terms common to two marks] in connection with the respective goods,the marks are more dissimilar than similar").

Here, the Cited Mark includes the terms "TO END," which are not found in the Mark, are not disclaimed in the Cited Mark, and may distinguish the Cited Mark from other marks that use the disclaimed descriptive terms WALK and ALZHEIMER'S. Were "TO END" also deemed inherently descriptive or incapable of distinguishing the Cited Mark, the examiner for the Cited Mark may have denied registration or requested placement of the Cited Mark on the Supplemental Register, rather than merely requesting disclaimer of WALK and ALZHEIMER'S. The Mark contains the uncommon term "FOR" and further incorporates a unique design element comprising a series of stylized shoes that appear to be walking over the words WALK FOR ALZHEIMER'S in stylized font. The stylized shoes have a significant impact on the appearance and overall commercial impression of the Mark, insofar as they appear at the top of the Mark, are at least as large as, if not larger than, the word element. See, e.g., Rocket Trademarks Pty Ltd. v. Phard S.p.A., 2011 TTAB LEXIS 39 (TTAB Feb. 25, 2011) (finding that the stylized "ZU" element is dominant because it "appears significantly larger and very prominently above the smaller font-sized ELEMENTS" and thus finding no likelihood of confusion between applicant's mark ZU ELEMENTS and opposer's mark ELEMENT); In re Electrolyte Laboratories, Inc., 929 F.2d at 647-648 ("Electrolyte's mark is a composite of which the design is a significant

feature thereof."). The fact that the only common terms in the Mark and the Cited Mark, WALK and ALZHEIMER'S, are disclaimed as descriptive militates against a finding of confusion. In sum, the prominent design element of the Mark and the other non-disclaimed terms between the Mark and the Cited Mark are sufficient to distinguish the marks in the eyes of consumers, who are trained to look beyond the commonly used terms WALK and ALZHEIMER'S, and would not assume that all terms incorporating WALK and ALZHEIMER'S are associated with the registrant of the Cited Mark.

The fact that the Mark and the Cited Mark have dissimilar appearances and overall commercial impressions may be dispositive in a likelihood of confusion analysis. *See Champagne Louis Roederer, S.A. v. Delicato Vineyards*, 148 F.3d 1373 (Fed. Cir. 1998) (finding "CRISTAL" and "CRYSTAL CREEK" dissimilar despite identifying the same goods in the same trade channels). Because, here, Applicant's Mark and the Cited Mark differ in terms of appearance and overall commercial impression, Applicant respectfully submits that there is no likelihood of confusion between the two marks, and respectfully requests that the Examining Attorney withdraw this objection.

III. CONCLUSION

When viewed in their entireties, the Mark and the Cited Mark have dissimilar appearances and overall commercial impressions. This *Du Pont* factor is dispositive in this case, and weighs against a finding of likelihood of confusion. Applicant therefore respectfully requests that the Examining Attorney withdraw the refusal of the Mark, and approve the Mark for publication.

Respectfully submitted, WILLIAMS MULLEN

By: /Neil C. Magnuson/



Home

Special events

Advocate

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In the news

About us

About dementia

For the person with memory loss

For family and friends

Maintaining brain health

Education and services

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Alzheimer's Walk



You still have time to support your favorite team or walker with a gift. Click on the red link below to make a gift today!

Green County Alzheimer's Walk

http://support.alzwisc.org/green

Saturday, September 7, 2013 Behring Senior Center, 1113 10th St., Monroe

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More information

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1281

Columbia County Alzheimer's Walk

http://support.alzwisc.org/columbia

Sunday, September 8, 2013 Riverside Park, E. Wisconsin Street, Portage

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Grant County Alzheimer's Walk

http://support.alzwisc.org/grant

Saturday, September 14, 2013 Grant County Fairgrounds 916 E. Elm St., Lancaster

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Sauk County Alzheimer's Walk



http://support.alzwisc.org/sauk

Saturday, September 21, 2013 Ochsner Park & Riverwalk Corner of 8th Avenue & Park Street , Baraboo

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Dane County Alzheimer's Walk and Open 5K Run

http://support.alzwisc.org/dane

Saturday, September 28, 2013 Warner Park Shelter, 1511 Northport Drive, Madison

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Richland County Alzheimer's Walk

http://support.alzwisc.org/richland

Sunday, September 22, 2013 UW-Richland 1200 Hwy 14 West, Richland Center

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Iowa County Alzheimer's Walk

http://support.alzwisc.org/iowa

Saturday, October 5, 2013 Grace Lutheran Church 1105 N. Bequette St., Dodgeville

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About the Alzheimer's Walk

Join other supporters for the annual Alzheimer's Walk! The walk is a fundraiser for the Alzheimer's & Dementia Alliance of Wisconsin and takes place in several counties in the south central Wisconsin area.

More than 116,000 Wisconsin families have been touched by Alzheimer's and dementia, and many more people are providing care. Alzheimer's is not normal aging - it is a progressive and fatal disease, and you can help address this escalating epidemic.

officials that you support Alzheimer issues.

Every penny raised at the Alzheimer's Walk

stays here in south central Wisconsin —
providing critical support and education to both families and
professionals impacted by any dementia-related disease. By attending
the Alzheimer's Walk, whether you walk or not, you not only support the
Alzheimer's & Dementia Alliance financially, but you also show elected



Organize a team!

As a TEAM CAPTAIN, your commitment is THE ESSENTIAL INGREDIENT in making the Alzheimer's Walk a success!

Forming a team for the the Alzheimer's Walk will allow you to collaborate to raise awareness and funds, and you'll have an even better time on event day. Together, as a team, you are a force much greater than what you can accomplish



Volunteer

alone.

Volunteers are always welcome to be part of the Alzheimer's Walk! Jobs include coordinating door prizes, food or publicity; helping on event day; chairing a committee; and more. Please contactr Kristin Larson (608.310.8780) or Brianna Scoville (608.232.3410) for more information.

Have fun and support your community by joining us - see you there!



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Alzheimer's & Dementia Alliance of Wisconsin 517 North Segoe Rd., Suite 301, Madison, WI 53705 Phone: 608.232.3400 or 888.308.6251

Fax: 608.232.3407

Hours: Monday - Friday, 8:30 am - 4:30 pm



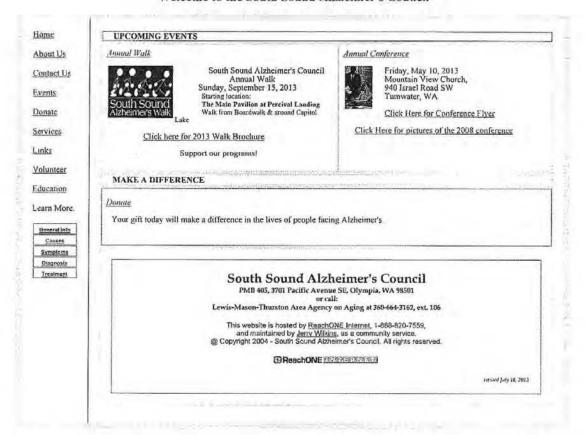
Our Mission...

The mission of the South Sound Alzheimer's Council is to provide community based compassionate support, education and advocacy for persons, their families and caregivers who are affected by Alzheimer's disease or related disorders.

The Council...

The Council consists of members of the Thurston County community and includes providers of senior services as well as family members of those affected by Alzheimer's disease.

Welcome to the South Sound Alzheimer's Council







Alahelmer's Walk to Remember Plattsburgh, NY

Rain or shinell

December 11, 2013







Special Events! (Coming Soon)

2013 sponsors

incentives/prizes

registration

confact

Join us this year for the 25th Anniversary of the Alzheimer's Disease Assistance Center!

Save the Date!

SEPT 29th, 2013 at Plattsburgh (Sibley Hall) Saranac Lake is complete for this year. Looking forward to your support this year! Check out these videos on our program!







First Giving Be where the giving happens.

Starting this year, Alzheimer's Walk is partnering with FirstSiving to accept online donations!

Alzheimer's Walk 2013 bonfits the Northeastern New York, Alzheimer's Disease Assistance Center, located at Plattsburgh State University. The funds raised stay in the community to support programs and services. Click HERE for support group information.









- 1. SIGN UP Register as an individual or as a team* urge family, friends and co-workers to join in.
- RECRUIT SPONSORS Set a fundraising goal. Recruit family and co-workers to sponsor you in the Walk, Check with your employer to ascertain if your company has a matching program which could DOUBLE the amount raised.
- WALK Put on your walking shoes and join us at one of our two locations (make sure to check the
 date at each Walk site). Bring your sponsor form and donations the day of the Walk. Choose your
 date, choose your site and join us!
- JOIN THE FESTIVITIESI Upon your return, the festivities begin! There will be refreshments, prizes, entertainment and goody bags. A fun time for all!!!!

Walk with us in 2013!

If you are interested in being part of the Walk Committee 2013, Please call Lee Vera @ 564-3371

CALL US FOR A VISITOR'S GUIDE

800.546.0162







OUR TOWN

PLAN A VISIT

CALENDAR

DOWNTOWN WATERFRONT

OUTDOORS ARTS & CULTURE

EVENT PLANNING

« All Events

This event has passed.

2013 Alzheimer's Memory Walk

October 12 @ 10:30 am - 12:00 pm

The Washington/Beaufort County Alzheimer's Walk, sponsored by Alzheimer's NC, will be held Saturday, October 12 from 9 am to noon at the Redmen's Lodge, 603 E. 3rd St., Washington, NC. The 2-mile walk in downtown along the waterfront begins at 10:30 (registration 9-10:15). The Education Fair (9 to noon) provides experts, including ECU doctors, legal aid and health specialists, and free materials to assist caregivers and to educate the public about Alzheimer's disease. All funds raised are used locally and help support research at ECU's Wooten Laboratory,

Flu shots are also available, Atlandees do not have to walk. For more information, call Donna Woolard (252) 927-4754.

+ Google Calendar + iCal Import

Details

Date:

October 12, 2013

Time:

10:30 am - 12:00 pm

Event Categories: Fundraisers, Play, Recreation,

Unlisted

Organizer

Alzheimers North Carolina

Website: http://alznc.org/

Venue

Red Men's Lodge

Phone: 252-944-3446

503 E 3rd Street Washington, NC 27889 United States

+ Google Map



« River Roving Educational Tours



Tar Kiln Hike »



KNOXVILLE: 865-544-6288 COOKEVILLE: 931-526-8010



EVENTS HOME | DONATE | REGISTER | LOG IN | ALZ TN HOME

Welcome to Alzheimer's Tennessee's Registration & Donation site

Please select the appropriate link on the right side of the page to donate or participate in an upcoming educational or FUNdraising event.

If you would like to donate "in memory of" or "in honor of an individual, please click on Memorials & Honorariums. General Donations may be made under Honorariums as well. Thank you for your support.

WALK, donate, volunteer, participate.

Through donations and fundraising events - including 5 regional Alzheimer's WALKs - Alzheimer's Tennessee, Inc. supports families in East Tennessee and the Cumberlands. alz

In Tennessee, more than 120,000 Tennesseans have Alzheimer's disease, and an estimated 400,000 Tennesseans are caregivers for someone with Alzheimer's or dementia.

Every dollar raised by Alzheimer's Tennessee,



Inc. funds vital programs and services in Tennessee, including educational programs for family caregivers and healthcare professionals that will be listed on this site throughout the year, as well as advocacy for top research.

Upcoming Events

Note that Events listed on the menu to the right are now open for registration and your support.

Thursday, November 14
"Caring & Coping" Caregiver Workshop
for families & professionals (CEUs Available)
Blount County | First United Methodist, Alcoa

Thursday, November 21 Alzheimer's 101 Claiborne County Tazewell Senior Center

Holidays Big Red Bow Project with Lexus of Knoxville, 897.5, & WVLT-TV

Search for a Participant

Search

Events

Memorials & Honorariums

5 County Alzheimer's Tennessee WALK

Foothills Alzheimer's Tennessee WALK

Cumberlands Alzheimer's Tennessee WALK

Smoky Mountain Alzheimer's WALK

Plateau Alzheimer's Tennessee WALK

2014 Knoxville Alzhiemer's Tennessee WALK

Alzheimer's 101 | Tazewell

Alzheimer's 101 | Roane County

Top Teams

- Dollywood \$21,068.04 D
- Sigma Kappa Alumnae and Friends \$19,040.05 0
- · Dollywood
- \$17,406.50 0

Messer er

Top Fundraisers

- · Kimberly Sexton \$10,509,56 - 0
- Jane Finn
- 57 970.22 0
- June Nelson 56,736,00 0

ME HOLLIES BY

Thank You to our WALK Presenting Sponsors:



Saturday, April 12, 2014 Knoxville Azheimer's Tennessee WALK Remember There's only 1 Knoxville Alzheimer's WALK from which all proceeds benefit Tennesseans and support research!

Thursday, April 24, 2014 Caring Hearts Awards Luncheon East Tennessee - Knoxville

Thursday, June 19 & Friday, June 20, 2014 Alzheimer's Tennessee Research Symposium Clayton Center for the Arts, Meryville

Questions? Contact Kay Watson at kay.watson@tnatz.org or 865.544.6288

Refund Policy Delivery Method Privacy Policy



I'm thinking Arby's.







Pat Scruggs Family



For information on becoming a sponsor, please contact Associate Director of Development Debbie Kinnard at 865,544,6288 or <u>debbie kinnard@TNatz.org</u>

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Contact us today!

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Applewood Our House - Golden Applewood Our House - Lakewood Applewood Our House - Arvada

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 ${\mathcal W}$ e have the perfect

setting for our residents to Live Well, Laugh Offen, and Love Much.

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2013 Alzheimers Walk - Denver

September 23, 2013



Applewood Our House fundralsing for Alzheimers



What a gorgeous day with our staff and resident families raising over \$2000 for support, care and research of Alzheimer's.

We really are so lucky to have such a fabulous group to help and participate with this cause. Thank you to all!!

Profile

Sign in with Twiting Sign in with Facubook

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Comment



Talk To A Memory Care Expert

When you fill out the form you can expect to be contacted by Sheryl Kysar or her professional and caring staff.

| Last | |
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| | 702 |

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Show you are human ' (eliminates spam) Required before submit button is available.

| I'm human

Upcoming Events

Family Potluck Dinners Last Friday of Every Month Please Join Us!!!



More Events Coming Soon! Check Here for News



- December 15, 2012
- Church
- Water Color
- n December 10, 2011 Staff Meetings
- Chocomber 22, 2013
 Church

Download our FREE Ebook!





» Alzheimer's and Dementia Ebook «

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ALZHEIMER







PARKINSON ASSOCIATION OF INDIAN RIVER COUNTY

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Walk to Remember Donations

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All Donations



Calendars

Dec 2013

Calendar

Quick Links

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Project Lifesaver

Walk To Remember

Parkinson Conference



Mark your calendar! Alzheimer & Parkinson Association of Indian River County recently announced that the "10th Annual Walk to Remember" would be held on Saturday, November 9, at Riverside Park. Registration begins at 7:30 a.m. for the 5K walk that begins at 8:30 a.m. along the beautiful Indian River.

Family, friends, business associates and organizations are invited to create a team and have fun while helping to raise awareness and support for the nonprofit organization's unique services for residents of Indian River County whose lives have been challenged by disorders affecting memory and movement. Individual Walkers are welcome as well. Sponsorship packets and team and individual registrations are available via email at WIRadmin@alzpark.org or call the Alzheimer & Parkinson Association office at 772-563-0505.

Please make your commitment today! - your participation will make a difference!

Alzhelmer & Parkinson Association of Indian River County is not an affiliate of a national organization. It is an independent, nonprofit organization founded in Indian River County, which is 100 percent supported through generous donations derived from grants, events, individuals and businesses. To make a donation, click Here.

Home Services Info Contact Links About Donate Event Calendar Volunteer Privacy Policy

© 2009 Abhelmer and Parkinson Association of Indian River County 2300 5th Ave Suite 150 Vero Beach, FL 32960 (772) 563-0505

Website by Konductive Design





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to search, type and hit en

Alzheimer's & Dementia Society Walk to support local grandparents



Written by or for St. George News on November 8, 2013 in Community News, Life, Local News, News - 2 Comments



Tweet 3

232

Like 45 people like this.

ST. GEORGE - The Alzheimer's & Dementia Society is inviting Southern Utah residents to unite in a movement to support services to local seniors who are caring for someone with dementia by participating in the Alzheimer's & Dementia Society's Fun Walk and 5k, at Pioneer Park in Hurricane, on Saturday, at 9 a.m.

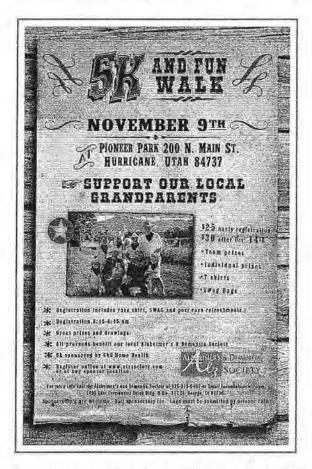


Image courtesy of Alzheimer's & Dementia Society | Click image to enlarge

The Fun Walk is free to all, however donations are critically needed and appreciated. The entrance fee for the 5k is \$25 and each runner will receive a t-shirt and goodie bag.

In addition to the Fun Walk and 5k, participants will enjoy information and activity booths, including an art therapy project.

Alzheimer's disease is a growing epidemic and is now the nation's sixth-leading cause of death. As baby boomers age, the number of individuals living with Alzheimer's disease will rapidly escalate, increasing well beyond today's estimated 5.4 million Americans living with Alzheimer's.

About the Alzheimer's & Dementia Society

The Alzheimer's & Dementia Society's Walk to Support Our Local Grandparents is unique to Southern Utah. Since March 23, 2012, the Alzheimer's & Dementia Society has served local seniors with a full service office. The Fun Walk is their annual event to raise funds to serve local seniors in the area. It is their mission to empower individuals, families and communities with resource connections, education and support to strengthen people who are dealing with the effects of dementia.

Alzheimer's & Dementia Society Walk to support local grandparents | St George News | S... Page 4 of 8

The walk is sponsored in part by Stephen Wade Auto Centers and presented by CNS.

Event details and contact information

- · When: Saturday, Nov. 9, 9 a.m.
- · Where: Pioneer Park, Hurricane.
- · Contact: 435-319-0407 or sullivan.mitzi@gmail.com

New from STGnews.com

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About the Author



Press releases and news tips may be sent to news@stgnews.com.

Related Posts



Relationship Connection: My husband threatens divorce because I want to be a cop



Lady Thunder lower boom on Cedar to open region



Left-hand turn collision, State Street, Sand Hollow Road intersection



Driver runs red light, crash at Bluff-Main Streets

2 Comments on "Alzheimer's & Dementia Society Walk to support local grandparents"



Harveyn November 8, 2013 at 6:39 pm · Reply

Why do we always find out the night before?

2.



Max Wallack November 9, 2013 at 10:22 am - Reply

I believe it is important for children to understand Alzheimer's disease so they can still interact lovingly with family members who have this disease. I am a 17 year old college junior, Alzheimer's researcher, and Alzheimer's advocate. I grew up as a caregiver to my great grandmother who had Alzheimer's disease. After her death, I founded a nonprofit organization

that has distributed over 26,000 puzzles to Alzheimer's facilities. Recently, the book I coauthored explaining Alzheimer's disease to children became available on Amazon.My hope was to provide some helpful coping mechanisms to the many children dealing with Alzheimer's disease among their family members. 50 percent of the profits from this book will go to Alzheimer's causes."Why Did Grandma Put Her Underwear in Refrigerator? A Book Explaining Alzheimer's Disease to Children." http://amzn.to/13FYYxh

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Recent Comments

- Dishes on Relationship Connection: My husband threatens divorce because I want to be a cop
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- Old Time Farm Boy on The real meaning of 'organic'; is it worth the cost?
- · Joe Bltzsphk on Left-hand turn collision, State Street, Sand Hollow Road intersection
- skip2maloo on <u>Driver runs red light, crash at Bluff-Main Streets</u>



New Section

Recent Stories

- Relationship Connection: My husband threatens divorce because I want to be a cop December 11, 2013
- Lady Thunder lower boom on Cedar to open region December 10, 2013
- Left-hand turn collision, State Street, Sand Hollow Road intersection December 10, 2013
- Driver runs red light, crash at Bluff-Main Streets December 10, 2013
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- · Region 9 boys hoops preview: Snow Canyon Warriors December 10, 2013
- · Utah 14th in protecting kids from tobacco according to report December 10, 2013
- · Region 9 boys hoops preview: Desert Hills Thunder December 10, 2013
- Hatch remarks at hearing on Koskinen for IRS Commissioner December 10, 2013
- · Utah receives \$8.5 million from medicaid fraud settlement December 10, 2013

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The background photo, "Downtown St. George, Utah" was provided by Nick Christensen (original photo)









Support Our Eff to Help Arkansas Fami Donate No

Supporting Arkansas Families Since 1984

Calenda

Events

Advocate of the Year Amp Out Alz Art to Remember Alzheimer's Arkansas Walks Chili-Rhea Cook Off Night of Lights to Remember

NE AR Thunder & Chrome Bike Show & Poker Run

Kroger Plus Cards

Support Groups Caregiver Services

Educational Programs

Caregiver Information

Caregiver Resources

Ways to Help

Advocacy Caregiver Courier and Weblog

81.1% of our income is spent on programs and services to support Arkansas families

OUR VISION is a world in which all persons affected by Alzheimer's disease have the ervices that they need.

OUR MISSION is to provide the information and support needed so that all Arkansans affected by Alzheimer's disease and related dementias are able to live with dignity and comfort until a cure is found.

Select this link to receive emails on our upcoming programs, events and breaking news

Alzheimer's Arkansas Walk 8th Annual Alzheimer's Arkansas Walk in Conway - 2013

This year marked the 6th Annual Alzheimer's Walk in Conway. What started for Melissa Longing as a dream has become a reality,

Because of your support and assistance, the Alzheimer's Arkansas Walk on September 21st was an overwhelming success, raising over \$24,500 with more coming in daily.

The proceeds generated remain in Arkansas and will help fund a wide variety of educational programs and services provided by Alzheimer's Arkansas.

THANK YOU TO OUR TEAMS AND SPONSORS!

Teams

- · Alpha Sigma Tau
- · Amity Road Pharmacy
- · Arkansas Hospice Conway
- The Bostic Family Team
- · Conway Regional Medical Center
- · Faulkner County Forget-me-nots
- · First United Methodist Support Group
- · Greenbrier Nursing & Rehab
- . HOSA: Future Health Professionals
- Mary's Darlin's
- Memory Keepers
- Montgomery Family
- Salem Knock Outs
- Sigma Kappa
- Team Carnel Center
- Team Famum
- · UCA NSSI HA
- · Walking for Pat
- Walks for Hawks
- . WFB Walking for Bob Starr

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201 Markham Center Drive Little Rock, AR 72205-1409 Phone: 501-224-0021 or 800-699-6090 Fax: 501-227-5303

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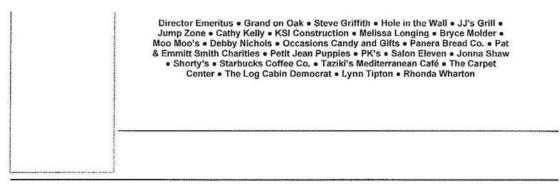
Doretta Bright Hartman Animal Hospital

MEDIA SPONSORS

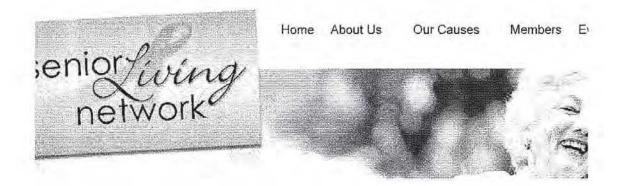
Arkansas Democrat-Gazette KATV The Log Cabin Democrat

IN-KIND CONTRIBUTORS

Apple Tree • Bob's Grill • Cakes by Catie • Cast Iron Skillet • Conway Country Club • Conway Regional Health System • Courtney Utley Photography • Vicky Curran • Dixie Café • First Security Bank • Fletcher Smith's • Frank Broyles UA Athletic



Copyright & Last Date Modified 11/00



Alzheimer's Awareness Walk/Run



5th Annual Alzheimer's Awareness Walk/Run - Fresno County Saturday, April 6, 2013

6:45am to 7:30am - Registration and T-Shirt Pick-Up

7:30am to 10:00am - Pancake Breakfast

8:00am - 5K (3.1 mi.) & 5 Mile Run

8:00am - 2 Mile Walk/Run

9:00am - 1/4 Mile Kid's Race (9 and Under)



Registration for this event is now open! If you want to pay by credit card, <u>click here</u> to go to opage. To download a paper registration form, click here. (Note: paper registration is encouraged

fees.) 2013 promises to be a great event! All net proceeds will benefit Alzheimer's organizations effort by:

Registering as a walker/runner, or creating a team of walker/runners.

Volunteering to help on the day of the event.

Purchasing a beautiful custom garden memorial plaque to commemorate your loved-one.

Becoming a sponsor of this event. (Click here for sponsorship information)

In addition to the 2-hour walk/run, join in our pancake breakfast (donated by Clovis Rotary Club), Starbucks.

REGISTER

Thank you to our 2012 Generous Sponsors

Platinum Sponsors



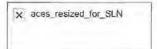




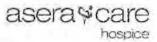
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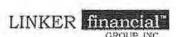
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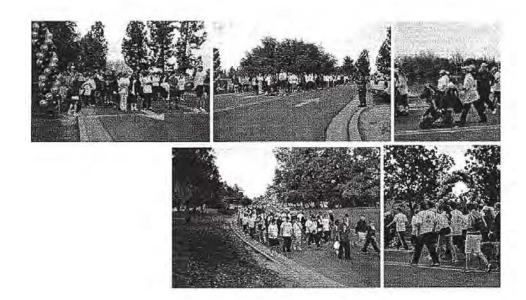




Some Photos of 2011 Event:







Senior Living Network

Home : About Us : Our Causes : Members : Calendar : Events : Contact Us



559.285.7544



Senior Living Network | PO Box 3438 | Fresno, CA 93650

Senior Living N Donations are fully tax deduc To: Alzheimer's Disease Resource Center, Inc ETC. (ip@williamsmullen.com)

Subject: U.S. TRADEMARK APPLICATION NO. 85855596 - WALK FOR ALZHEIMER'S - 062258.TBD

Sent: 6/12/2013 12:34:41 PM **Sent As:** ECOM111@USPTO.GOV

Attachments: <u>Attachment - 1</u>

Attachment - 2
Attachment - 3

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO) OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

U.S. APPLICATION SERIAL NO. 85855596

MARK: WALK FOR ALZHEIMER'S

85855596

CORRESPONDENT ADDRESS:

NEIL C. MAGNUSON WILLIAMS MULLEN 301 FAYETTEVILLE ST STE 1700 RALEIGH. NC 27601-2173 CLICK HERE TO RESPOND TO THIS LETTER:

http://www.uspto.gov/trademarks/teas/response_forms.jsp

APPLICANT: Alzheimer's Disease Resource Center, Inc ETC.

CORRESPONDENT'S REFERENCE/DOCKET NO:

062258.TBD

CORRESPONDENT E-MAIL ADDRESS:

ip@williamsmullen.com

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

ISSUE/MAILING DATE: 6/12/2013

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62, 2.65(a); TMEP §§711, 718.03.

Likelihood of Confusion

Registration of the applied-for mark is refused because of a likelihood of confusion with the mark in U.S. Registration No. 4122255. Trademark Act Section 2(d), 15 U.S.C. §1052(d); see TMEP §§1207.01 et seq. See the enclosed registration.

The applicant's mark is WALK FOR ALZHEIMER'S and design for, in relevant part, charitable fundraising services. The applicant's services also include promoting public awareness of Alzheimer's disease as well as providing medical information about Alzheimer's disease.

The registrant's mark is WALK TO END ALZHEIMER'S for "charitable fundraising, namely, raising money to support educational and informational programs on Alzheimer's disease and to support scientific research on Alzheimer's disease; charitable fundraising services in the nature of a pledged walkathon."

Taking into account the relevant *du Pont* factors, a likelihood of confusion determination in this case involves a two-part analysis. The marks are compared for similarities in their appearance, sound, connotation and commercial impression. TMEP §§1207.01, 1207.01(b). The goods and/or services are compared to determine whether they are similar or commercially related or travel in the same trade channels. *See Herbko Int'l, Inc. v. Kappa Books, Inc.*, 308 F.3d 1156, 1164-65, 64 USPQ2d 1375, 1380 (Fed. Cir. 2002); *Han Beauty, Inc. v. Alberto-Culver Co.*, 236 F.3d 1333,

1336, 57 USPQ2d 1557, 1559 (Fed. Cir. 2001); TMEP §§1207.01, 1207.01(a)(vi).

Comparison of Marks

In a likelihood of confusion determination, the marks are compared for similarities in their appearance, sound, meaning or connotation and commercial impression. *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 1361, 177 USPQ 563, 567 (C.C.P.A. 1973); TMEP §1207.01(b). Similarity in any one of these elements may be sufficient to find a likelihood of confusion. *In re White Swan Ltd.*, 8 USPQ2d 1534, 1535 (TTAB 1988); *In re Lamson Oil Co.*, 6 USPQ2d 1041, 1043 (TTAB 1987); *see* TMEP §1207.01(b).

The applicant's mark is WALK FOR ALZHEIMER'S and design. The registrant's mark is WALK TO END ALZHEIMERS. Both marks contain the terms "walk" and "Alzheimer's." Regardless of the fact that the registrant disclaimed these terms and the applicant will have to disclaim these terms, the marks are highly similar.

Comparison of the Goods or Services

The goods and/or services of the parties need not be identical or directly competitive to find a likelihood of confusion. *See Safety-Kleen Corp. v. Dresser Indus.*, *Inc.*, 518 F.2d 1399, 1404, 186 USPQ 476, 480 (C.C.P.A. 1975); TMEP §1207.01(a)(i). Rather, it is sufficient that the goods and/or services are related in some manner and/or the conditions surrounding their marketing are such that they would be encountered by the same purchasers under circumstances that would give rise to the mistaken belief that the goods and/or services come from a common source. *In re Total Quality Group, Inc.*, 51 USPQ2d 1474, 1476 (TTAB 1999); TMEP §1207.01(a)(i); *see, e.g., On-line Careline Inc. v. Am. Online Inc.*, 229 F.3d 1080, 1086-87, 56 USPQ2d 1471, 1475-76 (Fed. Cir. 2000); *In re Martin's Famous Pastry Shoppe, Inc.*, 748 F.2d 1565, 1566-68, 223 USPO 1289, 1290 (Fed. Cir. 1984).

The applicant's services are charitable fundraising services. The registrant's services are charitable fundraising services to support educational and informational programs on Alzheimer's disease and to support scientific research on Alzheimer's disease. The applicant's services also include promoting public awareness of Alzheimer's disease and providing medical information about Alzheimer's disease. The services of the applicant are highly related to the services of the registrant.

The overriding concern is not only to prevent buyer confusion as to the source of the goods and/or services, but to protect the registrant from adverse commercial impact due to use of a similar mark by a newcomer. See In re Shell Oil Co., 992 F.2d 1204, 1208, 26 USPQ2d 1687, 1690 (Fed. Cir. 1993). Therefore, any doubt regarding a likelihood of confusion determination is resolved in favor of the registrant. TMEP §1207.01(d)(i); see Hewlett-Packard Co. v. Packard Press, Inc., 281 F.3d 1261, 1265, 62 USPQ2d 1001, 1003 (Fed. Cir. 2002); In re Hyper Shoppes (Ohio), Inc., 837 F.2d 463, 464-65, 6 USPQ2d 1025, 1025 (Fed. Cir. 1988).

For the above reasons the mark is refused under Section 2(d).

Applicant must respond to the requirement(s) set forth below.

Disclaimer Required

Applicant must disclaim the descriptive wording "WALK FOR ALZHEIMER'S" apart from the mark as shown because it merely describes an ingredient, quality, characteristic, function, feature, purpose, or use of applicant's goods and/or services. *See* 15 U.S.C. §§1052(e)(1), 1056(a); *DuoProSS Meditech Corp. v. Inviro Med. Devices, Ltd.*, ___ F.3d ___, 103 USPQ2d 1753, 1755 (Fed. Cir. 2012) (quoting *In re Oppedahl & Larson LLP*, 373 F.3d 1171, 1173, 71 USPQ2d 1370, 1371 (Fed. Cir. 2004)); *In re Steelbuilding.com*, 415 F.3d 1293, 1297, 75 USPQ2d 1420, 1421 (Fed. Cir. 2005).

The applicant's services include promotion, charitable fundraising and medical information about Alzheimer's disease. The applicant's charitable fundraising, presumably, includes a charitable walk to promote awareness of the disease and to raise money for education and research about the disease.

An applicant may not claim exclusive rights to terms or designs that others may need to use to describe or show their goods or services in the marketplace. *See Dena Corp. v. Belvedere Int'l, Inc.*, 950 F.2d 1555, 1560, 21 USPQ2d 1047, 1051 (Fed. Cir. 1991); *In re Aug. Storck KG*, 218 USPQ 823, 825 (TTAB 1983). A disclaimer does not affect the appearance of the mark; that is, a disclaimer does not physically remove the disclaimed matter from the mark. TMEP §§1213, 1213.10.

If applicant does not provide the required disclaimer, the USPTO may refuse to register the entire mark. See In re Stereotaxis Inc., 429 F.3d 1039, 1041, 77 USPQ2d 1087, 1089 (Fed. Cir. 2005); TMEP §1213.01(b).

Applicant should submit a disclaimer in the following standardized format:

No claim is made to the exclusive right to use "WALK FOR ALZHEIMER'S" apart from the mark as shown.

For an overview of disclaimers and instructions on how to satisfy this disclaimer requirement using the Trademark Electronic Application System (TEAS) form, please go to http://www.uspto.gov/trademarks/law/disclaimer.jsp.

Recitation of Services

The identification of services is indefinite and must be clarified because some of the language used makes the recitations indefinite or ambiguous or appear to fall into several international classes of services. *See* TMEP §1402.01. The examining attorney makes the following suggestions.

Promoting public awareness of Alzheimer's and related diseases; association services, namely, promoting the interests of those affected by Alzheimer's disease in International Class 35; and

Charitable fundraising services; Charitable services, namely, providing financial support for research into causes, improved diagnoses, therapies and cures for Alzheimer's disease in International Class 36; and

Providing elder day care services for Alzheimer's patients in International Class 43; and

Medicals services, namely, medical care services specifically targeted to persons with Alzheimer's disease; Providing medical information related to Alzheimer's and related diseases; providing medical information related to diagnosis and treatment of, and care for patients with, Alzheimer's and related diseases in International Class 44; and

Providing patient advocate services to person's with Alzheimer's disease in International Class 45.

The examining attorney made the above suggestions based on the applicant's original identifications. If the original recitation was acceptable the examining attorney kept the original language. The suggestions are in *italics*. Very few of the original recitations were acceptable.

An applicant may amend an identification of services only to clarify or limit the services; adding to or broadening the scope of the services is not permitted. 37 C.F.R. §2.71(a); see TMEP §§1402.06 et seq., 1402.07 et seq.

For assistance with identifying and classifying goods and/or services in trademark applications, please see the USPTO's online searchable *U.S. Acceptable Identification of Goods and Services Manual* at http://tess2.uspto.gov/netahtml/tidm.html. *See* TMEP §1402.04.

Prosecution as a Combined Application

For an application with more than one international class, called a "multiple-class application," an applicant must meet all the requirements below for those international classes based on use in commerce:

- (1) LIST GOODS AND/OR SERVICES BY INTERNATIONAL CLASS: Applicant must list the goods and/or services by international class.
- (2) PROVIDE FEES FOR ALL INTERNATIONAL CLASSES: Applicant must submit an application filing fee for each international class of goods and/or services not covered by the fee(s) already paid (confirm current fee information at http://www.uspto.gov/trademarks/tm fee info.jsp).
- (3) SUBMIT REQUIRED STATEMENTS AND EVIDENCE: For each international class of goods and/or services, applicant must also submit the following:
 - (a) DATES OF USE: Dates of first use of the mark anywhere and dates of first use of the mark in commerce, or a statement that the dates of use in the initial application apply to that class. The dates of use, both anywhere and in commerce, must be at least as early as the filing date of the application.
 - (b) SPECIMEN: One specimen showing the mark in use in commerce for each international class of goods and/or services. Applicant must have used the specimen in commerce at least as early as the filing date of the application. If a single specimen supports multiple international classes, applicant should indicate which classes the specimen supports. Examples of specimens for goods are tags, labels, instruction manuals, containers, photographs that show the mark on the actual goods or packaging, or displays associated with the goods at their point of sale. See TMEP §§904.03 et seq. Examples of specimens for services are signs, photographs, brochures, website printouts, or advertisements that show the mark used in the actual sale or advertising of the services. See TMEP §§1301.04 et seq.
 - (c) STATEMENT: The following statement: "The specimen was in use in commerce on or in connection with the goods and/or services listed in the application at least as early as the filing date of the application."

(d) VERIFICATION: Applicant must verify the statements in 3(a) and 3(c) (above) in an affidavit or signed declaration under 37 C.F.R. §2.20. Verification is not required where (1) the dates of use for the added class are stated to be the same as the dates of use specified in the initial application, and (2) the original specimens are acceptable for the added class(es).

See 15 U.S.C. §§1051(a), 1112, 1127; 37 C.F.R. §§2.32(a)(5), 2.34(a)(1), 2.56(a), 2.71(c), 2.86(a), 2.193(e)(1); TMEP §§1403.01, 1403.02(c).

Fees

The filing fee for adding classes to an application is as follows:

- (1) \$325 per class, when the fees are submitted with a response filed online via the Trademark Electronic Application System (TEAS) at http://www.uspto.gov/teas/index.html; or
- (2) \$375 per class, when the fees are submitted with a paper response.

37 C.F.R. §2.6(a)(1)(i)-(a)(1)(ii); TMEP §810.

Response Guidelines

2.66(b)(1).

For this application to proceed toward registration, applicant must explicitly address each refusal and/or requirement raised in this Office action. If the action includes a refusal, applicant may provide arguments and/or evidence as to why the refusal should be withdrawn and the mark should register. Applicant may also have other options for responding to a refusal and should consider such options carefully. To respond to requirements and certain refusal response options, applicant should set forth in writing the required changes or statements. If applicant does not respond to this Office action within six months of the issue/mailing date, or responds by expressly abandoning the application, the application process will end, the trademark will fail to register, and the application fee will not be refunded. *See* 15 U.S.C. §1062(b); 37 C.F.R. §§2.65(a), 2.68(a), 2.209(a); TMEP §§405.04, 718.01, 718.02. Where the application has been abandoned for failure to respond to an Office action, applicant's only option would be to file a timely petition to revive the application, which, if granted, would allow the application to return to live status. *See* 37 C.F.R. §2.66; TMEP §1714. There is a \$100 fee for such petitions. *See* 37 C.F.R. §2.6,

To expedite prosecution of the application, applicant is encouraged to file its response to this Office action online via the Trademark Electronic Application System (TEAS), which is available at http://www.uspto.gov/teas/index.html. If applicant has technical questions about the TEAS response to Office action form, applicant can review the electronic filing tips available online at http://www.uspto.gov/teas/eFilingTips.htm and email technical questions to TEAS@uspto.gov.

If applicant has questions regarding this Office action, please telephone or e-mail the assigned trademark examining attorney. All relevant e-mail communications will be placed in the official application record; however, an e-mail communication will not be accepted as a response to this Office action and will not extend the deadline for filing a proper response. *See* 37 C.F.R. §2.191; TMEP §§304.01-.02, 709.04-.05. Further, although the trademark examining attorney may provide additional explanation pertaining to the refusal(s) and/or requirement(s) in this Office action, the trademark examining attorney may not provide legal advice or statements about applicant's rights. *See* TMEP §§705.02, 709.06.

/Dawn Feldman Lehker/ Trademark Examining Attorney Law Office 111 U.S. Patent and Trademark Office (571)272-9381 dawn.feldman-lehker@uspto.gov

TO RESPOND TO THIS LETTER: Go to http://www.uspto.gov/trademarks/teas/response forms.jsp. Please wait 48-72 hours from the issue/mailing date before using the Trademark Electronic Application System (TEAS), to allow for necessary system updates of the application. For technical assistance with online forms, e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned trademark examining attorney. E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.

All informal e-mail communications relevant to this application will be placed in the official application record.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at http://tsdr.uspto.gov/. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at TrademarkAssistanceCenter@uspto.gov or call 1-800-786-9199. For more information on checking status, see http://www.uspto.gov/trademarks/process/status/.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at http://www.uspto.gov/trademarks/teas/correspondence.jsp.

Print: Jun 12, 2013

77923139

DESIGN MARK

Serial Number

77923139

Status

REGISTERED

Word Mark

WALK TO END ALZHEIMER'S

Standard Character Mark

Yes

Registration Number

4122255

Date Registered

2012/04/03

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Alzheimer's Disease and Related Disorders Association, Inc. CORPORATION ILLINOIS 225 N. Michigan, 17th Floor Chicago ILLINOIS 60601

Goods/Services

Class Status -- ACTIVE. IC 036. US 100 101 102. G & 5: Charitable fundraising, namely, raising money to support aducational and informational programs on Alzheimer's disease and to support scientific research on Alzheimer's disease; charitable fundraising services in the nature of a pledged walkathon. First Use: 2009/06/30. First Use In Commerce: 2009/06/30.

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "WALK" AND "ALZHEIMER'S" APART FROM THE MARK AS SHOWN.

Filing Date

2010/01/29

Examining Attorney

OKEKE, BENJAMIN

77923139

Attorney of Record Paula Jill Krasny

Print: Jun 12, 2013

WALK TO END ALZHEIMER'S

To: Alzheimer's Disease Resource Center, Inc ETC. (ip@williamsmullen.com)

Subject: U.S. TRADEMARK APPLICATION NO. 85855596 - WALK FOR ALZHEIMER'S - 062258.TBD

Sent: 6/12/2013 12:34:42 PM **Sent As:** ECOM111@USPTO.GOV

Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

IMPORTANT NOTICE REGARDING YOUR U.S. TRADEMARK APPLICATION

USPTO OFFICE ACTION (OFFICIAL LETTER) HAS ISSUED ON 6/12/2013 FOR U.S. APPLICATION SERIAL NO. 85855596

Please follow the instructions below:

(1) TO READ THE LETTER: Click on this <u>link</u> or go to <u>http://tsdr.uspto.gov</u>, enter the U.S. application serial number, and click on "Documents."

The Office action may not be immediately viewable, to allow for necessary system updates of the application, but will be available within 24 hours of this e-mail notification.

(2) TIMELY RESPONSE IS REQUIRED: Please carefully review the Office action to determine (1) how to respond, and (2) the applicable response time period. Your response deadline will be calculated from 6/12/2013 (or sooner if specified in the Office action). For information regarding response time periods, see http://www.uspto.gov/trademarks/process/status/responsetime.jsp.

Do NOT hit "Reply" to this e-mail notification, or otherwise e-mail your response because the USPTO does NOT accept e-mails as responses to Office actions. Instead, the USPTO recommends that you respond online using the Trademark Electronic Application System (TEAS) response form located at http://www.uspto.gov/trademarks/teas/response forms.jsp.

(3) QUESTIONS: For questions about the contents of the Office action itself, please contact the assigned trademark examining attorney. For *technical* assistance in accessing or viewing the Office action in the Trademark Status and Document Retrieval (TSDR) system, please e-mail TSDR@uspto.gov.

WARNING

Failure to file the required response by the applicable response deadline will result in the ABANDONMENT of your application. For more information regarding abandonment, see http://www.uspto.gov/trademarks/basics/abandon.jsp.

PRIVATE COMPANY SOLICITATIONS REGARDING YOUR APPLICATION: Private companies not associated with the USPTO are using information provided in trademark applications to mail or e-mail trademark-related solicitations. These companies often use names that closely resemble the USPTO and their solicitations may look like an official government document. Many solicitations require that you pay "fees."

Please carefully review all correspondence you receive regarding this application to make sure that you are responding to an official document from the USPTO rather than a private company solicitation. All <u>official</u> USPTO correspondence will be mailed only from the "United States Patent and Trademark Office" in Alexandria, VA; or sent by e-mail from the domain "@uspto.gov." For more information on how to handle private company solicitations, see http://www.uspto.gov/trademarks/solicitation warnings.jsp.

| *** U | ser:dlehker *** | | | | | |
|-------|-----------------|-------|--------|--------|----------|----------------------|
| # | Total | Dead | Live | Live | Status/ | Search |
| | Marks | Marks | Viewed | Viewed | Search | |
| | | | Docs | Images | Duration | |
| 01 | 6443 | N/A | 0 | 0 | 0:01 | *wal{"ckqx"}*[bi,ti] |
| 02 | 530 | N/A | 0 | 0 | 0:01 | *al{"sz"}h*[bi,ti] |
| 03 | 3 | 0 | 0 | 1 | 0:01 | 1 and 2 |
| 04 | 2656 | N/A | 0 | 0 | 0:02 | 090702[dc] |
| 05 | 15322 | N/A | 0 | 0 | 0:01 | 261706[dc] |
| 06 | 77329 | N/A | 0 | 0 | 0:01 | 261709[dc] |
| 07 | 48 | 29 | 0 | 18 | 0:01 | 4 and 5 |
| 08 | 93 | 55 | 0 | 37 | 0:01 | 4 and 6 |
| 09 | 1587 | N/A | 0 | 0 | 0:01 | 5 and 6 |
| 10 | 880 | 0 | 0 | 879 | 0:01 | 9 not dead[ld] |

Session started 6/12/2013 10:22:27 AM
Session finished 6/12/2013 10:56:37 AM
Total search duration 0 minutes 11 seconds
Session duration 34 minutes 10 seconds
Defaut NEAR limit=1ADJ limit=1

Sent to TICRS as Serial Number: 85855596

From: TMDesignCodeComments

Sent: Thursday, February 28, 2013 00:17 AM

To: ip@williamsmullen.com

Subject: Notice of Design Search Code for Serial Number: 85855596

Docket/Reference Number: 062258.TBD

The USPTO may assign design search codes, as appropriate, to new applications and renewed registrations to assist in searching the USPTO database for conflicting marks. They have no legal significance and will not appear on the registration certificate.

DESIGN SEARCH CODES are numerical codes assigned to figurative, non-textual elements found in marks. For example, if your mark contains the design of a flower, design search code 05.05 would be assigned to your application. Design search codes are described on Internet Web page http://www.uspto.gov/tmdb/dscm/index.html.

Response to this notice is not required; however, to suggest additions or changes to the design search code(s) assigned to your mark, please e-mail TMDesignCodeComments@USPTO.GOV. You **must** reference your application serial number within your request. The USPTO will review the proposal and update the record, if appropriate. For questions, please call 1-800-786-9199 to speak to a Customer Service representative.

The USPTO will not send any further response to your e-mail. Check TESS in approximately two weeks to see if the requested changes have been entered. Requests deemed unnecessary or inappropriate will not be entered.

To view this notice and other documents for this application on-line, go to http://tdr.uspto.gov/search.action?sn=85855596. NOTE: This notice will only be available on-line the next business day after receipt of this e-mail.

Design search codes assigned to the referenced serial number are listed below.

DESIGN SEARCH CODES:

09.07.02 - Athletic shoes

09.07.02 - Boots, ski

09.07.02 - Exercise shoes

09.07.02 - Gym shoes

09.07.02 - Roller skates

09.07.02 - Skates

09.07.02 - Ski boots

26.17.06 - Bands, diagonal 26.17.06 - Bars, diagonal

26.17.06 - Diagonal line(s), band(s) or bar(s)

26.17.06 - Lines, diagonal

26.17.09 - Bands, curved

26.17.09 - Bars, curved

26.17.09 - Curved line(s), band(s) or bar(s)

26.17.09 - Lines, curved

Trademark/Service Mark Application, Principal Register

Serial Number: 85855596 Filing Date: 02/20/2013

The table below presents the data as entered.

| Input Field | Entered | | |
|---|---|--|--|
| SERIAL NUMBER | 85855596 | | |
| MARK INFORMATION | | | |
| *MARK | \\TICRS\EXPORT16\IMAGEOUT 16\858\555\85855596\xml1\APP0002.JPG | | |
| SPECIAL FORM | YES | | |
| USPTO-GENERATED IMAGE | NO | | |
| LITERAL ELEMENT | WALK FOR ALZHEIMER'S | | |
| COLOR MARK | NO | | |
| *DESCRIPTION OF THE MARK (and Color Location, if applicable) | The mark consists of the words WALK FOR ALZHEIMER'S in stylized form appearing below shoes, with lines indicating movement. | | |
| PIXEL COUNT ACCEPTABLE | YES | | |
| PIXEL COUNT | 922 x 325 | | |
| REGISTER | Principal | | |
| APPLICANT INFORMATION | | | |
| *OWNER OF MARK | Alzheimer's Disease Resource Center, Inc. | | |
| *STREET | 45 Park Avenue | | |
| *CITY | Bay Shore | | |
| *STATE (Required for U.S. applicants) | New York | | |
| *COUNTRY | United States | | |
| *ZIP/POSTAL CODE (Required for U.S. applicants only) | 11706 | | |
| LEGAL ENTITY INFORMATION | | | |
| ТУРЕ | not-for-profit corporation | | |
| STATE/COUNTRY WHERE LEGALLY ORGANIZED | New York | | |
| GOODS AND/OR SERVICES AND BASIS INFORMA | ATION | | |
| INTERNATIONAL CLASS | 035 | | |
| *IDENTIFICATION | Promoting public awareness of Alzheimer's and related diseases; promoting education and information relevant to Alzheimer's and related diseases; publicizing and acting as advocate for the needs of those affected by Alzheimer's and related diseases; promoting services for those affected by Alzheimer's and related disorders; promoting the interests of those affected by Alzheimer's and related disorders. | | |

| FILING BASIS | SECTION 1(a) | | |
|----------------------------|--|--|--|
| FIRST USE ANYWHERE DATE | At least as early as 01/10/2013 At least as early as 01/10/2013 \(\TICRS\EXPORT16\IMAGEOUT\) 16\858\555\85855596\xml1\APP0003.JPG | | |
| FIRST USE IN COMMERCE DATE | | | |
| SPECIMEN FILE NAME(S) | | | |
| | \\\TICRS\EXPORT16\IMAGEOUT 16\858\555\85855596\xml1\ APP0004.JPG | | |
| | \\\TICRS\EXPORT16\IMAGEOUT 16\858\555\85855596\xml1\ APP0005.JPG | | |
| | \\\TICRS\EXPORT16\IMAGEOUT 16\858\555\85855596\xml1\ APP0006.JPG | | |
| SPECIMEN DESCRIPTION | website screen shots and brochure depicting use of mark in connection with listed services | | |
| INTERNATIONAL CLASS | 036 | | |
| *IDENTIFICATION | Charitable fundraising services. | | |
| FILING BASIS | SECTION 1(a) | | |
| FIRST USE ANYWHERE DATE | At least as early as 01/10/2013 | | |
| FIRST USE IN COMMERCE DATE | At least as early as 01/10/2013 | | |
| SPECIMEN FILE NAME(S) | \\\TICRS\EXPORT16\IMAGEOUT 16\858\555\85855596\xml1\APP0007.JPG | | |
| | \\\TICRS\EXPORT16\IMAGEOUT 16\858\555\85855596\xml1\ APP0008.JPG | | |
| | \\\TICRS\EXPORT16\IMAGEOUT 16\858\555\85855596\xml1\ APP0009.JPG | | |
| | \\\TICRS\EXPORT16\IMAGEOUT 16\858\555\85855596\xml1\APP0010.JPG | | |
| SPECIMEN DESCRIPTION | website screen shots and brochure depicting use of mark in connection with listed services | | |
| INTERNATIONAL CLASS | 042 | | |
| *IDENTIFICATION | Encouraging and supporting research into causes, improved diagnoses, therapies, and cures for Alzheimer's and related diseases; facilitating and assisting the setting up of day care, respite care, and chronic care programs to service the needs of those affected by Alzheimer's and related diseases. | | |
| FILING BASIS | SECTION 1(a) | | |
| FIRST USE ANYWHERE DATE | At least as early as 01/10/2013 | | |
| FIRST USE IN COMMERCE DATE | At least as early as 01/10/2013 | | |
| SPECIMEN FILE NAME(S) | \\\TICRS\EXPORT16\IMAGEOUT 16\858\555\85855596\xml1\ APP0011.JPG | | |
| | \\\TICRS\EXPORT16\IMAGEOUT 16\858\555\85855596\xml1\ APP0012.JPG | | |
| | \\\TICRS\EXPORT16\IMAGEOUT 16\858\555\85855596\xml1\ APP0013.JPG | | |

| | \\\TICRS\EXPORT16\IMAGEOUT 16\858\555\85855596\xml1\ APP0014.JPG | |
|--|---|--|
| SPECIMEN DESCRIPTION | website screen shots and brochure depicting use of mark in connection with listed services | |
| INTERNATIONAL CLASS | 044 | |
| *IDENTIFICATION | Providing information related to Alzheimer's and related diseases; providing medical information related to diagnosis and treatment of, and care for patients with, Alzheimer's and related diseases. | |
| FILING BASIS | SECTION 1(a) | |
| FIRST USE ANYWHERE DATE | At least as early as 01/10/2013 | |
| FIRST USE IN COMMERCE DATE | At least as early as 01/10/2013 | |
| SPECIMEN FILE NAME(S) | \\TICRS\EXPORT16\IMAGEOUT 16\858\555\85855596\xml1\ APP0015.JPG | |
| | \\TICRS\EXPORT16\IMAGEOUT 16\858\555\85855596\xml1\ APP0016.JPG | |
| | \\TICRS\EXPORT16\IMAGEOUT 16\858\555\85855596\xml1\ APP0017.JPG | |
| | \\\TICRS\EXPORT16\IMAGEOUT 16\858\555\85855596\xml1\ APP0018.JPG | |
| SPECIMEN DESCRIPTION | website screen shots and brochure depicting use of mark in connection with listed services | |
| ADDITIONAL STATEMENTS SECTION | | |
| PRIOR REGISTRATION(S) | The applicant claims ownership of U.S. Registration Number(s). | |
| TRANSLATION | The English translation of in the mark is . The wording has no meaning in a foreign language. | |
| TRANSLITERATION | The non-Latin characters in the mark transliterate to and this has no meaning in a foreign language. The non-Latin characters in the mark transliterate to and this means in English. | |
| SIGNIFICANCE OF MARK | The word(s) has no meaning in a foreign language. | |
| CONCURRENT USE CLAIM | Concurrent use information. | |
| NAME(S), PORTRAITS(S), SIGNATURE(S) OF INDIVIDUAL(S) | The name(s), portrait(s), and/or signature(s) shown in the mark identifies {0}, whose consent(s) to register is made of record. | |
| ATTORNEY INFORMATION | | |
| NAME | Neil C. Magnuson | |
| ATTORNEY DOCKET NUMBER | 062258.TBD | |
| FIRM NAME | Williams Mullen | |
| STREET | 301 Fayetteville Street, Suite 1700 | |
| CITY | Raleigh | |
| STATE | North Carolina | |
| COUNTRY | United States | |
| ZIP/POSTAL CODE | 27601 | |

| PHONE | (919) 981-4316 | | |
|-------------------------------------|--|--|--|
| FAX | (919) 981-4300 | | |
| EMAIL ADDRESS | ip@williamsmullen.com | | |
| AUTHORIZED TO COMMUNICATE VIA EMAIL | Yes | | |
| OTHER APPOINTED ATTORNEY | Robert C. Van Arnam; Amy G. Marino; William P. Dickinson; Craig L. Mytelka; Thomas F. Bergert; M. Bruce Harper; William R. Poynter | | |
| CORRESPONDENCE INFORMATION | | | |
| NAME | Neil C. Magnuson | | |
| FIRM NAME | Williams Mullen | | |
| STREET | 301 Fayetteville Street, Suite 1700 | | |
| CITY | Raleigh | | |
| STATE | North Carolina | | |
| COUNTRY | United States | | |
| ZIP/POSTAL CODE | 27601 | | |
| PHONE | (919) 981-4316 | | |
| FAX | (919) 981-4300 | | |
| EMAIL ADDRESS | ip@williamsmullen.com | | |
| AUTHORIZED TO COMMUNICATE VIA EMAIL | Yes | | |
| FEE INFORMATION | | | |
| NUMBER OF CLASSES | 4 | | |
| FEE PER CLASS | 325 | | |
| *TOTAL FEE DUE | 1300 | | |
| *TOTAL FEE PAID | 1300 | | |
| SIGNATURE INFORMATION | | | |
| SIGNATURE | /Mary ann Malack-Ragona/ | | |
| SIGNATORY'S NAME | Mary Ann Malack-Ragona | | |
| SIGNATORY'S POSITION | Executive Director / CEO | | |
| DATE SIGNED | 02/20/2013 | | |
| | | | |

Trademark/Service Mark Application, Principal Register

Serial Number: 85855596 Filing Date: 02/20/2013

To the Commissioner for Trademarks:

MARK: WALK FOR ALZHEIMER'S (stylized and/or with design, see mark)

The literal element of the mark consists of WALK FOR ALZHEIMER'S.

The applicant is not claiming color as a feature of the mark. The mark consists of the words WALK FOR ALZHEIMER'S in stylized form appearing below shoes, with lines indicating movement.

The applicant, Alzheimer's Disease Resource Center, Inc., a not-for-profit corporation legally organized under the laws of New York, having an address of

45 Park Avenue Bay Shore, New York 11706 United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 035: Promoting public awareness of Alzheimer's and related diseases; promoting education and information relevant to Alzheimer's and related diseases; publicizing and acting as advocate for the needs of those affected by Alzheimer's and related diseases; promoting services for those affected by Alzheimer's and related disorders; promoting the interests of those affected by Alzheimer's and related disorders.

In International Class 035, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 01/10/2013, and first used in commerce at least as early as 01/10/2013, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) website screen shots and brochure depicting use of mark in connection with listed services.

Specimen File1

Specimen File2

Specimen File3

Specimen File4

International Class 036: Charitable fundraising services.

In International Class 036, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 01/10/2013, and first used in commerce at least as early as 01/10/2013, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) website screen shots and brochure depicting use of mark in connection with listed services.

Specimen File1

Specimen File2

Specimen File3

Specimen File4

International Class 042: Encouraging and supporting research into causes, improved diagnoses, therapies, and cures for Alzheimer's and related diseases; facilitating and assisting the setting up of day care, respite care, and chronic care programs to service the needs of those affected by Alzheimer's and related diseases.

In International Class 042, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 01/10/2013, and first used in commerce at least as early as 01/10/2013, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) website screen shots and brochure depicting use of mark in connection with listed services.

Specimen File1

Specimen File2

Specimen File3
Specimen File4

International Class 044: Providing information related to Alzheimer's and related diseases; providing medical information related to diagnosis and treatment of, and care for patients with, Alzheimer's and related diseases.

In International Class 044, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 01/10/2013, and first used in commerce at least as early as 01/10/2013, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) website screen shots and brochure depicting use of mark in connection with listed services.

Specimen File1

Specimen File2

Specimen File3

Specimen File4

The applicant claims ownership of U.S. Registration Number(s).

The English translation of in the mark is . The wording has no meaning in a foreign language.

The non-Latin characters in the mark transliterate to and this has no meaning in a foreign language. The non-Latin characters in the mark transliterate to and this means in English.

The word(s) has no meaning in a foreign language.

Concurrent use information.

The name(s), portrait(s), and/or signature(s) shown in the mark identifies {0}, whose consent(s) to register is made of record.

The applicant's current Attorney Information:

Neil C. Magnuson and Robert C. Van Arnam; Amy G. Marino; William P. Dickinson; Craig L. Mytelka; Thomas F. Bergert; M. Bruce Harper; William R. Poynter of Williams Mullen

301 Fayetteville Street, Suite 1700

Raleigh, North Carolina 27601

United States

The attorney docket/reference number is 062258.TBD.

The applicant's current Correspondence Information:

Neil C. Magnuson Williams Mullen 301 Fayetteville Street, Suite 1700 Raleigh, North Carolina 27601 (919) 981-4316(phone) (919) 981-4300(fax)

ip@williamsmullen.com (authorized)

A fee payment in the amount of \$1300 has been submitted with the application, representing payment for 4 class(es).

Declaration

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Declaration Signature

Signature: /Mary ann Malack-Ragona/ Date: 02/20/2013

Signatory's Name: Mary Ann Malack-Ragona Signatory's Position: Executive Director / CEO

RAM Sale Number: 85855596 RAM Accounting Date: 02/21/2013

Serial Number: 85855596

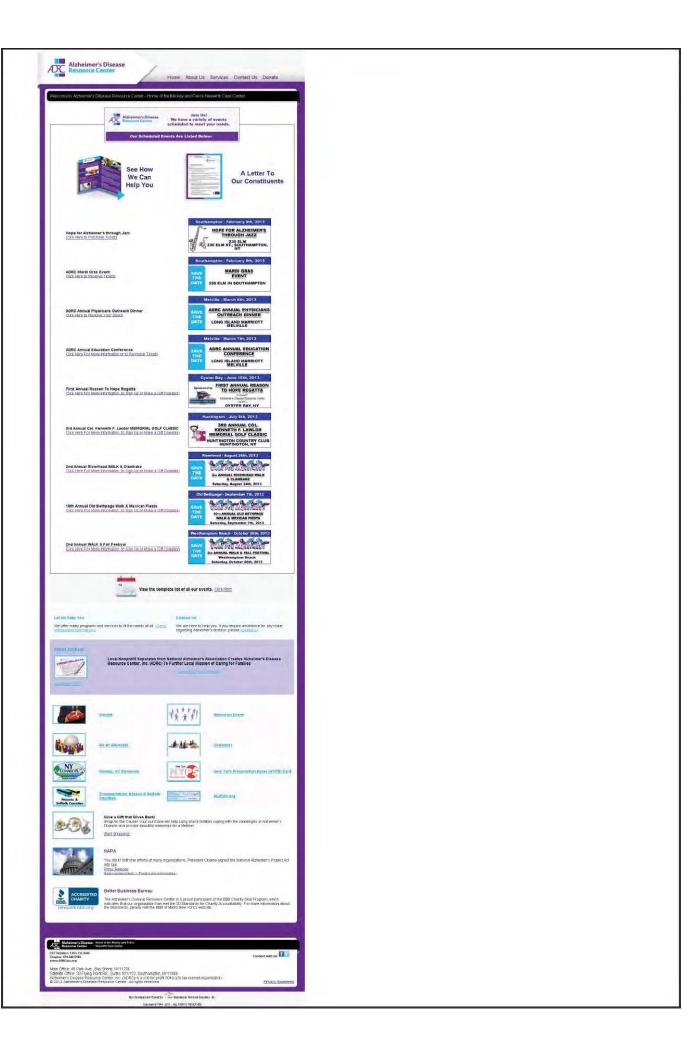
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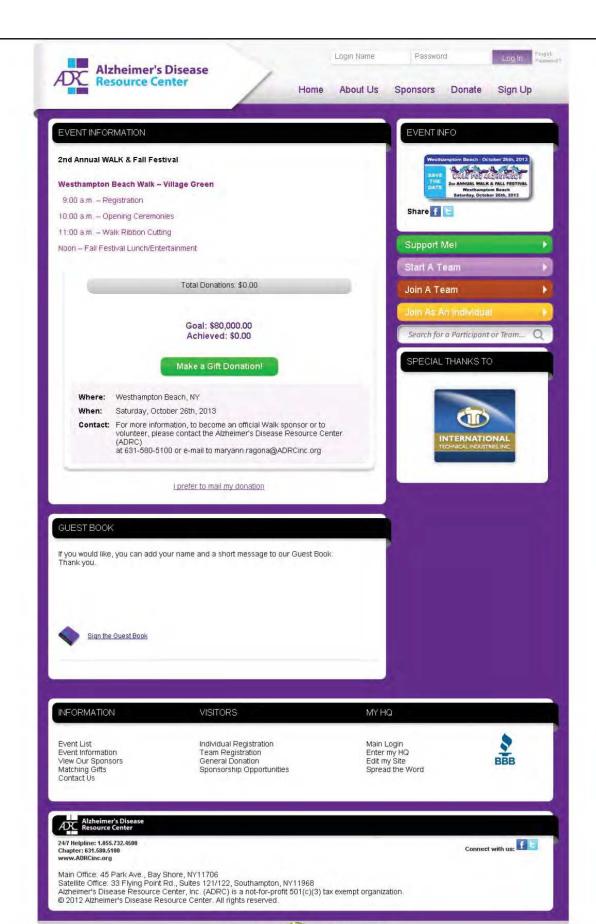
TEAS Stamp: USPTO/BAS-XXX.X.XXX.XXX-2013022019060742

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CC-9534-20130219101747426593











Caring With A New Perspective

SAVE THE DATES

10th Annual Old Bethpage WALK & Mexican Fiesta SATURDAY, SEPTEMBER 7th, 2013

2nd Annual Riverhead WALK & Clambake SATURDAY, AUGUST 24th, 2013

2nd Annual Westhampton Beach WALK & Fall Festival SATURDAY, OCTOBER 26th, 2013

For More Information Please Contact:



Caring With A New Perspective 45 Park Avenue Bay Shore, NY 11706 Non-Profit Org US Postage PAID Permit No. 385 Hicksville, NY



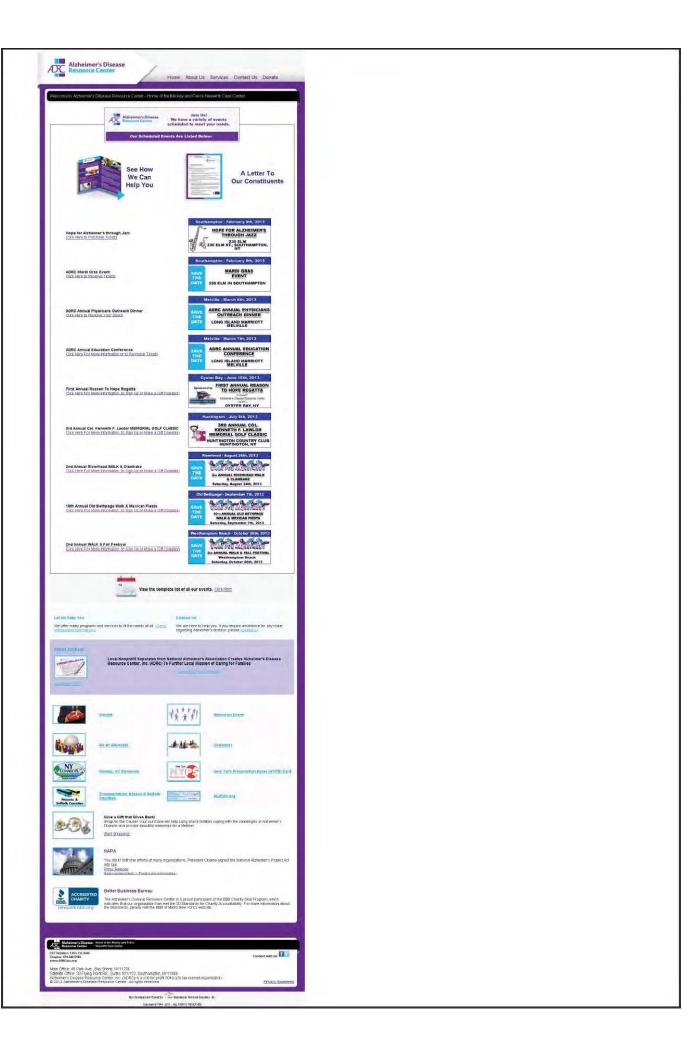
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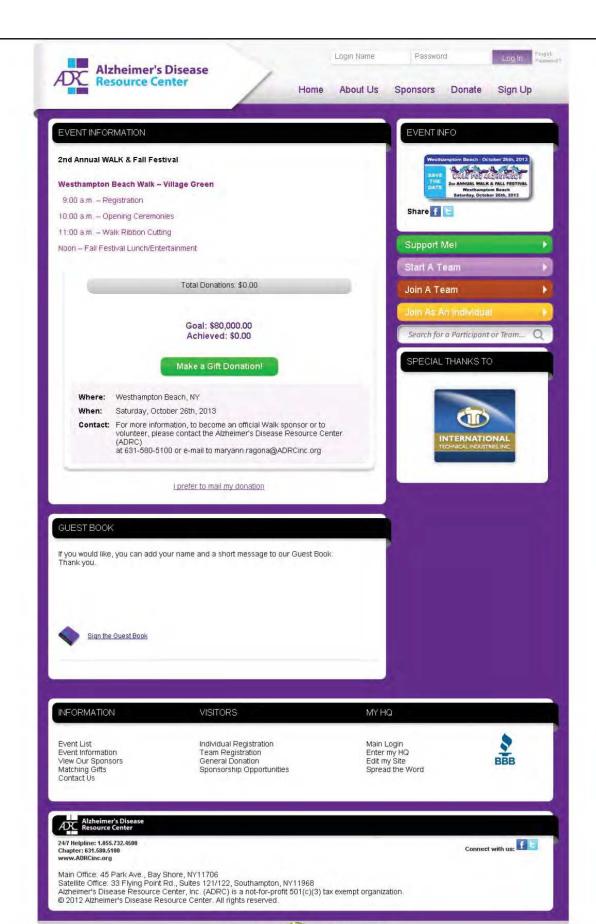
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For more information please contact Mary Ann Malack-Ragona at 631.820.8068









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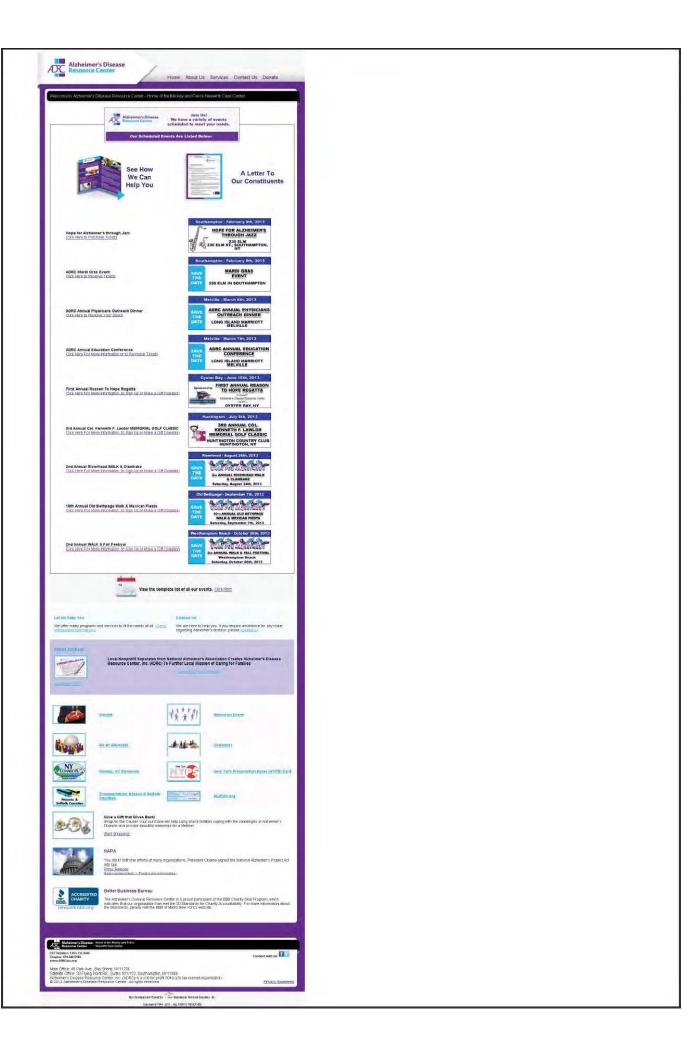
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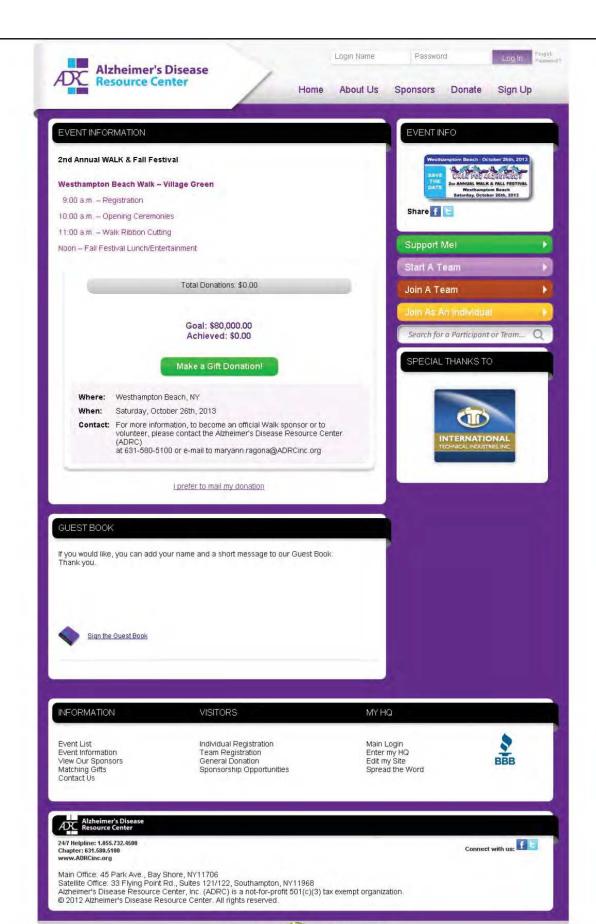
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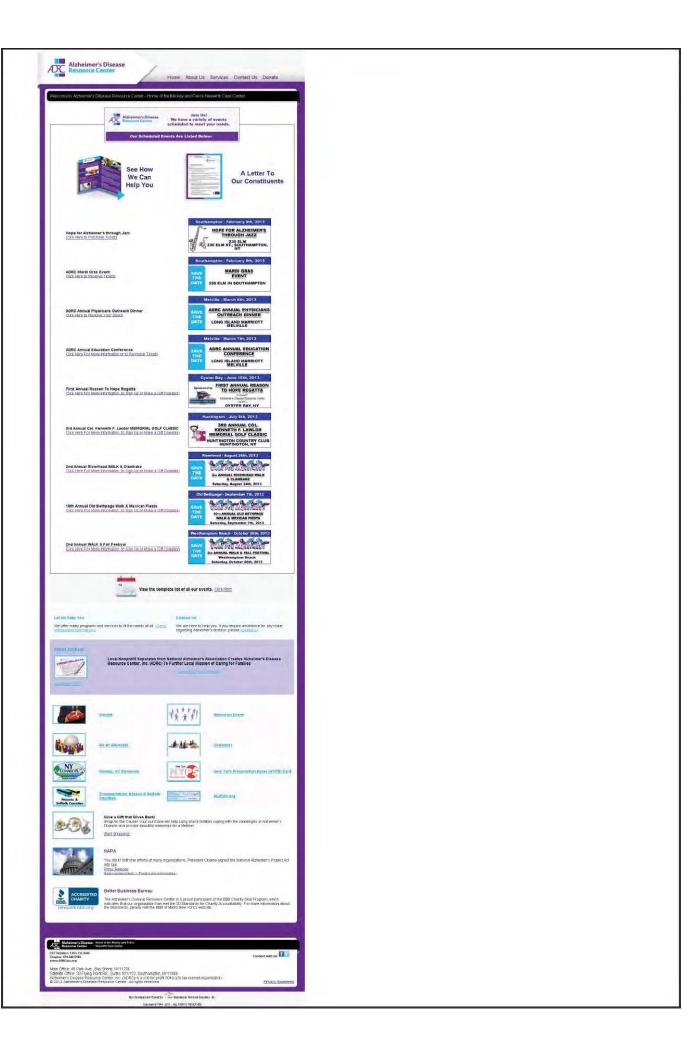
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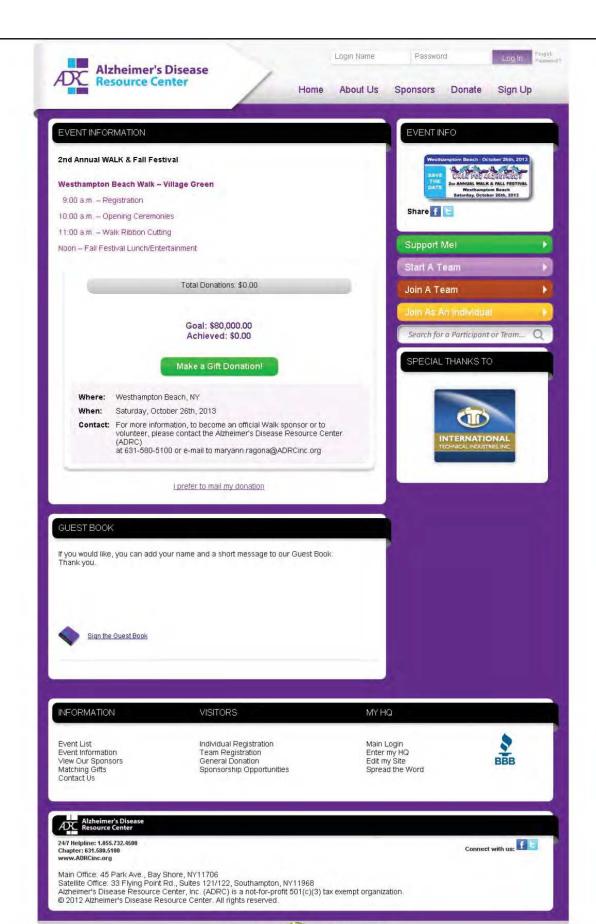
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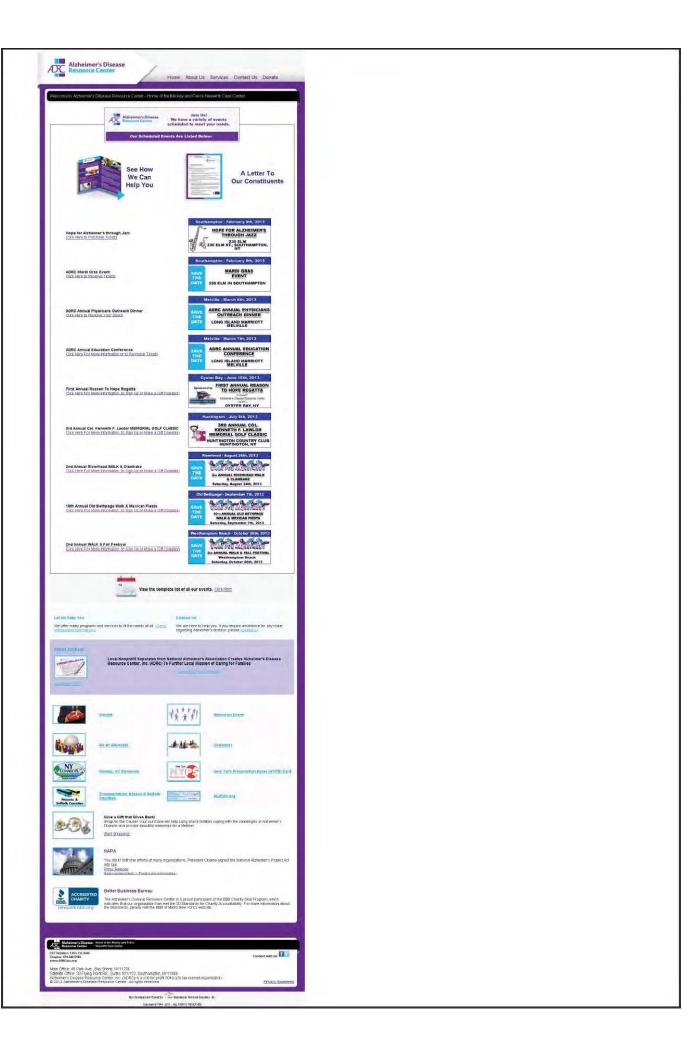
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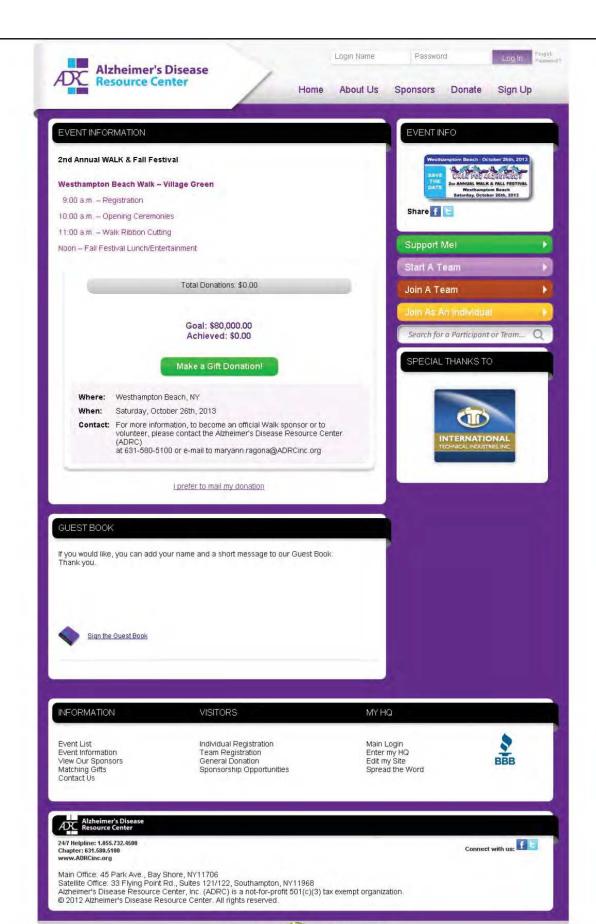
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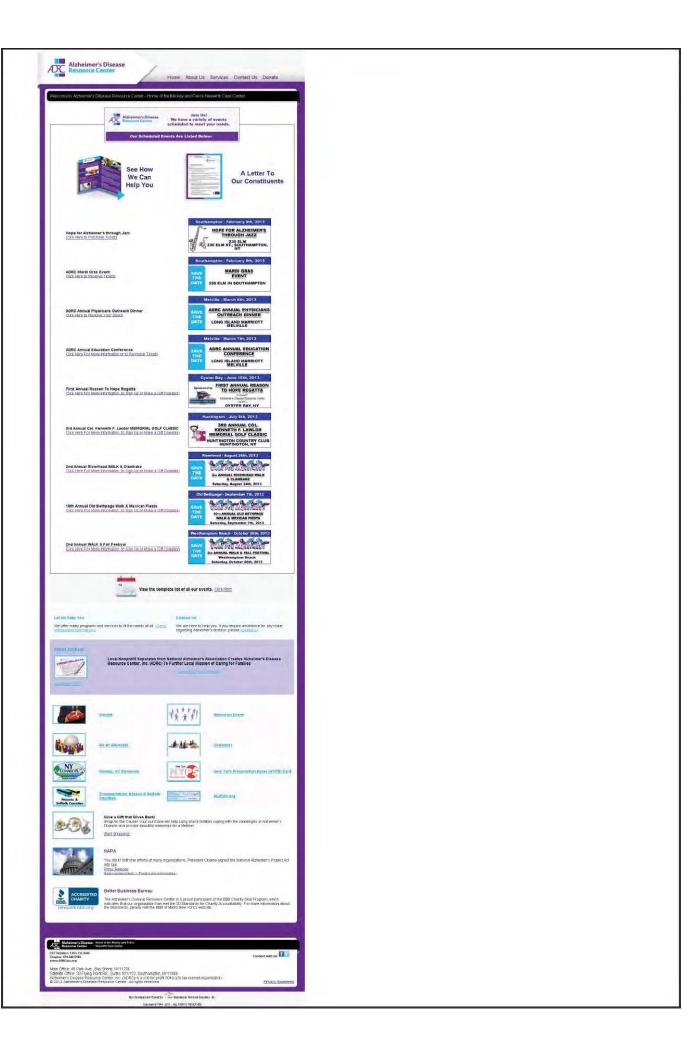
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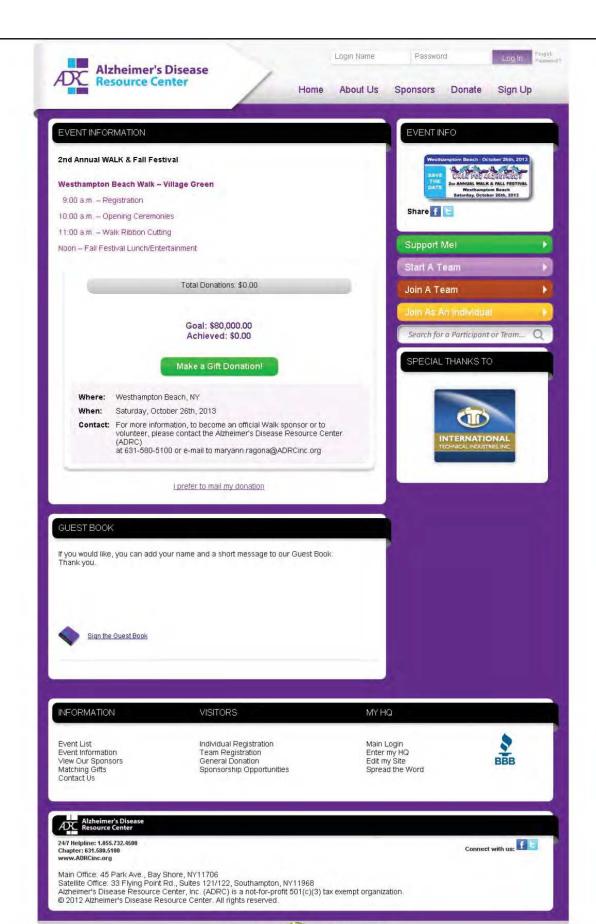
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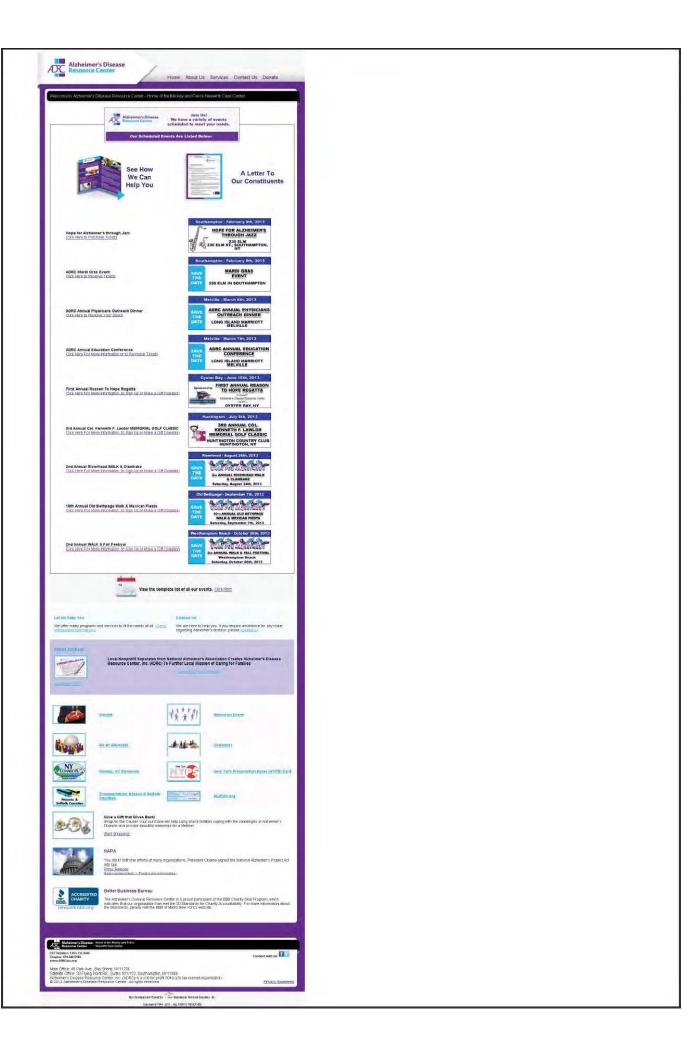
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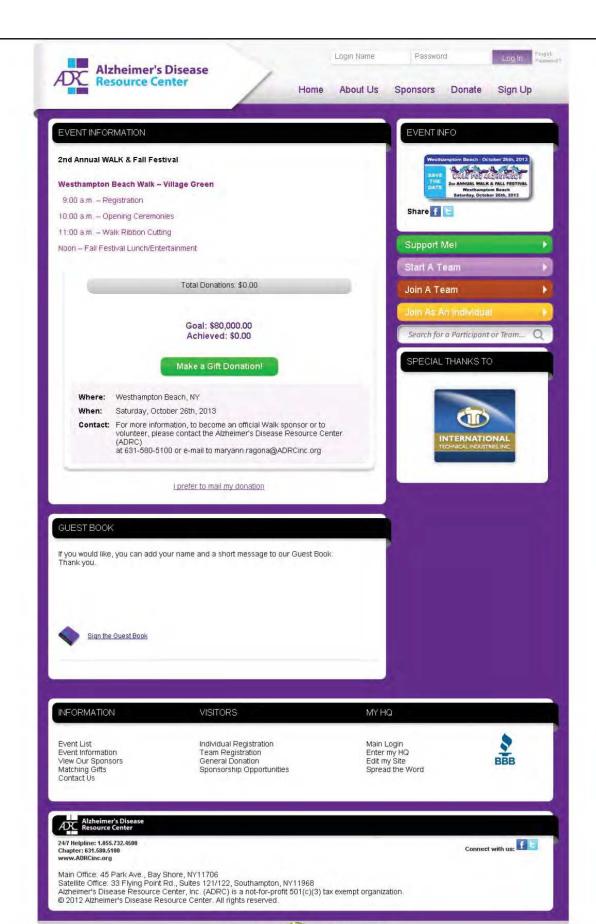
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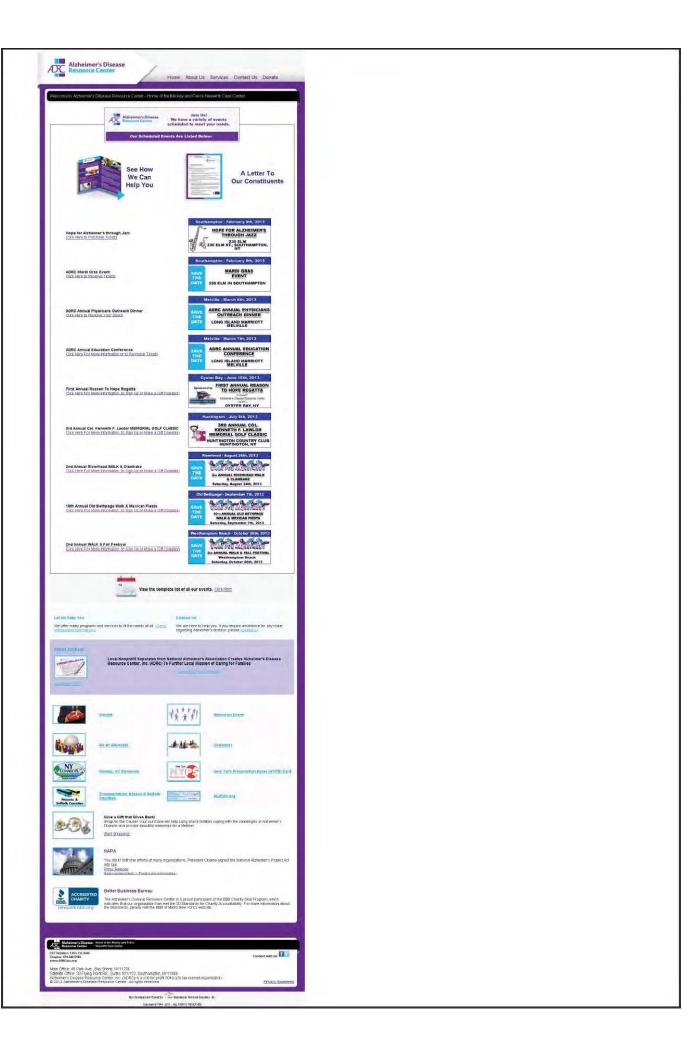
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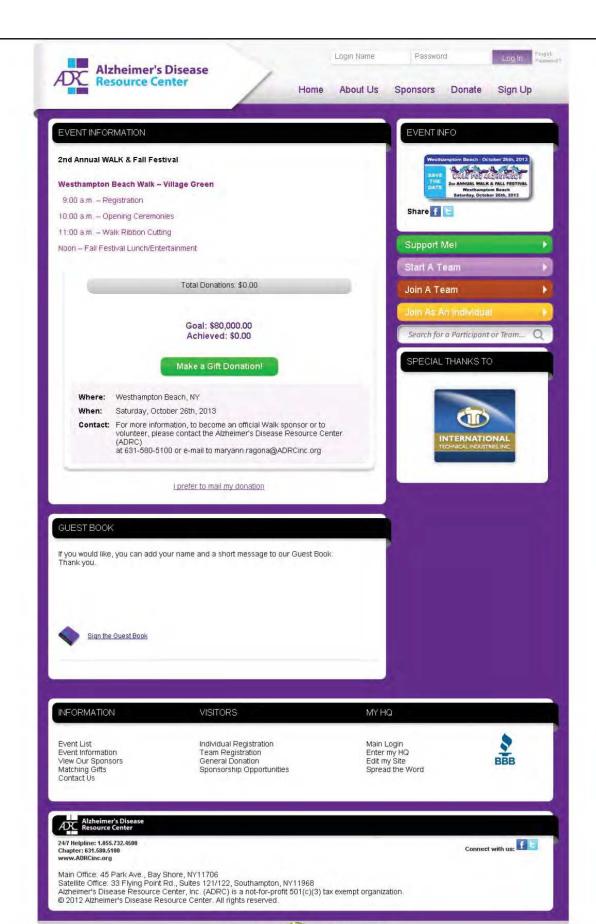
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EXHIBIT Y

Generated on: This page was generated by TSDR on 2020-10-20 16:50:59 EDT

Mark: WALK TO END GENOCIDE

Walk to End Genocide

US Serial Number: 86345704 Application Filing Jul. 23, 2014

Date:

US Registration 4707539 Registration Date: Mar. 24, 2015

Number:

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: Mar. 24, 2015

Publication Date: Jan. 06, 2015

Mark Information

Mark Literal WALK TO END GENOCIDE

Elements:

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

Claim

Mark Drawing 4 - STANDARD CHARACTER MARK

Type:

Acquired In whole

Distinctiveness Claim:

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: Charitable services, namely, coordination of non-monetary contributions to charities and non-profits; Charitable services, namely, coordination of the procurement and distribution of gift-in-kind product donations from manufacturers, wholesalers, retailers, and government agencies to organizations providing free products to needy people; Charitable services, namely, organizing and developing projects that aim to improve the lives of underprivileged and impoverished people; Organizing and conducting charity auctions for charitable fundraising purposes; Promoting charitable giving that reflects the core values of the donor by providing a method to identify the donor's core values and to select charities that foster those values; Promoting the interests of people concerned with generale issues

International 035 - Primary Class U.S Class(es): 100, 101, 102

Class(es):

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul. 07, 2009 Use in Commerce: Jul. 07, 2009

Basis Information (Case Level)

Filed Use:YesCurrently Use:YesFiled ITU:NoCurrently ITU:NoFiled 44D:NoCurrently 44E:NoFiled 44E:NoCurrently 66A:No

Filed 66A: No Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Jewish World Watch
Owner Address: 5551 Balboa Boulevard

Encino, CALIFORNIA UNITED STATES 91316

Legal Entity Type: charitable corporation

State or Country CALIFORNIA

Where Organized:

Attorney/Correspondence Information

Attorney of Record

Docket Number: Jewish World

Correspondent

Correspondent LIAT COHEN ALPERSTEIN SIMON & FARKAS
Name/Address: ALPERSTEIN, SIMON, FARKAS, GILLIN & SCOTT LLP
15760 VENTURA BLVD STE 1520

ENCINO, CALIFORNIA UNITED STATES 91436-3026

Phone: 8185013100

Domestic Representative - Not Found

Prosecution History

| Date | Description | Proceeding Number |
|---------------|--|----------------------|
| Mar. 24, 2020 | COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED | |
| Mar. 24, 2015 | REGISTERED-PRINCIPAL REGISTER | |
| Jan. 06, 2015 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED | |
| Jan. 06, 2015 | PUBLISHED FOR OPPOSITION | |
| Dec. 17, 2014 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED | |
| Dec. 03, 2014 | LAW OFFICE PUBLICATION REVIEW COMPLETED | 77976 |
| Nov. 24, 2014 | APPROVED FOR PUB - PRINCIPAL REGISTER | |
| Nov. 20, 2014 | TEAS/EMAIL CORRESPONDENCE ENTERED | 77976 |
| Nov. 20, 2014 | CORRESPONDENCE RECEIVED IN LAW OFFICE | 77976 |
| Nov. 19, 2014 | ASSIGNED TO LIE | 77976 |
| Nov. 13, 2014 | TEAS RESPONSE TO OFFICE ACTION RECEIVED | |
| Nov. 05, 2014 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 6325 |
| Nov. 05, 2014 | NON-FINAL ACTION E-MAILED | 6325 |
| Nov. 05, 2014 | NON-FINAL ACTION WRITTEN | 61272 |
| Nov. 05, 2014 | ASSIGNED TO EXAMINER | 61272 |
| Jul. 31, 2014 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | |
| Jul. 26, 2014 | 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: Mar. 24, 2015

From: TMOfficialNotices@USPTO.GOV
Sent: Tuesday, March 24, 2020 05:23 AM

To: lc@asfgslaw.com
Cc: smf@asfgslaw.com

Subject: Official USPTO Courtesy Reminder: Trademark Registration Maintenance Document Must Be Fil ed Before Deadline for U.S. Trademark Registration

No. 4707539 WALK TO END GENOCIDE

USPTO COURTESY REMINDER

TRADEMARK REGISTRATION MAINTENANCE DOCUMENT UNDER SECTION 8 MUST BE FILED BEFORE DEADLINE OR REGISTRATION WILL BE CANCELLED

U.S. Application Serial No. 86345704
U.S. Registration No. 4707539
U.S. Registration Date: March 24, 2015
Mark: WALK TO END GENOCIDE
Owner: Jewish World Watch
Docket/Reference No. Jewish World

Issue Date: March 24, 2020

Required submission. The owner of the trademark registration must file a <u>Declaration of Use and/or Excusable Nonuse Under Section 8 Declaration</u>) between now and March 24, 2021. For an additional fee, the owner can file within the 6-month grace period that ends on September 24, 2021.

Optional submission. If the owner can claim the benefits of incontestability, the owner may file an optional Declaration of Incontestability under Section 15. This may be combined with the required Section 8 Declaration by filing a Combined Declaration of Use and Incontestability Under Sections 8 and 15 Declaration).

If ownership of the registration or the owner's name has changed, the owner can use the <u>Electronic Trademark Assignment System (ETAS)</u> to record the change. More information on changes of ownership/owner name is available on the <u>USPTO website</u>.

Click here for more information about maintaining a trademark registration.

Proof of Use Audit. The USPTO is conducting an audit program to promote the accuracy and integrity of the trademark register. If a registration is selected for audit, the holder/owner will be required to submit proof of use for additional goods/services for which use is claimed in a Section 8 Declaration. Detailed information about the program is available on the **Proof of Use Audit Program webpage**.

Determination of time of receipt by USPTO. Correspondence transmitted through the Trademark Electronic Application System (TEAS) is considered filed on the date the USPTO receives the transmission in Eastern Time.

If the owner fails to file a timely Section 8 Declaration the registration will be CANCELLED and cannot be reinstated.

This reminder notice is being sent only as a courtesy to trademark owners who maintain a current email address with the USPTO. Failure by the USPTO to send a reminder or non-receipt of a reminder does not excuse a trademark owner from meeting the statutory obligations for maintaining a registration.

Foreign-domiciled owners must have a U.S.-licensed attorney represent them at the USPTO in any post-registration filing.

Beware of misleading notices sent by private companies about registrations. Private companies not associated with the USPTO use public information available in trademark registrations to mail and email trademark-related offers and notices - most of which require fees. All official USPTO correspondence will only be emailed from the domain "@uspto.gov."

Direct questions about this notice to the Trademark Assistance Center at 1-800-786-9199 (select option 1) or <u>TrademarkAssistanceCenter@uspto.gov</u>.

United States of America

Walk to End Genocide

Reg. No. 4,707,539

JEWISH WORLD WATCH (CALIFORNIA CHARITABLE CORPORATION)

5551 BALBOA BOULEVARD

Registered Mar. 24, 2015 ENCINO, CA 91316

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

FOR: CHARITABLE SERVICES, NAMELY, COORDINATION OF NON-MONETARY CONTRIBUTIONS TO CHARITIES AND NON-PROFITS; CHARITABLE SERVICES, NAMELY, COORDINATION OF THE PROCUREMENT AND DISTRIBUTION OF GIFT-IN-KIND PRODUCT DONATIONS FROM MANUFACTURERS, WHOLESALERS, RETAILERS, AND GOVERNMENT AGENCIES TO ORGANIZATIONS PROVIDING FREE PRODUCTS TO NEEDY PEOPLE; CHARITABLE SERVICES, NAMELY, ORGANIZING AND DEVELOPING PROJECTS THAT AIM TO IMPROVE THE LIVES OF UNDERPRIVILEGED AND IMPOVERISHED PEOPLE; ORGANIZING AND CONDUCTING CHARITY AUCTIONS FOR CHARITABLE FUNDRAISING PURPOSES; PROMOTING CHARITABLE GIVING THAT REFLECTS THE CORE VALUES OF THE DONOR BY PROVIDING A METHOD TO IDENTIFY THE DONOR'S CORE VALUES AND TO SELECT CHARITIES THAT FOSTER THOSE VALUES, PROMOTING THE INTERESTS OF PEOPLE CONCERNED WITH GENOCIDE ISSUES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 7-7-2009; IN COMMERCE 7-7-2009.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SEC. 2(F).

SER, NO. 86-345,704, FILED 7-23-2014.

DAVID C. REIHNER, EXAMINING ATTORNEY

THE TOP COMME

Director of the United States
Patent and Trademark Office

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years* What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.*

See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods* What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

*ATTENTION MADRID PROTOCOL REGISTRANTS: The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see http://www.wipo.int/madrid/en/.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at http://www.uspto.gov.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at http://www.uspto.gov.

From: TMOfficialNotices@USPTO.GOV Sent: Tuesday, January 6, 2015 00:35 AM

To: lc@asfgslaw.com
Cc: smf@asfgslaw.com

Subject: Official USPTO Notice of Publication Confirmation: U.S. Trademark SN 86345704: WALK TO END GENOCIDE: Docket/Reference No. Jewish World

TRADEMARK OFFICIAL GAZETTE PUBLICATION CONFIRMATION

U.S. Serial Number: 86345704 Mark: WALK TO END GENOCIDE International Class(es): 035 Owner: Jewish World Watch

Docket/Reference Number: Jewish World

The mark identified above has been published in the Trademark Official Gazette (TMOG) on Jan 06, 2015.

To Review the Mark in the TMOG:

Click on the following link or paste the URL into an internet browser: https://tmog.uspto.gov/#issueDate=2015-01-06&serialNumber=86345704

On the publication date or shortly thereafter, the applicant should carefully review the information that appears in the TMOG for accuracy. If any information is incorrect due to USPTO error, the applicant should immediately email the requested correction to TMPostPubQuery@uspto.gov. For applicant corrections or amendments after publication, please file a post publication amendment using the form available at http://teasroa.uspto.gov/ppa/. For general information about this notice, please contact the Trademark Assistance Center at 1-800-786-9199.

Significance of Publication for Opposition:

* Any party who believes it will be damaged by the registration of the mark may file a notice of opposition (or extension of time therefor) with the Trademark Trial and Appeal Board. If no party files an opposition or extension request within thirty (30) days after the publication date, then eleven (11) weeks after the publication date a certificate of registration should issue.

To check the status of the application, go to http://tsdr.uspto.gov/#caseNumber=86345704&caseType=SERIAL NO&searchType=statusSearch or contact the Trademark Assistance Center at 1-800-786-9199. Please check the status of the application at least every three (3) months after the application filing date.

To view this notice and other documents for this application on-line, go to http://tsdr.uspto.gov/#caseNumber=86345704&caseType=SERIAL_NO&searchType=documentSearch. NOTE: This notice will only become available on-line the next business day after receipt of this e-mail.

UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Trademarks P.O. Box 1451 Alexandria, VA 22313-1451 www.uspto.gov

Dec 17, 2014

NOTICE OF PUBLICATION

 Serial No.: 86-345,704 Mark:
 WALK TO END GENOCIDE
 (STANDARD CHARACTER MARK)

- International Class(es):
- 4. Publication Date: Jan 6, 2015

Applicant: Jewish World Watch

The mark of the application identified appears to be entitled to registration. The mark will, in accordance with Section 12(a) of the Trademark Act of 1946, as amended, be published in the *Official Gazette* on the date indicated above for the purpose of opposition by any person who believes he will be damaged by the registration of the mark. If no opposition is filed within the time specified by Section 13(a) of the Statute or by rules 2.101 or 2.102 of the Trademark Rules, the Commissioner of Patents and Trademarks may issue a certificate of registration.

Copies of the trademark portion of the Official Gazette containing the publication of the mark may be obtained from:

The Superintendent of Documents U.S. Government Printing Office PO Box 371954 Pittsburgh, PA 15250-7954 Phone: 202-512-1800

By direction of the Commissioner.

Email Address(es):

lc@asfgslaw.com smf@asfgslaw.com From: TMOfficialNotices@USPTO.GOV

Sent: Wednesday, December 17, 2014 03:36 AM

To: lc@asfgslaw.com
Cc: smf@asfgslaw.com

Subject: Official USPTO Notification of Notice of Publication: U.S. Trademark SN 86345704: WALK TO END GENOCIDE: Docket/Reference No. Jewish

World

NOTIFICATION OF "NOTICE OF PUBLICATION"

Your trademark application (Serial No. 86345704) is scheduled to publish in the *Official Gazette* on Jan 6, 2015 . To preview the Notice of Publication, go to http://tdr.uspto.gov/search.action?sn=86345704. If you have difficulty accessing the Notice of Publication, contact TDR@uspto.gov/search.action?sn=86345704. If you have difficulty accessing the Notice of Publication, contact TDR@uspto.gov/search.action?sn=86345704. If you have difficulty accessing the Notice of Publication, contact TDR@uspto.gov/search.action?sn=86345704. If you have difficulty accessing the Notice of Publication, contact TDR@uspto.gov/search.action?sn=86345704. If you have difficulty accessing the Notice of Publication, contact TDR@uspto.gov/search.action?sn=86345704.

PLEASE NOTE:

- 1. The Notice of Publication may not be immediately available but will be viewable within 24 hours of this e-mail notification.
- 2. You will receive a second e-mail on the actual "Publication Date," which will include a link to the issue of the Official Gazette in which the mark has published.

Do NOT hit "Reply" to this e-mail notification. If you have any questions about the content of the Notice of Publication, contact TMPostPubQuery@uspto.gov.

Trademark Snap Shot Publication & Issue Review Stylesheet (Table presents the data on Publication & Issue Review Complete)

OVERVIEW

| SERIAL NUMBER | 86345704 | FILING DATE | 07/23/2014 |
|---------------|------------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG# | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | REIHNER, DAVID C | L.O. ASSIGNED | 111 |

PUB INFORMATION

| RUN DATE | 12/04/2014 | | | | | |
|----------------------|----------------------------------|---------------------------------------|-----|--|--|--|
| PUB DATE | 01/06/2015 | 01/06/2015 | | | | |
| STATUS | 681-PUBLICATION/ISSUE REVIEW COI | 681-PUBLICATION/ISSUE REVIEW COMPLETE | | | | |
| STATUS DATE | 12/03/2014 | 12/03/2014 | | | | |
| LITERAL MARK ELEMENT | WALK TO END GENOCIDE | | | | | |
| | | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | | |
| SECTION 2F | YES | SECTION 2F IN PART | NO | | | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | | | |
| SECTION 15 | NO | REPUB 12C | N/A | | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | | |

FILING BASIS

N/A

DATE AMEND REG

| FILED BASIS | | CURRENT BASIS | | AMENDED BASIS | |
|-------------|-----|---------------|-----|---------------|----|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | YES |
|-------------------------|---------------------------|
| LITERAL MARK ELEMENT | WALK TO END GENOCIDE |
| MARK DRAWING CODE | 4-STANDARD CHARACTER MARK |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|------------|-----------------------|
| | |

| NAME | | | | Jewish World Watch | | | | |
|---|------|-------------|--|--|--|---|---|--|
| | | | | 5551 Balboa Boulevard Encino, CA 91316 | | | | |
| ENTITY | | | | 99-charitable corpor | 99-charitable corporation | | | |
| CITIZENSHIP | | | | | California | | | |
| | | | | GOODS AN | D SERVICES | | | |
| INTERNATIONAL C | LASS | | | | 035 | | | |
| DESCRIPTION TEXT | | | | | and non-profits; Chadistribution of gift-in- retailers, and govern people; Charitable s improve the lives of conducting charity a giving that reflects the donor's core values | namely, coordination aritable services, name-kind product donation ment agencies to orgervices, namely, orga underprivileged and ir uctions for charitable ne core values of the cand to select charities concerned with genoci | ely, coordination of the s from manufacturers anizations providing fi nizing and developing mpoverished people; fundraising purposes; donor by providing a na that foster those valu | e procurement and , wholesalers, ree products to needy projects that aim to Organizing and Promoting charitable nethod to identify the |
| | | | GOOD | S AND SERVI | CES CLASSIFIC | ATION | | |
| INTERNATIONAL CLASS | 035 | FIRS | ST USE DATE | 07/07/2009 | FIRST USE IN COMMERCE DATE | 07/07/2009 | CLASS STATUS | 6-ACTIVE |
| MISCELLANEOUS INFORMATION/STATEMENTS CHANGE IN REGISTRATION NO | | | | | | | | |
| | | | | PROSECUT | ION HISTORY | | | |
| DATE | | ENT CD | ENT TYPI | DESCRIPTION | J | | | ENT NUM |
| 12/03/2014 | | PREV | 0 | LAW OFFICE | PUBLICATION REVIE | W COMPLETED | | 012 |
| 11/24/2014 | | CNSA | 0 | APPROVED F | OR PUB - PRINCIPAL | REGISTER | | 011 |
| 11/20/2014 | | TEME | ı | TEAS/EMAIL (| CORRESPONDENCE | ENTERED | | 010 |
| 11/20/2014 | | CRFA | I | CORRESPON | DENCE RECEIVED IN LAW OFFICE | | | 009 |
| 11/19/2014 | | ALIE | А | ASSIGNED TO | SSIGNED TO LIE | | | 008 |
| 11/13/2014 | | TROA | ı | TEAS RESPO | TEAS RESPONSE TO OFFICE ACTION RECEIVED | | | 007 |
| 11/05/2014 | | GNRN | 0 | NOTIFICATION | NOTIFICATION OF NON-FINAL ACTION E-MAILED | | | 006 |
| 11/05/2014 | | GNRT | F | NON-FINAL A | NON-FINAL ACTION E-MAILED | | | 005 |
| 11/05/2014 | | CNRT | R | NON-FINAL A | CTION WRITTEN | | 004 | |
| 11/05/2014 DOCK D | | ASSIGNED TO | ASSIGNED TO EXAMINER | | 003 | | | |
| 07/31/2014 NWOS I | | NEW APPLICA | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | | 002 | | | |
| 07/26/2014 NWAP I NEW APPLICA | | | ATION ENTERED IN T | RAM | | 001 | | |
| | | | CURREN | T CORRESPO | NDENCE INFOR | MATION | | |
| ATTORNEY | | | | NONE | | | | |
| CORRESPONDENCE ADDRESS | | | | LIAT COHEN ALPERSTEIN SIMON & FARKAS ALPERSTEIN, SIMON, FARKAS, GILLIN & SCOT 15760 VENTURA BLVD STE 1520 ENCINO, CA 91436-3026 | | | | |

Walk to End Genocide

Trademark Snap Shot Publication Stylesheet (Table presents the data on Publication Approval)

OVERVIEW

| SERIAL NUMBER | 86345704 | FILING DATE | 07/23/2014 |
|---------------|------------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG# | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | REIHNER, DAVID C | L.O. ASSIGNED | 111 |

PUB INFORMATION

| RUN DATE | 11/25/2014 | | | |
|----------------------|------------------------------|--------------------|-----|--|
| PUB DATE | N/A | | | |
| STATUS | 680-APPROVED FOR PUBLICATION | | | |
| STATUS DATE | 11/24/2014 | | | |
| LITERAL MARK ELEMENT | WALK TO END GENOCIDE | | | |
| | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | |
| SECTION 2F | YES | SECTION 2F IN PART | NO | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | |
| SECTION 15 | NO | REPUB 12C | N/A | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | |

FILING BASIS

N/A

DATE AMEND REG

| FILED BASIS | | CURRENT BASIS | | AMENDED BASIS | |
|-------------|-----|---------------|-----|---------------|----|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | YES |
|-------------------------|---------------------------|
| LITERAL MARK ELEMENT | WALK TO END GENOCIDE |
| MARK DRAWING CODE | 4-STANDARD CHARACTER MARK |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|------------|-----------------------|
| | |

| NAME | | | | Jewish World Watch | | | |
|------------------------|-----------------------------------|----------------|------------|--|---|---|--|
| ADDRESS | | | | 5551 Balboa Boulev Encino, CA 91316 | ard | | |
| ENTITY | | | | 99-charitable corpora | ation | | |
| CITIZENSHIP | | | | California | | | |
| GOODS AND SERVICES | | | | | | | |
| INTERNATIONAL CLASS | | | | 035 | | | |
| DESCRIPTION TEXT | | | | and non-profits; Cha distribution of gift-in- retailers, and govern people; Charitable si improve the lives of conducting charity au giving that reflects the donor's core values | namely, coordination or itable services, name kind product donation: ment agencies to orga ervices, namely, orgar underprivileged and in uctions for charitable fue core values of the dand to select charities oncerned with genocic | ly, coordination of the s from manufacturers, anizations providing from izing and developing proverished people; C undraising purposes; onor by providing a mathat foster those value | procurement and wholesalers, ee products to needy projects that aim to organizing and Promoting charitable ethod to identify the |
| | | | | | | | |
| | GOODS AND SERVICES CLASSIFICATION | | | | | | |
| INTERNATIONAL CLASS | 035 | FIRST USE DATE | 07/07/2009 | FIRST USE IN COMMERCE DATE | 07/07/2009 | CLASS STATUS | 6-ACTIVE |

MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION NO

PROSECUTION HISTORY

| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM |
|------------|--------|----------|--|---------|
| 11/24/2014 | CNSA | 0 | APPROVED FOR PUB - PRINCIPAL REGISTER | 011 |
| 11/20/2014 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 010 |
| 11/20/2014 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 009 |
| 11/19/2014 | ALIE | А | ASSIGNED TO LIE | 008 |
| 11/13/2014 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 007 |
| 11/05/2014 | GNRN | 0 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 006 |
| 11/05/2014 | GNRT | F | NON-FINAL ACTION E-MAILED | 005 |
| 11/05/2014 | CNRT | R | NON-FINAL ACTION WRITTEN | 004 |
| 11/05/2014 | DOCK | D | ASSIGNED TO EXAMINER | 003 |
| 07/31/2014 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 07/26/2014 | NWAP | I | NEW APPLICATION ENTERED IN TRAM | 001 |

CURRENT CORRESPONDENCE INFORMATION

| ATTORNEY | Liat Cohen Alperstein Simon & Farkas |
|-------------------------|--|
| CORRESPONDENCE ADDRESS | LIAT COHEN ALPERSTEIN SIMON & FARKAS ALPERSTEIN, SIMON, FARKAS, GILLIN & SCOT 15760 VENTURA BLVD STE 1520 ENCINO, CA 91436-3026 |
| DOMESTIC REPRESENTATIVE | NONE |

Walk to End Genocide

Trademark Snap Shot Amendment & Mail Processing Stylesheet (Table presents the data on Amendment & Mail Processing Complete)

OVERVIEW

| SERIAL NUMBER | 86345704 | FILING DATE | 07/23/2014 | | |
|---------------|------------------|---------------|--------------|--|--|
| REG NUMBER | 0000000 | REG DATE | N/A | | |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK | | |
| INTL REG# | N/A | INTL REG DATE | N/A | | |
| TM ATTORNEY | REIHNER, DAVID C | L.O. ASSIGNED | 111 | | |

PUB INFORMATION

| I and the second | | | | | | |
|--|---|--------------------|-----|--|--|--|
| RUN DATE | 11/21/2014 | | | | | |
| PUB DATE | N/A | | | | | |
| STATUS | 661-RESPONSE AFTER NON-FINAL-ACTION-ENTERED | | | | | |
| STATUS DATE | 11/20/2014 | | | | | |
| LITERAL MARK ELEMENT | WALK TO END GENOCIDE | | | | | |
| | | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | | |
| SECTION 2F | YES | SECTION 2F IN PART | NO | | | |
| SECTION 8 | NO SECTION 8 IN PART NO | | | | | |
| SECTION 15 | NO | REPUB 12C | N/A | | | |

FILING BASIS

NO

N/A

RENEWAL DATE

N/A

RENEWAL FILED

DATE AMEND REG

| FILED BASIS | | CURRENT BASIS | | AMENDED BASIS | |
|-------------|-----|---------------|-----|---------------|----|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | YES |
|-------------------------|---------------------------|
| LITERAL MARK ELEMENT | WALK TO END GENOCIDE |
| MARK DRAWING CODE | 4-STANDARD CHARACTER MARK |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|------------|-----------------------|
| | |

| NAME | Jewish World Watch | | | | |
|-----------------------------------|---|--|--|--|--|
| ADDRESS | 5551 Balboa Boulevard Encino, CA 91316 | | | | |
| ENTITY | 99-charitable corporation | | | | |
| CITIZENSHIP | California | | | | |
| GOODS AND SERVICES | | | | | |
| INTERNATIONAL CLASS | 035 | | | | |
| DESCRIPTION TEXT | Charitable services, namely, coordination of non-monetary contributions to charities and non-profits; Charitable services, namely, coordination of the procurement and distribution of gift-in-kind product donations from manufacturers, wholesalers, retailers, and government agencies to organizations providing free products to needy people; Charitable services, namely, organizing and developing projects that aim to improve the lives of underprivileged and impoverished people; Organizing and conducting charity auctions for charitable fundraising purposes; Promoting charitable giving that reflects the core values of the donor by providing a method to identify the donor's core values and to select charities that foster those values; Promoting the interests of people concerned with genocide issues | | | | |
| GOODS AND SERVICES CLASSIFICATION | | | | | |

| | | door | DS AND SERVIC | LES CLASSIFICA | 111011 | | |
|--------------------------------------|-----|----------------|---------------|----------------------------------|------------|--------------|----------|
| INTERNATIONAL CLASS | 035 | FIRST USE DATE | 07/07/2009 | FIRST USE IN COMMERCE DATE | 07/07/2009 | CLASS STATUS | 6-ACTIVE |
| MISCELLANEOUS INFORMATION/STATEMENTS | | | | | | | |

CHANGE IN REGISTRATION NO

PROSECUTION HISTORY

| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM |
|------------|--------|----------|--|---------|
| 11/20/2014 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 010 |
| 11/20/2014 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 009 |
| 11/19/2014 | ALIE | А | ASSIGNED TO LIE | 008 |
| 11/13/2014 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 007 |
| 11/05/2014 | GNRN | 0 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 006 |
| 11/05/2014 | GNRT | F | NON-FINAL ACTION E-MAILED | 005 |
| 11/05/2014 | CNRT | R | NON-FINAL ACTION WRITTEN | 004 |
| 11/05/2014 | DOCK | D | ASSIGNED TO EXAMINER | 003 |
| 07/31/2014 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 07/26/2014 | NWAP | I | NEW APPLICATION ENTERED IN TRAM | 001 |

CURRENT CORRESPONDENCE INFORMATION

| ATTORNEY | Liat Cohen Alperstein Simon & Farkas |
|-------------------------|--|
| | LIAT COHEN ALPERSTEIN SIMON & FARKAS ALPERSTEIN, SIMON, FARKAS, GILLIN & SCOT 15760 VENTURA BLVD STE 1520 ENCINO, CA 91436-3026 |
| DOMESTIC REPRESENTATIVE | NONE |

Walk to End Genocide

Response to Office Action

The table below presents the data as entered.

| Input Field | Entered |
|------------------------------------|--|
| SERIAL NUMBER | 86345704 |
| LAW OFFICE ASSIGNED | LAW OFFICE 111 |
| MARK SECTION | |
| MARK | http://tsdr.uspto.gov/img/86345704/large |
| LITERAL ELEMENT | WALK TO END GENOCIDE |
| STANDARD CHARACTERS | YES |
| USPTO-GENERATED IMAGE | YES |
| MARK STATEMENT | The mark consists of standard characters, without claim to any particular font style, size or color. |
| EVIDENCE SECTION | |
| EVIDENCE FILE NAME(S) | |
| ORIGINAL PDF FILE | evi 1731961902-20141113182841399700 . 4th Annual OC Walk 4.15.12PDF |
| CONVERTED PDF FILE(S) (1 page) | \\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0002.JPG |
| ORIGINAL PDF FILE | evi 1731961902-20141113182841399700 . 2012walkarticlesLosAngeles.pdf |
| CONVERTED PDF FILE(S) (4 pages) | \\\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0003.JPG |
| | \\\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0004.JPG |
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| | \\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0006.JPG |
| ORIGINAL PDF FILE | evi_1731961902-20141113182841399700 . 2013CarmelValleyarticles.pdf |
| CONVERTED PDF FILE(S) (8 pages) | \\\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0007.JPG |
| | \\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0008.JPG |
| | \\\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0009.JPG |
| | \\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0010.JPG |
| | \\\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0011.JPG |
| | \\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0012.JPG |
| | \\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0013.JPG |
| | \\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0014.JPG |
| ORIGINAL PDF FILE | evi_1731961902-201411131828413997002014SanDiegowalkarticles.pdf |
| CONVERTED PDF FILE(S) (5 pages) | \\\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0015.JPG |
| | \\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0016.JPG |

| | \\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0017.JPG |
|--|--|
| | \\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0018.JPG |
| | \\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0019.JPG |
| DESCRIPTION OF EVIDENCE FILE | News articles, publicity and exposure of mark showing distinctiveness of use through applicant's substantially exclusive and continuous use. |
| ADDITIONAL STATEMENTS SECTION | |
| SECTION 2(f) Claim of Acquired Distinctiveness, based on Five or More Years' Use | The mark has become distinctive of the goods/services through the applicant's substantially exclusive and continuous use in commerce that the U.S. Congress may lawfully regulate for at least the five years immediately before the date of this statement. |
| SECTION 2(f) Claim of Acquired Distinctiveness, BASED ON EVIDENCE | The mark has become distinctive of the goods/services, as demonstrated by the attached evidence. |
| 2(f) EVIDENCE FILE NAME(S) | |
| JPG FILE(S) | \\TICRS\EXPORT16\IMAGEOUT 16\863\457\86345704\xml4\ ROA0020.JPG |
| ORIGINAL PDF FILE | <u>e2f-1731961902-182841399</u> . Fountain Valley for Darfur- OC Register_ <u>5-17-09.pdf</u> |
| CONVERTED PDF FILE(S) (1 page) | \\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0021.JPG |
| ORIGINAL PDF FILE | <u>e2f-1731961902-182841399</u> <u>LongIslandarticle.pdf</u> |
| CONVERTED PDF FILE(S) (2 pages) | \\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0022.JPG |
| | \\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0023.JPG |
| ORIGINAL PDF FILE | <u>e2f-1731961902-182841399</u> . <u>2013thousandoaksaritcles.pdf</u> |
| CONVERTED PDF FILE(S) (3 pages) | \\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0024.JPG |
| | \\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0025.JPG |
| | \\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0026.JPG |
| ORIGINAL PDF FILE | e2f-1731961902-182841399 2012walkarticlesLosAngeles.pdf |
| CONVERTED PDF FILE(S) (4 pages) | \\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0027.JPG |
| | \\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0028.JPG |
| | \\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0029.JPG |
| | \\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0030.JPG |
| ORIGINAL PDF FILE | e2f-1731961902-182841399 . 2013CarmelValleyarticles.pdf |
| CONVERTED PDF FILE(S) (8 pages) | \\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0031.JPG |
| | \\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0032.JPG |
| | \\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0033.JPG |
| | \\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0034.JPG |
| | $\verb \TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0035.JPG \\$ |
| | \\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0036.JPG |
| | \\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0037.JPG |

| | \\\TICRS\EXPORT16\\IMAGEOUT16\\863\\457\\86345704\\xml4\\ROA0038.JPG |
|------------------------------------|--|
| ORIGINAL PDF FILE | e2f-1731961902-182841399 . 2014LosAngeleswalkarticles.pdf |
| CONVERTED PDF FILE(S) (8 pages) | \\\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0039.JPG |
| | \\\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0040.JPG |
| | \\\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0041.JPG |
| | \\\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0042.JPG |
| | \\\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0043.JPG |
| | \\\TICRS\EXPORT16\\IMAGEOUT16\\863\\457\\86345704\\xml4\\ROA0044.JPG |
| | \\\TICRS\EXPORT16\\IMAGEOUT16\\863\\457\\86345704\\xml4\\ROA0045.JPG |
| | \\\TICRS\EXPORT16\\IMAGEOUT16\\863\\457\\86345704\\xml4\\ROA0046.JPG |
| ORIGINAL PDF FILE | e2f-1731961902-182841399 . linktoABCnewsstorywalktoendgenocide.pdf |
| CONVERTED PDF FILE(S) (1 page) | \\\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml4\ROA0047.JPG |
| MISCELLANEOUS STATEMENT | The mark has become distinctive of the goods and/or services through applicant's substantially exclusive and continuous use in commerce for at least five years immediately before the date of this statement. |
| SIGNATURE SECTION | |
| DECLARATION SIGNATURE | /Liat Cohen/ |
| SIGNATORY'S NAME | Liat Cohen |
| SIGNATORY'S POSITION | Attorney of record |
| SIGNATORY'S PHONE NUMBER | 8185013100 |
| DATE SIGNED | 11/13/2014 |
| RESPONSE SIGNATURE | /Liat Cohen/ |
| SIGNATORY'S NAME | Liat Cohen |
| SIGNATORY'S POSITION | Attorney of Record |
| SIGNATORY'S PHONE NUMBER | 8185013100 |
| DATE SIGNED | 11/13/2014 |
| AUTHORIZED SIGNATORY | YES |
| FILING INFORMATION SECTION | |
| SUBMIT DATE | Thu Nov 13 18:41:33 EST 2014 |
| TEAS STAMP | USPTO/ROA-XXX.XXX.XXX.22 0141113184133285457-86345 704-500321a522399503ef0ff fabc8f6568233222c614a8d95 b44d3fdf2e28f46538769-N/A -N/A-20141113182841399700 |

Response to Office Action

To the Commissioner for Trademarks:

Application serial no. **86345704** WALK TO END GENOCIDE(Standard Characters, see http://tsdr.uspto.gov/img/86345704/large) has been amended as follows:

EVIDENCE

Evidence in the nature of News articles, publicity and exposure of mark showing distinctiveness of use through applicant's substantially exclusive and continuous use. has been attached.

Original PDF file:

evi 1731961902-20141113182841399700 . 4th Annual OC Walk 4.15.12-.PDF

Converted PDF file(s) (1 page)

Evidence-1

Original PDF file:

evi 1731961902-20141113182841399700 . 2012walkarticlesLosAngeles.pdf

Converted PDF file(s) (4 pages)

Evidence-1

Evidence-2

Evidence-3

Evidence-4

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Evidence-1

Evidence-2

Evidence-3

Evidence-4

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Evidence-7

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Evidence-1

Evidence-2

Evidence-3

Evidence-4

Evidence-5

ADDITIONAL STATEMENTS

SECTION 2(f) Claim of Acquired Distinctiveness, based on Five or More Years' Use

The mark has become distinctive of the goods/services through the applicant's substantially exclusive and continuous use in commerce that the U.S. Congress may lawfully regulate for at least the five years immediately before the date of this statement.

SECTION 2(f) Claim of Acquired Distinctiveness, BASED ON EVIDENCE

The mark has become distinctive of the goods/services, as demonstrated by the attached evidence.

JPG file(s):

2(f) evidence-1

Original PDF file:

e2f-1731961902-182841399 . Fountain Valley for Darfur- OC Register- 5-17-09.pdf

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2(f) evidence-1

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2(f) evidence-1

2(f) evidence-2

2(f) evidence-3

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2(f) evidence-1

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2(f) evidence-4

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2(f) evidence-1

2(f) evidence-2

2(f) evidence-3

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2(f) evidence-7

2(f) evidence-8

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Converted PDF file(s) (8 pages)

2(f) evidence-1

2(f) evidence-2

2(f) evidence-3

2(f) evidence-4

2(f) evidence-5

2(f) evidence-6

2(f) evidence-7

2(f) evidence-8

Original PDF file:

e2f-1731961902-182841399 . linktoABCnewsstorywalktoendgenocide.pdf

Converted PDF file(s) (1 page)

2(f) evidence-1

Miscellaneous Statement

The mark has become distinctive of the goods and/or services through applicant's substantially exclusive and continuous use in commerce for at least five years immediately before the date of this statement.

SIGNATURE(S)

Declaration Signature

DECLARATION: The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that, if the applicant submitted the application or amendment to allege use (AAU) unsigned, all statements in the application or AAU and this submission based on the signatory's own knowledge are true, and all statements in the application or AAU and this submission made on information and belief are believed to be true.

STATEMENTS FOR UNSIGNED SECTION 1(a) APPLICATION/AAU: If the applicant filed an unsigned application under 15 U.S.C. Section 1051(a) or AAU under 15 U.S.C. Section 1051(c), the signatory additionally believes that: the applicant is the owner of the trademark/service mark sought to be registered; the applicant or the applicant's related company or licensee is using the mark in commerce and has been using the mark in commerce as of the filing date of the application or AAU on or in connection with the goods/services in the application or AAU, and such use by the applicant's related company or licensee inures to the benefit of the applicant; the original specimen(s), if applicable, shows the

mark in use in commerce as of the filing date of the application or AAU on or in connection with the goods/services in the application or AAU; and to the best of the signatory's knowledge and belief, no other person has the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion or mistake, or to deceive.

STATEMENTS FOR UNSIGNED SECTION 1(b)/SECTION 44 APPLICATION: If the applicant filed an unsigned application under 15 U.S.C. Section 1051(b), Section 1126(d), and/or Section 1126(e), the signatory additionally believes that: the applicant is entitled to use the mark in commerce; the applicant has a bona fide intention and has had a bona fide intention as of the application filing date to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the goods/services in the application; and to the best of the signatory's knowledge and belief, no other person has the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion or mistake, or to deceive.

Signature: /Liat Cohen/ Date: 11/13/2014

Signatory's Name: Liat Cohen

Signatory's Position: Attorney of record Signatory's Phone Number: 8185013100

Response Signature

Signature: /Liat Cohen/ Date: 11/13/2014

Signatory's Name: Liat Cohen

Signatory's Position: Attorney of Record

Signatory's Phone Number: 8185013100

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

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O.C. activists gather to end genocide

By ROXANA KOPETMAN 2012-04-15 15:24:55



FOUNTAIN VALLEY – Inside the canvas tents, the photos and words depicting genocide made the Garden Grove High School students pause and reflect.

"This really makes an impact," said Teresa MuÅ^oz, a volunteer at the Walk to End Genocide on Sunday.

The tents, reminiscent of a temporary museum exhibit, depicted genocides since 1915, including current conflicts in Darfur, Sudan that have led to the deaths of an estimated 400,000 people and the displacement of another three million.

"We're learning about genocides in our AP human geography class, but it's great to know there are people out there doing something about it," said Muňoz, a Garden Grove High sophomore.

Some 500 people representing more than two dozen organizations came out for the three-mile walk and advocacy fair sponsored by Jewish World Watch, a Southern California-based group whose members actively work toward ending genocide and other atrocities. They raised more than \$21,000 during the fourth annual Orange County walk, held at the Mile Square Regional Park.

"Your voices are being heard in many ways," Pastor Kasereka Kasomo, a Congolese community leader, told them.

Doing their part at one of the tables were teens from Congregation B'Nai Israel in Tustin. In 2010, Courtney Widerman, of Northwood High in Irvine, teamed up with friends Caroline Kravitz, Sheridan Schwartz and Aria Gittelson to sell bracelets and art projects in support of Congolese survivors of sexual violence. The JWW "Healing Arts" program teaches the Congolese women vocational skills such as sewing.

"It was a way we could tie in our hobbies with making a difference in the world," said Kravitz, a Capistrano Valley High School student.

The activists – young and old – expressed concern for victims in both the Congo and Darfur, two sites of warrelated violence, disease and starvation.

"We say never again, but here we are," said Lisa Herzog, a Tustin resident and member of University Synagogue in Irvine. "It's happening all over again."

Contact the writer: 714-796-7829 and rkopetman@ocregister.com

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Thousands Walk to End Genocide

The event was organized by Encino-based organization Jewish World Watch.

By Anna King (Open Post)
Updated May 21, 2012 at 3:21 pm

More than 2,000 people participated today in what was billed as the nation's largest walk to end genocide, raising more than \$100,000 to support programs aiding victims and survivors of genocide in Sudan and Congo, according to the Encino-based organizers Jewish World Watch.

Funds raised from the sixth annual Walk to End Genocide will be used to provide on-theground aid through projects like the Solar Cooker Project, which provides solar cookers and training to women who otherwise would have to risk rape and death by leaving the safety of their camps to collect firewood, according to Fred Kramer, executive director of Jewish World Watch, which organized the walk.

After the walk, fundraisers gathered in Pan Pacific Park to bid at the silent auction, eat at food trucks and listen to live music.

The five-kilometer walk was held in Pan Pacific Park and the surrounding Fairfax district for the first time in an attempt to draw more participants after being held in the West San Fernando Valley for its first five years, Kramer said. The Academy Award-nominated actor and activist Don Cheadle spoke to the crowd, along with Josh Radnor, a star of the CBS comedy "How I Met Your Mother," and Lisa Edelstein, a former member of the cast of the Fox medical drama "House."

"With the tragic events that continue to unfold in Sudan, Darfur and Congo, public support from all ages, faiths and backgrounds is more important than ever," said Janice Kamenir-Reznik, co-founder and president of the Encino- based Jewish World Watch, which works to mobilize the public to combat genocide.

"Los Angeles must raise its collective voice against genocide and mass atrocities. Our Walk to End Genocide is a perfect opportunity to shine a light on people who are suffering in fundamental ways, yet who sadly remain invisible and voiceless to most of the world."

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and author

Walk to End

Genocide

Posted: 05/17/2012 9:42 pm EDT | Updated: 07/17/2012 5:12 am EDT

170

15 17 17 83 THIS IMAGE LICENSE HAS EXPIRED

Right now, they're still alive.

400,000 Nuba civilians hav . been trappedin the mountainous regions of South Kordofan and Blue Nile states in Sudan since June 2011, on the brink of a government-orchestrated famine. The Khartoum regime has intentionally cut them off from their fields by persistent and indiscriminant bombing and denied access to any international aid. But they're still

alive.

All of that will change sometime in the next few weeks.

Any day now, the rains will start, making this already remote region entirely inaccessible. Any hopes of breaking through negotiations with Khartoum to win access to these civilians will be moot. They will starve and -- like their 500,000 Nuba brethren who were annihilated in this same way during Khartoum's second genocide in the 1990s -- they will die.

Let's be clear: This is Khartoum's fourth genocide since the Omar al-Bashir regime took power in 1989. Bashir -- who is wanted by the International Criminal Court on 10 counts of war crimes, crimes against humanity and genocide -- has presided over the murder of close to three million innocent civilians, civilians he is obliged to protect.

In 2005, I traveled to Darfur along with a congressional delegation. The experience changed my life - after seeing the crimes committed against innocent civilians there http://www.huffingtonpost.com/don-cheadle/sudan-genocide b 1526146.html

But even after years of activism -- and even with the fervent, increasingly urgent advocacy of the last few months as the siege against the Nuba people has escalated -- we have failed to protect these civilians. I fear that in the next few weeks, we're going to watch the slow death of an entire population, and that the international community will sit in silence.

This Sunday, May 20, I'm walking in Jewish World Watch's Los Angeles Walk to End Genocide. I'm walking and agreed to be the honorary walk chair because I refuse to stand idly by and watch as the Khartoum regime continues to slaughter its own people.

Our political leaders have calculated that the American people are not interested in foreign policy in this election year -- unless it's about disengagement from major issues around the globe. By walking, we're announcing to our leaders loudly and clearly: They are wrong. The American public prioritizes stopping genocide and mass atrocities, and leaders ignore those priorities at their own peril. We're telling our leaders that they have the strong support of the American public to take the bold action necessary to stop genocide and mass atrocities.

I hope you'll join us.

2/2

idents help organize genocide lk

Maya McCray 11:51 A.M. MARCH 29, 2013

PRINT

COMMENTS



CARMEL VALLEY — The second annual San Diego Walk to End Genocide, which was partly organized by three Carmel Valley sophomores, will take place from 9 a.m. to noon April 7 at Ocean Air Community Park, 4770 Fairport Way, in San Diego.

San Diego Jewish Academy students Zander Cowan, 16, Naomi Suminski, 16, and Ilana Engel, 15, helped organize the event with Jewish World Watch, a California-based organization that brings awareness to genocide and mass atrocities in Sudan and Congo. The group sponsors walks statewide.

Check-in is at 9 a.m. and the walk starts at 9:45 a.m. The walk is just under 1.5 miles and is on paved surfaces. The event also features an awareness fair with Holocaust and genocide survivors, crafts, music, food and merchandise.

Cowan and Suminski also helped organize the first walk, held last year at their school. That walk, also sponsored by Jewish World Watch, had about 100 participants and raised \$4,000 for the organization, which provides education, advocacy and development projects in affected countries.

This year Cowan said they hope to have up to 250 participants and raise \$7,500.

He said among this year's participants will be about 70 members of the Ogaden Youth and Student Union of San Diego, who aim to raise awareness of a genocide in Eastern Ethiopia.

"Genocide isn't a one religion, one race issue. A lot of different groups have experienced it," Cowan said. "We don't want to stand idly by, we want to try

Registration is \$18 for adults and teens. Children 11 and under walk free. To register, go to jewishworldwatch.org and click on events.

tawny.mccray@utsandiego.com (619) 293-1859

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Walk to End Genocide held in Carmel Valley





Walk to end Genocide

The second annual Walk to End Genocide was held at Ocean Air Community Park in Carmel Valley on April 7. The one-mile walk is held to raise awareness, support and hope for the survivors of genocide in Sudan and the Democratic Republic of Congo.

The walk is sponsored by and will support Jewish World Watch and was planned by a philanthropic young team of San Diego Jewish Academy (SDJA) sophomores: Zander Cowan, Naomi Suminski and Ilana Engel.

Their first effort on the SDJA campus last year had 100 walkers and raised \$5,000.

-Photos/Jon Clark



Charity walk raises over \$15,000

Tuesday, April 16th, 2013 | Posted by ahessmat

The fifth annual Walk to End Genocide was successful in raising over \$15,000 this last Sunday, not including what was raised on site.

Participants shuffled the three-mile stretch from Congregation Shomrei Torah, 2600 Benett Valley Road, into downtown, some carrying banners and posters with facts on mass atrocities worldwide. Speakers, including survivors of African genocides, engaged with the walkers before and during the walk.

The community event, initiated and led the last few years by Montgomery High School senior Gabe Ferrick, has raised over \$100,000 dollars in donations to Jewish World Watch, a charity for genecide survivors and those impacted by human rights abuses.

"I was really surprised at the amount of people who came to register the day of," Ferrick said. "To me that meant that our walk is getting heard about across the community, through our letters and on the radio. It was really cool to see."

While Sunday's walk marked Ferrick's last time leading the event before he departs for college at USC, he still found time to raise over a third of this year's donations himself.

Not one to see the walk end with his departure, Ferrick introduced two other members of the congregation who will pick up where he left off: Montgomery High School freshman Jake Matalon and Sonoma Country Day School seventh-grader Noah Bacon.

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- 2. Hundreds participate in Santa Rosa march to end genocide

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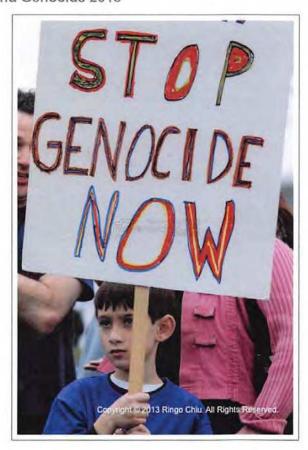
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Sunday, April 14, 2013

Walk to End Genocide 2013



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Thousands of walkers participate the 7th Annual Walli to End Genecute at Pan Pacific Paik on Sungay April 14, 2013 in Lee Angeles. The walk will relies awareness, support and hope for survivors of genecide by informing the Los Angeles community of the dire situation in Budan and Congo and raising funds to end such attroubles according to Janice Kamenir-Reznik, the president and on-founder of Jawish World Watch. (Photo by Ringo ChurthHOTOFORMULA, com)

Prested by Ringo Chiu / 超漢菜 = 6:59 PM



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Categorized | International, San Diego Calendar

Rep. Davis honorary chair of anti-genocide walk

Posted on 12 March 2014.



SAN DIEGO (Press Release) - Hundreds of San Diegans are expected to come together Sunday, March 23 for the 3rd annual

Walk to End Genocide

Timed to coincide with Genocide Awareness Month, the day of activism will bring together a wide-ranging coalition of schools, churches, synagogues, and other faith-based organizations, highlighting the power of local action to fight atrocities around the world, while raising funds to support Jewish World Watch (JWW) projects that aid refugees and survivors of the conflicts in Sudan and the Congo.

The walk was founded in 2011 by three 14-year old students at the San Diego Jewish Academy: Zander Cowan, Naomi Suminski and Ilana Engel, all of whom remain the lead organizers of the event. Their advocacy efforts inspired San Diego Congresswoman Susan Davis to serve as this year's Honorary Walk Chair.

This year's walk coincides with a number of significant milestones for the anti-Genocide Movement, including the 20th anniversary of the Rwandan genocide, the 99th anniversary of the Armenian genocide, and the 69th anniversary of the liberation of Auschwitz. The family-friendly day will feature two mile-long walks around Nobel Park, as well as a rally and Awareness Fair with craft and activist projects, advocacy booths, food, art, music, and more. All participants have the option to walk alone, as members of a team, or as "virtual walkers."

Preceding provided by Jewish World Wat

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PRESS RELEASE: Ogaden Youth & Student Union (OYSU)-San Diego and The Walk to End Genocide

'osted: Bitootessa/March 25, 2014 · Gadaa.com

The following is a statement from the Ogaden Youth & Student Union (OYSU).



an Diego, CA – The 3rd annual Walk to End Genocide was held in San Diego on March 23rd 2014. This event which had hundreds of attendees, was a success as the participants walked and chanted in order to make their voices eard about the genocides occurring all over the world. OYSU San Diego, under the leadership of their President, Aohamed Noor Mohamoud, participated in this walk, along with the members from the Ogaden community in San Diego.

longresswoman Susan A. Davis, who represents the 53rd district in the US House of Representatives. OYSU San Diego was able to raise awareness an advocate for the people whose voices have been silenced due to this genocide. hey had many people gather around their tent and ask plenty of questions. Many people were not even aware of his hidden genocide and were shocked at how far the Ethiopian government would go to hide these atrocities. One woman who spoke to President Mohamoud stated to him that she had visited Ethiopia a year ago, and she had never ealized the horrors that were being committed to these people. OYSU San Diego was able to make an impact and pread the message out to people on what the Ethiopian regime was doing and they have made plans to take action his year through a number of different avenues.

The event had a huge media presence and Hogaanka Arimaha Dibada ee OYSU Worldwide; Mudane Abdiaziz Abduli Abshir explained to the media the humanitarian crisis that is currently taking place in the Ogaden region. Furthermore, he detailed the media blockade that Ethiopia has implemented and used as an example, Mr. Martin schibbye and Mr. Johan Persson, two Swedish journalists who were imprisoned and sentenced to 11 years in prison fter they entered the Ogaden Region in 2011. They were released after they served 400 days.

Ir. Mohamoud also gave a speech at the event and focused on the humanitarian crisis. He spoke in detail about the enocide that is occurring and on how the Ethiopian government is systematically exterminating an entire group of eople. He thanked all the attendees for showing up and promised that their collaboration would continue on in the ollowing years.

he event ended in success and OYSU San Diego will continue to participate in events such as this one in order to aise awareness about the atrocities that the Ethiopian government is committing against the Ogaden people.

'or more information on how you can join OYSU San Diego, you can contact us at oysusandiego@gmail.com or isit http://www.oysuworldwide.org/

Channel 10 News article on the Walk to End Genocide



Hundreds turn out for genocide awareness walk in La Jolla



Kandiss Crone 3:14 PM, Mar 23, 2014 3:22 PM, Mar 23, 2014



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SHOW CAPTION

More than 200 walkers hit the pavement in La Jolla Sunday morning to take a stand for human rights in the third annual Walk to End Genocide.

The event, hosted by Jewish World Watch, is the first of a series of walks across the state.

Abdi Ali showed 10News pictures of the genocide in Ogaden, Ethiopia, that he says has been ongoing for decades.

11/13/2014

displace and dislocate people in order to exploit the natural resources of the region," said Ali, a member of the Ogaden Youth & Student Union.

Ali and hundreds of others walked around Nobel Park in La Jolla to take a stand against genocide and other human rights violations across the world. Money raised goes to help refugees in the affected countries.

Students with the San Diego Jewish Academy helped organize Sunday's walk.

"It resonates very strongly with me cause I wouldn't be here without the work of righteous people who wanted to stop these genocides and save people," said Zander Cowan, a student at San Diego Jewish Academy.

Cowan says he and his friends organized the one-mile walk three years ago. He said that although many Americans may not be aware of the genocide in other countries, everyone can do their part to help the millions of refugees in need.

"We can't just stand idly by, we need to do something about it even if we're halfway around the world," Cowan said.

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REGISTER

Hundreds rally in Fountain Valley for Darfur

The Orange County Register



Jewish World Watch organized its first Orange County Rally for Darfur on Sunday.

The event held at Mile Square Park in Fountain Valley brought together about 450 religious leaders, synagogue members, dignitaries and activists to call attention to the crisis in Darfur, Sudan.

"It brought out a very diverse community in Orange County," said Tzivia Schwartz-Getzug, executive director of Jewish World Watch, "it shows the strength of the Orange County community."

The Jewish World Watch is a coalition of more than 60 synagogues with a mandate to focus attention on genocide and work against atrocities throughout the world.

"We believe we have the responsibility, based on our values and tradition, that we don't stand idly by," said Schwartz-Getzug.

Nassau LONG ISLAND

East Meadow walk seeks to end world genocide

Updated April 27, 2014 7:13 PM

By DEON J. HAMPTON deon.hampton@newsday159m Reprints

+ .



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Participants in Jewish World Watch's inaugural East Meadow Walk to End Genocide make their way through Eisenhower Park on Sunday, April 27, 2014. (Credit: Barry Sloan)

Organizers of a walk Sunday morning in East Meadow to end worldwide genocide called for action against violence in Sudan and other countries.

"We need to raise our voices and put pressure on world leaders to send troops" overseas to stop people from being killed, said Beth Lilach, senior director of education and community affairs for the Holocaust Memorial and Tolerance Center of Nassau County...

Walk in Thousand Oaks raised money for genocide victims

Rachel McGrath 7:38 PM, May 5, 2013 local news | conejo valley

VENTURA COUNTY STAR

SHITTING CAPTION

People from Ventura and Los Angeles counties walked in Thousand Oaks on Sunday to raise awareness of people who are being persecuted and killed for their ethnic, religious or racial identity.

Organizers estimated that about 300 people in 16 teams took part in a "Walk to End Genocide" co-sponsored by Temple Etz Chaim and United Methodist Church, which are next to each other on Janss Road.

Walkers, who traveled a 1½-mile route to Thousand Oaks Community Park and back, raised more than \$16,000 for the nonprofit Jewish World Watch, based in Encino.

"I feel overwhelmed and humbled that so many people have come out," said Michael Lysobey, of Moorpark, who is the social action chairman at Temple Etz Chaim and the organizer of the walk.

"We have people from temples, from churches, from mosques. We have people from all over the community who have come out to be together, so many diverse elements who are coming together to say this is important to us."

Jewish World Watch was founded in 2004 in response to the genocide in Darfur and seeks to raise money to help victims' families and survivors.

"When the Holocaust happened to the Jewish people, we said 'never again.' And that meant never again for everyone, not just the Jews, and since the Jewish Holocaust there have been 46 additional genocidal actions in the world," said Amy Friedman Cecil, walk development director for Jewish World Watch.

At tents in the area, walkers gathered with information about the genocides in Rwanda,

"It's horrifying and it's appalling that this still occurs in our world, and it's not really something we see on the news very much. It's very real, and something like this makes it come alive a little bit better," Ethlene Pollak said.

Jewish World Watch co-founder Janice Kamenir-Reznik told the walkers they were doing a profound act for the survivors of genocide she visits in Darfur and the Congo.

"They assume that they are forgotten, but because of you we are able to go and tell them they are not forgotten and we will not stand idly by and we will not forget," she said.

Seth Stevens was one of 65 members of Temple Adat Elohim in Thousand Oaks who participated. He said he was glad the walk was taking place in the Conejo Valley.

The Conejo Valley Walk was the fifth "Walk to End Genocide" this year in California. Combined, they have brought together 5,000 people and raised \$260,000.

For more information, visit http://www.jewishworldwatch.org.





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2013-05-02 / Community

Walk to end genocide Sunday

Local spiritual leaders invite the community to take part in the inaugural Conejo Valley Walk to End Genocide Sun., May 5 outside Temple Etz Chaim and the United Methodist Church, 1080 E. Janss Road, Thousand Oaks.

Registration is at 11:30 a.m. and the 1.5-mile walk begins at 12:30 p.m. Before the walk there will be an advocacy fair and action festival.

The Conejo Valley Walk to End Genocide is a collaborative effort with leadership from Jewish World Watch, Temple Etz Chaim, United Methodist Church, Temple Ahavat Shalom and Temple Adat Elohim.

JWW is a leading organization in the fight against genocide and mass atrocities. Since its founding in 2004, JWW has grown from a collection of Southern California synagogues into a global coalition that includes schools, churches, individuals, communities and partner organizations that share a vision of a world without genocide.

To register, go to www.walktoendgenocide.org or call (818) 501-1836.



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Thousands Walk to End Genocide

The event was organized by Encino-based organization Jewish World Watch.

By Anna King (Open Post)
Updated May 21, 2012 at 3:21 pm

More than 2,000 people participated today in what was billed as the nation's largest walk to end genocide, raising more than \$100,000 to support programs aiding victims and survivors of genocide in Sudan and Congo, according to the Encino-based organizers Jewish World Watch.

Funds raised from the sixth annual Walk to End Genocide will be used to provide on-theground aid through projects like the Solar Cooker Project, which provides solar cookers and training to women who otherwise would have to risk rape and death by leaving the safety of their camps to collect firewood, according to Fred Kramer, executive director of Jewish World Watch, which organized the walk.

After the walk, fundraisers gathered in Pan Pacific Park to bid at the silent auction, eat at food trucks and listen to live music.

The five-kilometer walk was held in Pan Pacific Park and the surrounding Fairfax district for the first time in an attempt to draw more participants after being held in the West San Fernando Valley for its first five years, Kramer said. The Academy Award-nominated actor and activist Don Cheadle spoke to the crowd, along with Josh Radnor, a star of the CBS comedy "How I Met Your Mother," and Lisa Edelstein, a former member of the cast of the Fox medical drama "House."

"With the tragic events that continue to unfold in Sudan, Darfur and Congo, public support from all ages, faiths and backgrounds is more important than ever," said Janice Kamenir-Reznik, co-founder and president of the Encino- based Jewish World Watch, which works to mobilize the public to combat genocide.

"Los Angeles must raise its collective voice against genocide and mass atrocities. Our Walk to End Genocide is a perfect opportunity to shine a light on people who are suffering in fundamental ways, yet who sadly remain invisible and voiceless to most of the world."

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Walk to End

Genocide

Posted: 05/17/2012 9:42 pm EDT | Updated: 07/17/2012 5:12 am EDT

170

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Right now, they're still alive.

400,000 Nuba civilians hav . been trappedin the mountainous regions of South Kordofan and Blue Nile states in Sudan since June 2011, on the brink of a government-orchestrated famine. The Khartoum regime has intentionally cut them off from their fields by persistent and indiscriminant bombing and denied access to any international aid. But they're still

alive.

All of that will change sometime in the next few weeks.

Any day now, the rains will start, making this already remote region entirely inaccessible. Any hopes of breaking through negotiations with Khartoum to win access to these civilians will be moot. They will starve and -- like their 500,000 Nuba brethren who were annihilated in this same way during Khartoum's second genocide in the 1990s -- they will die.

Let's be clear: This is Khartoum's fourth genocide since the Omar al-Bashir regime took power in 1989. Bashir -- who is wanted by the International Criminal Court on 10 counts of war crimes, crimes against humanity and genocide -- has presided over the murder of close to three million innocent civilians, civilians he is obliged to protect.

In 2005, I traveled to Darfur along with a congressional delegation. The experience changed my life - after seeing the crimes committed against innocent civilians there http://www.huffingtonpost.com/don-cheadle/sudan-genocide b 1526146.html

But even after years of activism -- and even with the fervent, increasingly urgent advocacy of the last few months as the siege against the Nuba people has escalated -- we have failed to protect these civilians. I fear that in the next few weeks, we're going to watch the slow death of an entire population, and that the international community will sit in silence.

This Sunday, May 20, I'm walking in Jewish World Watch's Los Angeles Walk to End Genocide. I'm walking and agreed to be the honorary walk chair because I refuse to stand idly by and watch as the Khartoum regime continues to slaughter its own people.

Our political leaders have calculated that the American people are not interested in foreign policy in this election year -- unless it's about disengagement from major issues around the globe. By walking, we're announcing to our leaders loudly and clearly: They are wrong. The American public prioritizes stopping genocide and mass atrocities, and leaders ignore those priorities at their own peril. We're telling our leaders that they have the strong support of the American public to take the bold action necessary to stop genocide and mass atrocities.

I hope you'll join us.

2/2

idents help organize genocide lk

Maya McCray 11:51 A.M. MARCH 29, 2013

PRINT

COMMENTS



() (3) CARMEL VALLEY — The second annual San Diego Walk to End Genocide, which was partly organized by three Carmel Valley sophomores, will take place from 9 a.m. to noon April 7 at Ocean Air Community Park, 4770 Fairport Way, in San Diego.

San Diego Jewish Academy students Zander Cowan, 16, Naomi Suminski, 16, and Ilana Engel, 15, helped organize the event with Jewish World Watch, a California-based organization that brings awareness to genocide and mass atrocities in Sudan and Congo. The group sponsors walks statewide.

Check-in is at 9 a.m. and the walk starts at 9:45 a.m. The walk is just under 1.5 miles and is on paved surfaces. The event also features an awareness fair with Holocaust and genocide survivors, crafts, music, food and merchandise.

Cowan and Suminski also helped organize the first walk, held last year at their school. That walk, also sponsored by Jewish World Watch, had about 100 participants and raised \$4,000 for the organization, which provides education, advocacy and development projects in affected countries.

This year Cowan said they hope to have up to 250 participants and raise \$7,500.

He said among this year's participants will be about 70 members of the Ogaden Youth and Student Union of San Diego, who aim to raise awareness of a genocide in Eastern Ethiopia.

"Genocide isn't a one religion, one race issue. A lot of different groups have experienced it," Cowan said. "We don't want to stand idly by, we want to try

Registration is \$18 for adults and teens. Children 11 and under walk free. To register, go to jewishworldwatch.org and click on events.

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Walk to End Genocide held in Carmel Valley





Walk to end Genocide

The second annual Walk to End Genocide was held at Ocean Air Community Park in Carmel Valley on April 7. The one-mile walk is held to raise awareness, support and hope for the survivors of genocide in Sudan and the Democratic Republic of Congo.

The walk is sponsored by and will support Jewish World Watch and was planned by a philanthropic young team of San Diego Jewish Academy (SDJA) sophomores: Zander Cowan, Naomi Suminski and Ilana Engel.

Their first effort on the SDJA campus last year had 100 walkers and raised \$5,000.

-Photos/Jon Clark



Charity walk raises over \$15,000

Tuesday, April 16th, 2013 | Posted by ahessmat

The fifth annual Walk to End Genocide was successful in raising over \$15,000 this last Sunday, not including what was raised on site.

Participants shuffled the three-mile stretch from Congregation Shomrei Torah, 2600 Benett Valley Road, into downtown, some carrying banners and posters with facts on mass atrocities worldwide. Speakers, including survivors of African genocides, engaged with the walkers before and during the walk.

The community event, initiated and led the last few years by Montgomery High School senior Gabe Ferrick, has raised over \$100,000 dollars in donations to Jewish World Watch, a charity for genocide survivors and those impacted by human rights abuses.

"I was really surprised at the amount of people who came to register the day of," Ferrick said. "To me that meant that our walk is getting heard about across the community, through our letters and on the radio. It was really cool to see."

While Sunday's walk marked Ferrick's last time leading the event before he departs for college at USC, he still found time to raise over a third of this year's donations himself.

Not one to see the walk end with his departure, Ferrick introduced two other members of the congregation who will pick up where he left off: Montgomery High School freshman Jake Matalon and Sonoma Country Day School seventh-grader Noah Bacon.

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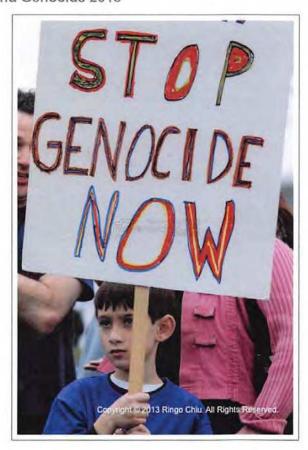
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Sunday, April 14, 2013

Walk to End Genocide 2013



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Thousands of walkers participate the 7th Annual Walli to End Genecute at Pan Pacific Paik on Sungay April 14, 2013 in Lee Angeles. The walk will relies awareness, support and hope for survivors of genecide by informing the Los Angeles community of the dire situation in Budan and Congo and raising funds to end such attroubles according to Janice Kamenir-Reznik, the president and on-founder of Jawish World Watch. (Photo by Ringo ChurthHOTOFORMULA, com)

Prested by Ringo Chiu / 超漢菜 = 6:59 PM



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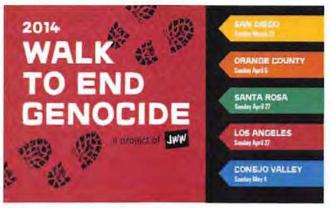
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Thousands gather, walk to honor 'Never Again'

by Ryan Torok April 30, 2014 | 11:10 am



After having walked nearly three miles as part of Jewish World Watch's (JWW) Walk to End Genocide, Effie Braun and her family decided they needed a break.

Taking a pit stop at a kosher restaurant to purchase bottled water, she said, "The Holocaust is not the only time this happened. There's more happening out there, and it's our responsibility to put a stop it."

Braun, 28, of Valley Beth Shalom (VBS) in Encino, was referring to genocide, the systematic slaughter of a group of people based on their nationality, ethnicity or religion. She spoke to the Journal as she and her family — including her 9-month-old son, Eli — completed JWW's eighth annual walk on April 27 at Pan Pacific Park.

They were among 3,000 community members who participated in the SK (3.1 miles) journey, which was part of a 2014 fundraising effort that has brought the nonprofit nearly \$500,000.

Founded 10 years ago, the San Fernando Valley-based JWW describes itself on its website as a "leading organization in the fight against genocide and mass atrocities," with a focus on the crises in Sudan and eastern Congo. It was co-founded as a response to the crisis in Darfur by Janice Kamenir-Reznik and VBS Rabbi Harold M. Schulweis, who attended this year's walk at the age of 89.

The organization focuses on advocacy, education and on-the-ground projects. One of its most successful programs, the Solar Cooker Project,

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In addition to raising funds and awareness, the event also marked Yom HaShoah (Holocaust Remembrance Day). It was immediately followed at 1 p.m. by the Los Angeles Museum of the Holocaust's (LAMOTH) annual commemoration, which attracted elected officials, community leaders and others — about 1,000 people in all.

And while the two events were different — one dedicated to action, the other focused on remembrance — both sent the message of standing against genocide, whether targeting Jews or non-Jews.

"Some people say that the commemoration of all these genocides only waters down the sharpness, the bitterness of the individual memories of the particular Holocaust," Schulweis said at the commencement of the JWW walk. "We repudiate that claim. ... Genocides are indeed not the same, but the tears are the same, and the shivers of fear of the emaciated people are the same."

L.A. Mayor Eric Garcetti, who was honorary co-chair of this year's walk, echoed these remarks later that afternoon at the LAMOTH event: "We say every year, 'Never again,' but we watch it happen again and again,"

Others appearing at the LAMOTH event included Jay Sanderson,
Federation of Greater Los Angeles;

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member and a representative of third-generation survivors. The event honored LAMOTH board member Jona Goldrich, and Forward editor-at-large J.J. Goldberg served as the keynote speaker.

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JWW walks also took place on April 27 in Santa Rosa, Calif. and in East Meadow, N.Y. One Walk to End Genocide for 2014 remains, with an event in the Conejo Valley set for May 4.

6

The Pan Pacific Park walk began at 9 a.m. and ended at noon. Of the 46 synagogue teams that participated in the walk, congregations Temple Isaiah, Sinai Temple and VBS raised the most funds, with VBS raising more than \$100,000.



e No.

Many from the walk stayed for the later Yom HaShoah commemoration, which began at 1 p.m. and ended at approximately 4 p.m. Aqua blue T-shirts with the JWW tagline, "Do Not Stand Idly By," sprinkled the crowd.

LAMOTH, a Federation beneficiary, describes itself as the "oldest Holocaust museum in the United States." It focuses on commemoration and education, according to its website.

Sabrina Balter attended the commemoration ceremony with her three daughters and her son. Standing behind her 4-year-old daughter, Seraphina, at a yohrzeit table outside the museum's entrance, Balter told the Journal that she viewed the commemoration as an opportunity to educate her children about the importance of the Shoah. It is an event, she said, important in forming Jewish identity.

"I'm passing it to them so that they can pass it to their children. And [so they can] remember to stand up for the rights [of] people across the world who are being victimized," she said.

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Walk to End Genocide Today at Pan Pacific Park

April 27, 2014 7:39 am by: Westside Today Staff Category: Community Calendar, Events + Exhibits, Health + Fitness, Lifestyle, Things To Do 1 Commert



The Walk to End Genocide is held this morning at Pan Pacific Park near Mid-City Los Angeles and is organized by Jewish World Watch. Festivities begin at 10 a.m. and continue

More than 2,000 walkers are expected at Pan Pacific Park for today's eighth annual Walk to End Genocide, which seeks to inspire and educate a new generation of anti-genocide activists and raise funds for projects aiding refugees and survivors of the conflicts in Sudan and Congo.

A 10 a.m. ceremony commemorating the 1915 Armenian genocide and 1994 Rwandan genocide, including firsthand accounts from survivors, will precede the hour-long walk, which is set to begin at 10:30 a.m.

This morning's walk will start and Pan Pacific Park and then head east along West Third Street. Once walkers arrive at La Brea Avenue, they will turn north toward Beverly Boulevard.

There, walkers will turn west toward Fairfax Avenue. At Fairfax Avenue, the walkers will head south toward The Grove before making one last turn at West Third Street and returning to Pan Pacific Park.

Advocacy training will follow after the walk; the event is expected to conclude at 1 p.m.

Also featured at the event is a "Global Village," activist and craft projects, advocacy booths, art, food, merchandise sales, music, and a solar cooker demonstration.

craft and activist projects, advocacy booths, food, art, music, solar cooker demonstrations, great

The walk is organized by Jewish World Watch, an Encino-based group founded in 2004 that has raised more than \$12 million in an effort to improve the lives of survivors of genocide, support on-the-ground projects and inspire local communities to advocate for political change.

According to the website for the Walk to End Genocide, the event aimed to raise \$400,000. The goal was not yet met, though more than \$300,000 was reportedly raised as of this morning.

Pan Pacific Park is located at 7600 Beverly Boulevard near Park La Brea and The Grove.

City News Service was used for portions of this story.

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Thousands walk in **Holocaust Rememb** Walk to End Genoci

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More than 3,000 local activists gathered at Pan Pacific Park in Los Angeles on Sunday for the Jewish World Watch's Walk to End to Genocide, which will raise funds to support local educational and advocacy efforts, along with projects that aid refugees and survivors of the conflicts in Sudan and Congo. David Crane - Staff Photographer

By Dana Bartholomew, Los Angeles Daily News

POSTED: 04/27/14, 8:00 PM PDT UPDATED: DN 04/27/20143 COMMENTS

Their footsteps Sunday tread softly across Los Angeles, while sounding a thundering rebuke against mass slaughter.

More than 4,000 marchers marked Holocaust Remembrance Day with an eighth annual Walk to End Genocide, held in six cities from Los Angeles to New York

"Never again - never ever ever again!" Rabbi Harold M. Schulweiss, cofounder of Jewish World Watch, the Encino-based host of the demonstrations, told thousands of eager marchers. "Today, we remember communities who share with us a history of tragic suffering.

"You are not abandoned. You are not ignored. We walk together."

The world's largest march against genocide was followed by a Day of Holocaust Commemoration outside the Los Angeles Museum of the Holocaust at Pan Pacific Park. The event included live music, art, noshes and tribute speeches by Los Angeles civic and religious leaders.

They marched to recall the systematic slaughter of millions of Armenians, Jews and Rwandans during respective genocides perpetrated by the Ottoman Turks, by Nazi Germany and by Hutu tribes during reigns of terror that spanned the 20th Century.

They took each step to recall more recent atrocities committed in Darfur, Sudan and in the Democratic Republic of the Congo, home to some of the world's highest incidents of civilian murder and systematic rape.

Throughout a morning dotted by wispy clouds, families young and old from synagogues and civic groups across the city hoofed it around a 3mile loop in the Fairfax District with a motto proclaiming "Fight genocide: do not stand idly by."

Their bright blue T-shirts read, "One life at a time, one step at a time."

Advertisement

"I want to help other children around the world," said 8-year-old Jake Torgan of Studio City.

"My family and my husband's family were killed during the Holocaust," said Bonnie Kane of Woodland Hills, hoisting a "Never again" placard. "Man's inhumanity to man needs to end in our time."

Rabbi Amy Bernstein of Kehillat Israel synagogue in Pacific Palisades said the march raised awareness of atrocities committed across the globe.

"We need to end the violence and repair the damage that's being done," she said, among a throng of two dozen walkers from her synagogue. "It's a prayer for building a different world."

Jewish World Watch, now celebrating its 10th anniversary, has become a hands-on leader in the global fight against genocide, having raised \$12 million for relief, education and development projects.

The nongovernmental organization, spurred by civilian slaughter in Sudan, was founded by Schulweiss of Valley Beth Shalom, an award-winning conservative rabbi renowned for his theology, interfaith dialogues and human rights activism, and Janice Kamenir-Reznik, a real estate attorney known for her drive.

Together, they recruited synagogues throughout Southern California that today has grown into a worldwide interfaith movement. Its Walk to End Genocide, which expects to raise \$500,000, was holding similar events in Thousand Oaks, Orange County, San Diego, Santa Rosa and Long Island, New York.

"JWW has become the recognized leading force in the fight against genocide and many atrocities worldwide," said Michael Jeser, its executive director. "We began as a coalition of San Fernando Valley synagogues 10 years ago, but have grown into a global interfaith coalition."

In the past decade, Jewish World Watch has supplied more than 100,000 Darfur women refugees with solar cookers, to help reduce the potential for rape while gathering fuel. It has also helped women survivors in Chad and the Sudan. It has also helped build health centers in remote villages and to rehabilitate child soldiers.

Los Angeles leaders said it was important to raise awareness about genocide, and for young people to learn to fight for social justice.

"A lot of times, we think the world is getting better," said state Sen. Ted Lieu, D-Redondo Beach, whose district included the Fairfax rally. "But when we look at the number of genocides ... it's very shocking."

"The walkers here can arouse the conscience of a nation," said Los Angeles City Attorney Mike Feuer, whose U.S. airman father, Melvin, was a Nazi prisoner of war.

Even those not involved in the Sunday walk were moved. Around the corner from the park, waitress Rocio Ramirez watched its river of blue move past the historic El Coyote Mexican Cafe.

"Together, all of us can do something," she said, doling out plates of signature crispy tacos. "Our voices can be louder."

OPINION

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Los Angeles leading the fight against genocide: Guest commentary



Eric Garcetti

By Eric Garcetti and Zev Yaroslavsky

POSTED: 04/04/14, 9:02 AM PDT | UPDATED: ON 04/04/20140 COMMENTS

Later this month, more than 3,000 Angelenos will come together and walk to end genocide. The walk _ organized by Jewish World Watch in commemoration of Genocide Awareness and Prevention Month — is the nation's largest annual gathering of activists in the growing, citizen-led movement to prevent genocide and mass atrocities through advocacy, education and projects on the ground. Forged in response to the tragedy of Darfur, the anti-genocide movement has become a powerful force over the past decade, pushing world leaders to act when innocents are threatened.

From its inception, this movement has found a center of gravity in Los Angeles. The region's leaders and activists have been the driving force behind a range of bold ideas and innovative policies, which illuminate the ways that states, cities, counties, nonprofits, religious groups and individual people of conscience can make an impact far beyond their communities to turn the words "Never Again" into action.

When the genocide in Darfur came to light, the County and City of Los Angeles were among the first local bodies to respond. The L.A. County Board of Supervisors divested its retirement fund portfolio from the companies assisting the Bashir regime of Sudan to commit crimes in Darfur. A resolution in the L.A. City Council urged similar action at the state level. The California Legislature answered this call with two major bills that pulled state pension funds out of the companies in bed with the Bashir regime, spurring a flood of similar divestment measures across the country.

These efforts signaled the public's concern about Darfur to policymakers in Washington, while denying the Bashir regime the tools to wage war against its own people. They added to the political and economic pressure that eventually forced the regime to curtail its genocidal practices. Violence and tragic civilian suffering still hang over Darfur, but now the regime has no doubt that the world is watching.

Drawing on the lessons from the campaign for Darfur, the local anti-genocide movement has expanded its scope to address other crises. Recently, California became the first state in the nation to require all companies applying for government contracts to trace and audit their supply chains for use of conflict minerals. This information is crucial for stopping the flood of western dollars that are funding the warlords behind many of the world's worst atrocities.

Couldn't load plug-in.

Advertisement

Los Angeles-based groups are at the forefront of a similar consumer movement for "conflict-free" products, which is sending a message to companies that customers will pay a premium to know that their purchases will not fuel violence. The movement scored a major victory last December, when Intel announced that it would produce the first computer processors completely free of conflict minerals. Many California-based companies have signaled that more conflict-free products are on the way. Our schools are also joining in the campaign; USC and a number of local high schools have brought conflict-free initiatives to their campuses.

L.A.'s example can help to inform how people and policymakers around the world should respond when the threat of genocide looms. As we contemplate how to address crises today in conflict zones like the Central African Republic, the Congo and South Sudan, three lessons are clear.

First, local action can have a tremendous global impact. Over the past six decades, far too many have ignored clear warning signs about potential genocides, guided by the belief that policymakers in Washington had things under control. The results have been tragic. Since the horrors of the Holocaust, 46 genocides have claimed the lives of tens of millions. Los Angeles' experience proves that grassroots organizing, local policy measures, and earnest advocacy all have vast potential to protect victims, grab the attention of national and international leaders, and snowball into action on a much larger scale.

Second, coalition building is key. L.A. has shown that the issue of genocide can mobilize people of conscience from all backgrounds and faiths. The city's large community of genocide survivors — the most diverse in the world — has been critical for these bridge-building efforts. Jews and Armenians, El Salvadorians and Guatemalans, Cambodians and Rwandans have joined their voices together to rally our community to action.

Third, you have to think big. For too long, too many have thrown up their hands or averted their eyes in the face of genocide. Angelenos are showing that citizens will no longer stand idly. Each of us can — and must — make a difference one voice, one walk, one step at a time.

Eric Garcetti is the Mayor of Los Angeles and the Co-Chair of Jewish World Watch's Walk to End Genocide. Zev Yaroslavsky is a member of the Los Angeles and a Board Member of Jewish World Watch.

...

http://www.jewishworldwatch.org/wp-content/uploads/2014/04/Jewish-World-Watch-KABC-04-27-14-438PM.mov

To: Jewish World Watch (lc@asfgslaw.com)

Subject: U.S. TRADEMARK APPLICATION NO. 86345704 - WALK TO END GENOCIDE - Jewish World

Sent: 11/5/2014 12:06:55 PM **Sent As:** ECOM111@USPTO.GOV

Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO) OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

| U.S. APPLICATION SERIAL NO. 86345704 | |
|---|---|
| MARK: WALK TO END GENOCIDE | *86345704* |
| CORRESPONDENT ADDRESS: LIAT COHEN ALPERSTEIN SIMON & FARKAS ALPERSTEIN, SIMON, FARKAS, GILLIN & SCOT 15760 VENTURA BLVD STE 1520 | CLICK HERE TO RESPOND TO THIS LETTER: http://www.uspto.gov/trademarks/teas/response_forms.jsp |
| ENCINO, CA 91436-3026 | VIEW YOUR APPLICATION FILE |
| APPLICANT: Jewish World Watch | |
| CORRESPONDENT'S REFERENCE/DOCKET NO: | |
| Jewish World | |
| CORRESPONDENT E-MAIL ADDRESS: | |
| lc@asfgslaw.com | |

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE BELOW.

ISSUE/MAILING DATE: 11/5/2014

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

Refusal

Registration is refused because the applied-for mark merely describes a feature of applicant's services. Trademark Act Section 2(e)(1), 15 U.S.C. §1052(e)(1); see TMEP §§1209.01(b), 1209.03 et seq. The mark merely describes the means of providing the services combined with the purpose of the services. The specimen indicates that applicant conducts walks to promote the end of genocide in the world.

Distinctiveness

The application record indicates that applicant has used its mark for a long time; therefore, applicant can seek registration on the Principal Register under Trademark Act Section 2(f), based on acquired distinctiveness. See 15 U.S.C. §1052(f); TMEP §1212.05.

To amend the application to Section 2(f) based on five years' use, applicant should submit the following written statement claiming acquired distinctiveness, if accurate:

The mark has become distinctive of the goods and/or services through applicant's substantially exclusive and continuous use in commerce for at least the five years immediately before the date of this statement.

TMEP §1212.05(d). Applicant must verify this statement with an affidavit or signed declaration under 37 C.F.R. §2.20. 37 C.F.R. §2.41(b); TMEP §1212.05(d); see 37 C.F.R. §2.193(e)(1).

Search

The trademark examining attorney has searched the Office's database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). TMEP §704.02; see 15 U.S.C. §1052(d).

If applicant has questions regarding this Office action, please telephone or e-mail the assigned trademark examining attorney. All relevant e-mail communications will be placed in the official application record; however, an e-mail communication will not be accepted as a response to this Office action and will not extend the deadline for filing a proper response. *See* 37 C.F.R. §2.191; TMEP §§304.01-.02, 709.04-.05. Further, although the trademark examining attorney may provide additional explanation pertaining to the refusal(s) and/or requirement(s) in this Office action, the trademark examining attorney may not provide legal advice or statements about applicant's rights. *See* TMEP §§705.02, 709.06.

/David C. Reihner/ Examining Attorney Law Office 111, 571-272-9392 571-273-9111, fax. David.Reihner@USPTO.gov

TO RESPOND TO THIS LETTER: Go to http://www.uspto.gov/trademarks/teas/response_forms.jsp. Please wait 48-72 hours from the issue/mailing date before using the Trademark Electronic Application System (TEAS), to allow for necessary system updates of the application. For technical assistance with online forms, e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned trademark examining attorney. E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.

All informal e-mail communications relevant to this application will be placed in the official application record.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at http://tsdr.uspto.gov/. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at TrademarkAssistanceCenter@uspto.gov or call 1-800-786-9199. For more information on checking status, see http://www.uspto.gov/trademarks/process/status/.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at http://www.uspto.gov/trademarks/teas/correspondence.jsp.

To: Jewish World Watch (lc@asfgslaw.com)

Subject: U.S. TRADEMARK APPLICATION NO. 86345704 - WALK TO END GENOCIDE - Jewish World

Sent: 11/5/2014 12:06:56 PM **Sent As:** ECOM111@USPTO.GOV

Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

IMPORTANT NOTICE REGARDING YOUR U.S. TRADEMARK APPLICATION

USPTO OFFICE ACTION (OFFICIAL LETTER) HAS ISSUED ON 11/5/2014 FOR U.S. APPLICATION SERIAL NO. 86345704

Please follow the instructions below:

(1) TO READ THE LETTER: Click on this <u>link</u> or go to <u>http://tsdr.uspto.gov</u>, enter the U.S. application serial number, and click on "Documents."

The Office action may not be immediately viewable, to allow for necessary system updates of the application, but will be available within 24 hours of this e-mail notification.

(2) TIMELY RESPONSE IS REQUIRED: Please carefully review the Office action to determine (1) how to respond, and (2) the applicable response time period. Your response deadline will be calculated from 11/5/2014 (or sooner if specified in the Office action). For information regarding response time periods, see http://www.uspto.gov/trademarks/process/status/responsetime.jsp.

Do NOT hit "Reply" to this e-mail notification, or otherwise e-mail your response because the USPTO does NOT accept e-mails as responses to Office actions. Instead, the USPTO recommends that you respond online using the Trademark Electronic Application System (TEAS) response form located at http://www.uspto.gov/trademarks/teas/response forms.jsp.

(3) QUESTIONS: For questions about the contents of the Office action itself, please contact the assigned trademark examining attorney. For *technical* assistance in accessing or viewing the Office action in the Trademark Status and Document Retrieval (TSDR) system, please e-mail TSDR@uspto.gov.

WARNING

Failure to file the required response by the applicable response deadline will result in the ABANDONMENT of your application. For more information regarding abandonment, see http://www.uspto.gov/trademarks/basics/abandon.jsp.

PRIVATE COMPANY SOLICITATIONS REGARDING YOUR APPLICATION: Private companies not associated with the USPTO are using information provided in trademark applications to mail or e-mail trademark-related solicitations. These companies often use names that closely resemble the USPTO and their solicitations may look like an official government document. Many solicitations require that you pay "fees."

Please carefully review all correspondence you receive regarding this application to make sure that you are responding to an official document from the USPTO rather than a private company solicitation. All <u>official</u> USPTO correspondence will be mailed only from the "United States Patent and Trademark Office" in Alexandria, VA; or sent by e-mail from the domain "@uspto.gov." For more information on how to handle private company solicitations, see http://www.uspto.gov/trademarks/solicitation warnings.jsp.

| *** | User:dreihner | *** | |
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| # | Total | Dead | Live | Live | Status/ | Search |
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| | Marks | Marks | Viewed | Viewed | Search | |
| | | | Docs | Images | Duration | |
| 01 | 1 | 0 | 1 | 1 | 0:02 | "jewish world watch"[on] |
| 02 | 6894 | N/A | 0 | 0 | 0:01 | *walk*[bi,ti] |
| 03 | 64774 | N/A | 0 | 0 | 0:01 | *end*[bi,ti] |
| 04 | 16 | 7 | 9 | 9 | 0:01 | *genocide*[bi,ti] |
| 05 | 47 | 30 | 17 | 17 | 0:01 | 2 and 3 |
| 06 | 56 | 23 | 33 | 32 | 0:01 | "walk to"[bi,ti] |
| 07 | 2 | 0 | 2 | 2 | 0:01 | 3 and 4 |

Session started 11/5/2014 11:46:47 AM
Session finished 11/5/2014 11:55:40 AM
Total search duration 0 minutes 8 seconds
Session duration 8 minutes 53 seconds
Defaut NEAR limit=1ADJ limit=1

Sent to TICRS as Serial Number: 86345704

Trademark/Service Mark Application, Principal Register

Serial Number: 86345704 Filing Date: 07/23/2014

The table below presents the data as entered.

| Input Field | Entered |
|---|---|
| SERIAL NUMBER | 86345704 |
| MARK INFORMATION | |
| *MARK | Walk to End Genocide |
| STANDARD CHARACTERS | YES |
| USPTO-GENERATED IMAGE | YES |
| LITERAL ELEMENT | Walk to End Genocide |
| MARK STATEMENT | The mark consists of standard characters, without claim to any particular font, style, size, or color. |
| REGISTER | Principal |
| APPLICANT INFORMATION | |
| *OWNER OF MARK | Jewish World Watch |
| *STREET | 5551 Balboa Boulevard |
| *CITY | Encino |
| *STATE (Required for U.S. applicants) | California |
| *COUNTRY | United States |
| *ZIP/POSTAL CODE (Required for U.S. applicants only) | 91316 |
| PHONE | 8185013100 |
| EMAIL ADDRESS | XXXX |
| WEBSITE ADDRESS | www.jewishworldwatch.org |
| LEGAL ENTITY INFORMATION | |
| ТУРЕ | charitable corporation |
| STATE/COUNTRY WHERE LEGALLY ORGANIZED | California |
| GOODS AND/OR SERVICES AND | BASIS INFORMATION |
| INTERNATIONAL CLASS | 035 |
| *IDENTIFICATION | Charitable services, namely, coordination of non-monetary contributions to charities and non-profits; Charitable services, namely, coordination of the procurement and distribution of gift-in-kind product donations from manufacturers, wholesalers, retailers, and government agencies to organizations providing free products to needy people; Charitable services, namely, organizing and developing projects that aim to improve the lives of underprivileged and impoverished people; Organizing and conducting charity auctions for charitable fundraising purposes; Promoting charitable giving that reflects the core values of the donor by providing a method to identify the donor's core values and to |

| | select charities that foster those values; Promoting the interests of people concerned with genocide issues | |
|-------------------------------------|--|--|
| FILING BASIS | SECTION 1(a) | |
| FIRST USE ANYWHERE DATE | At least as early as 07/07/2009 | |
| FIRST USE IN COMMERCE DATE | At least as early as 07/07/2009 | |
| SPECIMEN FILE NAME(S) | | |
| ORIGINAL PDF FILE | SPE0-1731961902-135440658 . JWW 2009 Walk Flyer f.pdf | |
| CONVERTED PDF FILE(S) (1 page) | \\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml1\APP0003.JPG | |
| ORIGINAL PDF FILE | <u>SPE0-1731961902-135440658</u> . <u>2009NewspaperArticle.pdf</u> | |
| CONVERTED PDF FILE(S) (3 pages) | \\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml1\APP0004.JPG | |
| | \\\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml1\APP0005.JPG | |
| | \\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml1\APP0006.JPG | |
| ORIGINAL PDF FILE | SPE0-1731961902-135440658 . 2014 East Meadow Walk to End Genocide.pdf | |
| CONVERTED PDF FILE(S) (2 pages) | \\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml1\APP0007.JPG | |
| | \\\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml1\APP0008.JPG | |
| ORIGINAL PDF FILE | <u>SPE0-1731961902-135440658</u> . <u>LA 2014 Walk Postcard Front w 10th Logopdf.pdf</u> | |
| CONVERTED PDF FILE(S) (1 page) | \\TICRS\EXPORT16\IMAGEOUT16\863\457\86345704\xml1\APP0009.JPG | |
| SPECIMEN DESCRIPTION | Newspaper articles, flyers, post cards related to Walk to End Genocide charitable events, raising money for core values of organization and to help impoverished people. | |
| ATTORNEY INFORMATION | | |
| NAME | Liat Cohen Alperstein Simon & Farkas | |
| ATTORNEY DOCKET NUMBER | Jewish World Watch | |
| FIRM NAME | Alperstein, Simon, Farkas, Gillin & Scott LLP | |
| INTERNAL ADDRESS | 15760 Ventura Blvd., Ste. 1520 | |
| STREET | 15760 Ventura Blvd., Ste. 1520 | |
| CITY | Encino | |
| STATE | California | |
| COUNTRY | United States | |
| ZIP/POSTAL CODE | 91436 | |
| PHONE | 8185013100 | |
| EMAIL ADDRESS | lc@asfgslaw.com | |
| AUTHORIZED TO COMMUNICATE VIA EMAIL | Yes | |
| OTHER APPOINTED ATTORNEY | Scott Farkas | |
| CORRESPONDENCE INFORMAT | TION | |
| NAME | Liat Cohen Alperstein Simon & Farkas | |
| FIRM NAME | Alperstein, Simon, Farkas, Gillin & Scott LLP | |

| INTERNAL ADDRESS | 15760 Ventura Blvd., Ste. 1520 |
|-------------------------------------|----------------------------------|
| STREET | 15760 Ventura Blvd., Ste. 1520 |
| CITY | Encino |
| STATE | California |
| COUNTRY | United States |
| ZIP/POSTAL CODE | 91436 |
| PHONE | 8185013100 |
| EMAIL ADDRESS | lc@asfgslaw.com;smf@asfgslaw.com |
| AUTHORIZED TO COMMUNICATE VIA EMAIL | Yes |
| FEE INFORMATION | |
| NUMBER OF CLASSES | 1 |
| FEE PER CLASS | 325 |
| *TOTAL FEE DUE | 325 |
| *TOTAL FEE PAID | 325 |
| SIGNATURE INFORMATION | |
| SIGNATURE | /Liat Cohen/ |
| SIGNATORY'S NAME | Liat Cohen |
| SIGNATORY'S POSITION | Attorney |
| DATE SIGNED | 07/23/2014 |

Trademark/Service Mark Application, Principal Register

Serial Number: 86345704 Filing Date: 07/23/2014

To the Commissioner for Trademarks:

MARK: Walk to End Genocide (Standard Characters, see <u>mark</u>)
The literal element of the mark consists of Walk to End Genocide.
The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, Jewish World Watch, a charitable corporation legally organized under the laws of California, having an address of 5551 Balboa Boulevard Encino, California 91316
United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 035: Charitable services, namely, coordination of non-monetary contributions to charities and non-profits; Charitable services, namely, coordination of the procurement and distribution of gift-in-kind product donations from manufacturers, wholesalers, retailers, and government agencies to organizations providing free products to needy people; Charitable services, namely, organizing and developing projects that aim to improve the lives of underprivileged and impoverished people; Organizing and conducting charity auctions for charitable fundraising purposes; Promoting charitable giving that reflects the core values of the donor by providing a method to identify the donor's core values and to select charities that foster those values; Promoting the interests of people concerned with genocide issues

In International Class 035, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 07/07/2009, and first used in commerce at least as early as 07/07/2009, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) Newspaper articles, flyers, post cards related to Walk to End Genocide charitable events, raising money for core values of organization and to help impoverished people.

Original PDF file:

SPE0-1731961902-135440658 . JWW 2009 Walk Flyer f.pdf

Converted PDF file(s) (1 page)

Specimen File1

Original PDF file:

SPE0-1731961902-135440658 . 2009NewspaperArticle.pdf

Converted PDF file(s) (3 pages)

Specimen File1

Specimen File2

Specimen File3

Original PDF file:

SPE0-1731961902-135440658 . 2014 East Meadow Walk to End Genocide.pdf

Converted PDF file(s) (2 pages)

Specimen File1

Specimen File2

Original PDF file:

<u>SPE0-1731961902-135440658</u> . <u>LA_2014_Walk_Postcard_Front_w_10th_Logopdf.pdf</u>

Converted PDF file(s) (1 page)

Specimen File1

For informational purposes only, applicant's website address is: www.jewishworldwatch.org

The applicant's current Attorney Information:

Liat Cohen Alperstein Simon & Farkas and Scott Farkas of Alperstein, Simon, Farkas, Gillin & Scott LLP

15760 Ventura Blvd., Ste. 1520 15760 Ventura Blvd., Ste. 1520 Encino, California 91436

United States

The attorney docket/reference number is Jewish World Watch.

The applicant's current Correspondence Information:

Liat Cohen Alperstein Simon & Farkas

Alperstein, Simon, Farkas, Gillin & Scott LLP

15760 Ventura Blvd., Ste. 1520 15760 Ventura Blvd., Ste. 1520 Encino, California 91436

8185013100(phone)

lc@asfgslaw.com;smf@asfgslaw.com (authorized)

A fee payment in the amount of \$325 has been submitted with the application, representing payment for 1 class(es).

Declaration

The signatory believes that: if the applicant is filing the application under 15 U.S.C. Section 1051(a), the applicant is the owner of the trademark/service mark sought to be registered; the applicant or the applicant's related company or licensee is using the mark in commerce on or in connection with the goods/services in the application, and such use by the applicant's related company or licensee inures to the benefit of the applicant; the specimen(s) shows the mark as used on or in connection with the goods/services in the applicant filed an application under 15 U.S.C. Section 1051(b), Section 1126(d), and/or Section 1126(e), the applicant is entitled to use the mark in commerce; the applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the goods/services in the application. The signatory believes that to the best of the signatory's knowledge and belief, no other person has the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion or mistake, or to deceive. The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements and the like may jeopardize the validity of the application or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Declaration Signature

Signature: /Liat Cohen/ Date: 07/23/2014

Signatory's Name: Liat Cohen Signatory's Position: Attorney RAM Sale Number: 86345704 RAM Accounting Date: 07/24/2014

Serial Number: 86345704

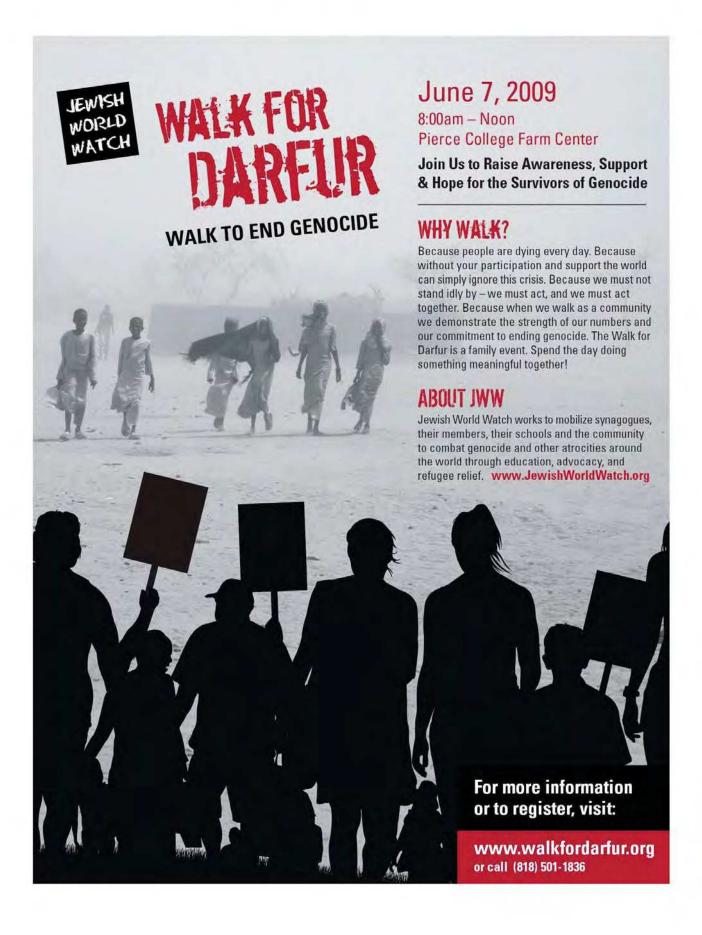
Internet Transmission Date: Wed Jul 23 14:20:13 EDT 2014

TEAS Stamp: USPTO/BAS-XXX.XXX.XXX.X-2014072314201325

2883-86345704-500f4e01ad58bb421d9958105a 831adef894f4ea89a7bc5fc50bb7ec2172c797-C

C-520-20140723135440658037

Walk to End Genocide



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LATEST COMMUNITY

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A Walk to End Genocide [SLIDESHOW]

by Susan Freudenheim June 8, 2009 | 8:31 pm



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Photos by Barbara Grover, Jewish World Watch

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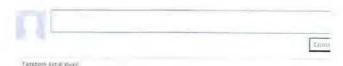
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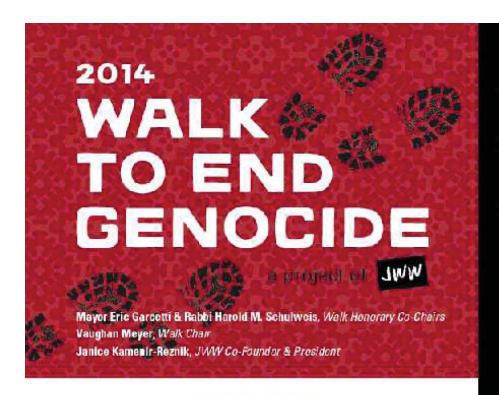
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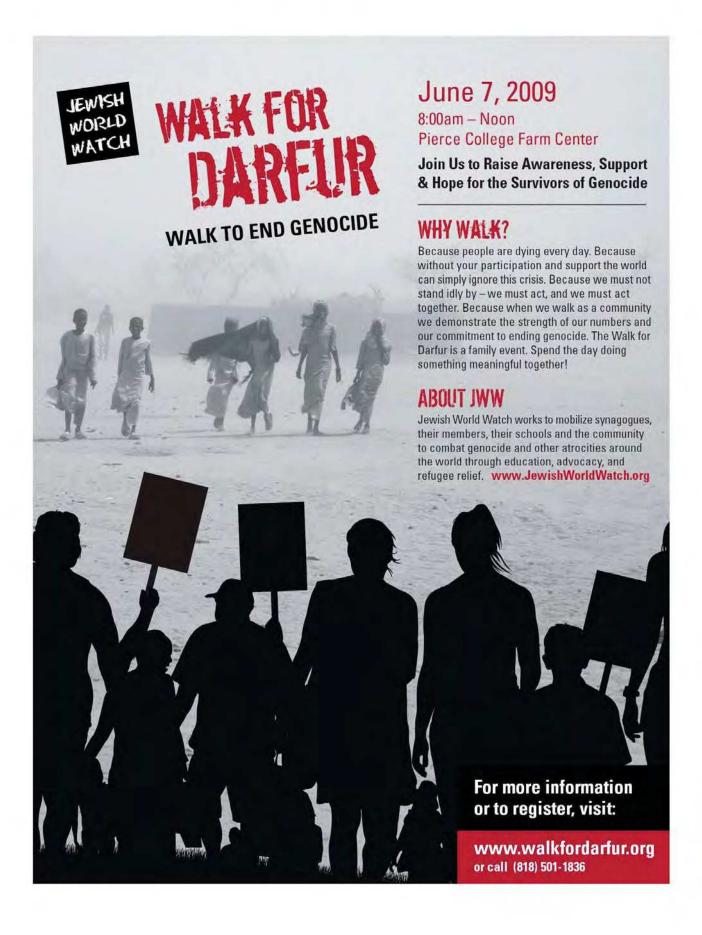
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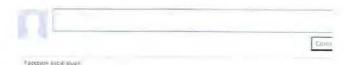
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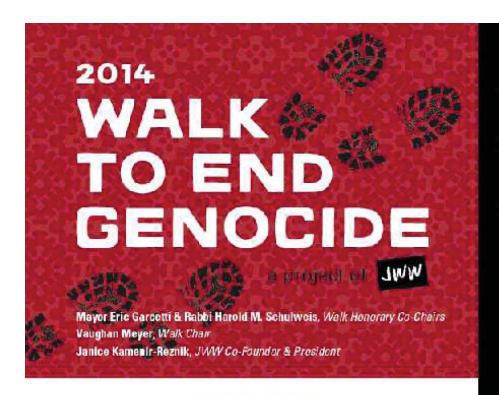
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Mark: WALK TO END HYDROCEPHALUS

WALK TO END HYDROCTUTIALUS

US Serial Number: 87374150 Application Filing Mar. 16, 2017

Date:

US Registration 5298552 Registration Date: Sep. 26, 2017

Number:

Filed as TEAS Yes **Currently TEAS** Yes Plus: Plus:

Register: Supplemental Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Amended to No Date Amended to Mar. 16, 2017

Principal Register: Current Register:

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

Status Date: Sep. 26, 2017

Mark Information

Mark Literal WALK TO END HYDROCEPHALUS

Elements:

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

Mark Drawing 4 - STANDARD CHARACTER MARK

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• 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: Charitable fundraising

International 036 - Primary Class U.S Class(es): 100, 101, 102

Class(es):

Class Status: ACTIVE Basis: 1(a)

> Use in Commerce: Feb. 27, 2017 First Use: Aug. 2016

Basis Information (Case Level)

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

Filed No Basis: No

Current Owner(s) Information

Owner Name: Hydrocephalus Association, Inc.

Owner Address: 4340 East West Highway

Bethesda, MARYLAND UNITED STATES 20814

State or Country CALIFORNIA Where Organized: Legal Entity Type: CORPORATION

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Raymond R. Moser Docket Number: HA005 Attorney Primary docketing@mtiplaw.com Attorney Email Yes **Email Address:** Authorized:

Correspondent

Correspondent RAYMOND R. MOSER Name/Address: MOSER TABOADA

1030 BROAD STREET - SUITE 203

SHREWSBURY, NEW JERSEY UNITED STATES 07702

Phone: 7329357100 Fax: 7329357122

Correspondent e- docketing@mtiplaw.com Correspondent e- Yes mail: mail Authorized:

Domestic Representative - Not Found

Prosecution History

| Date | Description | Proceeding Number |
|---------------|--|----------------------|
| Sep. 26, 2017 | REGISTERED-SUPPLEMENTAL REGISTER | |
| Aug. 24, 2017 | LAW OFFICE PUBLICATION REVIEW COMPLETED | 68552 |
| Aug. 24, 2017 | ASSIGNED TO LIE | 68552 |
| Aug. 09, 2017 | APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER | |
| Aug. 03, 2017 | TEAS/EMAIL CORRESPONDENCE ENTERED | 88889 |
| Aug. 03, 2017 | CORRESPONDENCE RECEIVED IN LAW OFFICE | 88889 |
| Aug. 03, 2017 | TEAS RESPONSE TO OFFICE ACTION RECEIVED | |
| Jun. 10, 2017 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 6325 |
| Jun. 10, 2017 | NON-FINAL ACTION E-MAILED | 6325 |
| Jun. 10, 2017 | NON-FINAL ACTION WRITTEN | 92562 |
| Jun. 09, 2017 | ASSIGNED TO EXAMINER | 92562 |
| Mar. 22, 2017 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | |
| Mar. 20, 2017 | 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: Sep. 26, 2017

United States of America United States Patent and Trademark Office

WALK TO END HYDROCEPHALUS

Reg. No. 5,298,552 Hydrocephalus Association, Inc. (CALIFORNIA CORPORATION)

Registered Sep. 26, 2017

4340 East West Highway
Bethesda, MD 20814

Int. Cl.: 36 CLASS 36: Charitable fundraising

Service Mark

FIRST USE 8-00-2016; IN COMMERCE 2-27-2017

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY

Supplemental Register Particular font style, size or color

SER. NO. 87-374,150, FILED P.R. 03-16-2017; AM. S.R. 03-16-2017

JESSICA LYNN HILLIARD, EXAMINING ATTORNEY



Performing the Functions and Duties of the Under Secretary of Commerce for

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REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years* What and When to File:

- *First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods* What and When to File:

• You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

*ATTENTION MADRID PROTOCOL REGISTRANTS: The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see http://www.wipo.int/madrid/en/.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at h ttp://www.uspto.gov.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at http://www.uspto.gov.

Page: 2 of 2 / RN # 5298552

Trademark Snap Shot Publication & Issue Review Stylesheet (Table presents the data on Publication & Issue Review Complete)

OVERVIEW

| SERIAL NUMBER | 87374150 | FILING DATE | 03/16/2017 | | | | |
|---------------|------------------------|---------------|---------------|--|--|--|--|
| REG NUMBER | 0000000 | REG DATE | 09/26/2017 | | | | |
| REGISTER | SUPPLEMENTAL | MARK TYPE | SERVICE MARK | | | | |
| INTL REG # | N/A | INTL REG DATE | N/A | | | | |
| TM ATTORNEY | HILLIARD, JESSICA LYNN | L.O. ASSIGNED | N20-NOT FOUND | | | | |

PUB INFORMATION

| RUN DATE | 08/25/2017 | 08/25/2017 | | | | |
|----------------------|----------------------------------|---------------------------------------|-----|--|--|--|
| PUB DATE | N/A | N/A | | | | |
| STATUS | 681-PUBLICATION/ISSUE REVIEW COM | 681-PUBLICATION/ISSUE REVIEW COMPLETE | | | | |
| STATUS DATE | 08/24/2017 | 08/24/2017 | | | | |
| LITERAL MARK ELEMENT | WALK TO END HYDROCEPHALUS | WALK TO END HYDROCEPHALUS | | | | |
| | | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | | |
| SECTION 8 | NO SECTION 8 IN PART NO | | | | | |
| SECTION 15 | NO | NO REPUB 12C N/A | | | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | | |
| | | | | | | |

FILING BASIS

03/16/2017

DATE AMEND REG

| FILED BASIS | | CURRENT BASIS | | AMENDED BASIS | |
|-------------|-----|---------------|-----|---------------|----|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | YES |
|-------------------------|---------------------------|
| LITERAL MARK ELEMENT | WALK TO END HYDROCEPHALUS |
| MARK DRAWING CODE | 4-STANDARD CHARACTER MARK |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|------------|-----------------------|
|------------|-----------------------|

| NAME | Hydrocephalus Association, Inc. | | | |
|---------------------|--|--|--|--|
| ADDRESS | 4340 East West Highway Bethesda, MD 20814 | | | |
| ENTITY | 03-CORPORATION | | | |
| CITIZENSHIP | California | | | |
| GOODS AND SERVICES | | | | |
| INTERNATIONAL CLASS | 036 | | | |
| DESCRIPTION TEXT | Charitable fundraising | | | |

| GOODS AND SERVICES CLASSIFICATION | | | | | | | |
|--------------------------------------|--|--|--|--|--|--|--|
| INTERNATIONAL CLASS | | | | | | | |
| MISCELLANEOUS INFORMATION/STATEMENTS | | | | | | | |

PROSECUTION HISTORY

NO

CHANGE IN REGISTRATION

| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM |
|------------|--------|----------|--|---------|
| 08/24/2017 | PREV | 0 | LAW OFFICE PUBLICATION REVIEW COMPLETED | 012 |
| 08/24/2017 | ALIE | А | ASSIGNED TO LIE | 011 |
| 08/09/2017 | CNTA | 0 | APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER | 010 |
| 08/03/2017 | TEME | ı | TEAS/EMAIL CORRESPONDENCE ENTERED | 009 |
| 08/03/2017 | CRFA | ı | CORRESPONDENCE RECEIVED IN LAW OFFICE | 008 |
| 08/03/2017 | TROA | ı | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 007 |
| 06/10/2017 | GNRN | 0 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 006 |
| 06/10/2017 | GNRT | F | NON-FINAL ACTION E-MAILED | 005 |
| 06/10/2017 | CNRT | R | NON-FINAL ACTION WRITTEN | 004 |
| 06/09/2017 | DOCK | D | ASSIGNED TO EXAMINER | 003 |
| 03/22/2017 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 03/20/2017 | NWAP | I | NEW APPLICATION ENTERED IN TRAM | 001 |

CURRENT CORRESPONDENCE INFORMATION

| ATTORNEY | Raymond R. Moser |
|-------------------------|--|
| CORRESPONDENCE ADDRESS | RAYMOND R. MOSER MOSER TABOADA 1030 BROAD STREET - SUITE 203 SHREWSBURY, NJ 07702 |
| DOMESTIC REPRESENTATIVE | NONE |

WALK TO END HYDROCEPHALUS

Trademark Snap Shot Publication Stylesheet (Table presents the data on Publication Approval)

OVERVIEW

| SERIAL NUMBER | 87374150 | FILING DATE | 03/16/2017 | | | | |
|---------------|------------------------|---------------|---------------|--|--|--|--|
| REG NUMBER | 0000000 | REG DATE | N/A | | | | |
| REGISTER | SUPPLEMENTAL | MARK TYPE | SERVICE MARK | | | | |
| INTL REG # | N/A | INTL REG DATE | N/A | | | | |
| TM ATTORNEY | HILLIARD, JESSICA LYNN | L.O. ASSIGNED | N20-NOT FOUND | | | | |

PUB INFORMATION

| RUN DATE | 08/10/2017 | 08/10/2017 | | | | |
|----------------------|------------------------------|--------------------|-----|--|--|--|
| PUB DATE | N/A | | | | | |
| STATUS | 680-APPROVED FOR PUBLICATION | | | | | |
| STATUS DATE | 08/09/2017 | 08/09/2017 | | | | |
| LITERAL MARK ELEMENT | WALK TO END HYDROCEPHALUS | | | | | |
| | | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | | | |
| SECTION 15 | NO | REPUB 12C | N/A | | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | | |
| DATE AMEND REG | 03/16/2017 | | | | | |

FILING BASIS

| FILED | BASIS | CURREN | IT BASIS | AMENDE | ED BASIS |
|----------|-------|----------|----------|--------|----------|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | YES |
|-------------------------|---------------------------|
| LITERAL MARK ELEMENT | WALK TO END HYDROCEPHALUS |
| MARK DRAWING CODE | 4-STANDARD CHARACTER MARK |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|------------|-----------------------|
| | |

| NAME | Hydrocephalus Association, Inc. | | | |
|---------------------|--|--|--|--|
| ADDRESS | 4340 East West Highway Bethesda, MD 20814 | | | |
| ENTITY | 03-CORPORATION | | | |
| CITIZENSHIP | California | | | |
| GOODS AND SERVICES | | | | |
| INTERNATIONAL CLASS | 036 | | | |
| DESCRIPTION TEXT | Charitable fundraising | | | |

| GOODS AND SERVICES CLASSIFICATION | | | | | | |
|--|--|--|--|--|--------------|----------|
| INTERNATIONAL 036 FIRST USE DATE 08/00/2016 FIRST USE IN COMMERCE DATE | | | | | CLASS STATUS | 6-ACTIVE |
| MISCELLANEOUS INFORMATION/STATEMENTS | | | | | | |
| CHANGE IN REGISTRATION NO | | | | | | |

PROSECUTION HISTORY

| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM |
|------------|--------|----------|--|---------|
| 08/09/2017 | CNTA | 0 | APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER | 010 |
| 08/03/2017 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 009 |
| 08/03/2017 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 800 |
| 08/03/2017 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 007 |
| 06/10/2017 | GNRN | 0 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 006 |
| 06/10/2017 | GNRT | F | NON-FINAL ACTION E-MAILED | 005 |
| 06/10/2017 | CNRT | R | NON-FINAL ACTION WRITTEN | 004 |
| 06/09/2017 | DOCK | D | ASSIGNED TO EXAMINER | 003 |
| 03/22/2017 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 03/20/2017 | NWAP | ı | NEW APPLICATION ENTERED IN TRAM | 001 |

CURRENT CORRESPONDENCE INFORMATION

| ATTORNEY | Raymond R. Moser |
|-------------------------|--|
| CORRESPONDENCE ADDRESS | RAYMOND R. MOSER MOSER TABOADA 1030 BROAD STREET - SUITE 203 SHREWSBURY, NJ 07702 |
| DOMESTIC REPRESENTATIVE | NONE |

WALK TO END HYDROCEPHALUS

NOTE TO THE FILE

| SERIAL NUMBER: | 87374150 | | |
|--|--------------------|--------|--|
| DATE: | 08/09/2017 | | |
| NAME: | jhilliard | | |
| NOTE: | | | |
| Searched: Google Lexis/Nexis OneLook Wikipedia Acronym Finder Other: | | | Cussed ID with: Senior Atty Managing Atty Protest evidence reviewed |
| Checked: Geographic signif Surname Translation ID with ID/CLASS | | Dise | cussed Geo. Sig. with: Senior Atty Managing Atty |
| _ Checked list of approve | d Canadian attorne | ys and | agents |
| Discussed file with Attorney/Applicant via phone email | : | | Left message with Attorney/Applicant |
| Requested Law Lib for: | rary search | | Issued Examiner's Amendment and entered changes in TRADEUPS |
| PRINT Description of th | | A | dded design code in TRADEUPS Re-imaged standard character drawing |
| Negative translat Consent of living _X Changed TRADEUPS | individual | | Contacted TM MADRID ID/CLASS about misclassified definite ID filing date |
| OTHER: | | | |

Trademark Snap Shot Amendment & Mail Processing Stylesheet (Table presents the data on Amendment & Mail Processing Complete)

OVERVIEW

| SERIAL NUMBER | 87374150 | FILING DATE | 03/16/2017 |
|---------------|------------------------|---------------|---------------|
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | SUPPLEMENTAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | HILLIARD, JESSICA LYNN | L.O. ASSIGNED | N20-NOT FOUND |

PUB INFORMATION

| RUN DATE | 08/04/2017 | | | | |
|----------------------|---|--------------------|-----|--|--|
| PUB DATE | N/A | | | | |
| STATUS | 661-RESPONSE AFTER NON-FINAL-ACTION-ENTERED | | | | |
| STATUS DATE | 08/03/2017 | | | | |
| LITERAL MARK ELEMENT | WALK TO END HYDROCEPHALUS | | | | |
| | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | | |
| SECTION 15 | NO | REPUB 12C | N/A | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | |

FILING BASIS

08/03/2017

DATE AMEND REG

| FILED | BASIS | CURREN | IT BASIS | AMENDED BASIS | |
|----------|-------|----------|----------|---------------|----|
| 1 (a) | YES | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | NO | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | YES |
|-------------------------|---------------------------|
| LITERAL MARK ELEMENT | WALK TO END HYDROCEPHALUS |
| MARK DRAWING CODE | 4-STANDARD CHARACTER MARK |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|------------|-----------------------|
| | |

| NAME | Hydrocephalus Association, Inc. | |
|---------------------|--|--|
| ADDRESS | 4340 East West Highway Bethesda, MD 20814 | |
| ENTITY | 03-CORPORATION | |
| CITIZENSHIP | California | |
| GOODS AND SERVICES | | |
| INTERNATIONAL CLASS | 036 | |
| DESCRIPTION TEXT | Charitable fundraising | |

| | | GOOI | OS AND SERVIC | ES CLASSIFICA | ATION | | |
|--------------------------------------|-----|----------------|---------------|----------------------------------|------------|--------------|----------|
| INTERNATIONAL CLASS | 036 | FIRST USE DATE | 08/00/2016 | FIRST USE IN COMMERCE DATE | 02/27/2017 | CLASS STATUS | 6-ACTIVE |
| MISCELLANEOUS INFORMATION/STATEMENTS | | | | | | | |

CHANGE IN REGISTRATION NO

PROSECUTION HISTORY

| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM |
|------------|--------|----------|--|---------|
| 08/03/2017 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 009 |
| 08/03/2017 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 008 |
| 08/03/2017 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 007 |
| 06/10/2017 | GNRN | 0 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 006 |
| 06/10/2017 | GNRT | F | NON-FINAL ACTION E-MAILED | 005 |
| 06/10/2017 | CNRT | R | NON-FINAL ACTION WRITTEN | 004 |
| 06/09/2017 | DOCK | D | ASSIGNED TO EXAMINER | 003 |
| 03/22/2017 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 03/20/2017 | NWAP | ı | NEW APPLICATION ENTERED IN TRAM | 001 |

CURRENT CORRESPONDENCE INFORMATION

| ATTORNEY | Raymond R. Moser |
|-------------------------|--|
| CORRESPONDENCE ADDRESS | RAYMOND R. MOSER MOSER TABOADA 1030 BROAD STREET - SUITE 203 SHREWSBURY, NJ 07702 |
| DOMESTIC REPRESENTATIVE | NONE |

WALK TO END HYDROCEPHALUS

Response to Office Action

The table below presents the data as entered.

| Input Field | Entered | | |
|-------------------------------|---|--|--|
| SERIAL NUMBER | 87374150 | | |
| LAW OFFICE ASSIGNED | LAW OFFICE 120 | | |
| MARK SECTION | | | |
| MARK | https://tmng-al.uspto.gov/resting2/api/img/87374150/large | | |
| LITERAL ELEMENT | WALK TO END HYDROCEPHALUS | | |
| STANDARD CHARACTERS | YES | | |
| USPTO-GENERATED IMAGE | YES | | |
| MARK STATEMENT | The mark consists of standard characters, without claim to any particular font style, size or color. | | |
| ADDITIONAL STATEMENTS SECTION | ADDITIONAL STATEMENTS SECTION | | |
| SUPPLEMENTAL REGISTER | The applicant seeks registration of the mark on the Supplemental Register (i.e., a change of the words 'Principal Register' to 'Supplemental Register'). | | |
| SIGNATURE SECTION | | | |
| RESPONSE SIGNATURE | /Charles P. Guarino/ | | |
| SIGNATORY'S NAME | Charles P. Guarino | | |
| SIGNATORY'S POSITION | Attorney of record, NJ bar member | | |
| SIGNATORY'S PHONE NUMBER | 732-945-9498 | | |
| DATE SIGNED | 08/03/2017 | | |
| AUTHORIZED SIGNATORY | YES | | |
| FILING INFORMATION SECTION | | | |
| SUBMIT DATE | Thu Aug 03 13:33:22 EDT 2017 | | |
| TEAS STAMP | USPTO/ROA-XX.XXX.XXX.XXX-2 0170803133322543943-87374 150-510f4ef438b39d5e9afe4 8b2ed2563b5b219c1a78ac1dc 4e6faaae68162c52b9e-N/A-N /A-20170803133145246058 | | |

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number.

OMB No. 0651-0050 (Exp 07/31/2017)

Application serial no. **87374150** WALK TO END HYDROCEPHALUS(Standard Characters, see https://tmng-al.uspto.gov/resting2/api/img/87374150/large) has been amended as follows:

ADDITIONAL STATEMENTS

Supplemental Register

The applicant seeks registration of the mark on the Supplemental Register (i.e., a change of the words 'Principal Register' to 'Supplemental Register').

SIGNATURE(S)

Response Signature

Signature: /Charles P. Guarino/ Date: 08/03/2017

Signatory's Name: Charles P. Guarino

Signatory's Position: Attorney of record, NJ bar member

Signatory's Phone Number: 732-945-9498

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the owner's/holder's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the owner/holder in this matter: (1) the owner/holder has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the owner/holder has filed a power of attorney appointing him/her in this matter; or (4) the owner's/holder's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

Serial Number: 87374150

Internet Transmission Date: Thu Aug 03 13:33:22 EDT 2017 TEAS Stamp: USPTO/ROA-XX.XXX.XXX.XXX-2017080313332254

3943-87374150-510f4ef438b39d5e9afe48b2ed 2563b5b219c1a78ac1dc4e6faaae68162c52b9e-

 $N/A\hbox{-}N/A\hbox{-}20170803133145246058$

To: Hydrocephalus Association, Inc. (docketing@mtiplaw.com)

Subject: U.S. TRADEMARK APPLICATION NO. 87374150 - WALK TO END HYDROCEPHALUS - HA005

Sent: 6/10/2017 6:46:18 PM

Sent As: ECOM120@USPTO.GOV

Attachments: Attachment - 1

Attachment - 2
Attachment - 3
Attachment - 4
Attachment - 5
Attachment - 6

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO) OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

U.S. APPLICATION SERIAL NO. 87374150

MARK: WALK TO END HYDROCEPHALUS *87374150*

CORRESPONDENT ADDRESS:

RAYMOND R. MOSER CLICK HERE TO RESPOND TO THIS LETTER:

MOSER TABOADA http://www.uspto.gov/trademarks/teas/response_forms.jsp

1030 BROAD STREET - SUITE 203

SHREWSBURY, NJ 07702 <u>VIEW YOUR APPLICATION FILE</u>

APPLICANT: Hydrocephalus Association, Inc.

CORRESPONDENT'S REFERENCE/DOCKET NO:

HA005

CORRESPONDENT E-MAIL ADDRESS:

docketing@mtiplaw.com

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW. A RESPONSE TRANSMITTED THROUGH THE TRADEMARK ELECTRONIC APPLICATION SYSTEM (TEAS) MUST BE RECEIVED BEFORE MIDNIGHT **EASTERN TIME** OF THE LAST DAY OF THE RESPONSE PERIOD.

ISSUE/MAILING DATE: 6/10/2017

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

Search of Office's Database of Marks

The trademark examining attorney has searched the Office's database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). TMEP §704.02; see 15 U.S.C. §1052(d).

Summary of Issues:

• Section 2(e)(1) Refusal - Merely Descriptive

Section 2(e)(1) Refusal - Merely Descriptive

Applicant seeks to register the mark WALK TO END HYDROCEPHALUS for "Charitable fundraising" in International Class 36.

Registration is refused because the applied-for mark merely describes a feature, characteristic, purpose, or function of applicant's services. Trademark Act Section 2(e)(1), 15 U.S.C. §1052(e)(1); see TMEP §§1209.01(b), 1209.03 et seq.

A mark is merely descriptive if it describes an ingredient, quality, characteristic, function, feature, purpose, or use of an applicant's goods and/or services. TMEP §1209.01(b); see, e.g., In re TriVita, Inc., 783 F.3d 872, 874, 114 USPQ2d 1574, 1575 (Fed. Cir. 2015) (quoting In re Oppedahl & Larson LLP, 373 F.3d 1171, 1173, 71 USPQ2d 1370, 1371 (Fed. Cir. 2004)); In re Steelbuilding.com, 415 F.3d 1293, 1297, 75 USPQ2d 1420, 1421 (Fed. Cir. 2005) (citing Estate of P.D. Beckwith, Inc. v. Comm'r of Patents, 252 U.S. 538, 543 (1920)).

The determination of whether a mark is merely descriptive is made in relation to an applicant's goods and/or services, not in the abstract. *DuoProSS Meditech Corp. v. Inviro Med. Devices, Ltd.*, 695 F.3d 1247, 1254, 103 USPQ2d 1753, 1757 (Fed. Cir. 2012); *In re The Chamber of Commerce of the U.S.*, 675 F.3d 1297, 1300, 102 USPQ2d 1217, 1219 (Fed. Cir. 2012); TMEP §1209.01(b); *see, e.g., In re Polo Int'l Inc.*, 51 USPQ2d 1061, 1062-63 (TTAB 1999) (finding DOC in DOC-CONTROL would refer to the "documents" managed by applicant's software rather than the term "doctor" shown in a dictionary definition); *In re Digital Research Inc.*, 4 USPQ2d 1242, 1243-44 (TTAB 1987) (finding CONCURRENT PC-DOS and CONCURRENT DOS merely descriptive of "computer programs recorded on disk" where the relevant trade used the denomination "concurrent" as a descriptor of a particular type of operating system).

"Whether consumers could guess what the product [or service] is from consideration of the mark alone is not the test." *In re Am. Greetings Corp.*, 226 USPQ 365, 366 (TTAB 1985).

Generally, if the individual components of a mark retain their descriptive meaning in relation to the goods and/or services, the combination results in a composite mark that is itself descriptive and not registrable. *In re Fat Boys Water Sports LLC*, 118 USPQ2d 1511, 1516 (TTAB 2016) (citing *In re Tower Tech, Inc.*, 64 USPQ2d 1314, 1317-18 (TTAB (2002)); TMEP §1209.03(d); *see, e.g., In re Cannon Safe, Inc.*, 116 USPQ2d 1348, 1351 (TTAB 2015) (holding SMART SERIES merely descriptive of metal gun safes, because "each component term retains its merely descriptive significance in relation to the goods, resulting in a mark that is also merely descriptive"); *In re King Koil Licensing Co.*, 79 USPQ2d 1048, 1052 (TTAB 2006) (holding THE BREATHABLE MATTRESS merely descriptive of beds, mattresses, box springs, and pillows where the evidence showed that the term "BREATHABLE" retained its ordinary dictionary meaning when combined with the term "MATTRESS" and the resulting combination was used in the relevant industry in a descriptive sense); *In re Associated Theatre Clubs Co.*, 9 USPQ2d 1660, 1663 (TTAB 1988) (holding GROUP SALES BOX OFFICE merely descriptive of theater ticket sales services, because such wording "is nothing more than a combination of the two common descriptive terms most applicable to applicant's services which in combination achieve no different status but remain a common descriptive compound expression").

Only where the combination of descriptive terms creates a unitary mark with a unique, incongruous, or otherwise nondescriptive meaning in relation to the goods and/or services is the combined mark registrable. *See In re Colonial Stores, Inc.*, 394 F.2d 549, 551, 157 USPQ 382, 384 (C.C.P.A. 1968); *In re Positec Grp. Ltd.*, 108 USPQ2d 1161, 1162-63 (TTAB 2013).

In this case, both the individual components and the composite result are descriptive of applicant's services and do not create a unique, incongruous, or nondescriptive meaning in relation to the services.

Specifically, the word "walk" is defined as the "act of traveling or an excursion on foot", "end" means a "termination of a state or situation", and "hydrocephalus" is a "condition in which fluid accumulates in the brain, typically in young children, enlarging the head and sometimes causing brain damage". See attached definitions from oxforddictionaries.com. Further, the attached evidence from act.alz.org, aidswalkwashington.org, and allforthebreast.avonfoundation.org shows that the wording "WALK TO END" is commonly used to refer to a charitable walking event to raise money for a specific cause. Applicant's services include "charitable fundraising"; the specimen included with the application notes that applicant's charitable fundraising is performed to raise money to fund treatment/research of hydrocephalus, and that money is raised at a walking event. Therefore, the wording WALK TO END HYDROCEPHALUS merely describes that applicant raises funds via a walk event in order to raise money to end/cure hydrocephalus.

As the wording WALK TO END HYDROCEPHALUS is merely descriptive of applicant's services, the applied-for-mark as a whole is merely

descriptive and is not entitled to registration.

Although applicant's mark has been refused registration, applicant may respond to the refusal by submitting evidence and arguments in support of registration.

Advisory - Supplemental Register

The applied-for mark has been refused registration on the Principal Register. Applicant may respond to the refusal by submitting evidence and arguments in support of registration and/or by amending the application to seek registration on the Supplemental Register. *See* 15 U.S.C. §1091; 37 C.F.R. §§2.47, 2.75(a); TMEP §§801.02(b), 816. Amending to the Supplemental Register does not preclude applicant from submitting evidence and arguments against the refusal. TMEP §816.04.

Response Options

If applicant has questions regarding this Office action, please telephone or e-mail the assigned trademark examining attorney. All relevant e-mail communications will be placed in the official application record; however, an e-mail communication will not be accepted as a response to this Office action and will not extend the deadline for filing a proper response. *See* 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05. Further, although the trademark examining attorney may provide additional explanation pertaining to the refusal(s) and/or requirement(s) in this Office action, the trademark examining attorney may not provide legal advice or statements about applicant's rights. *See* TMEP §§705.02, 709.06.

TEAS PLUS OR TEAS REDUCED FEE (TEAS RF) APPLICANTS – TO MAINTAIN LOWER FEE, ADDITIONAL REQUIREMENTS MUST BE MET, INCLUDING SUBMITTING DOCUMENTS ONLINE: Applicants who filed their application online using the lower-fee TEAS Plus or TEAS RF application form must (1) file certain documents online using TEAS, including responses to Office actions (see TMEP §§819.02(b), 820.02(b) for a complete list of these documents); (2) maintain a valid e-mail correspondence address; and (3) agree to receive correspondence from the USPTO by e-mail throughout the prosecution of the application. See 37 C.F.R. §§2.22(b), 2.23(b); TMEP §§819, 820. TEAS Plus or TEAS RF applicants who do not meet these requirements must submit an additional processing fee of \$125 per class of goods and/or services. 37 C.F.R. §§2.6(a)(1)(v), 2.22(c), 2.23(c); TMEP §§819.04, 820.04. However, in certain situations, TEAS Plus or TEAS RF applicants may respond to an Office action by authorizing an examiner's amendment by telephone or e-mail without incurring this additional fee.

/Jessica Hilliard/ Jessica Hilliard Examining Attorney, Law Office 120 Ph: 571-272-4031 Jessica.Hilliard@uspto.gov

TO RESPOND TO THIS LETTER: Go to http://www.uspto.gov/trademarks/teas/response_forms.jsp. Please wait 48-72 hours from the issue/mailing date before using the Trademark Electronic Application System (TEAS), to allow for necessary system updates of the application. For technical assistance with online forms, e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned trademark examining attorney. E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.

All informal e-mail communications relevant to this application will be placed in the official application record.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at http://tsdr.uspto.gov/. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the

Trademark Assistance Center by e-mail at <u>TrademarkAssistanceCenter@uspto.gov</u> or call 1-800-786-9199. For more information on checking status, see http://www.uspto.gov/trademarks/process/status/.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at http://www.uspto.gov/trademarks/teas/correspondence.jsp.

+ More example sentences









DICTIONARY (US)

walk



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The Oxford Dictionaries Word of the





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10 mistakes made by learners of English



Which Roald Dahl character are you?

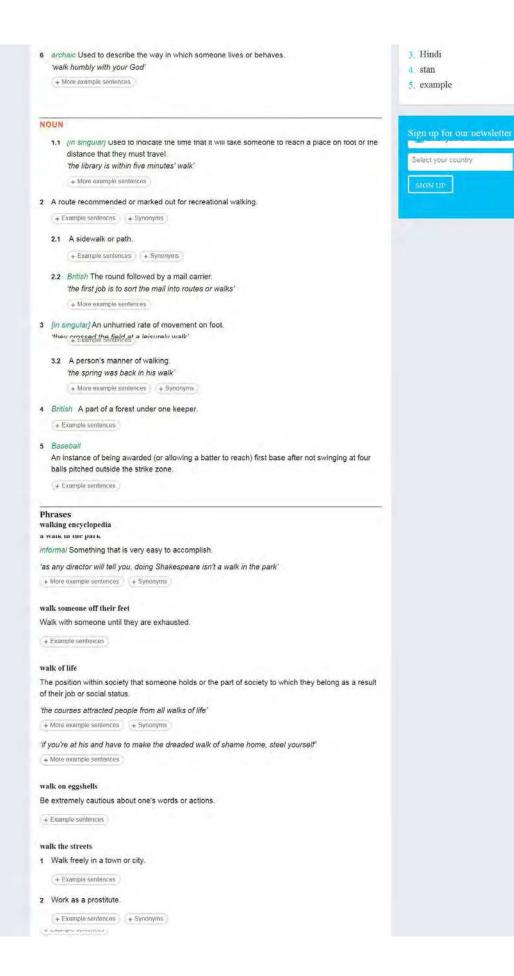


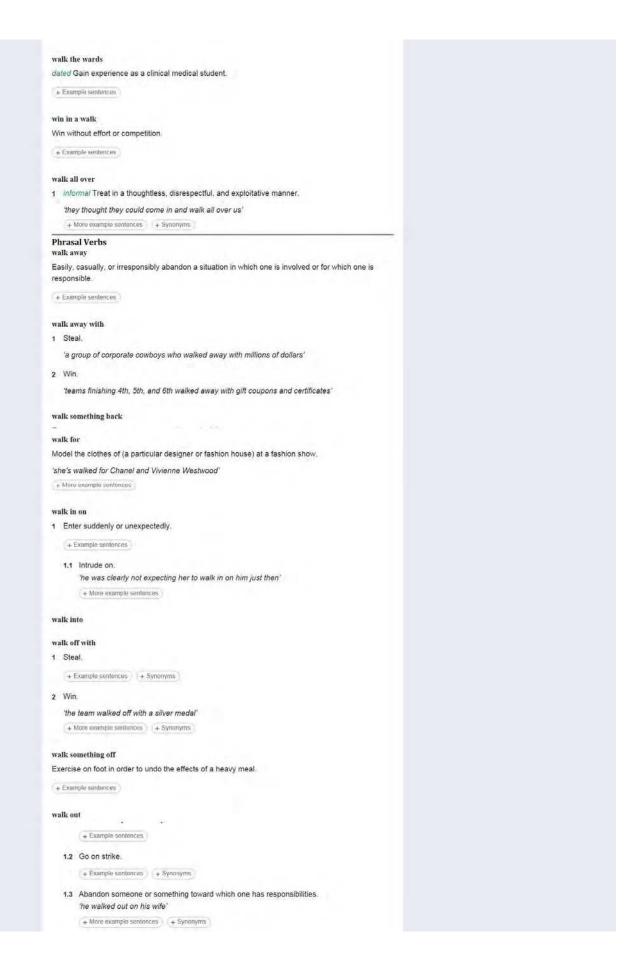
11 words you perhaps didn't know were portmanteaus

'Appraise' or 'Apprise'? Which of the following is correct? HEAT

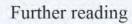


2. translate





















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end







Home > North American English > end

Definition of end in English:



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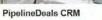


The Oxford Dictionaries Word of the Year 2016 is.



Drunk Texts, Squad Goals, and Brewer's Droop: an Oxford Dictionaries update









10 mistakes made by learners of English





11 words you perhaps didn't know were portmanteaus

'Adverse' or 'Averse'? Which of the following is correct?

O I'm adverse to confrontation

O I'm averse to confrontation

TRENDING WORDS Most popular in the world Y

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5. example





end

1 A final part of something, especially a period of time, an activity, or a story. 'the end of the year

'Mario led the race from beginning to end'

+ More example sentences + Synonyms

1.1 A termination of a state or situation. 'the party called for an end to violence' 'one notice will be effective to bring the tenancy to an end' + More example sentences

1.2 Used to emphasize that something, typically a subject of discussion, is considered finished. 'you will go to church and that's the end of it' 'he would meet his end at the hands of a sorcerer'

+ More example sentences + Synonyms

1.4 archaic (in biblical use) an ultimate state or condition. 'the end of that man is peace'

2 The furthest or most extreme part or point of something.

[as modifier] 'the end house'

'a length of wire with a hook at the end'

2.1 British A small piece that is left after something has been used. 'a box of candle ends'

+ More example sentences + Synonyms

2.2 The part or share of an activity with which someone is concerned. 'you're going to honor your end of the deal'

+ More example sentences | + Synonyms

2.4 A place that is linked to another by a telephone call, letter, or journey. "Hello," said a voice at the other end'

+ More example sentences

2.5 The part of an athletic field or court defended by one team or player.

+ Example sentences

3 A goal or result that one seeks to achieve. 'each would use the other to further his own ends' 'to this end, schools were set up for peasant women' + More example sentences / (+ Synonyms)

4 (in lawn bowling and curling) a session of play in one particular direction across the playing area.

American Coathall

1 Come or bring to a final point; finish. [no object] 'when the war ended, policy changed' 'the chapter ends with a case study' [with object] 'she wanted to end the relationship' + More example sentences | + Synanyms

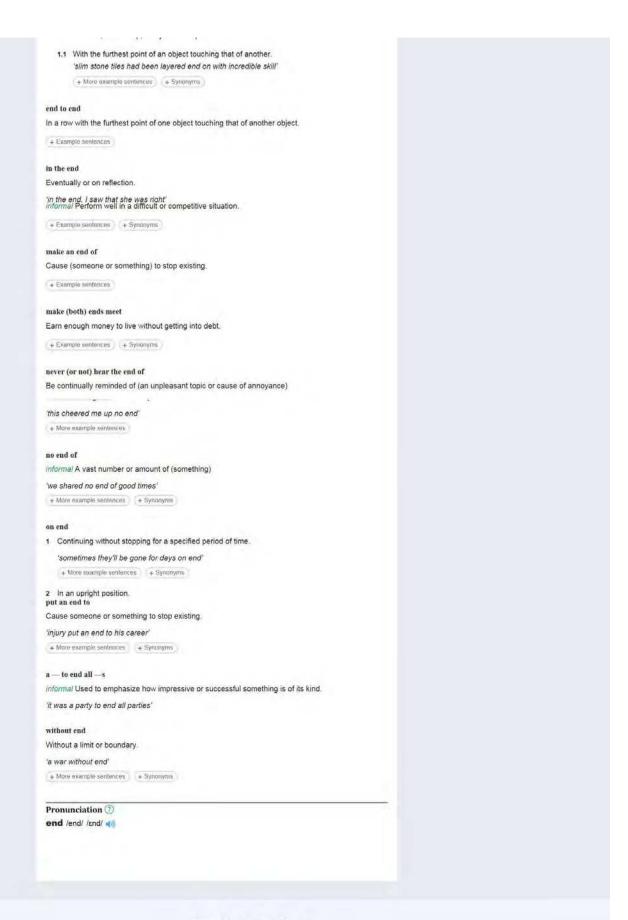
1.1 Inc object! Reach a point and go no further

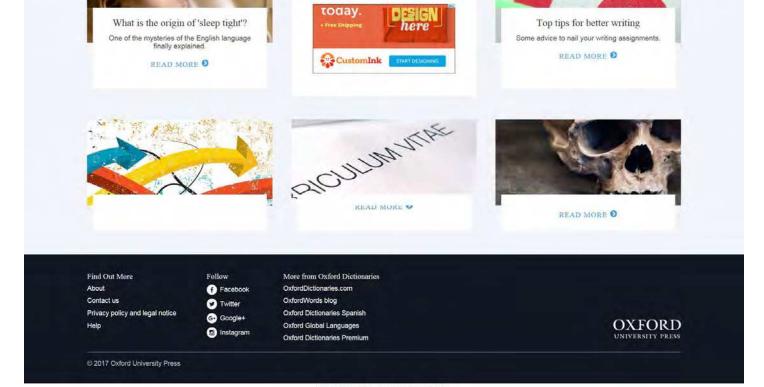
'the boundary where agnosticism ends and atheism begins' + More example sentences 1.2 [no object] Perform a final act. 'the man ended by attacking a police officer' 4 More example sentences 1.4 (end up) [no object] Eventually reach or come to a specified place, state, or course of action. 'I ended up in Connecticut' 'you could end up with a higher income' + More example sentences | + Synonyms | Phrases be at (or have come to) an end 1 Be finished or completed. + Example sentences 1.1 (of a supply of something) become exhausted. 'our patience has come to an end' to a - k ato a see 4 see Informal Be the limit of what one can tolerate. 'you really are the end!' come to (or meet) a sticky (or bad) end Be led by one's own actions to ruin or an unpleasant death. 'behave yourself or you will come to a sticky end!' + More example sentences end of story informal Used to emphasize that there is nothing to add on a matter just mentioned. 'Men don't cry in public. End of story' + More example sentences A goal that is pursued in its own right to the exclusion of others. + Example sentences end in tears Have an unhappy or painful outcome (often as a warning) 'this treaty will end in tears' + More example sentences end it all Commit suicide. 'if the lawsuit is not dropped it could be the end of the road for the publisher' + More example sentences the end of one's rope Having no patience or energy left to cope with something. 'after enduring four years of mice in the house, we were at the end of our rope' 'they have reached the end of their tether' + More example sentences the end of the world 1 The termination of life on the earth. + Example sentences 1.1 Informal A complete disaster. 1 With the furthest point of an object facing toward one.

'seen end on, their sharp, rocky summits point like arrows'

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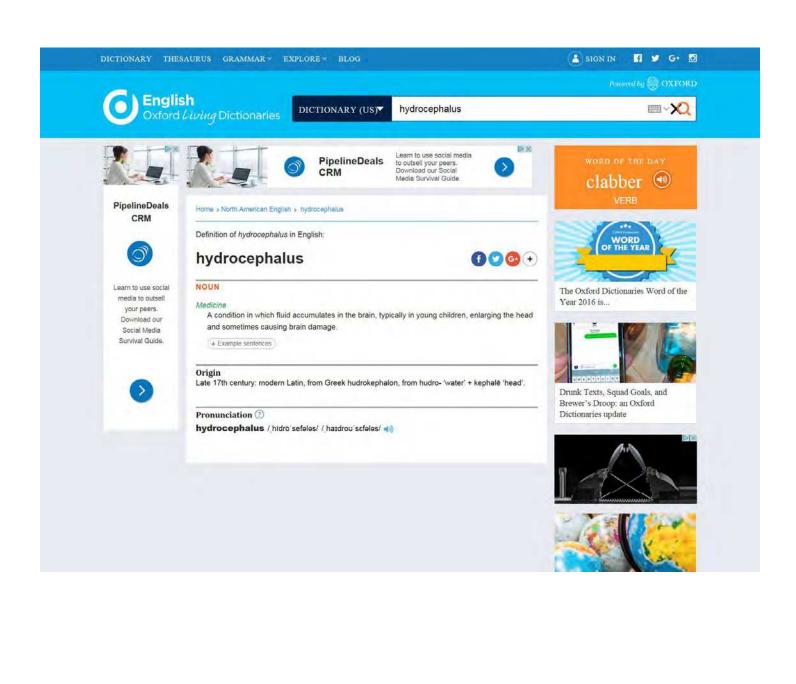
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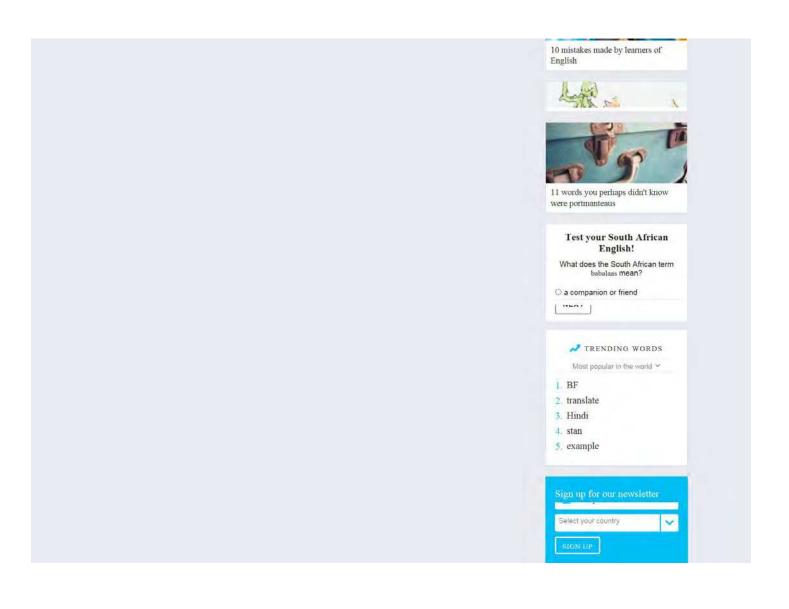


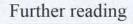


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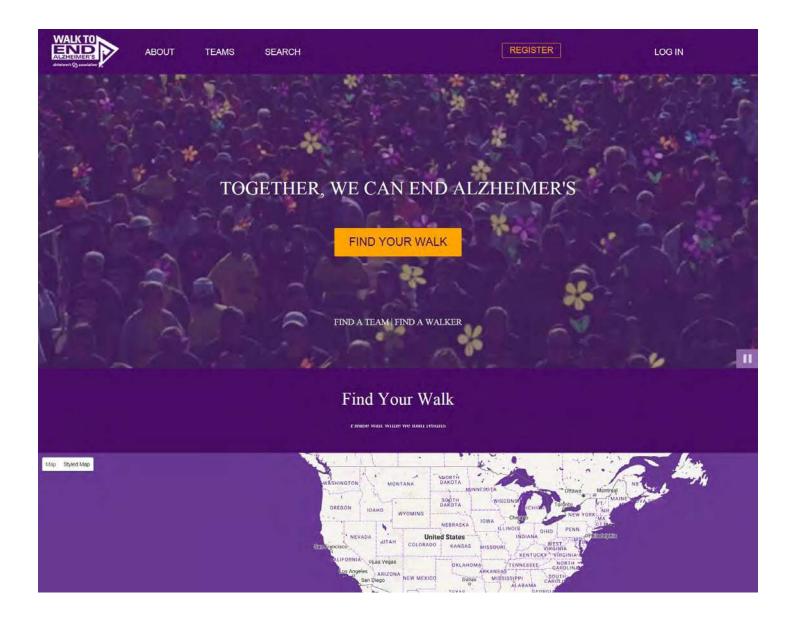
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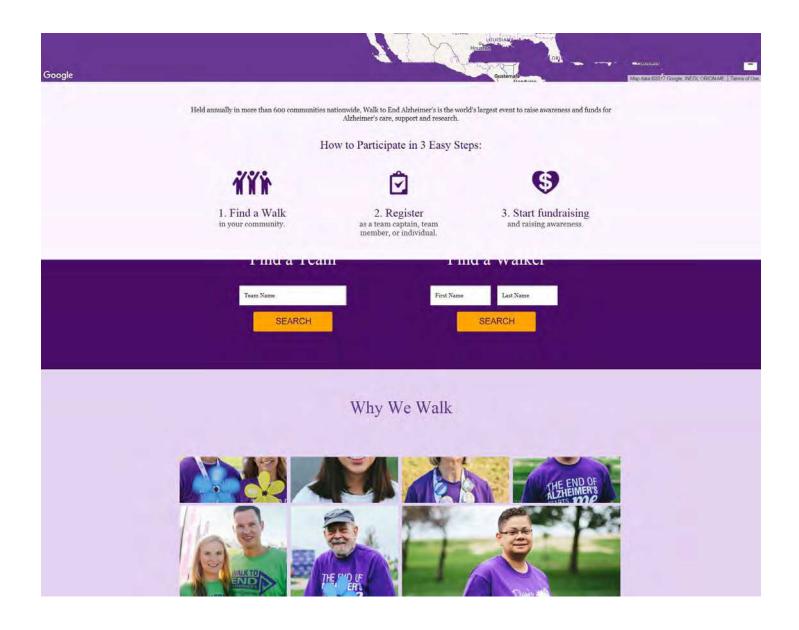
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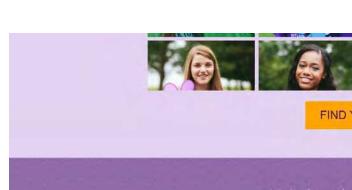
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ABOUT THE EVENT

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WASHINGTON OCT 24, 2015

About the Event 5K Timed Run Info Frequently Asked Questions Downloagable Documents. Forms & Maps Get Involved Legal Community (LCC) Participant Search Looking for someone participating in SEARCH

Event Information

Held for the past 30 years, the Walk & SK to End HIV is Whilman-Walker Health's signature fundraiser that calls on thousands of Washington, DC area residents to strap up their shoes and walk or run to support WWH's mission of providing dependable, high-quality, comprehensive and accessible health care to those infected or affected by HIV/AIDS.

Here are a few things to keep in mind:

 If you are a registered participant, it's never too early or too late to secure donations in support of the Walk & 5K to End HIVI Donors can contribute online through December 31, 2016

4 Checks should be sent to Walk & 5K to End HiV, 1701 14th Street, NW, Washington, DC 20056-3768. Please do not send. cash by mail

All donations are tax-deductible

Guaranteed Parking

To make parking easy and stress free, we have partnered with Parking Panda, the nationwide leader in online parking reservations, to allow you to search and reserve parking before your trip or on the go. View real-time availability and pricing at many convenient locations within easy walking distance to Freedom Plaza Simply update the calendar to fit your schedule and view parking. Remember to plan ahead: when booking your



reservation, be sure to give yourself plenty of time to arrive before the walk begins

Case beating many coast in \$0000 amountains at the entertial reservation***

(Sp) Click to Reserve Your Parking

Event Location

The Walk & 5K to End HIV will begin and end at Freedom Plaza (Pennsylvania Avenue and 13th Street, NW). The closest Metro stations are Federal Triangle (Blue / Orange lines) and Metro Center (Blue/Orange/Red lines).

Need directions? Click here for a map

Event Schedule

The Walk & 5K to End HIV will take place the morning of Saturday. November 12

Same-day registration and other activities begin.

An uplifting program of music, speakers and warm-up as 15 am oxercises begins.

5K timed run begins promptly. 9:15 am

Work to Fred HACgtons off, a case of some one of the preferred registration choice. You will NOT be able to change your registration to the timed run at a later date).

Student / Senior (60+) Walk Registration: \$15.00
General Walk Registration (Please note that the Student / Senior
Rate applies to the Walk only. This rate does not apply to the
timed run. Do not select this option if you plan to participate in the
timed run).

General Timed Run Registration: \$35.00

Sleep Walker Registration: \$40.00 just can't be with us? Want to sleep in on November 12 or just can't be with us? Register here and you can support the effort from the comfort of your bediff Your commemorative Walk & 5K to End HiV1-shirt will be mailed to you after the event.

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https://www.aidswalkwashington.org/index.cfm?fuseaction=crns.page&id=1003&eventID=504

6/10/2017 6:42 PM

ALL for BREAST Your home for all things breast health



WHY WE WALK: AVON 39 THE WALK TO END BREAST CANCER

BY: ALL FOR THE BREAST EDITORIAL TEAM, OCTOBER 18, 2015 AVON 39 The Walk to End Breast Cancer is a two-day, 39.3-mile trek in seven cities across the country to raise funds for research, awareness, and education, while providing assistance for families of people diagnosed with breast cancer.

This past weekend, more than 3,500 people participated in the AVON 39 walk in New York City, and raised more than \$8.7 million. Since 2003, AVON 39 walks have raised nearly \$590 million through the dedication of 220,000 participating women and men from across the country, including thousands of Avon Associates and Representatives.



AVON 39 walks take place in Boston, Chicago,
Washington DC, Houston, New York, San Francisco
and Santa Barbara each year. The events occur between
April to October, rain or shine. The number 39
represents the length of a marathon and a half—the
dictance AVON as walkers traverse during the two-day.
Allows and Santa Sa

something about it. We signed up for the AVON 39 in Boston and have been hooked ever since. We met so many people along the way and heard stories of perseverance and strength – we were just beyond moved."

To become a 39er, walkers fundraise a minimum of \$1,800. Though this can be a challenging sum to raise, it means each walker represents a significant contribution and impact to the breast health cause. AVON 39 events attract groups of passionate and hard-working walkers who, like Jill, return each year. "My friend and I made it a tradition of ours and have been walking every year since. All of my friends and family expect me to do it every year, they expect my donation emails and are really supportive." Dedicated 39ers have collectively walked 6,868,000 miles with smiles, determination and a sense of

advice. There is also an active online community encouraging support and encouragement.

People take on AVON 39 for a variety of reasons and are encouraged to dedicate their walk to someone. At the beginning of the first day, 39ers are given connection bands to show off who they are walking for: for yourself because you're a survivor or are living with breast cancer, for someone you love who has breast cancer, for someone you've lost, or for everyone.

The opening ceremony usually kicks off around 6:30am, and an emotional part of the opening ceremony is when 39ers are invited to raise up their hands to show who their walk is dedicated to. "It's an unbelievably powerful thing to see," explained Jill. "It shows we're all in this together even though we all have our own reasons for walking. At the end of the day, we're all here because we all want to see an end to this disease forever."

said Jill. "The walk is also a great way to educate people about doing good, as well as remind people about breast health. You see breast health a lot in the news, especially in October, but when there's a

walk in your neighborhood, it might remind you to get a mammogram." $\,$





39ers and their sponsors learn how their efforts will directly impact their communities, as each event ends with a closing ceremony in which local beneficiaries including researchers, doctors and nonprofit leaders are presented with checks and given the opportunity to talk about their latest work. San Francisco General Hospital and Trauma Center Francisco, for example, San Francisco General Hospital and Trauma Center Francisco, for example, San Francisco General Hospital and Irauma Center Francisco, for example, San Francisco General Hospital and Irauma Center Francisco, for example, San Francisco General Hospital and Irauma Center Francisco, for example, San Francisco General Hospital and Irauma Center Francisco, for example, San Francisco General Hospital and Irauma Center Francisco, for example, San Francisco General Hospital and Irauma Center Francisco, for example, San Francisco General Hospital and Irauma Center Francisco, for example, San Francisco General Hospital and Irauma Center Francisco, for example, San Francisco General Hospital and Irauma Center Francisco, for example, San Francisco General Hospital and Irauma Center Francisco, for example, San Francisco General Hospital and Irauma Center Francisco, for example, San Francisco General Hospital and Irauma Center Francisco, for example, San Francisco General Hospital and Irauma Center Francisco General Hospital and Irauma Center Francisco General Hospital and Irauma Center Francisco, for example, San Francisco General Hospital And Irauma Center Francisco General

Trauma Center parked its mobile mammogram van on the route, to show what the 39er donations helped to fund.

Teams of doctors and hospital staff also attend walks to che

Teams of doctors and hospital staff also attend walks to cheer on 39ers, while others are on-hand for medical assistance and on-site first aid care. In between the two days of walking, 39ers can choose to spend the night in tents at a pop-up Basecamp, which fosters further camaraderie and support among walkers and volunteers.

At this weekend's AVON 39 in New York City, talk show host Wendy Williams stopped by the Basecamp at Randall's Island along with some of her show's staff members. "So many of our friends, sisters, daughters and mothers have been lost to breast cancer," said Wendy. "The Wendy Williams Show participated in the AVON 30 New York to prove that we could tackle this challenge and help and



WENDY WILLIAMS MET WITH THE AVON 39 NYC YOUTH CREW AT BASECAMP ON

RANDALL'S ISLAND.

Beneficiaries from this weekend's AVON 39 NYC walk include New York-Presbyterian Hospital and Columbia University Medical Center, an Avon Center of Excellence. The Avon Foundation has supported breast cancer care at New York-Presbyterian and Columbia University since 2000, to support access to care and scientific research programs. This year, they received a \$500,000 grant at the walk's closing ceremony, bringing up the amount of support from the Avon Foundation over the years to over \$24 million.

What else do the funds raised by AVON 39 walks contribute to? They have put food on the table for mancian assistance to neith mention ductors appointments unough cancer cure. The walk also supports those living with metastatic breast cancer — one million dollars has been donated to support the quality of care for those living with MBC.



AVON 39 walks are challenging physically, emotionally and financially. The feats accomplished by walkers and their communities are incredibly generous and inspirational.

"AVON 39 is an opportunity to bring people together to make a difference in the lives of women and men. It's an opportunity to help fight a disease that touches so many people," said Jill. "There are many national initiatives that use the donations, but a large piece of the money stays in the city you walk, so you make a difference in your own community."

Scroll through the slideshow below for more inspiring photos from past AVON 39 walks:

Keep Exploring...

THROUGH THE EYES OF A HUSBAND, FATHER & AVON 39ER

October 16, 2015

CATCHING UP WITH FERGIE, AVON GLOBAL AMBASSADOR

December 15, 2015

SPOTLIGHT ON EXCELLENCE: BREAST HEALTH & RESEARCH IN

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To: Hydrocephalus Association, Inc. (docketing@mtiplaw.com)

Subject: U.S. TRADEMARK APPLICATION NO. 87374150 - WALK TO END HYDROCEPHALUS - HA005

Sent: 6/10/2017 6:46:19 PM

Sent As: ECOM120@USPTO.GOV

Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

IMPORTANT NOTICE REGARDING YOUR U.S. TRADEMARK APPLICATION

USPTO OFFICE ACTION (OFFICIAL LETTER) HAS ISSUED ON 6/10/2017 FOR U.S. APPLICATION SERIAL NO. 87374150

Please follow the instructions below:

(1) TO READ THE LETTER: Click on this <u>link</u> or go to <u>http://tsdr.uspto.gov</u>, enter the U.S. application serial number, and click on "Documents."

The Office action may not be immediately viewable, to allow for necessary system updates of the application, but will be available within 24 hours of this e-mail notification.

(2) **TIMELY RESPONSE IS REQUIRED:** Please carefully review the Office action to determine (1) how to respond, and (2) the applicable response time period. Your response deadline will be calculated from 6/10/2017 (or sooner if specified in the Office action). A response transmitted through the Trademark Electronic Application System (TEAS) must be received before midnight **Eastern Time** of the last day of the response period. For information regarding response time periods, see http://www.uspto.gov/trademarks/process/status/responsetime.jsp.

Do NOT hit "Reply" to this e-mail notification, or otherwise e-mail your response because the USPTO does NOT accept e-mails as responses to Office actions. Instead, the USPTO recommends that you respond online using the TEAS response form located at http://www.uspto.gov/trademarks/teas/response_forms.jsp.

(3) **QUESTIONS:** For questions about the contents of the Office action itself, please contact the assigned trademark examining attorney. For *technical* assistance in accessing or viewing the Office action in the Trademark Status and Document Retrieval (TSDR) system, please e-mail TSDR@uspto.gov.

WARNING

Failure to file the required response by the applicable response deadline will result in the ABANDONMENT of your application. For more information regarding abandonment, see http://www.uspto.gov/trademarks/basics/abandon.jsp.

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Please carefully review all correspondence you receive regarding this application to make sure that you are responding to an official document from the USPTO rather than a private company solicitation. All <u>official</u> USPTO correspondence will be mailed only from the "United States Patent and Trademark Office" in Alexandria, VA; or sent by e-mail from the domain "@uspto.gov." For more information on how to handle private company solicitations, see http://www.uspto.gov/trademarks/solicitation_warnings.jsp.

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WALK TO END HYDROCEPHALUS



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The Gift of a Voice



There is no greater gift to give this holiday season than the gift of a voice to help champion the needs of families affected by hydrocephalus. For 30 years, the Hydrocephalus Association has served as the voice for one million patients, raising critical awareness and advocating for greater resources to fund research and better treatment options. Most people have never heard of hydrocephalus, let alone understand its complexity. That's why the Hydrocephalus Association and our dedicated members are committed to getting the word out and ensuring hydrocephalus receives the attention it deserves.

You may remember our first Hydrocephalus Advocacy and Awareness Day in May 2006, when we organized visits to 98 Congressional offices by over 120 representatives of the hydrocephalus community so they could share their stories and ask for more support for hydrocephalus research. We've been advocating and raising awareness ever since. In 2012, we held a 2nd Advocacy Day, where this time over 200 members of the hydrocephalus community met with staff and representatives in Congressional offices. This year alone, thanks to our growing network of volunteers, we've also raised a record level of awareness through our WALK to END Hydrocephalus program, with 34 WALKs in 25 states raising \$1.2 million and educating tens of thousands of people about the condition in the process.

We're seeing the positive effects of moving the Association's offices from San Francisco to Bethesda, Maryland. Now located "in the beltway," we're able to more effectively influence federal agencies and elected officials responsible for appropriating funding for research and access to quality care. We're getting our foot in the door and have a place at the table where medical research funding decisions are made and coalitions are built, including the National Institutes of Health, the Department of Health and Human Services, the Department of Defense, the National Health Council, Research!America, the Rare Disease Legislative Advocates ... just to name a few.

We have accomplished so much but yet there is still much to do. It will take the support of every patient, parent, family and friends to put hydrocephalus in the forefront to yield the change we want to see. There is no greater gift to give than to help HA serve as the voice for a loved one and raily national support for curing hydrocephalus.

Sincerely,

Dawn Mancuso, CEO

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Medtronic Addresses FDA Recall f II/Strata™ NSC and StrataMR™ vi 14 Mar 2017

Hydrocephalus and Disability Ber 28 Feb 2017

Neural Tube Defects (NTD) 27 Feb 2017

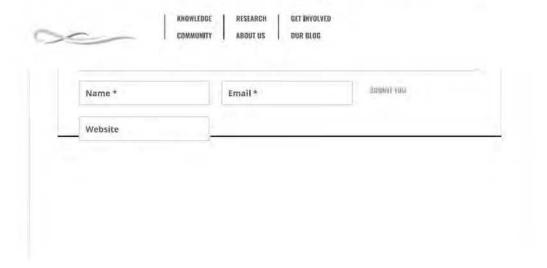
Top 2016 WALK to End Hydrocept 27 Feb 2017

Find Local Resources

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WALK



Community. Clarity. Cure.

Seeking an end to hydrocephalus.

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| Contact Us | In the News | Recent Posts | Site Search |
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| Hydrocephalus Association 4340 East West Highway | Insurance Denials Block Woman Will Hydrocephalus from Receiving Care | Hydrocephalus Advocares Join Rara Lisease Week | Search |
| Suite 905 Bethesda, MD 20814-4447 Telephone : 301-202-3811 / 888-598-3789 | LA Kings Unite with Hydrocephalus Community to Raise Over \$200k | Meditronic Addresses FDA Recall for Strate** [UStrata** NSC and StrataMR** valves | SEARCH |
| Fax: 301-202-3813 Email: min@nyomassoc.org | Hémeinary School Unites Around One of its | Hydrocephalus and Oisability Benefits | Sign up for our Ne |
| Technical Support: www.master@hydroassoc.org | Qwn | Neural Tube Defects (NTD) | Enter email |
| Copyright © Hydrocephalus Association | Minnesota Tean WALKS for Hope | Memer (inne peters (M10) | aucasi |
| Privacy Policy Danar Privacy Policy | The Varying (inpact of Hydrocaphajus | Top 2016 WALK to End Hydrocephalus Teamsi | |
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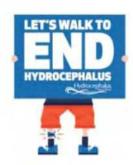


KNOWLEDGE

RESEARCH ABOUT US GET INVOLVED
OUR BLOG

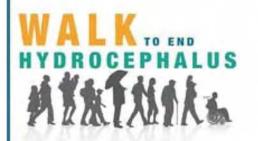
Top 2016 WALK to End Hydrocephalus Teams!

Congratulations to our Top WALK to End Hydrocephalus Teams throughout the country. They are ranked from teams from among the 1,020 Teams representing more than 8,300 participants who participated in this year's events! The teams are ranked by amount raised and there are some which are very close.



Advocacy and Awareness Update

Our 2013 HA WALK Season Begins!



Welcome to the 2013 HA WALK season! Our new year of HA WALKs and special events is underway. We are pleased to announce that we have 33 WALK sites this year plus the Virtual WALK, for people who don't have a HA

WALK in their area. Although the first WALK on the schedule is Portland on June 15th, many WALKs already have launched their web page. People are registering to participate and using HA's online fundraising tools to raise money. It's never too early to start.

View our 2013 WALK Schedule HERE!

walk to end hydrocephalus

The Gift of a Voice

For 30 years, the Hydrocephalus
Association has served as the
voice for one million patients,
raising critical awareness and
advocating for greater resources
to fund research and better
treatment options. We have
accomplished so much but yet
there is still much to do.

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number.

OMB No. 0651-0009 (Exp 02/28/2018)

Trademark/Service Mark Application, Principal Register

TEAS Plus Application

Serial Number: 87374150 Filing Date: 03/16/2017

NOTE: Data fields with the * are mandatory under TEAS Plus. The wording "(if applicable)" appears where the field is only mandatory under the facts of the particular application.

The table below presents the data as entered.

| Input Field | Entered | |
|--|---|--|
| TEAS Plus | YES | |
| MARK INFORMATION | | |
| *MARK | WALK TO END HYDROCEPHALUS | |
| *STANDARD CHARACTERS | YES | |
| USPTO-GENERATED IMAGE | YES | |
| LITERAL ELEMENT | WALK TO END HYDROCEPHALUS | |
| *MARK STATEMENT | The mark consists of standard characters, without claim to any particular font style, size, or color. | |
| REGISTER | Principal | |
| APPLICANT INFORMATION | | |
| *OWNER OF MARK | Hydrocephalus Association, Inc. | |
| *STREET | 4340 East West Highway | |
| *CITY | Bethesda | |
| *STATE (Required for U.S. applicants) | Maryland | |
| *COUNTRY | United States | |
| *ZIP/POSTAL CODE (Required for U.S. and certain international addresses) | 20814 | |
| EMAIL ADDRESS | XXXX | |
| LEGAL ENTITY INFORMATION | ON | |
| *TYPE | CORPORATION | |
| * STATE/COUNTRY OF INCORPORATION | California | |
| GOODS AND/OR SERVICES AND BASIS INFORMATION | | |
| *INTERNATIONAL CLASS | 036 | |
| *IDENTIFICATION | Charitable fundraising | |
| *FILING BASIS | SECTION 1(a) | |

| | At least as early as 08/00/2016 |
|---|--|
| FIRST USE IN COMMERCE DATE | At least as early as 02/27/2017 |
| SPECIMEN FILE NAME(S) | |
| ORIGINAL PDF FILE | <u>SPE0-19824618949-20170316161405958665</u> <u>. WALK_TO_END_HYDROCEPHALUS_</u> <u>Specimen_1.pdf</u> |
| CONVERTED PDF FILE(S) (2 pages) | \\\TICRS\EXPORT17\IMAGEOUT17\873\741\87374150\xml1\FTK0003.JPG |
| | \\TICRS\EXPORT17\IMAGEOUT17\873\741\87374150\xml1\FTK0004.JPG |
| ORIGINAL PDF FILE | <u>SPE0-19824618949-20170316161405958665</u> <u>. WALK_TO_END_HYDROCEPHALUS</u> _ <u>Specimen_2.pdf</u> |
| CONVERTED PDF FILE(S) (1 page) | \\\TICRS\EXPORT17\IMAGEOUT17\873\741\87374150\xml1\FTK0005.JPG |
| ORIGINAL PDF FILE | <u>SPE0-19824618949-20170316161405958665WALK_TO_END_HYDROCEPHALUS</u> <u>Specimen_3.pdf</u> |
| CONVERTED PDF FILE(S) (1 page) | \\\TICRS\EXPORT17\IMAGEOUT17\873\741\87374150\xml1\FTK0006.JPG |
| ORIGINAL PDF FILE | <u>SPE0-19824618949-20170316161405958665</u> <u>. WALK_TO_END_HYDROCEPHALUS_</u> |
| CONVERTED PDF FILE(S) (1 page) | \\TICRS\EXPORT17\IMAGEOUT17\873\741\87374150\xml1\FTK0007.JPG |
| SPECIMEN DESCRIPTION | Website printouts showing use of the mark in connection with the services. |
| ADDITIONAL STATEMENTS S | SECTION |
| *TRANSLATION (if applicable) | |
| *TRANSLITERATION (if applicable) | |
| *CLAIMED PRIOR REGISTRATION (if applicable) | |
| *CONSENT (NAME/LIKENESS) (if applicable) | |
| *CONCURRENT USE CLAIM (if applicable) | |
| MISCELLANEOUS STATEMENT | Applicant is also the owner of prior pending application number 87/103,988 for MAKE WAVES FOR HYDROCEPHALUS. |
| ATTORNEY INFORMATION | |
| NAME | Raymond R. Moser |
| ATTORNEY DOCKET NUMBER | HA005 |
| FIRM NAME | Moser Taboada |
| STREET | 1030 Broad Street - Suite 203 |
| CITY | Shrewsbury |
| STATE | New Jersey |
| COUNTRY | United States |
| ZIP/POSTAL CODE | 07702 |
| PHONE | 7329357100 |

| FAX | 7329357122 | |
|---|--|--|
| EMAIL ADDRESS | docketing@mtiplaw.com | |
| AUTHORIZED TO COMMUNICATE VIA EMAIL | Yes | |
| OTHER APPOINTED ATTORNEY | Alan Taboada; Leondard P. Linardakis; Charles P. Guarino | |
| CORRESPONDENCE INFORM | ATION | |
| *NAME | Raymond R. Moser | |
| FIRM NAME | Moser Taboada | |
| *STREET | 1030 Broad Street - Suite 203 | |
| *CITY | Shrewsbury | |
| *STATE (Required for U.S. addresses) | New Jersey | |
| *COUNTRY | United States | |
| *ZIP/POSTAL CODE | 07702 | |
| PHONE | 7329357100 | |
| FAX | 7329357122 | |
| *EMAIL ADDRESS | docketing@mtiplaw.com | |
| *AUTHORIZED TO COMMUNICATE VIA EMAIL | Yes | |
| FEE INFORMATION | | |
| APPLICATION FILING OPTION | TEAS Plus | |
| NUMBER OF CLASSES | 1 | |
| FEE PER CLASS | 225 | |
| *TOTAL FEE PAID | 225 | |
| SIGNATURE INFORMATION | | |
| * SIGNATURE | /Charles P. Guarino/ | |
| * SIGNATORY'S NAME | Charles P. Guarino | |
| * SIGNATORY'S POSITION | Attorney for Applicant, NJ Bar Member | |
| SIGNATORY'S PHONE NUMBER | 732-935-7100 | |
| * DATE SIGNED | 03/16/2017 | |

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number.

OMB No. 0651-0009 (Exp 02/28/2018)

Trademark/Service Mark Application, Principal Register

TEAS Plus Application

Serial Number: 87374150 Filing Date: 03/16/2017

To the Commissioner for Trademarks:

MARK: WALK TO END HYDROCEPHALUS (Standard Characters, see <u>mark</u>) The mark in your application is WALK TO END HYDROCEPHALUS.

The applicant, Hydrocephalus Association, Inc., a corporation of California, having an address of 4340 East West Highway
Bethesda, Maryland 20814
United States
XXXX (not authorized)

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 036: Charitable fundraising

Use in Commerce: The applicant is using the mark in commerce on or in connection with the identified goods/services. The applicant attaches, or will later submit, one specimen as a JPG/PDF image file showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, regardless of whether the mark itself is in the standard character format or is a stylized or design mark. The specimen image file may be in color, and the image must be in color if color is being claimed as a feature of the mark.

In International Class 036, the mark was first used by the applicant or the applicant's related company or licensee predecessor in interest at least as early as 08/00/2016, and first used in commerce at least as early as 02/27/2017, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) Website printouts showing use of the mark in connection with the services..

Original PDF file:

SPE0-19824618949-20170316161405958665... WALK_TO_END_HYDROCEPHALUS_- Specimen_1.pdf

Converted PDF file(s) (2 pages)

Specimen File1

Specimen File2

Original PDF file:

SPE0-19824618949-20170316161405958665 . WALK TO END HYDROCEPHALUS - Specimen 2.pdf

Converted PDF file(s) (1 page)

Specimen File1

Original PDF file:

SPE0-19824618949-20170316161405958665 . WALK TO END HYDROCEPHALUS - Specimen 3.pdf

Converted PDF file(s) (1 page)

Specimen File1

Original PDF file:

SPE0-19824618949-20170316161405958665 . WALK TO END HYDROCEPHALUS - Specimen 4.pdf

Converted PDF file(s) (1 page)

Specimen File1

Miscellaneous Statement

Applicant is also the owner of prior pending application number 87/103,988 for MAKE WAVES FOR HYDROCEPHALUS.

The applicant's current Attorney Information:

Raymond R. Moser and Alan Taboada; Leondard P. Linardakis; Charles P. Guarino of Moser Taboada 1030 Broad Street - Suite 203 Shrewsbury, New Jersey 07702

United States

7329357100(phone)

7329357122(fax)

docketing@mtiplaw.com (authorized)

The attorney docket/reference number is HA005.

The applicant's current Correspondence Information:

Raymond R. Moser

Moser Taboada

1030 Broad Street - Suite 203

Shrewsbury, New Jersey 07702

7329357100(phone)

7329357122(fax)

docketing@mtiplaw.com (authorized)

E-mail Authorization: I authorize the USPTO to send e-mail correspondence concerning the application to the applicant or the applicant's attorney, or the applicant's domestic representative at the e-mail address provided in this application. I understand that a valid e-mail address must be maintained and that the applicant or the applicant's attorney must file the relevant subsequent application-related submissions via the Trademark Electronic Application System (TEAS). Failure to do so will result in the loss of TEAS Plus status and a requirement to submit an additional processing fee of \$125 per international class of goods/services.

A fee payment in the amount of \$225 has been submitted with the application, representing payment for 1 class(es).

Declaration

- ☑ If the applicant is filing the application based on use in commerce under 15 U.S.C. § 1051(a):
 - The signatory believes that the applicant is the owner of the trademark/service mark sought to be registered;
 - The mark is in use in commerce on or in connection with the goods/services in the application;
 - The specimen(s) shows the mark as used on or in connection with the goods/services in the application; and
 - The facts set forth in the application are true.

If the applicant is filing the application based on an intent to use the mark in commerce under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e):

- The signatory believes that the applicant is entitled to use the mark in commerce;
- The applicant has a bona fide intention to use the mark in commerce on or in connection with the goods/services in the application; and
- The facts set forth in the application are true.
- ☑ To the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive.
- ☑ To the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.
- ☑ The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and that all statements made on information and belief are believed to be true.

Declaration Signature

Signature: /Charles P. Guarino/ Date: 03/16/2017

Signatory's Name: Charles P. Guarino

Signatory's Position: Attorney for Applicant, NJ Bar Member

Signatory's Phone Number: 732-935-7100

Payment Sale Number: 87374150 Payment Accounting Date: 03/17/2017

Serial Number: 87374150

Internet Transmission Date: Thu Mar 16 16:28:04 EDT 2017

TEAS Stamp: USPTO/FTK-XXX.XXX.XXX.XXX-201703161628044

50636-87374150-58079da2a31ada40934533416 1fd90f5e6793dfd8e7e55407b9a72e6a66a24673

a-CC-2993-20170316161405958665

WALK TO END HYDROCEPHALUS



KNOWLEDGE

RESEARCH ABOUT US GET INVOLVED

MAKE A DOS

₩ f 8+ P in

The Gift of a Voice



There is no greater gift to give this holiday season than the gift of a voice to help champion the needs of families affected by hydrocephalus. For 30 years, the Hydrocephalus Association has served as the voice for one million patients, raising critical awareness and advocating for greater resources to fund research and better treatment options. Most people have never heard of hydrocephalus, let alone understand its complexity. That's why the Hydrocephalus Association and our dedicated members are committed to getting the word out and ensuring hydrocephalus receives the attention it deserves.

You may remember our first Hydrocephalus Advocacy and Awareness Day in May 2006, when we organized visits to 98 Congressional offices by over 120 representatives of the hydrocephalus community so they could share their stories and ask for more support for hydrocephalus research. We've been advocating and raising awareness ever since. In 2012, we held a 2nd Advocacy Day, where this time over 200 members of the hydrocephalus community met with staff and representatives in Congressional offices. This year alone, thanks to our growing network of volunteers, we've also raised a record level of awareness through our WALK to END Hydrocephalus program, with 34 WALKs in 25 states raising \$1.2 million and educating tens of thousands of people about the condition in the process.

We're seeing the positive effects of moving the Association's offices from San Francisco to Bethesda, Maryland. Now located "in the beltway," we're able to more effectively influence federal agencies and elected officials responsible for appropriating funding for research and access to quality care. We're getting our foot in the door and have a place at the table where medical research funding decisions are made and coalitions are built, including the National Institutes of Health, the Department of Health and Human Services, the Department of Defense, the National Health Council, Research!America, the Rare Disease Legislative Advocates ... just to name a few.

We have accomplished so much but yet there is still much to do. It will take the support of every patient, parent, family and friends to put hydrocephalus in the forefront to yield the change we want to see. There is no greater gift to give than to help HA serve as the voice for a loved one and raily national support for curing hydrocephalus.

Sincerely,

Dawn Mancuso, CEO

Donate >

There are no comments published yet.

Leave a Comment

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Hydrocephalus Advocates Join Ra 16 Mar 2017

Medtronic Addresses FDA Recall f II/Strata™ NSC and StrataMR™ vi 14 Mar 2017

Hydrocephalus and Disability Ber 28 Feb 2017

Neural Tube Defects (NTD) 27 Feb 2017

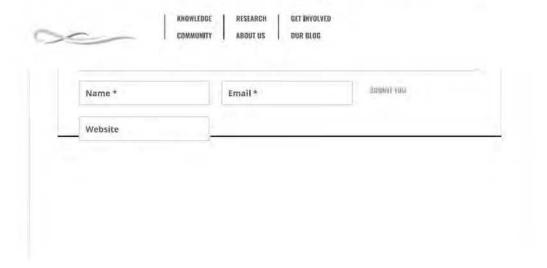
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| Fax: 301-202-3813 Email: min@nyomassoc.org | Hémeinary School Unites Around One of its | Hydrocephalus and Oisability Benefits | Sign up for our Ne |
| Technical Support: www.master@hydroassoc.org | Qwn | Neural Tube Defects (NTD) | Enter email |
| Copyright © Hydrocephalus Association | Minnesota Tean WALKS for Hope | Memer (inne peters (M10) | aucasi |
| Privacy Policy Danar Privacy Policy | The Varying (inpact of Hydrocaphajus | Top 2016 WALK to End Hydrocephalus Teamsi | |
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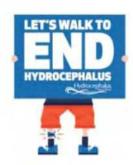


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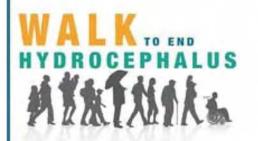
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walk to end hydrocephalus

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voice for one million patients,
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advocating for greater resources
to fund research and better
treatment options. We have
accomplished so much but yet
there is still much to do.

EXHIBIT AA

Generated on: This page was generated by TSDR on 2020-10-20 16:47:12 EDT

Mark: WALK TO END LUPUS NOW

WALK TO END LUPUS NOW

US Serial Number: 85695017 Application Filing Aug. 03, 2012

Date:

US Registration 4518513 Registration Date: Apr. 22, 2014

Number:

Register: Principal

Mark Type: Service Mark

Mark Type: Service Mar
TM5 Common Status
Descriptor:

LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

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

Status Date: Dec. 07, 2019

Publication Date: Jun. 04, 2013

Notice of Jul. 30, 2013
Allowance Date:

Mark Information

Mark Literal WALK TO END LUPUS NOW

Elements:

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

Claim:

Mark Drawing 4 - STANDARD CHARACTER MARK

Type:

Disclaimer: "WALK TO END LUPUS"

Related Properties Information

Claimed Ownership 2906355, 3004274, 3169571

of US Registrations:

of US

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: Promoting public awareness of the need for research and development in the field of lupus; public advocacy to promote awareness of

lupus

International 035 - Primary Class U.S Class(es): 100, 101, 102

Class(es):

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 13, 2012 **Use in Commerce:** Nov. 13, 2012

For: Charitable fundraising

International 036 - Primary Class U.S Class(es): 100, 101, 102

Class(es):

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 13, 2012

Use in Commerce: Nov. 13, 2012

Basis Information (Case Level)

 Filed Use:
 No
 Currently Use:
 Yes

 Filed ITU:
 Yes
 Currently ITU:
 No

 Filed 44D:
 No
 Currently 44E:
 No

 Filed 44E:
 No
 Currently 66A:
 No

 Filed 66A:
 No
 Currently No Basis:
 No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Lupus Foundation of America, Inc.

Owner Address: 2121 K Street NW, Suite 200
Washington, DISTRICT OF COLUMBIA UNITED STATES 20037

Legal Entity Type: non-profit corporation State or Country DISTRICT OF COLUMBIA

Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Timothy J. Lyden

Docket Number: 21652.01

Attorney Primary boxip@hoganlovells.com
Email Address:

Attorney Email Yes
Authorized:

Correspondent

Correspondent TIMOTHY J. LYDEN
Name/Address: HOGAN LOVELLS US LLP
8350 Broad Street, 17th Floor

8350 Broad Street, 17th Floor Attn: Box Intellectual Property

Tysons, VIRGINIA UNITED STATES 22102

Correspondent e- boxip@hoganlovells.com timothy.lyden@hoganlo Correspondent e- Yes

mail: vells.com michael.bowman@hoganlovells.com mail Authorized:

Domestic Representative - Not Found

Prosecution History

| Date | Description | Proceeding Number |
|---------------|--|----------------------|
| Dec. 07, 2019 | NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED | |
| Dec. 07, 2019 | REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK. | 73376 |
| Dec. 07, 2019 | CASE ASSIGNED TO POST REGISTRATION PARALEGAL | 73376 |
| Nov. 05, 2019 | TEAS SECTION 8 & 15 RECEIVED | |
| Apr. 22, 2019 | COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED | |
| Apr. 22, 2014 | REGISTERED-PRINCIPAL REGISTER | |
| Mar. 19, 2014 | NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED | |
| Mar. 18, 2014 | LAW OFFICE REGISTRATION REVIEW COMPLETED | 68552 |
| Mar. 11, 2014 | ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED | |
| Mar. 04, 2014 | STATEMENT OF USE PROCESSING COMPLETE | 65362 |
| Jan. 30, 2014 | USE AMENDMENT FILED | 65362 |
| Feb. 24, 2014 | CASE ASSIGNED TO INTENT TO USE PARALEGAL | 65362 |
| Jan. 30, 2014 | TEAS STATEMENT OF USE RECEIVED | |
| Jul. 30, 2013 | NOA E-MAILED - SOU REQUIRED FROM APPLICANT | |
| Jun. 04, 2013 | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED | |
| Jun. 04, 2013 | PUBLISHED FOR OPPOSITION | |
| May 15, 2013 | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED | |
| Apr. 26, 2013 | LAW OFFICE PUBLICATION REVIEW COMPLETED | 68552 |
| Apr. 26, 2013 | ASSIGNED TO LIE | 68552 |

| Apr. 13, 2013 | APPROVED FOR PUB - PRINCIPAL REGISTER | |
|---------------|--|-------|
| Apr. 12, 2013 | TEAS/EMAIL CORRESPONDENCE ENTERED | 88889 |
| Apr. 12, 2013 | CORRESPONDENCE RECEIVED IN LAW OFFICE | 88889 |
| Apr. 12, 2013 | TEAS RESPONSE TO OFFICE ACTION RECEIVED | |
| Oct. 16, 2012 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 6325 |
| Oct. 16, 2012 | NON-FINAL ACTION E-MAILED | 6325 |
| Oct. 16, 2012 | NON-FINAL ACTION WRITTEN | 76079 |
| Oct. 13, 2012 | ASSIGNED TO EXAMINER | 76079 |
| Aug. 13, 2012 | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | |
| Aug. 07, 2012 | NEW APPLICATION ENTERED IN TRAM | |
| | | |

TM Staff and Location Information

TM Staff Information - None File Location

Current Location: TMEG LAW OFFICE 107 Date in Location: Dec. 07, 2019

From: TMOfficialNotices@USPTO.GOV
Sent: Saturday, December 7, 2019 11:06 PM

To: boxip@hoganlovells.com

Cc: timothy.lyden@hoganlovells.com; michael.bowman@hoganlovells.com

Subject: Official USPTO Notice of Acceptance/Acknowledgement Sections 8 and 15: U.S. Trademark RN 4518513: WALK TO END LUPUS NOW:

Docket/Reference No. 21652.01

U.S. Serial Number: 85695017
U.S. Registration Number: 4518513
U.S. Registration Date: Apr 22, 2014
Mark: WALK TO END LUPUS NOW
Owner: Lupus Foundation of America, Inc.

Dec 7, 2019

NOTICE OF ACCEPTANCE UNDER SECTION 8

The declaration of use or excusable nonuse filed for the above-identified registration meets the requirements of Section 8 of the Trademark Act, 15 U.S.C. §1058. **The Section 8 declaration is accepted.**

NOTICE OF ACKNOWLEDGEMENT UNDER SECTION 15

The declaration of incontestability filed for the above-identified registration meets the requirements of Section 15 of the Trademark Act, 15 U.S.C. §1065. **The Section 15 declaration is acknowledged.**

The registration will remain in force for the class(es) listed below, unless canceled by an order of the Commissioner for Trademarks or a Federal Court, as long as the requirements for maintaining the registration are fulfilled as they become due.

Class(es):

035, 036

TRADEMARK SPECIALIST POST-REGISTRATION DIVISION 571-272-9500

REQUIREMENTS FOR MAINTAINING REGISTRATION

WARNING: Your registration will be canceled if you do not file the documents below during the specified statutory time periods.

Requirements in the First Ten Years

What and When to File: You must file a declaration of use (or excusable nonuse) and an application for renewal between the 9th and 10th years after the registration date. See 15 U.S.C. §§1058, 1059.

Requirements in Successive Ten-Year Periods

What and When to File: You must file a declaration of use (or excusable nonuse) and an application for renewal between every 9th and 10th-year period, calculated from the registration date. See 15 U.S.C. §§1058, 1059.

Grace Period Filings

The above documents will be considered as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

THE USPTO IS NOT REQUIRED TO SEND ANY FURTHER NOTICE OR REMINDER OF THESE REQUIREMENTS. THE OWNER SHOULD CONTACT THE USPTO ONE YEAR BEFORE THE EXPIRATION OF THE TIME PERIODS SHOWN ABOVE TO DETERMINE APPROPRIATE REQUIREMENTS AND FEES.

To check the status of this registration, go to

https://tsdr.uspto.gov/#caseNumber=85695017&caseSearchType=US_APPLICATION&caseType=DEFAULT&searchType=statusSearch or contact the Trademark Assistance Center at 1-800-786-9199.

To view this notice and other documents for this registration on-line, go to

https://tsdr.uspto.gov/#caseNumber=85695017&caseSearchType=US_APPLICATION&caseType=DEFAULT&searchType=documentSearch NOTE: This notice will only be available on-line the next business day after receipt of this e-mail.

* For further information, including information on filing and maintenance requirements for U.S. trademark applications and registrations and required fees, please consult the USPTO website at https://www.uspto.gov/trademark/ or contact the Trademark Assistance Center at 1-800-786-9199.

Combined Declaration of Use and Incontestability under Sections 8 & 15

The table below presents the data as entered.

| Input Field | Entered |
|---|--|
| REGISTRATION NUMBER | 4518513 |
| REGISTRATION DATE | 04/22/2014 |
| SERIAL NUMBER | 85695017 |
| MARK SECTION | |
| MARK | WALK TO END LUPUS NOW (see, https://tmng-al.uspto.gov/resting2/api/img/85695017/large) |
| ATTORNEY SECTION | N (current) |
| NAME | Timothy J. Lyden |
| ATTORNEY BAR MEMBERSHIP NUMBER | NOT SPECIFIED |
| YEAR OF ADMISSION | NOT SPECIFIED |
| U.S. STATE/ COMMONWEALTH/ TERRITORY | NOT SPECIFIED |
| FIRM NAME | HOGAN LOVELLS US LLP |
| STREET | 7930 JONES BRANCH DR FL 9 |
| CITY | MC LEAN |
| STATE | Virginia |
| POSTAL CODE | 22102-3390 |
| COUNTRY | United States |
| PHONE | 703.610.6100 |
| FAX | 703.610.6200 |
| EMAIL | boxip@hoganlovells.com |
| AUTHORIZED TO COMMUNICATE VIA EMAIL | Yes |
| DOCKET/REFERENCE NUMBER | 21652.01 |
| ATTORNEY SECTION (proposed) | |
| NAME | Timothy J. Lyden |
| ATTORNEY BAR MEMBERSHIP NUMBER | XXX |
| YEAR OF ADMISSION | XXXX |
| U.S. STATE/ COMMONWEALTH/ TERRITORY | XX |

| INTERNAL ADDRESS STREET | HOGAN LOVELLS US LLP Attn: Box Intellectual Property |
|---|--|
| STREET S | * 1 |
| | |
| CITY | 8350 Broad Street, 17th Floor |
| | Tysons |
| STATE | Virginia |
| POSTAL CODE | 22102 |
| COUNTRY | United States |
| PHONE - | +1 703 610 6100 |
| FAX | +1 703 610 6200 |
| EMAIL 1 | boxip@hoganlovells.com |
| AUTHORIZED TO COMMUNICATE VIA EMAIL | Yes |
| DOCKET/REFERENCE NUMBER | 21652.01 |
| | Anna Kurian Shaw, Julia Anne Matheson, Lauren C. Chamblee, Katherine Bastian, Lauren B. Cury, Brendan C. Quinn |
| CORRESPONDENCE S | SECTION (current) |
| NAME | TIMOTHY J. LYDEN |
| FIRM NAME | HOGAN LOVELLS US LLP |
| STREET | 7930 JONES BRANCH DR FL 9 |
| CITY | MC LEAN |
| STATE | Virginia |
| POSTAL CODE | 22102-3390 |
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| NAME | TIMOTHY J. LYDEN |
| FIRM NAME | HOGAN LOVELLS US LLP |
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| STATE | Virginia |
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| COUNTRY | United States | |
|---|--|--|
| PHONE | +1 703 610 6100 | |
| FAX | +1 703 610 6200 | |
| EMAIL | boxip@hoganlovells.com; timothy.lyden@hoganlovells.com; michael.bowman@hoganlovells.com | |
| AUTHORIZED TO COMMUNICATE VIA EMAIL | Yes | |
| DOCKET/REFERENCE NUMBER | 21652.01 | |
| GOODS AND/OR SER | EVICES SECTION | |
| INTERNATIONAL CLASS | 035 | |
| GOODS OR SERVICES | Promoting public awareness of the need for research and development in the field of lupus; public advocacy to promote awareness of lupus | |
| SPECIMEN FILE NAM | IE(S) | |
| ORIGINAL PDF FILE | SPN0-63236101227-20191101111411747190 . WALK TO END LUPUS NOW Specimen 35.pdf | |
| CONVERTED PDF FILE(S) (2 pages) | \\TICRS\EXPORT17\IMAGEOUT17\856\950\85695017\xml2\8150002.JPG | |
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| ORIGINAL PDF FILE | <u>SPN0-63236101227-20191101111411747190WALK_TO_END_LUPUS_NOW_Specimen.pdf</u> | |
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| SPECIMEN DESCRIPTION | screenshots of website | |
| INTERNATIONAL CLASS | 036 | |
| GOODS OR SERVICES | Charitable fundraising | |
| SPECIMEN FILE NAM | E(S) | |
| ORIGINAL PDF FILE | <u>SPN1-63236101227-20191101111411747190WALK_TO_END_LUPUS_NOW_Specimen_36.pdf</u> | |
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| ORIGINAL PDF FILE | <u>SPN1-63236101227-20191101111411747190WALK_TO_END_LUPUS_NOW_Specimen.pdf</u> | |
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| | \\TICRS\EXPORT17\IMAGEOUT17\856\950\85695017\xml2\8150012.JPG | |
| SPECIMEN DESCRIPTION | screenshots of website | |

| LEGAL ENTITY SECTION (current) | | | |
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| PAYMENT SECTION | | | |
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PTO Form 1583 (Rev 05/2006)

OMB No. 0651-0055 (Exp 10/31/2021)

Combined Declaration of Use and Incontestability under Sections 8 & 15

To the Commissioner for Trademarks:

REGISTRATION NUMBER: 4518513 **REGISTRATION DATE:** 04/22/2014

MARK: WALK TO END LUPUS NOW

The owner, Lupus Foundation of America, Inc., non-profit corporation legally organized under the laws of District of Columbia, having an address of

2121 K Street NW, Suite 200

Washington, District of Columbia 20037

United States

is filing a Combined Declaration of Use and Incontestability under Sections 8 & 15.

For International Class 035, the mark is in use in commerce on or in connection with **all** of the goods/**all** of the services, or to indicate membership in the collective membership organization, listed in the existing registration for this specific class: Promoting public awareness of the need for research and development in the field of lupus; public advocacy to promote awareness of lupus; **and** the mark has been continuously used in commerce for five (5) consecutive years after the date of registration, or the date of publication under Section 12(c), and is still in use in commerce on or in connection with **all** goods/**all** services, or to indicate membership in the collective membership organization, listed in the existing registration for this class. Also, no final decision adverse to the owner's claim of ownership of such mark for those goods/services, or to indicate membership in the collective membership organization, exists, or to the owner's right to register the same or to keep the same on the register; and, no proceeding involving said rights pending and not disposed of in either the U.S. Patent and Trademark Office or the courts exists.

The owner is submitting one(or more) specimen(s) for this class showing the mark as used in commerce on or in connection with any item in this class, consisting of a(n) screenshots of website.

Original PDF file:

SPN0-63236101227-201911011111411747190 . WALK TO END LUPUS NOW Specimen 35.pdf

Converted PDF file(s) (2 pages)

Specimen File1

Specimen File2

Original PDF file:

SPN0-63236101227-20191101111411747190...WALK_TO_END_LUPUS_NOW_Specimen.pdf

Converted PDF file(s) (3 pages)

Specimen File1

Specimen File2

Specimen File3

For International Class 036, the mark is in use in commerce on or in connection with **all** of the goods/**all** of the services, or to indicate membership in the collective membership organization, listed in the existing registration for this specific class: Charitable fundraising; **and** the mark has been continuously used in commerce for five (5) consecutive years after the date of registration, or the date of publication under Section 12(c), and is still in use in commerce on or in connection with **all** goods/**all** services, or to indicate membership in the collective membership organization, listed in the existing registration for this class. Also, no final decision adverse to the owner's claim of ownership of such mark for those goods/services, or to indicate membership in the collective membership organization, exists, or to the owner's right to register the same or to keep the same on the register; and, no proceeding involving said rights pending and not disposed of in either the U.S. Patent and Trademark Office or the courts exists.

The owner is submitting one(or more) specimen(s) for this class showing the mark as used in commerce on or in connection with any item in this class, consisting of a(n) screenshots of website.

Original PDF file:

<u>SPN1-63236101227-20191101111411747190_._WALK_TO_END_LUPUS_NOW_Specimen_36.pdf</u>

Converted PDF file(s) (3 pages)

Specimen File1

Specimen File2

Specimen File3

Original PDF file:

SPN1-63236101227-20191101111411747190 .. WALK_TO_END_LUPUS_NOW_Specimen.pdf

Converted PDF file(s) (3 pages)

Specimen File1

Specimen File2

Specimen File3

The applicant's current attorney information: Timothy J. Lyden. Timothy J. Lyden of HOGAN LOVELLS US LLP, is located at

7930 JONES BRANCH DR FL 9 MC LEAN, Virginia 22102-3390

United States

The docket/reference number is 21652.01.

The phone number is 703.610.6100.

The fax number is 703.610.6200.

The email address is boxip@hoganlovells.com

The applicants proposed attorney information: Timothy J. Lyden. Other appointed attorneys are Anna Kurian Shaw, Julia Anne Matheson, Lauren C. Chamblee, Katherine Bastian, Lauren B. Cury, Brendan C. Quinn. Timothy J. Lyden of HOGAN LOVELLS US LLP, is a member of the XX bar, admitted to the bar in XXXX, bar membership no. XXX, and the attorney(s) is located at

Attn: Box Intellectual Property 8350 Broad Street, 17th Floor Tysons, Virginia 22102 United States

The docket/reference number is 21652.01.

The phone number is +1 703 610 6100.

The fax number is +1 703 610 6200.

The email address is boxip@hoganlovells.com

Timothy J. Lyden submitted the following statement: The attorney of record is an active member in good standing of the bar of the highest court of a U.S. state, the District of Columbia, or any U.S. Commonwealth or territory.

The applicant's current correspondence information: TIMOTHY J. LYDEN. TIMOTHY J. LYDEN of HOGAN LOVELLS US LLP, is located at 7930 JONES BRANCH DR FL 9

MC LEAN, Virginia 22102-3390

United States

The docket/reference number is 21652.01.

The phone number is 703.610.6100.

The fax number is 703.610.6200.

The email address is boxip@hoganlovells.com

The applicants proposed correspondence information: TIMOTHY J. LYDEN. TIMOTHY J. LYDEN of HOGAN LOVELLS US LLP, is located at

Attn: Box Intellectual Property 8350 Broad Street, 17th Floor Tysons, Virginia 22102 United States The docket/reference number is 21652.01.

The phone number is +1 703 610 6100.

The fax number is +1 703 610 6200.

The email address is boxip@hoganlovells.com; timothy.lyden@hoganlovells.com; michael.bowman@hoganlovells.com

A fee payment in the amount of \$650 will be submitted with the form, representing payment for 2 class(es), plus any additional grace period fee, if necessary.

Declaration

- Unless the owner has specifically claimed excusable nonuse, the mark is in use in commerce on or in connection with the goods/services or to indicate membership in the collective membership organization identified above, as evidenced by the attached specimen(s).
- Unless the owner has specifically claimed excusable nonuse, the specimen(s) shows the mark as currently used in commerce on or in connection with the goods/services/collective membership organization.
- The mark has been in continuous use in commerce for five consecutive years after the date of registration, or the date of publication under 15 U.S.C. § 1062(c), and is still in use in commerce on or in connection with all goods/services, or to indicate membership in the collective membership organization, listed in the existing registration.
- There has been no final decision adverse to the owner's claim of ownership of such mark for such goods/services, or to indicate membership in the collective membership organization, or to the owner's right to register the same or to keep the same on the register.
- There is no proceeding involving said rights pending and not finally disposed of either in the United States Patent and Trademark Office or in a court.
- To the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.
- The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of this submission and the registration, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Signature: /Duane L. Peters/ Date: 11/05/2019

Signatory's Name: Duane L. Peters

Signatory's Position: Senior Communications Strategist

Signatory's Phone: +1 703 610 6100

Mailing Address (current): HOGAN LOVELLS US LLP 7930 JONES BRANCH DR FL 9 MC LEAN, Virginia 22102-3390

Mailing Address (**proposed**): HOGAN LOVELLS US LLP 8350 Broad Street, 17th Floor Tysons, Virginia 22102

Serial Number: 85695017

Internet Transmission Date: Tue Nov 05 10:15:11 EST 2019

TEAS Stamp: USPTO/S08N15-XX.XXX.XXX.XXX-201911051015

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ABOUT THE WALK

Walk to End Lupus Now® events provide all people affected by lupus and their families the opportunity to come together for one unified purpose — to end lupus. Join the Lupus Foundation of America and thousands of walkers in nearly 60 cities across the nation to raise money for lupus research, increase awareness of lupus, and rally public support for the estimated 1.5 million Americans who suffer from its brutal impact.

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SEARCH WALKERS

2019 WALK TO END LUPUS NOW, DC







SATURDAY, MAY 11, 2019

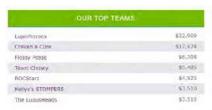
Thank you, DCI it was a fantastic day on the National Mail and we are grateful to our sponsors, team captains, donors, walkers, and volunteers for their outstanding generosity. We are over \$210,000 raised let's keep going! The fundraising program closes on June 27 and prizes will be malled after that date.

Still have checks to turn in? Print the donation form and send in your checks payable to the Lupus Foundation of America to Zach Feuerherd @ 2121 K St. NW Sulte #200, Washington DC 20037.

THANK YOU FOR ALL YOUR INCREDIBLE SUPPORT AND COMMITMENT

Zach Feuerherd (202) 212-6775 feuerherd@lupus.org

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| OUR TOF WALKERS | | |
|-----------------------|----------|--|
| ♦ ♥ Katherinic Craves | \$16,274 | |
| ♦ ♥ Steve Gloson | \$6,635 | |
| ◆♥ Donna Grogan | \$5,300 | |
| | \$3,425 | |
| | \$3,345 | |
| Claudia Wombie | \$7.671 | |
| ◆ Elle Yeager | \$2,500 | |

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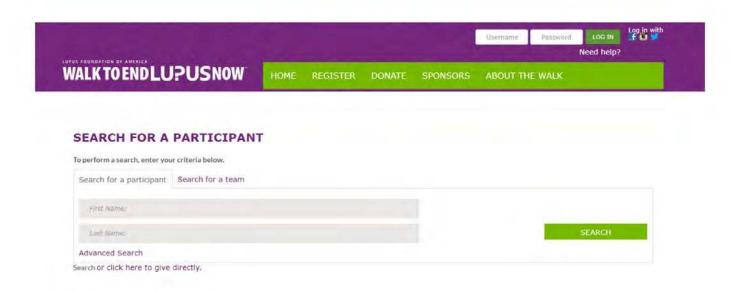








The Lupus Foundation of America is a charitable organization with 501(c)(2) two-exempt status. Our Federal ID € is 43-1131436. Your gitt may be 180% deductable from your taxable income if you itemace your deductions.



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Zach Feuerherd (202) 212-6775 feuerherd@lupus.org

When you take part in a Luguz Foundation of America's Walk to End Lupus Now®, you experience firsthand the power of the move end lupus, Join us in Washington to raise money for lupus research, increase awareness of lupus, and rally public support for the estimated 1,5 million Americans who suffer from its brutal impact.

| OUR TOP TEAMS | | |
|-------------------|----------|--|
| Luperheroes | \$32,909 | |
| Craven a Cline | 517,424 | |
| Flossy Possé | \$6,308 | |
| Team Chinsty | \$5,485 | |
| ROCStarz | \$4,925 | |
| Kellye's STOMPERS | \$3,510 | |
| The LupusHeads | \$3,510 | |

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ROUTING SHEET TO POST REGISTRATION (PRU)

Registration Number: 4518513

Serial Number: 85695017

RAM Sale Number: 4518513

RAM Accounting Date: 20191105 Total Fees: \$650

Note: Process in accordance with Post Registration Standard Operating Procedure (SOP)

| Transaction | Fee | Transaction | Fee per | Number | Number of | Total |
|--------------------|-------------|-------------|--------------|------------|--------------|------------|
| | <u>Code</u> | <u>Date</u> | <u>Class</u> | of Classes | Classes Paid | <u>Fee</u> |
| §8 affidavit | 7205 | 20191105 | \$125 | 2 2 | 2 | \$250 |
| §15 affidavit | 7208 | 20191105 | \$200 | | 2 | \$400 |

Physical Location: MADCD- NO PHYSICAL FILE

Lost Case Flag: False

In TICRS (AM-FLG-IN-TICRS): True

Transaction Date: 20191105



Need help?



ABOUT THE WALK

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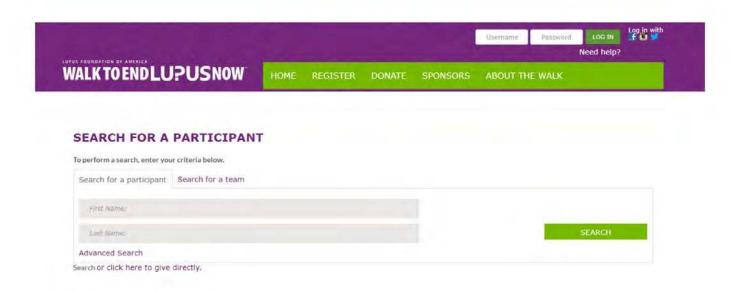








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The Lupus Foundation of America is a charitable organization with 501(c)(3) tax-exempt status. Our Federal ID # is 43-1131436. Your gift may be 100% deductible from your taxable income if you itemize your deductions.



SEARCH WALKERS

2019 WALK TO END LUPUS NOW, DC







SATURDAY, MAY 11, 2019

Thank you, DCI it was a fantastic day on the National Mail and we are grateful to our sponsors, team captains, donors, walkers, and volunteers for their outstanding generosity. We arc over \$210,000 raised | let's keep going! The fundraising program closes on June 22 and prizes will be malled after that date.

Still have checks to turn in? Print the donation form and send in your checks payable to the Lupus Foundation of America to Zach Feuerherd @ 212£ K St. NW Sulte #200; Washington DC 20037.

THANK YOU FOR ALL YOUR INCREDIBLE SUPPORT AND COMMITMENT

Zach Feuerherd (202) 212-6775 feuerherd@lupus.org

When you take part in a Luguz Foundation of America's Walk to End Lupus Now®, you experience firsthand the power of the move end lupus, Join us in Washington to raise money for lupus research, increase awareness of lupus, and rally public support for the estimated 1,5 million Americans who suffer from its brutal impact.

| OUR TOP TEAMS | | |
|-------------------|----------|--|
| Luperheroes | \$32,909 | |
| Craven a Cline | 517,424 | |
| Flossy Possé | \$6,308 | |
| Team Chinsty | \$5,485 | |
| ROCStarz | \$4,925 | |
| Kellye's STOMPERS | \$3,510 | |
| The LupusHeads | \$3,510 | |

| OUR TOF WALKERS | | | |
|-----------------------|----------|--|--|
| ♦ ♥ Katherinic Craves | \$16,274 | | |
| ♦ ♥ Steve Gloson | \$6,635 | | |
| ◆♥ Donna Grogan | \$5,300 | | |
| Serilye Scott | \$3,425 | | |
| | \$3,345 | | |
| Claudia Wombie | \$7.671 | | |
| ◆ Elle Yeager | \$2,500 | | |

THANK YOU TO OUR GENEROUS CORPORATE SPONSORS







LUMINARY SPONSOR



TRAILBLAZER SPONSORS



| ARTHRITIS |
|------------------|
| AND |
| RHEUMATISM |
| ASSOCIATES, P.C. |



CORPORATE SUPPORTERS





MEDIA PARTNERS















The Lupus Foundation of America is a charitable organization with 501(c)(2) two-exempt status. Our Federal ID € is 43-1131436. Your gitt may be 180% deductable from your taxable income if you itemace your deductions.

From: TMOfficialNotices@USPTO.GOV Monday, April 22, 2019 01:08 AM Sent: boxip@hoganlovells.com

To:

Official USPTO Courtesy Reminder of Required Trademark Registration Maintenance Filing Under Section 8: U.S. Trademark RN 4518513: WALK

TO END LUPUS NOW: Docket/Reference No. 21652.01

U.S. Serial Number: 85695017 U.S. Registration Number: 4518513 U.S. Registration Date: Apr 22, 2014 Mark: WALK TO END LUPUS NOW Owner: Lupus Foundation of America, Inc.

Subject:

Apr 22, 2019

U.S. PATENT AND TRADEMARK OFFICE ("USPTO") COURTESY REMINDER OF REQUIRED TRADEMARK REGISTRATION MAINTENANCE FILING UNDER SECTION 8

WARNING: Your trademark registration will be CANCELLED if you do not file the required document below during the specified statutory time period.

The above-identified registration registered on Apr 22, 2014. Therefore, the owner of the registration must file a Declaration of Use and/or Excusable Nonuse under §8 of the Trademark Act anytime between now and Apr 22, 2020. For an additional fee, the owner may file the declaration within the six-month grace period that ends on Oct 22, 2020. See 15 U.S.C. §1058. The current fee for filing a declaration under §8 is \$125 per class if the filing is made via the Trademark Electronic Application System ("TEAS") and \$225 if the filing is made on paper, and the additional fee for filing during the six-month grace period is \$100 per class if the filing is made via TEAS and \$200 if the filing is made on paper. 37 C.F.R. §2.6.

If the registration meets the requirements of §15 of the Trademark Act, the owner may additionally file an optional Declaration of Incontestability under §15. See 15 U.S.C. §1065. The current fee for filing a declaration under §15 is \$200 per class if the filing is made via TEAS and \$300 per class if the filing is made on paper. 37 C.F.R. §2.6.

To expedite processing, the owner is encouraged to file through the USPTO's official website using TEAS. Official forms for filing Declarations of Use and/or Excusable Nonuse under §8 and Combined Declarations of Use and Incontestability under §88 and 15 are available through TEAS at https://www.uspto.gov/trademarks-application-process/filingonline/registration-maintenancerenewalcorrection-forms.

For information regarding how to record ownership documents such as assignments, name changes and mergers, please see TMEP §503. To expedite recordation, the owner is encouraged to file requests for recordation through the Electronic Trademark Assignment System ("ETAS") at https://etas.uspto.gov.

For further information regarding the maintenance of a trademark registration, including future maintenance filings, please consult the USPTO website at

This reminder notice is being sent only as a courtesy to those trademark owners who have authorized e-mail communication and maintain a current e-mail address with the USPTO. Failure by the USPTO to send a reminder or non-receipt of a reminder does not excuse a trademark owner from meeting the statutory obligations for maintaining a trademark registration. If a registration is cancelled and/or expired due to the failure to timely file required maintenance documents, it cannot be reinstated or revived.

Correspondence transmitted through TEAS is considered to have been filed on the date the USPTO receives the transmission, in Eastern Time, regardless of whether that date is a Saturday, Sunday, or Federal holiday within the District of Columbia. 37 C.F.R. §2.195(a)(2).

To check the status of this registration, go to

https://tsdr.uspto.gov/#caseNumber=85695017&caseSearchType=US_APPLICATION&caseType=DEFAULT&searchType=statusSearch or contact the Trademark Assistance Center at 1-800-786-9199.

In order to be eligible for future e-mail reminders of maintenance filings, please remember to authorize e-mail communication when filing your maintenance documents through TEAS.

United States of America United States Patent and Trademark Office

WALK TO END LUPUS NOW

Reg. No. 4,518,513

LUPUS FOUNDATION OF AMERICA, INC. (D.C. NON-PROFIT CORPORATION)

2000 L STREET, N.W., SUITE 410

Registered Apr. 22, 2014 WASHINGTON, DC 20036

Int. Cls.: 35 and 36

FOR: PROMOTING PUBLIC AWARENESS OF THE NEED FOR RESEARCH AND DEVEL-OPMENT IN THE FIELD OF LUPUS; PUBLIC ADVOCACY TO PROMOTE AWARENESS

OF LUPUS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

SERVICE MARK

PRINCIPAL REGISTER

FIRST USE 11-13-2012; IN COMMERCE 11-13-2012.

FOR: CHARITABLE FUNDRAISING, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 11-13-2012; IN COMMERCE 11-13-2012.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-

TICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,906,355, 3,004,274, AND 3,169,571.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "WALK TO END LUPUS",

APART FROM THE MARK AS SHOWN.

SN 85-695,017, FILED 8-3-2012.

MICHAEL ENGEL, EXAMINING ATTORNEY



Michelle K. Len **Deputy Director of the United States** Patent and Trademark Office

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years* What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods* What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or reminder of these filing requirements.

*ATTENTION MADRID PROTOCOL REGISTRANTS: The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see http://www.wipo.int/madrid/en/.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at http://www.uspto.gov.

From: TMOfficialNotices@USPTO.GOV
Sent: Wednesday, March 19, 2014 00:12 AM

To: boxip@hoganlovells.com

Subject: Official USPTO Notice of Acceptance of SOU: U.S. Trademark SN 85695017: WALK TO END LUPUS NOW: Docket/Reference No. 21652.01

NOTICE OF ACCEPTANCE OF STATEMENT OF USE

U.S. Serial Number: 85695017

Mark: WALK TO END LUPUS NOW

Owner: Lupus Foundation of America, Inc.

Docket/Reference Number: 21652.01

The USPTO has accepted the Statement of Use filed for the trademark application identified above. The mark will now register and the registration certificate will issue in due course barring any extraordinary circumstances.

To check the status of the application, go to http://tsdr.uspto.gov/#caseNumber=85695017&caseType=SERIAL_NO&searchType=statusSearch or contact the Trademark Assistance Center at 1-800-786-9199. Please check the status of the application at least every three (3) months after the application filing date.

To view this notice and other documents for this application on-line, go to http://tsdr.uspto.gov/#caseNumber=85695017&caseType=SERIAL_NO&searchType=documentSearch. NOTE: This notice will only become available on-line the next business day after receipt of this e-mail.

For further information, including information on filing and maintenance requirements for U.S. trademark applications and required fees, please consult the USPTO website at http://www.uspto.gov/trademarks/ or contact the Trademark Assistance Center at 1-800-786-9199.

Trademark Snap Shot Publication & Issue Review Stylesheet (Table presents the data on Publication & Issue Review Complete)

OVERVIEW

| SERIAL NUMBER | 85695017 | FILING DATE | 08/03/2012 |
|---------------|------------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | ENGEL, MICHAEL L | L.O. ASSIGNED | 107 |

PUB INFORMATION

| RUN DATE | 03/19/2014 | 03/19/2014 | | |
|----------------------|---------------------------------|---------------------------------------|-----|--|
| PUB DATE | 06/04/2013 | 06/04/2013 | | |
| STATUS | 819-SU - REGISTRATION REVIEW CO | 819-SU - REGISTRATION REVIEW COMPLETE | | |
| STATUS DATE | 03/18/2014 | 03/18/2014 | | |
| LITERAL MARK ELEMENT | WALK TO END LUPUS NOW | WALK TO END LUPUS NOW | | |
| | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | |
| SECTION 15 | NO | REPUB 12C | N/A | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | |
| DATE AMEND REG | N/A | | | |

FILING BASIS

| FILED BASIS | | CURRENT BASIS | |) BASIS CURRE | | AMENDED BASIS | | CURRENT BASIS AMENDED BASIS | |
|-------------|-----|---------------|-----|---------------|----|---------------|--|-----------------------------|--|
| 1 (a) | NO | 1 (a) | YES | 1 (a) | NO | | | | |
| 1 (b) | YES | 1 (b) | NO | 1 (b) | NO | | | | |
| 44D | NO | 44D | NO | 44D | NO | | | | |
| 44E | NO | 44E | NO | 44E | NO | | | | |
| 66A | NO | 66A | NO | | | | | | |
| NO BASIS | NO | NO BASIS | NO | | | | | | |

MARK DATA

| STANDARD CHARACTER MARK | YES |
|-------------------------|---------------------------|
| LITERAL MARK ELEMENT | WALK TO END LUPUS NOW |
| MARK DRAWING CODE | 4-STANDARD CHARACTER MARK |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| PARTY TYPE | 20-OWNER AT PUBLICATION |
|------------|-------------------------|
| | |

| NAME | Lupus Foundation of America, Inc. | | |
|--|--|--|--|
| ADDRESS | 2000 L Street, N.W., Suite 410 Washington, DC 20036 | | |
| ENTITY | 99-non-profit corporation | | |
| CITIZENSHIP | D.C. | | |
| GOODS AND SERVICES INTERNATIONAL CLASS 025 | | | |
| | GOODS AND SERVICES | | |
| INTERNATIONAL CLASS DESCRIPTION TEXT | 035 Promoting public awareness of the need for research and development in the field of | | |
| | 035 | | |
| | 035 Promoting public awareness of the need for research and development in the field of | | |

| GOODS AND SERVICES CLASSIFICATION | | | | | | | |
|---|-----|----------------|------------|----------------------------------|------------|--------------|----------|
| INTERNATIONAL CLASS | 035 | FIRST USE DATE | 11/13/2012 | FIRST USE IN COMMERCE DATE | 11/13/2012 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL 036 FIRST USE DATE 11/13/2012 FIRST USE IN COMMERCE DATE DATE | | | | | 6-ACTIVE | | |
| MISCELLANEOUS INFORMATION/STATEMENTS | | | | | | | |
| CHANGE IN REGISTRATION | | | | NO | | | |
| DISCLAIMER W/PREDETER TXT | | | | "WALK TO END LUPUS" | | | |
| OWNER OF US REG NOS 2906 | | | | 2906355 3004274 | 3169571 | | |

PROSECUTION HISTORY DATE ENT TYPE ENT CD DESCRIPTION **ENT NUM** NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED 03/19/2014 SUNA Ε 023 LAW OFFICE REGISTRATION REVIEW COMPLETED 03/18/2014 **REGV** О 022 03/11/2014 CNPR Р ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED 021 03/04/2014 SUPC I STATEMENT OF USE PROCESSING COMPLETE 020 01/30/2014 **IUAF** S **USE AMENDMENT FILED** 019 CASE ASSIGNED TO INTENT TO USE PARALEGAL 02/24/2014 AITU 018 Α 01/30/2014 TEAS STATEMENT OF USE RECEIVED **EISU** 1 017 NOA E-MAILED - SOU REQUIRED FROM APPLICANT 07/30/2013 NOAM Е 016 06/04/2013 **NPUB** Е OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED 015 06/04/2013 **PUBO** Α PUBLISHED FOR OPPOSITION 014 05/15/2013 Ε NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED NONP 013 PREV LAW OFFICE PUBLICATION REVIEW COMPLETED 04/26/2013 0 012 04/26/2013 ASSIGNED TO LIE ALIE Α 011 APPROVED FOR PUB - PRINCIPAL REGISTER 04/13/2013 CNSA Ρ 010 04/12/2013 **TEME** TEAS/EMAIL CORRESPONDENCE ENTERED 009

| 04/12/2013 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 800 |
|------------|------|---|--|-----|
| 04/12/2013 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 007 |
| 10/16/2012 | GNRN | 0 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 006 |
| 10/16/2012 | GNRT | F | NON-FINAL ACTION E-MAILED | 005 |
| 10/16/2012 | CNRT | R | NON-FINAL ACTION WRITTEN | 004 |
| 10/13/2012 | DOCK | D | ASSIGNED TO EXAMINER | 003 |
| 08/13/2012 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 08/07/2012 | NWAP | I | NEW APPLICATION ENTERED IN TRAM | 001 |
| | | | | |

CURRENT CORRESPONDENCE INFORMATION

| ATTORNEY | Timothy J. Lyden | | |
|-------------------------|---|--|--|
| CORRESPONDENCE ADDRESS | TIMOTHY J. LYDEN HOGAN LOVELLS US LLP 7930 JONES BRANCH DR FL 9 MC LEAN, VA 22102-3390 | | |
| DOMESTIC REPRESENTATIVE | NONE | | |

PRIOR OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|-------------|--|
| NAME | Lupus Foundation of America, Inc. |
| ADDRESS | 2000 L Street, N.W., Suite 410 Washington, DC 20036 |
| ENTITY | 99-non-profit corporation |
| CITIZENSHIP | D.C. |

WALK TO END LUPUS NOW

Trademark Snap Shot Publication Stylesheet (Table presents the data on Publication Approval)

OVERVIEW

| SERIAL NUMBER | 85695017 | FILING DATE | 08/03/2012 |
|---------------|------------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | ENGEL, MICHAEL L | L.O. ASSIGNED | 107 |

PUB INFORMATION

| RUN DATE | 03/12/2014 | | | | | |
|----------------------|----------------------------------|--------------------------------|-----|--|--|--|
| PUB DATE | 06/04/2013 | 06/04/2013 | | | | |
| STATUS | 818-SU - STATEMENT OF USE ACCEPT | ED - APPROVED FOR REGISTRATION | | | | |
| STATUS DATE | 03/11/2014 | | | | | |
| LITERAL MARK ELEMENT | WALK TO END LUPUS NOW | | | | | |
| | | | | | | |
| DATE ABANDONED | N/A DATE CANCELLED N/A | | | | | |
| SECTION 2F | NO SECTION 2F IN PART NO | | | | | |
| SECTION 8 | NO SECTION 8 IN PART NO | | | | | |
| SECTION 15 | NO | NO REPUB 12C N/A | | | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | | |

FILING BASIS

N/A

DATE AMEND REG

| FILED BASIS CU | | CURREN | IT BASIS | AMENDED BASIS | |
|----------------|-----|----------|----------|---------------|----|
| 1 (a) | NO | 1 (a) | YES | 1 (a) | NO |
| 1 (b) | YES | 1 (b) | NO | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | YES |
|-------------------------|---------------------------|
| LITERAL MARK ELEMENT | WALK TO END LUPUS NOW |
| MARK DRAWING CODE | 4-STANDARD CHARACTER MARK |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| PARTY TYPE 20-OWNER AT PUBLICATION |
|------------------------------------|
|------------------------------------|

| NAME | Lupus Foundation of America, Inc. | | | |
|---------------------|--|--|--|--|
| ADDRESS | 2000 L Street, N.W., Suite 410 Washington, DC 20036 | | | |
| ENTITY | 99-non-profit corporation | | | |
| CITIZENSHIP | D.C. | | | |
| GOODS AND SERVICES | | | | |
| INTERNATIONAL CLASS | D SERVICES 035 | | | |
| | | | | |
| INTERNATIONAL CLASS | 035 Promoting public awareness of the need for research and development in the field of | | | |

| GOODS AND SERVICES CLASSIFICATION | | | | | | | |
|---|---|----------------|------------|----------------------------------|------------|--------------|----------|
| INTERNATIONAL CLASS | 035 | FIRST USE DATE | 11/13/2012 | FIRST USE IN COMMERCE DATE | 11/13/2012 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 036 | FIRST USE DATE | 11/13/2012 | FIRST USE IN COMMERCE DATE | 11/13/2012 | CLASS STATUS | 6-ACTIVE |
| MISCELLANEOUS INFORMATION/STATEMENTS | | | | | | | |
| CHANGE IN REGISTRATION NO | | | | | | | |
| DISCLAIMER W/PR | DISCLAIMER W/PREDETER TXT "WALK TO END LUPUS" | | | | | | |
| OWNER OF US REG NOS 2906355 3004274 3169571 | | | | | | | |

PROSECUTION HISTORY ENT TYPE DATE ENT CD DESCRIPTION ENT NUM Ρ ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED 03/11/2014 CNPR 021 STATEMENT OF USE PROCESSING COMPLETE 03/04/2014 SUPC 1 020 01/30/2014 **IUAF USE AMENDMENT FILED** 019 S 02/24/2014 AITU Α CASE ASSIGNED TO INTENT TO USE PARALEGAL 018 01/30/2014 EISU 1 TEAS STATEMENT OF USE RECEIVED 017 NOAM NOA E-MAILED - SOU REQUIRED FROM APPLICANT 07/30/2013 Ε 016 OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED 06/04/2013 **NPUB** Ε 015 06/04/2013 PUBO Α PUBLISHED FOR OPPOSITION 014 05/15/2013 NONP Е NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED 013 04/26/2013 **PREV** 0 LAW OFFICE PUBLICATION REVIEW COMPLETED 012 04/26/2013 ALIE Α ASSIGNED TO LIE 011 Р 04/13/2013 APPROVED FOR PUB - PRINCIPAL REGISTER CNSA 010 04/12/2013 TEME TEAS/EMAIL CORRESPONDENCE ENTERED Т 009 04/12/2013 CRFA Τ CORRESPONDENCE RECEIVED IN LAW OFFICE 800 04/12/2013 TROA TEAS RESPONSE TO OFFICE ACTION RECEIVED 007

| 10/16/2012 | GNRN | 0 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 006 |
|------------|------|---|--|-----|
| 10/16/2012 | GNRT | F | NON-FINAL ACTION E-MAILED | 005 |
| 10/16/2012 | CNRT | R | NON-FINAL ACTION WRITTEN | 004 |
| 10/13/2012 | DOCK | D | ASSIGNED TO EXAMINER | 003 |
| 08/13/2012 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 08/07/2012 | NWAP | I | NEW APPLICATION ENTERED IN TRAM | 001 |
| | | | | |

CURRENT CORRESPONDENCE INFORMATION

| ATTORNEY | Timothy J. Lyden |
|-------------------------|---|
| CORRESPONDENCE ADDRESS | TIMOTHY J. LYDEN HOGAN LOVELLS US LLP 7930 JONES BRANCH DR FL 9 MC LEAN, VA 22102-3390 |
| DOMESTIC REPRESENTATIVE | NONE |

PRIOR OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|-------------|--|
| NAME | Lupus Foundation of America, Inc. |
| ADDRESS | 2000 L Street, N.W., Suite 410 Washington, DC 20036 |
| ENTITY | 99-non-profit corporation |
| CITIZENSHIP | D.C. |

WALK TO END LUPUS NOW

Trademark Snap Shot ITU Unit Action (Table presents the data on ITU Unit Action)

OVERVIEW

| SERIAL NUMBER | 85695017 | FILING DATE | 08/03/2012 |
|---------------|------------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | ENGEL, MICHAEL L | L.O. ASSIGNED | 107 |

PUB INFORMATION

| RUN DATE | 03/05/2014 | | | | | |
|----------------------|----------------------------------|---------------------|-----|--|--|--|
| PUB DATE | 06/04/2013 | | | | | |
| STATUS | 748-STATEMENT OF USE - TO EXAMIN | ER | | | | |
| STATUS DATE | 03/04/2014 | | | | | |
| LITERAL MARK ELEMENT | WALK TO END LUPUS NOW | | | | | |
| | | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | | | |
| SECTION 15 | NO | REPUB 12C | N/A | | | |
| RENEWAL FILED | NO | NO RENEWAL DATE N/A | | | | |
| DATE AMEND REG | N/A | | | | | |

FILING BASIS

| FILED BASIS | | CURRENT BASIS | | AMENDED BASIS | |
|-------------|-----|---------------|-----|---------------|----|
| 1 (a) | NO | 1 (a) | NO | 1 (a) | NO |
| 1 (b) | YES | 1 (b) | YES | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | YES |
|-------------------------|---------------------------|
| LITERAL MARK ELEMENT | WALK TO END LUPUS NOW |
| MARK DRAWING CODE | 4-STANDARD CHARACTER MARK |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| PARTY TYPE | 20-OWNER AT PUBLICATION |
|------------|-------------------------|
|------------|-------------------------|

| NAME | Lupus Foundation of America, Inc. | | | | | |
|---------------------|--|--|--|--|--|--|
| ADDRESS | 2000 L Street, N.W., Suite 410 Washington, DC 20036 | | | | | |
| ENTITY | 99-non-profit corporation | | | | | |
| CITIZENSHIP | D.C. | | | | | |
| GOODS AND SERVICES | | | | | | |
| GOODS ANI | O SERVICES | | | | | |
| INTERNATIONAL CLASS | O SERVICES 035 | | | | | |
| | | | | | | |

Charitable fundraising

| GOODS AND SERVICES CLASSIFICATION | | | | | | | |
|---|---|----------------|------------|----------------------------------|------------|--------------|----------|
| INTERNATIONAL CLASS | 035 | FIRST USE DATE | 11/13/2012 | FIRST USE IN COMMERCE DATE | 11/13/2012 | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 036 | FIRST USE DATE | 11/13/2012 | FIRST USE IN COMMERCE DATE | 11/13/2012 | CLASS STATUS | 6-ACTIVE |
| MISCELLANEOUS INFORMATION/STATEMENTS | | | | | | | |
| CHANGE IN REGIST | CHANGE IN REGISTRATION NO | | | | | | |
| DISCLAIMER W/PRI | DISCLAIMER W/PREDETER TXT "WALK TO END LUPUS" | | | | | | |
| OWNER OF US REG NOS 2906355 3004274 3169571 | | | | | | | |

PROSECUTION HISTORY

DESCRIPTION TEXT

| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM |
|------------|--------|----------|--|---------|
| 03/04/2014 | SUPC | I | STATEMENT OF USE PROCESSING COMPLETE | 020 |
| 01/30/2014 | IUAF | S | USE AMENDMENT FILED | 019 |
| 02/24/2014 | AITU | Α | CASE ASSIGNED TO INTENT TO USE PARALEGAL | 018 |
| 01/30/2014 | EISU | ı | TEAS STATEMENT OF USE RECEIVED | 017 |
| 07/30/2013 | NOAM | E | NOA E-MAILED - SOU REQUIRED FROM APPLICANT | 016 |
| 06/04/2013 | NPUB | E | OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED | 015 |
| 06/04/2013 | PUBO | А | PUBLISHED FOR OPPOSITION | 014 |
| 05/15/2013 | NONP | E | NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED | 013 |
| 04/26/2013 | PREV | 0 | LAW OFFICE PUBLICATION REVIEW COMPLETED | 012 |
| 04/26/2013 | ALIE | А | ASSIGNED TO LIE | 011 |
| 04/13/2013 | CNSA | Р | APPROVED FOR PUB - PRINCIPAL REGISTER | 010 |
| 04/12/2013 | TEME | ı | TEAS/EMAIL CORRESPONDENCE ENTERED | 009 |
| 04/12/2013 | CRFA | ı | CORRESPONDENCE RECEIVED IN LAW OFFICE | 008 |
| 04/12/2013 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 007 |
| 10/16/2012 | GNRN | 0 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 006 |
| | | | | |

| 10/16/2012 | GNRT | F | NON-FINAL AC | 005 | | | |
|-------------------------|------------------------------------|---|--------------|---|-----|--|--|
| 10/16/2012 | CNRT | R | NON-FINAL AC | 004 | | | |
| 10/13/2012 | DOCK | D | ASSIGNED TO | EXAMINER | 003 | | |
| 08/13/2012 | NWOS | I | NEW APPLICA | TION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 | | |
| 08/07/2012 | NWAP | I | NEW APPLICA | TION ENTERED IN TRAM | 001 | | |
| | CURRENT CORRESPONDENCE INFORMATION | | | | | | |
| ATTORNEY | | | | Timothy J. Lyden | | | |
| CORRESPONDENCE ADDRESS | | | | TIMOTHY J. LYDEN HOGAN LOVELLS US LLP 7930 JONES BRANCH DR FL 9 MC LEAN, VA 22102-3390 | | | |
| DOMESTIC REPRESENTATIVE | | | | NONE | | | |
| PRIOR OWNER INFORMATION | | | | | | | |
| PARTY TYPE | | | | 10-ORIGINAL APPLICANT | | | |
| NAME | | | | Lupus Foundation of America, Inc. | | | |
| ADDRESS | | | | 2000 L Street, N.W., Suite 410 Washington, DC 20036 | | | |
| ENTITY | | | | 99-non-profit corporation | | | |

D.C.

CITIZENSHIP

WALK TO END LUPUS NOW



LOCAL CHAPTERS

MESSAGE BOARDS | STORE

ABOUT US

TAKE ACTION



EN ESPAÑOL Follow (ILupusOrp) LILLE (124)

Email Address Zip Code GET UPDATES



LOCAL CHAPTERS

MESSAGE BOARDS | STORE

ABOUT US

TAKE ACTION



EN ESPAÑOL Follow (ILupusOrp) LILLE (124)

Email Address Zip Code GET UPDATES

Trademark/Service Mark Statement of Use (15 U.S.C. Section 1051(d))

The table below presents the data as entered.

| Input Field | Entered |
|-----------------------------------|--|
| SERIAL NUMBER | 85695017 |
| LAW OFFICE ASSIGNED | LAW OFFICE 107 |
| EXTENSION OF USE | NO |
| MARK SECTION | |
| MARK | http://tess2.uspto.gov/ImageAgent/ImageAgentProxy?getImage=85695017 |
| LITERAL ELEMENT | WALK TO END LUPUS NOW |
| STANDARD CHARACTERS | YES |
| USPTO-GENERATED IMAGE | YES |
| MARK STATEMENT | The mark consists of standard characters, without claim to any particular font style, size or color. |
| OWNER SECTION | |
| NAME | Lupus Foundation of America, Inc. |
| STREET | 2000 L Street, N.W., Suite 410 |
| CITY | Washington |
| STATE | District of Columbia |
| ZIP/POSTAL CODE | 20036 |
| COUNTRY | United States |
| GOODS AND/OR SERVICES SECTION | |
| INTERNATIONAL CLASS | 035 |
| CURRENT IDENTIFICATION | Promoting public awareness of the need for research and development in the field of lupus; public advocacy to promote awareness of lupus |
| GOODS OR SERVICES | KEEP ALL LISTED |
| FIRST USE ANYWHERE DATE | 11/13/2012 |
| FIRST USE IN COMMERCE DATE | 11/13/2012 |
| SPECIMEN FILE NAME(S) | |
| ORIGINAL PDF FILE | <u>SPN0-10113033-150832617</u> . <u>WALK_TO_END_LUPUS_NOW_35_and_36.pdf</u> |
| CONVERTED PDF FILE(S) (1 page) | \\TICRS\EXPORT16\IMAGEOUT16\856\950\85695017\xml12\SOU0002.JPG |
| SPECIMEN DESCRIPTION | screen shot from website |
| INTERNATIONAL CLASS | 036 |
| CURRENT IDENTIFICATION | Charitable fundraising |
| GOODS OR SERVICES | KEEP ALL LISTED |

| FIRST USE ANYWHERE DATE | 11/13/2012 | | | |
|---|---|--|--|--|
| FIRST USE IN COMMERCE DATE | 11/13/2012 | | | |
| SPECIMEN FILE NAME(S) | | | | |
| ORIGINAL PDF FILE | <u>SPN1-10113033-150832617WALK_TO_END_LUPUS_NOW_35_and_36.pdf</u> | | | |
| CONVERTED PDF FILE(S) (1 page) | \\TICRS\EXPORT16\IMAGEOUT16\856\950\85695017\xml12\SOU0003.JPG | | | |
| SPECIMEN DESCRIPTION | screen shot from website | | | |
| REQUEST TO DIVIDE | NO | | | |
| PAYMENT SECTION | | | | |
| NUMBER OF CLASSES IN USE | 2 | | | |
| SUBTOTAL AMOUNT [ALLEGATION OF USE FEE] | 200 | | | |
| TOTAL AMOUNT | 200 | | | |
| SIGNATURE SECTION | | | | |
| DECLARATION SIGNATURE | /Duane Peters/ | | | |
| SIGNATORY'S NAME | Duane Peters | | | |
| SIGNATORY'S POSITION | Senior Director of Communications and Assistant Secretary | | | |
| DATE SIGNED | 01/29/2014 | | | |
| SIGNATORY'S PHONE NUMBER | 202-349-1145 | | | |
| FILING INFORMATION | | | | |
| SUBMIT DATE | Thu Jan 30 08:27:40 EST 2014 | | | |
| TEAS STAMP | USPTO/SOU-XX.X.XXX.XX-201 40130082740785775-8569501 7-5004047113741e9a2040da9 f2026528bc6e6f71e98fc5985 6b136547cc59172de-DA-1023 4-20140129151439699732 | | | |

Trademark/Service Mark Statement of Use (15 U.S.C. Section 1051(d))

To the Commissioner for Trademarks:

MARK: WALK TO END LUPUS NOW(Standard Characters, see http://tess2.uspto.gov/ImageAgent/ImageAgentProxy?getImage=85695017)

SERIAL NUMBER: 85695017

The applicant, Lupus Foundation of America, Inc., having an address of 2000 L Street, N.W., Suite 410
Washington, District of Columbia 20036
United States
is submitting the following allegation of use information:

For International Class 035:

Current identification: Promoting public awareness of the need for research and development in the field of lupus; public advocacy to promote awareness of lupus

The mark is in use in commerce on or in connection with all of the goods/services, or to indicate membership in the collective organization listed in the application or Notice of Allowance or as subsequently modified for this specific class.

The mark was first used by the applicant, or the applicant's related company, licensee, or predecessor in interest at least as early as 11/13/2012, and first used in commerce at least as early as 11/13/2012, and is now in use in such commerce. The applicant is submitting one specimen for the class showing the mark as used in commerce on or in connection with any item in the class, consisting of a(n) screen shot from website.

Original PDF file:

SPN0-10113033-150832617 . WALK_TO_END_LUPUS_NOW_35_and_36.pdf Converted PDF file(s) (1 page)

Specimen File1

For International Class 036:

Current identification: Charitable fundraising

The mark is in use in commerce on or in connection with all of the goods/services, or to indicate membership in the collective organization listed in the application or Notice of Allowance or as subsequently modified for this specific class.

The mark was first used by the applicant, or the applicant's related company, licensee, or predecessor in interest at least as early as 11/13/2012, and first used in commerce at least as early as 11/13/2012, and is now in use in such commerce. The applicant is submitting one specimen for the class showing the mark as used in commerce on or in connection with any item in the class, consisting of a(n) screen shot from website.

Original PDF file:

 $\underline{SPN1\text{-}10113033\text{-}150832617}_.\underline{WALK_TO_END_LUPUS_NOW_35_and_36.pdf}$

Converted PDF file(s) (1 page)

Specimen File1

The applicant is not filing a Request to Divide with this Allegation of Use form.

A fee payment in the amount of \$200 will be submitted with the form, representing payment for the allegation of use for 2 classes.

Declaration

Applicant requests registration of the above-identified trademark/service mark in the United States Patent and Trademark Office on the Principal

Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq., as amended). Applicant is the owner of the mark sought to be registered, and is using the mark in commerce on or in connection with the goods/services identified above, as evidenced by the attached specimen(s) showing the mark as used in commerce.

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements may jeopardize the validity of the form or any resulting registration, declares that he/she is properly authorized to execute this form on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /Duane Peters/ Date Signed: 01/29/2014

Signatory's Name: Duane Peters

Signatory's Position: Senior Director of Communications and Assistant Secretary

Signatory's Phone: 202-349-1145

RAM Sale Number: 85695017 RAM Accounting Date: 01/30/2014

Serial Number: 85695017

Internet Transmission Date: Thu Jan 30 08:27:40 EST 2014

TEAS Stamp: USPTO/SOU-XX.X.XXX.XX-201401300827407857

75-85695017-5004047113741e9a2040da9f2026 528bc6e6f71e98fc59856b136547cc59172de-DA

-10234 - 20140129151439699732



LOCAL CHAPTERS

MESSAGE BOARDS | STORE

ABOUT US

TAKE ACTION



EN ESPAÑOL Follow (ILupusOrp) LILLE (124)

Email Address Zip Code GET UPDATES



LOCAL CHAPTERS

MESSAGE BOARDS | STORE

ABOUT US

TAKE ACTION



EN ESPAÑOL Follow (ILupusOrp) LILLE (124)

Email Address Zip Code GET UPDATES

FEE RECORD SHEET

Serial Number: 85695017

RAM Sale Number: 85695017 Total Fees: \$200

RAM Accounting Date: 20140130

| <u>Transaction</u> | Fee <u>Code</u> | Transaction <u>Date</u> | Fee per <u>Class</u> | Number of Classes | Total <u>Fee</u> |
|------------------------|--------------------|----------------------------|-------------------------|-------------------|---------------------|
| Statement of Use (SOU) | 7003 | 20140130 | \$100 | 2 | \$200 |

Transaction Date: 20140130

From: TMOfficialNotices@USPTO.GOV
Sent: Tuesday, July 30, 2013 00:05 AM
To: hosis@bagaslovelle.com

To: boxip@hoganlovells.com

Subject: Trademark Serial Number 85695017: Official USPTO Notice of Allowance

NOTICE OF ALLOWANCE (NOA)

ISSUE DATE: Jul 30, 2013

Serial Number: 85695017

Mark: WALK TO END LUPUS NOW(STANDARD CHARACTER MARK)

Docket/Reference Number: 21652.01

No opposition was filed for this published application. The issue date of this NOA establishes the due date for the filing of a Statement of Use (SOU) or a Request for Extension of Time to file a Statement of Use (Extension Request). WARNING: An SOU that meets all legal requirements must be filed before a registration certificate can issue. Please read below for important information regarding the applicant's pending six (6) month deadline.

SIX (6)-MONTH DEADLINE: Applicant has six (6) MONTHS from the NOA issue date to file either:

- Án SOU, if the applicant is using the mark in commerce (required even if the applicant was using the mark at the time of filing the application, if use basis was not specified originally); **OR**
- An Extension Request, if the applicant is not yet using the mark in commerce. If an Extension Request is filed, a new request must be filed every six (6) months until the SOU is filed. The applicant may file a total of five (5) extension requests. **WARNING:** An SOU may **not** be filed more than thirty-six (36) months from when the NOA issued. The deadline for filing is always calculated from the issue date of the NOA.

How to file SOU and/or Extension Request:

Use the Trademark Electronic Application System (TEAS). Do **NOT** reply to this e-mail, as e-mailed filings will **NOT** be processed. Both the SOU and Extension Request have many legal requirements, including fees and verified statements; therefore, please use the USPTO forms available online at http://www.uspto.gov/teas/index.html (under the "INTENT-TO-USE (ITU) FORMS" category) to avoid the possible omission of required information. If you have questions about this notice, please contact the Trademark Assistance Center at 1-800-786-9199.

For information on how to (1) divide an application; (2) delete goods/services (or entire class) with a Section 1(b) basis; or (3) change filing basis, see http://www.uspto.gov/trademarks/basics/MoreInfo_SOU_EXT.jsp.

FAILURE TO FILE A REQUIRED DOCUMENT OUTLINED ABOVE DURING THE APPROPRIATE TIME PERIOD WILL RESULT IN THE ABANDONMENT OF THIS APPLICATION.

REVIEW APPLICATION INFORMATION FOR ACCURACY

If you believe this NOA should not have issued or correction of the information shown below is needed, you must submit a request to the Intent-to-Use Unit. Please use the "Post-Publication Amendment" form under the "POST-PUBLICATION/POST NOTICE OF ALLOWANCE (NOA) FORMS" category, available at http://www.uspto.gov/teas/index.html. Do **NOT** reply to this e-mail, as e-mailed filings will NOT be processed.

Serial Number: 85695017

Mark: WALK TO END LUPUS NOW(STANDARD CHARACTER MARK)

Docket/Reference Number: 21652.01

Owner: Lupus Foundation of America, Inc.

2000 L Street, N.W., Suite 410 Washington , D.C. 20036 TIMOTHY J. LYDEN

Correspondence Address: TIMOTHY J. LYDEN

HOGAN LOVELLS US LLP 7930 JONES BRANCH DR FL 9 MC LEAN, VA 22102-3390

This application has the following bases, but not necessarily for all listed goods/services:

Section 1(a): NO Section 1(b): YES Section 44(e): NO

GOODS/SERVICES BY INTERNATIONAL CLASS

035 - Promoting public awareness of the need for research and development in the field of lupus; public advocacy to promote awareness of lupus -- FIRST USE

DATE: NONE; -- USE IN COMMERCE DATE: NONE

036 - Charitable fundraising -- FIRST USE DATE: NONE; -- USE IN COMMERCE DATE: NONE

ALL OF THE GOODS/SERVICES IN EACH CLASS ARE LISTED.

Fraudulent statements may result in registration being cancelled: Applicants must ensure that statements made in filings to the USPTO are accurate, as inaccuracies may result in the cancellation of any issued trademark registration. The lack of a bona fide intention to use the mark with ALL goods and/or services listed in an application or the lack of actual use on all goods and/or services for which use is claimed could jeopardize the validity of the registration, possibly resulting in its cancellation.

Additional information: For information on filing and maintenance requirements for U.S. trademark applications and registrations and required fees, please consult the USPTO website at www.uspto.gov or call the Trademark Assistance Center at 1-800-786-9199.

Checking status: To check the status of an application, go to http://tarr.uspto.gov. Please check the status of any application at least every three (3) months after the application filing date.

To view this notice and other documents for this application on-line, go to http://tdr.uspto.gov/search.action?sn=85695017. NOTE: This notice will only be available on-line the next business day after receipt of this e-mail.

From: TMOfficialNotices@USPTO.GOV
Sent: Tuesday, June 4, 2013 00:31 AM
The state of the sent and the sent and

To: boxip@hoganlovells.com

Subject: 21652.01 Official USPTO Notification: TMOG Publication Confirmation for Serial Number 85695017

TRADEMARK OFFICIAL GAZETTE PUBLICATION CONFIRMATION

U.S. Serial Number: 85-695,017

Mark: WALK TO END LUPUS NOW(STANDARD CHARACTER MARK)

International Class(es): 035, 036

Applicant: Lupus Foundation of America, Inc. Docket/Reference Number: 21652.01

The mark identified above has been published in the Trademark Official Gazette (TMOG) on Jun 04, 2013.

To View the Mark in the TMOG:

- 1. Click on the following link or paste the URL into an internet browser: http://www.uspto.gov/web/trademarks/tmog/20130604_OG.pdf#page=00000225
- 2. Locate your mark on the displayed page.

If the TMOG PDF file does not open to the page containing your mark (you must have an Adobe Reader installed on your workstation), click on the following link or paste the URL into an internet browser to review the Frequently Asked Questions about the Trademark Official Gazette: http://www.uspto.gov/trademarks/resources/tm_og_faqs.jsp.

On the publication date or shortly thereafter, the applicant should carefully review the information that appears in the TMOG for accuracy. If any information is incorrect due to USPTO error, the applicant should immediately email the requested correction to TMPostPubQuery@uspto.gov. For applicant corrections or amendments after publication, please file a post publication amendment using the form available at http://teasroa.uspto.gov/ppa/. For general information about this notice, please contact the Trademark Assistance Center at 1-800-786-9199.

Significance of Publication for Opposition:

Any party who believes it will be damaged by the registration of the mark may file a notice of opposition (or extension of time therefor) with the Trademark Trial and Appeal Board. If no party files an opposition or extension request within thirty (30) days after the publication date, then eleven (11) weeks after the publication date a notice of allowance (NOA) should issue. (Note: The applicant must file a Statement of Use or Extension Request within six (6) months after the NOA issues.)

To view this notice and other documents for this application on-line, go to Trademark Status and Document Retrieval at https://tsdr.uspto.gov/, enter the United States application serial number and select the button labeled "Documents." NOTE: This notice will only be available on-line the next business day after receipt of this e-mail.

UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Trademarks P.O. Box 1451 Alexandria, VA 22313-1451 www.uspto.gov

May 15, 2013

NOTICE OF PUBLICATION

 Serial No.: 85-695,017 Mark: WALK TO END LUPUS NOW (STANDARD CHARACTER MARK)

- 3. International Class(es): 35, 36
- 4. Publication Date: Jun 4, 2013

Applicant: Lupus Foundation of America, Inc.

The mark of the application identified appears to be entitled to registration. The mark will, in accordance with Section 12(a) of the Trademark Act of 1946, as amended, be published in the *Official Gazette* on the date indicated above for the purpose of opposition by any person who believes he will be damaged by the registration of the mark. If no opposition is filed within the time specified by Section 13(a) of the Statute or by rules 2.101 or 2.102 of the Trademark Rules, the Commissioner of Patents and Trademarks may issue a notice of allowance pursuant to section 13(b) of the Statute.

Copies of the trademark portion of the Official Gazette containing the publication of the mark may be obtained from:

The Superintendent of Documents U.S. Government Printing Office PO Box 371954 Pittsburgh, PA 15250-7954 Phone: 202-512-1800

By direction of the Commissioner.

Email Address(es):

boxip@hoganlovells.com

From: TMOfficialNotices@USPTO.GOV
Sent: Wednesday, May 15, 2013 03:25 AM

To: boxip@hoganlovells.com

Subject: 21652.01 Official USPTO Notification: Issuance of Notice of Publication for Serial Number 85695017

NOTIFICATION OF "NOTICE OF PUBLICATION"

Your trademark application (Serial No. 85695017) is scheduled to publish in the *Official Gazette* on Jun 4, 2013. To preview the Notice of Publication, go to http://tdr.uspto.gov/search.action?sn=85695017. If you have difficulty accessing the Notice of Publication, contact TDR@uspto.gov.

PLEASE NOTE

- 1. The Notice of Publication may not be immediately available but will be viewable within 24 hours of this e-mail notification.
- 2. You will receive a second e-mail on the actual "Publication Date," which will include a link to the issue of the Official Gazette in which the mark has published.

Do NOT hit "Reply" to this e-mail notification. If you have any questions about the content of the Notice of Publication, contact TMPostPubQuery@uspto.gov.

Trademark Snap Shot Publication & Issue Review Stylesheet (Table presents the data on Publication & Issue Review Complete)

OVERVIEW

| I . | | | |
|---------------|------------------|---------------|--------------|
| SERIAL NUMBER | 85695017 | FILING DATE | 08/03/2012 |
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | ENGEL, MICHAEL L | L.O. ASSIGNED | 107 |

PUB INFORMATION

| RUN DATE | 04/27/2013 | | | | | | |
|----------------------|----------------------------------|--------------------|-----|--|--|--|--|
| PUB DATE | N/A | N/A | | | | | |
| STATUS | 681-PUBLICATION/ISSUE REVIEW COM | IPLETE | | | | | |
| STATUS DATE | 04/26/2013 | 04/26/2013 | | | | | |
| LITERAL MARK ELEMENT | WALK TO END LUPUS NOW | | | | | | |
| | | | | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | | | | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | | | | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | | | | |
| SECTION 15 | NO REPUB 12C N/A | | | | | | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | | | | |
| DATE AMEND REG | N/A | | | | | | |

FILING BASIS

| FILED BASIS CURREN | | IT BASIS | AMENDE | ED BASIS | |
|--------------------|-----|----------|--------|----------|----|
| 1 (a) | NO | 1 (a) | NO | 1 (a) | NO |
| 1 (b) | YES | 1 (b) | YES | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | YES |
|-------------------------|---------------------------|
| LITERAL MARK ELEMENT | WALK TO END LUPUS NOW |
| MARK DRAWING CODE | 4-STANDARD CHARACTER MARK |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|------------|-----------------------|
|------------|-----------------------|

| NAME | | | | Lupus Foundation of | f America, Inc. | | |
|--|-------|---|------------------------|--|-----------------|--------------|----------|
| ADDRESS | | | | 2000 L Street, N.W., Washington, DC 200 | | | |
| ENTITY | | | | 99-non-profit corpora | ation | | |
| CITIZENSHIP | | | | D.C. | | | |
| INTERNATIONAL C | 20.00 | | GOODS AN | D SERVICES | | | |
| DESCRIPTION TEXT | | Promoting public awareness of the need for research and development in the field o lupus; public advocacy to promote awareness of lupus | | | | | |
| INTERNATIONAL C | CLASS | | | 036 | | | |
| DESCRIPTION TEXT | | | Charitable fundraising | | | | |
| GOODS AND SERVICES CLASSIFICATION INTERNATIONAL 035 FIRST USE DATE NONE FIRST USE IN NONE CLASS STATUS 6-ACTIVE | | | | | | | |
| CLASS | 036 | FIRST USE DATE | NONE | COMMERCE DATE FIRST USE IN | NONE | CLASS STATUS | 6-ACTIVE |

| MISCELLANEOUS INFORMATION/STATEMENTS | | |
|--------------------------------------|-------------------------|--|
| CHANGE IN REGISTRATION | NO | |
| DISCLAIMER W/PREDETER TXT | "WALK TO END LUPUS" | |
| OWNER OF US REG NOS | 2906355 3004274 3169571 | |

PROSECUTION HISTORY

| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM |
|------------|--------|----------|--|---------|
| 04/26/2013 | PREV | 0 | LAW OFFICE PUBLICATION REVIEW COMPLETED | 012 |
| 04/26/2013 | ALIE | А | ASSIGNED TO LIE | 011 |
| 04/13/2013 | CNSA | Р | APPROVED FOR PUB - PRINCIPAL REGISTER | 010 |
| 04/12/2013 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 009 |
| 04/12/2013 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 008 |
| 04/12/2013 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 007 |
| 10/16/2012 | GNRN | 0 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 006 |
| 10/16/2012 | GNRT | F | NON-FINAL ACTION E-MAILED | 005 |
| 10/16/2012 | CNRT | R | NON-FINAL ACTION WRITTEN | 004 |
| 10/13/2012 | DOCK | D | ASSIGNED TO EXAMINER | 003 |
| 08/13/2012 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 08/07/2012 | NWAP | I | NEW APPLICATION ENTERED IN TRAM | 001 |

CURRENT CORRESPONDENCE INFORMATION

| ATTORNEY | Timothy J. Lyden |
|-----------|------------------|
| ATTOTINET | Timothy 5. Lyden |

| CORRESPONDENCE ADDRESS | TIMOTHY J. LYDEN HOGAN LOVELLS US LLP 7930 JONES BRANCH DR FL 9 MC LEAN, VA 22102-3390 |
|-------------------------|---|
| DOMESTIC REPRESENTATIVE | NONE |

WALK TO END LUPUS NOW

Trademark Snap Shot Publication Stylesheet (Table presents the data on Publication Approval)

OVERVIEW

| l. | | | |
|---------------|------------------|---------------|--------------|
| SERIAL NUMBER | 85695017 | FILING DATE | 08/03/2012 |
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | ENGEL, MICHAEL L | L.O. ASSIGNED | 107 |

PUB INFORMATION

| RUN DATE | 04/16/2013 | 04/16/2013 | | |
|----------------------|------------------------------|-----------------------|-----|--|
| PUB DATE | N/A | N/A | | |
| STATUS | 680-APPROVED FOR PUBLICATION | | | |
| STATUS DATE | 04/13/2013 | 04/13/2013 | | |
| LITERAL MARK ELEMENT | WALK TO END LUPUS NOW | WALK TO END LUPUS NOW | | |
| | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | |
| SECTION 15 | NO | REPUB 12C | N/A | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | |
| DATE AMEND REG | N/A | | | |

FILING BASIS

| FILED BASIS CURREN | | IT BASIS | AMENDE | ED BASIS | |
|--------------------|-----|----------|--------|----------|----|
| 1 (a) | NO | 1 (a) | NO | 1 (a) | NO |
| 1 (b) | YES | 1 (b) | YES | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | YES |
|-------------------------|---------------------------|
| LITERAL MARK ELEMENT | WALK TO END LUPUS NOW |
| MARK DRAWING CODE | 4-STANDARD CHARACTER MARK |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| DARTY TYPE | 40 ODIGINAL ADDITIONAL |
|------------|------------------------|
| PARTY TYPE | 10-ORIGINAL APPLICANT |

| , Suite 410 036 Pation | | | | |
|---|--|--|--|--|
| ation | | | | |
| | | | | |
| | | | | |
| GOODS AND SERVICES INTERNATIONAL CLASS 035 | | | | |
| vareness of the need for research and development in the field of acy to promote awareness of lupus | | | | |
| goy to promote awareness or rupus | | | | |
| acy to promote awareness of tupus | | | | |
| | | | | |

| GOODS AND SERVICES CLASSIFICATION | | | | | | |
|--------------------------------------|----------------|--------------------|----------------------------------|--|--|---|
| 035 | FIRST USE DATE | NONE | FIRST USE IN COMMERCE DATE | NONE | CLASS STATUS | 6-ACTIVE |
| 1 | | | | | | |
| 036 | FIRST USE DATE | NONE | FIRST USE IN COMMERCE DATE | NONE | CLASS STATUS | 6-ACTIVE |
| MISCELLANEOUS INFORMATION/STATEMENTS | | | | | | |
| | | 036 FIRST USE DATE | 036 FIRST USE DATE NONE | 036 FIRST USE DATE NONE FIRST USE IN COMMERCE DATE | 036 FIRST USE DATE NONE FIRST USE IN COMMERCE DATE NONE OMMERCE DATE OMMERCE DATE | COMMERCE DATE 036 FIRST USE DATE NONE FIRST USE IN COMMERCE DATE COMMERCE DATE CLASS STATUS |

| CHANGE IN REGISTRATION | NO |
|---------------------------|-------------------------|
| DISCLAIMER W/PREDETER TXT | "WALK TO END LUPUS" |
| OWNER OF US REG NOS | 2906355 3004274 3169571 |

PROSECUTION HISTORY

| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM |
|------------|--------|----------|--|---------|
| 04/13/2013 | CNSA | Р | APPROVED FOR PUB - PRINCIPAL REGISTER | 010 |
| 04/12/2013 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 009 |
| 04/12/2013 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 800 |
| 04/12/2013 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 007 |
| 10/16/2012 | GNRN | 0 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 006 |
| 10/16/2012 | GNRT | F | NON-FINAL ACTION E-MAILED | 005 |
| 10/16/2012 | CNRT | R | NON-FINAL ACTION WRITTEN | 004 |
| 10/13/2012 | DOCK | D | ASSIGNED TO EXAMINER | 003 |
| 08/13/2012 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 08/07/2012 | NWAP | I | NEW APPLICATION ENTERED IN TRAM | 001 |

CURRENT CORRESPONDENCE INFORMATION

| ATTORNEY | Timothy J. Lyden |
|------------------------|---|
| CORRESPONDENCE ADDRESS | TIMOTHY J. LYDEN HOGAN LOVELLS US LLP 7930 JONES BRANCH DR FL 9 |

| | MC LEAN, VA 22102-3390 | |
|-------------------------|------------------------|--|
| DOMESTIC REPRESENTATIVE | NONE | |

WALK TO END LUPUS NOW

Trademark Snap Shot Amendment & Mail Processing Stylesheet (Table presents the data on Amendment & Mail Processing Complete)

OVERVIEW

| SERIAL NUMBER | 85695017 | FILING DATE | 08/03/2012 |
|---------------|------------------|---------------|--------------|
| REG NUMBER | 0000000 | REG DATE | N/A |
| REGISTER | PRINCIPAL | MARK TYPE | SERVICE MARK |
| INTL REG # | N/A | INTL REG DATE | N/A |
| TM ATTORNEY | ENGEL, MICHAEL L | L.O. ASSIGNED | 107 |

PUB INFORMATION

| RUN DATE | DATE 04/13/2013 | | | |
|--|-----------------|--------------------|-----|--|
| PUB DATE | N/A | | | |
| STATUS 661-RESPONSE AFTER NON-FINAL-ACTION-ENTERED | | | | |
| STATUS DATE 04/12/2013 | | | | |
| LITERAL MARK ELEMENT WALK TO END LUPUS NOW | | | | |
| | | | | |
| DATE ABANDONED | N/A | DATE CANCELLED | N/A | |
| SECTION 2F | NO | SECTION 2F IN PART | NO | |
| SECTION 8 | NO | SECTION 8 IN PART | NO | |
| SECTION 15 | NO | REPUB 12C | N/A | |
| RENEWAL FILED | NO | RENEWAL DATE | N/A | |
| | | | | |

FILING BASIS

N/A

DATE AMEND REG

| FILED | BASIS | CURREN | IT BASIS | AMENDE | ED BASIS |
|----------|-------|----------|----------|--------|----------|
| 1 (a) | NO | 1 (a) | NO | 1 (a) | NO |
| 1 (b) | YES | 1 (b) | YES | 1 (b) | NO |
| 44D | NO | 44D | NO | 44D | NO |
| 44E | NO | 44E | NO | 44E | NO |
| 66A | NO | 66A | NO | | |
| NO BASIS | NO | NO BASIS | NO | | |

MARK DATA

| STANDARD CHARACTER MARK | YES |
|-------------------------|---------------------------|
| LITERAL MARK ELEMENT | WALK TO END LUPUS NOW |
| MARK DRAWING CODE | 4-STANDARD CHARACTER MARK |
| COLOR DRAWING FLAG | NO |

CURRENT OWNER INFORMATION

| PARTY TYPE | 10-ORIGINAL APPLICANT |
|------------|-----------------------|
| | |

| NAME | Lupus Foundation of America, Inc. | | |
|---|---|--|--|
| ADDRESS | 2000 L Street, N.W., Suite 410 Washington, DC 20036 | | |
| ENTITY | 99-non-profit corporation | | |
| CITIZENSHIP | D.C. | | |
| GOODS AND SERVICES INTERNATIONAL CLASS 035 | | | |
| INTERNATIONAL CLASS DESCRIPTION TEXT | Promoting public awareness of the need for research and development in the field of | | |
| | lupus; public advocacy to promote awareness of lupus | | |
| INTERNATIONAL CLASS | 036 | | |
| DESCRIPTION TEXT | Charitable fundraising | | |

| GOODS AND SERVICES CLASSIFICATION | | | | | | | |
|--------------------------------------|-----|----------------|------|----------------------------------|------|--------------|----------|
| INTERNATIONAL CLASS | 035 | FIRST USE DATE | NONE | FIRST USE IN COMMERCE DATE | NONE | CLASS STATUS | 6-ACTIVE |
| INTERNATIONAL CLASS | 036 | FIRST USE DATE | NONE | FIRST USE IN COMMERCE DATE | NONE | CLASS STATUS | 6-ACTIVE |
| MISCELLANEOUS INFORMATION/STATEMENTS | | | | | | | |
| CHANGE IN REGISTRATION NO | | | | | | | |
| DISCLAIMER W/PREDETER TYT | | | | | | | |

| CHANGE IN REGISTRATION | NO | |
|---------------------------|-------------------------|--|
| DISCLAIMER W/PREDETER TXT | "WALK TO END LUPUS" | |
| OWNER OF US REG NOS | 2906355 3004274 3169571 | |

PROSECUTION HISTORY

| DATE | ENT CD | ENT TYPE | DESCRIPTION | ENT NUM |
|------------|--------|----------|--|---------|
| 04/12/2013 | TEME | I | TEAS/EMAIL CORRESPONDENCE ENTERED | 009 |
| 04/12/2013 | CRFA | I | CORRESPONDENCE RECEIVED IN LAW OFFICE | 008 |
| 04/12/2013 | TROA | I | TEAS RESPONSE TO OFFICE ACTION RECEIVED | 007 |
| 10/16/2012 | GNRN | 0 | NOTIFICATION OF NON-FINAL ACTION E-MAILED | 006 |
| 10/16/2012 | GNRT | F | NON-FINAL ACTION E-MAILED | 005 |
| 10/16/2012 | CNRT | R | NON-FINAL ACTION WRITTEN | 004 |
| 10/13/2012 | DOCK | D | ASSIGNED TO EXAMINER | 003 |
| 08/13/2012 | NWOS | I | NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 002 |
| 08/07/2012 | NWAP | Ī | NEW APPLICATION ENTERED IN TRAM | 001 |

CURRENT CORRESPONDENCE INFORMATION

| ATTORNEY | Timothy J. Lyden |
|------------------------|---|
| CORRESPONDENCE ADDRESS | TIMOTHY J. LYDEN HOGAN LOVELLS US LLP 7930 JONES BRANCH DR FL 9 MC LEAN, VA 22102-3390 |
| | |

WALK TO END LUPUS NOW

Response to Office Action

The table below presents the data as entered.

| Input Field | Entered | |
|-------------------------------|--|--|
| SERIAL NUMBER | 85695017 | |
| LAW OFFICE ASSIGNED | LAW OFFICE 107 | |
| MARK SECTION | | |
| MARK | http://tess2.uspto.gov/ImageAgent/ImageAgentProxy?getImage=85695017 | |
| LITERAL ELEMENT | WALK TO END LUPUS NOW | |
| STANDARD CHARACTERS | YES | |
| USPTO-GENERATED IMAGE | YES | |
| MARK STATEMENT | The mark consists of standard characters, without claim to any particular font style, size or color. | |
| ADDITIONAL STATEMENTS SECTION | | |
| DISCLAIMER | No claim is made to the exclusive right to use WALK TO END LUPUS apart from the mark as shown. | |
| SIGNATURE SECTION | | |
| RESPONSE SIGNATURE | /Timothy J. Lyden/ | |
| SIGNATORY'S NAME | Timothy J. Lyden | |
| SIGNATORY'S POSITION | Attorney of record, Virginia bar member | |
| DATE SIGNED | 04/12/2013 | |
| AUTHORIZED SIGNATORY | YES | |
| FILING INFORMATION SECTION | | |
| SUBMIT DATE | Fri Apr 12 10:14:25 EDT 2013 | |
| TEAS STAMP | USPTO/ROA-XXX.XXX.XXXXXXXX -20130412101425250011-856 95017-5004d2a7ba7d54e149c 0541aa546dddedc50cc85611f 6c64aef1251ae8268e449-N/A -N/A-20130412101049705405 | |

PTO Form 1957 (Rev 9/2005)

OMB No. 0651-0050 (Exp. 07/31/2017)

Response to Office Action

To the Commissioner for Trademarks:

 $Application\ serial\ no.\ \textbf{85695017}\ WALK\ TO\ END\ LUPUS\ NOW (Standard\ Characters,\ see \ http://tess2.uspto.gov/ImageAgent/ImageAgentProxy?getImage=85695017)\ has\ been\ amended\ as\ follows:$

ADDITIONAL STATEMENTS

Disclaimer

No claim is made to the exclusive right to use WALK TO END LUPUS apart from the mark as shown.

SIGNATURE(S) Response Signature

Signature: /Timothy J. Lyden/ Date: 04/12/2013

Signatory's Name: Timothy J. Lyden

Signatory's Position: Attorney of record, Virginia bar member

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

Serial Number: 85695017

Internet Transmission Date: Fri Apr 12 10:14:25 EDT 2013

TEAS Stamp: USPTO/ROA-XXX.XXX.XXX.XXX-20130412101425

250011-85695017-5004d2a7ba7d54e149c0541a a546dddedc50cc85611f6c64aef1251ae8268e44

9-N/A-N/A-20130412101049705405

To: Lupus Foundation of America, Inc. (boxip@hoganlovells.com)

Subject: U.S. TRADEMARK APPLICATION NO. 85695017 - WALK TO END LUPUS NOW - 21652.01

Sent: 10/16/2012 6:38:30 AM **Sent As:** ECOM107@USPTO.GOV

Attachments: Attachment - 1

Attachment - 2
Attachment - 3
Attachment - 4
Attachment - 5
Attachment - 6
Attachment - 7
Attachment - 8
Attachment - 9
Attachment - 10
Attachment - 11

Attachment - 12

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO) OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

CLICK HERE TO RESPOND TO THIS LETTER: http://www.uspto.gov/trademarks/teas/response_forms.jsp

APPLICATION SERIAL NO. 85695017

MARK: WALK TO END LUPUS NOW *85695017*

CORRESPONDENT ADDRESS:

TIMOTHY J. LYDEN HOGAN LOVELLS US LLP 7930 JONES BRANCH DR FL 9 MC LEAN, VA 22102-3390

APPLICANT: Lupus Foundation of America, Inc.

CORRESPONDENT'S REFERENCE/DOCKET NO:

21652.01

CORRESPONDENT E-MAIL ADDRESS:

boxip@hoganlovells.com

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE BELOW.

ISSUE/MAILING DATE: 10/16/2012

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

<u>Disclaimer</u>

Applicant must disclaim the descriptive wording "WALK TO END LUPUS" apart from the mark as shown because it merely describes the nature and purpose of applicant's services. *See* 15 U.S.C. §§1052(e)(1), 1056(a); *In re Steelbuilding.com*, 415 F.3d 1293, 1297, 75 USPQ2d 1420, 1421 (Fed. Cir. 2005); *In re Gyulay*, 820 F.2d 1216, 1217-18, 3 USPO2d 1009, 1010 (Fed. Cir. 1987); TMEP §§1213, 1213.03(a).

Attached are third-party registrations for similar marks used in connection with charitable fundraising services. They include disclaimers of the phrases "walk to stop diabetes", "walk to fight diabetes", and "walk to cure psoriasis". Like those marks, applicant's mark immediately conveys the nature of applicant's services (a fundraising walk) and the purpose (to end lupus). Third-party registrations featuring the same or similar services as applicant's services are probative evidence on the issue of descriptiveness where the relevant word or term is disclaimed, registered under Trademark Act Section 2(f) based on a showing of acquired distinctiveness, or registered on the Supplemental Register. *See Sweats Fashions, Inc. v. Pannill Knitting Co.*, 833 F.2d 1560, 1564-65, 4 USPQ2d 1793, 1797 (Fed. Cir. 1987); *In re Box Solutions Corp.*, 79 USPQ2d 1953, 1955 (TTAB 2006); *In re Finisar Corp.*, 78 USPQ2d 1618, 1621 (TTAB 2006).

Applicant may submit the following standardized format for a disclaimer:

No claim is made to the exclusive right to use "WALK TO END LUPUS" apart from the mark as shown.

TMEP §1213.08(a)(i); see In re Owatonna Tool Co., 231 USPQ 493 (Comm'r Pats. 1983).

No Conflicting Marks Noted

The trademark examining attorney has searched the Office's database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). TMEP §704.02; see 15 U.S.C. §1052(d).

/Michael Engel/ Michael Engel Law Office 107 (571) 272-9338 Michael.Engel@uspto.gov

TO RESPOND TO THIS LETTER: Go to http://www.uspto.gov/trademarks/teas/response_forms.jsp. Please wait 48-72 hours from the issue/mailing date before using TEAS, to allow for necessary system updates of the application. For technical assistance with online forms, e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned trademark examining attorney. E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.

All informal e-mail communications relevant to this application will be placed in the official application record.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using Trademark Applications and Registrations Retrieval (TARR) at http://tarr.uspto.gov/. Please keep a copy of the complete TARR screen. If TARR shows no change for more than six months, call 1-800-786-9199. For more information on checking status, see http://www.uspto.gov/trademarks/process/status/.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at http://www.uspto.gov/teas/eTEASpageE.htm.

Print: Oct 16, 2012

77750039

DESIGN MARK

Serial Number

77750039

Status

REGISTERED

Word Mark

STEP OUT WALK TO FIGHT DIABETES

Standard Character Mark

Yes

Registration Number

3820407

Date Registered

2010/07/20

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

American Diabetes Association, Inc. CORPORATION OHIO 1701 N. Beauregard Street Alexandria VIRGINIA 22311

Goods/Services

Class Status -- ACTIVE. IC 036. US 100 101 102. G & S: Charitable fund raising services. First Use: 2008/01/31. First Use In Commerce: 2008/01/31.

Prior Registration(s)

3395464;3483135

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "WALK TO FIGHT DIABETES" APART FROM THE MARK AS SHOWN.

Filing Date

2009/06/02

Examining Attorney

FERRAIUOLO, DOMINIC J.

Print: Oct 16, 2012

77750039

Attorney of Record Manny D. Pokotilow

STEP OUT WALK TO FIGHT DIABETES

Print: Oct 16, 2012

77780955

DESIGN MARK

Serial Number

77780955

Status

REGISTERED

Word Mark

NATIONAL PSORIASIS FOUNDATION WALK TO CURE PSORIASIS

Standard Character Mark

No

Registration Number

3805835

Date Registered

2010/06/22

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS AND/OR NUMBERS

Owner

National Psoriasis Foundation CORPORATION OREGON Suite 300 6600 S.W. 92nd Avenue Portland OREGON 972237195

Goods/Services

Class Status — ACTIVE, IC 036. US 100 101 102. G & S: Charitable fundraising; organizing and conducting special events for charitable fundraising purposes. First Use: 2008/12/00. First Use In Commerce: 2008/12/00.

Goods/Services

Class Status -- ACTIVE. IC 041. US 100 101 107. G & S: Organizing and conducting special events to promote public awareness in the field of psoriasis and psoriatic arthritis. First Use: 2008/12/00. First Use In Commerce: 2008/12/00.

Prior Registration(s)

1674028;2908232;3545766

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "FOUNDATION" OR "WALK TO CURE PSORIASIS" APART FROM THE MARK AS SHOWN.

Description of Mark

The mark consists of a rectangle with rounded corners. Inside the rectangle there is a stylized representation of four people arranged in a circle. The words "NATIONAL PSORIASIS FOUNDATION" and a line going from left to right across the rectangle appear below the stylized representation. The words "WALK TO CURE PSORIASIS" appear to the right of the stylized representation.

Colors Claimed

Color is not claimed as a feature of the mark.

Section 2f Statement

as to "National Psoriasis Foundation"

Filing Date

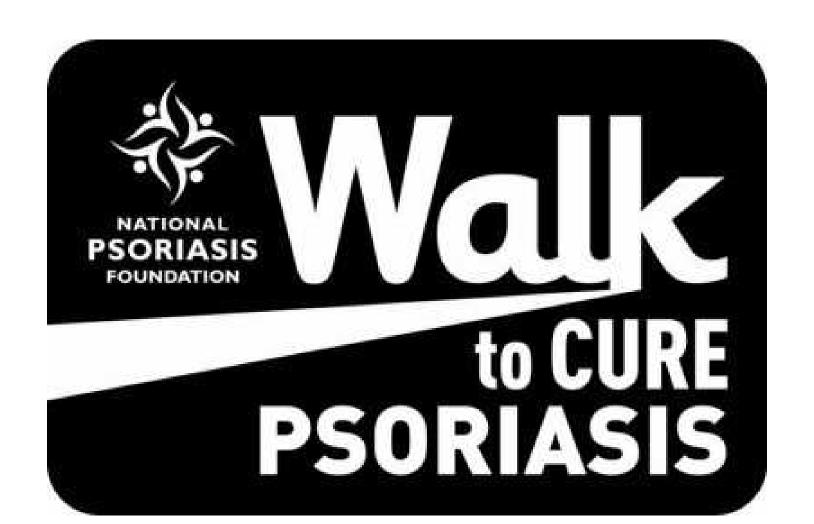
2009/07/14

Examining Attorney

GAAFAR, MICHAEL

Attorney of Record

Miriam Claire Beezy



Print: Oct 16, 2012

77781033

DESIGN MARK

Serial Number

77781033

Status

REGISTERED

Word Mark

NATIONAL PSORIASIS FOUNDATION WALK TO CURE PSORIASIS

Standard Character Mark

No

Registration Number

3805836

Date Registered

2010/06/22

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS AND/OR NUMBERS

Owner

National Psoriasis Foundation CORPORATION OREGON Suite 300 6600 S.W. 92nd Avenue Portland OREGON 972237195

Goods/Services

Class Status -- ACTIVE. IC 036. US 100 101 102. G & S: Charitable fundraising; organizing and conducting special events for charitable fundraising purposes. First Use: 2009/03/00. First Use In Commerce: 2009/03/00.

Goods/Services

Class Status -- ACTIVE. IC 041. US 100 101 107. G & S: Organizing and conducting special events to promote public awareness in the field of psoriasis and psoriatic arthritis. First Use: 2009/03/00. First Use In Commerce: 2009/03/00.

Prior Registration(s)

1674028;2908232;3545766

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "FOUNDATION" OR "WALK TO CURE PSORIASIS" APART FROM THE MARK AS SHOWN.

Description of Mark

The mark consists of a rectangle with rounded corners. Inside the rectangle there is a stylized representation of four people arranged in a circle. The words "NATIONAL PSORIASIS FOUNDATION" appear to the right of the stylized representation. The words "WALK TO CURE PSORIASIS" and a line going from left to right across the rectangle appear below the stylized representation.

Colors Claimed

Color is not claimed as a feature of the mark.

Section 2f Statement

as to "National Psoriasis Foundation"

Filing Date

2009/07/14

Examining Attorney

GAAFAR, MICHAEL

Attorney of Record

Miriam Claire Beezy



NATIONAL PSORIASIS FOUNDATION

to CURE PSORIASIS

Print: Oct 16, 2012

85488577

DESIGN MARK

Serial Number

85488577

Status

REGISTERED

Word Mark

STEP OUT WALK TO STOP DIABETES

Standard Character Mark

Yes

Registration Number

4189786

Date Registered

2012/08/14

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

American Diabetes Association, Inc. CORPORATION OHIO National Office 1701 N. Beauregard Street Alexandria VIRGINIA 22311

Goods/Services

Class Status -- ACTIVE, IC 036. US 100 101 102. G & S: Charitable fundraising. First Use: 2011/03/31. First Use In Commerce: 2011/03/31.

Prior Registration(s)

3395464;3483135;3820407;AND OTHERS

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "WALK TO STOP DIABETES" APART FROM THE MARK AS SHOWN.

Filing Date

2011/12/06

Examining Attorney

GLASSER, CARYN

Print: Oct 16, 2012 85488577

Attorney of Record Manny D. Pokotilow

STEP OUT WALK TO STOP DIABETES

To: Lupus Foundation of America, Inc. (boxip@hoganlovells.com)

Subject: U.S. TRADEMARK APPLICATION NO. 85695017 - WALK TO END LUPUS NOW - 21652.01

Sent: 10/16/2012 6:38:31 AM **Sent As:** ECOM107@USPTO.GOV

Attachments:

IMPORTANT NOTICE REGARDING YOUR

U.S. TRADEMARK APPLICATION

USPTO OFFICE ACTION HAS ISSUED ON 10/16/2012 FOR SERIAL NO. 85695017

Please follow the instructions below to continue the prosecution of your application:

TO READ OFFICE ACTION: Click on this <u>link</u> or go to <u>http://portal.uspto.gov/external/portal/tow</u> and enter the application serial number to <u>access</u> the Office action.

PLEASE NOTE: The Office action may not be immediately available but will be viewable within 24 hours of this e-mail notification.

RESPONSE IS REQUIRED: You should carefully review the Office action to determine (1) how to respond; and (2) the applicable <u>response</u> <u>time period</u>. Your response deadline will be calculated from <u>10/16/2012</u> (or sooner if specified in the office action).

Do NOT hit "Reply" to this e-mail notification, or otherwise attempt to e-mail your response, as the USPTO does NOT accept e-mailed responses. Instead, the USPTO recommends that you respond online using the Trademark Electronic Application System Response Form.

HELP: For *technical* assistance in accessing the Office action, please e-mail **TDR@uspto.gov**. Please contact the assigned examining attorney with questions about the Office action.

WARNING

Failure to file the required response by the applicable deadline will result in the <u>ABANDONMENT</u> of your application.

*** User:mengel ***

| # | Total | Dead | Live | Live | Status/ | Search | |
|----|-------|-------|--------|--------|----------|---|--|
| | Marks | Marks | Viewed | Viewed | Search | | |
| | | | Docs | Images | Duration | | |
| 01 | 11 | 4 | 7 | 7 | 0:02 | *walk*[bi,ti] and *to*[bi,ti] and *end*[bi,ti] | |
| 02 | 1 | 0 | 1 | 1 | 0:02 | *walk*[bi,ti] and *to*[bi,ti] and *find*[bi,ti] | |
| 03 | 52 | 18 | 34 | 33 | 0:03 | "walk to"[bi,ti] | |
| 04 | 4 | 0 | 0 | 0 | 0:01 | *walk*[bi,ti] and *lupus*[bi,ti] | |
| 05 | 6 | 0 | 5 | 5 | 0:01 | 3 and "walk to"[ds] | |
| 06 | 5 | 0 | 5 | 4 | 0:01 | *lupus*[bi,ti] and *now*[bi,ti] | |

Session started 10/16/2012 6:22:47 AM
Session finished 10/16/2012 6:37:22 AM
Total search duration 0 minutes 10 seconds
Session duration 14 minutes 35 seconds
Defaut NEAR limit=1ADJ limit=1

Sent to TICRS as Serial Number: 85695017

Trademark/Service Mark Application, Principal Register

Serial Number: 85695017 Filing Date: 08/03/2012

The table below presents the data as entered.

| Input Field | Entered | | | | |
|---|---|--|--|--|--|
| SERIAL NUMBER | 85695017 | | | | |
| MARK INFORMATION | | | | | |
| *MARK | WALK TO END LUPUS NOW | | | | |
| STANDARD CHARACTERS | YES | | | | |
| USPTO-GENERATED IMAGE | YES | | | | |
| LITERAL ELEMENT | WALK TO END LUPUS NOW | | | | |
| MARK STATEMENT | The mark consists of standard characters, without claim to any particular font, style, size, or color. | | | | |
| REGISTER | Principal | | | | |
| APPLICANT INFORMATION | | | | | |
| *OWNER OF MARK | Lupus Foundation of America, Inc. | | | | |
| *STREET | 2000 L Street, N.W., Suite 410 | | | | |
| *CITY | Washington | | | | |
| *STATE (Required for U.S. applicants) | District of Columbia | | | | |
| *COUNTRY | United States | | | | |
| *ZIP/POSTAL CODE (Required for U.S. applicants only) | 20036 | | | | |
| LEGAL ENTITY INFORMATION | | | | | |
| ТҮРЕ | non-profit corporation | | | | |
| STATE/COUNTRY WHERE LEGALLY ORGANIZED | District of Columbia | | | | |
| GOODS AND/OR SERVICES AND BASIS INFORMAT | ION | | | | |
| INTERNATIONAL CLASS | 035 | | | | |
| *IDENTIFICATION | Promoting public awareness of the need for research and development in the field of lupus; public advocacy to promote awareness of lupus. | | | | |
| FILING BASIS | SECTION 1(b) | | | | |
| INTERNATIONAL CLASS | 036 | | | | |
| *IDENTIFICATION | Charitable fundraising. | | | | |
| FILING BASIS | SECTION 1(b) | | | | |
| ADDITIONAL STATEMENTS SECTION | | | | | |
| PRIOR REGISTRATION(S) | The applicant claims ownership of U.S. Registration Number(s) 3004274, 3169571, and 2906355. | | | | |

| ATTORNEY INFORMATION | · | | |
|-------------------------------------|---|--|--|
| NAME | Timothy J. Lyden | | |
| ATTORNEY DOCKET NUMBER | 21652.01 | | |
| FIRM NAME | Hogan Lovells US LLP | | |
| INTERNAL ADDRESS | Box Intellectual Property | | |
| STREET | 7930 Jones Branch Drive, 9th Floor | | |
| CITY | McLean | | |
| STATE | Virginia | | |
| COUNTRY | United States | | |
| ZIP/POSTAL CODE | 22102 | | |
| PHONE | 703.610.6100 | | |
| FAX | 703.610.6200 | | |
| EMAIL ADDRESS | boxip@hoganlovells.com | | |
| AUTHORIZED TO COMMUNICATE VIA EMAIL | Yes | | |
| OTHER APPOINTED ATTORNEY | Valerie Brennan, Jae Won Lee, and John J. Miller | | |
| CORRESPONDENCE INFORMATION | | | |
| NAME | Timothy J. Lyden | | |
| FIRM NAME | Hogan Lovells US LLP | | |
| INTERNAL ADDRESS | Box Intellectual Property | | |
| STREET | 7930 Jones Branch Drive, 9th Floor | | |
| CITY | McLean | | |
| STATE | Virginia | | |
| COUNTRY | United States | | |
| ZIP/POSTAL CODE | 22102 | | |
| PHONE | 703.610.6100 | | |
| FAX | 703.610.6200 | | |
| EMAIL ADDRESS | boxip@hoganlovells.com | | |
| AUTHORIZED TO COMMUNICATE VIA EMAIL | Yes | | |
| FEE INFORMATION | | | |
| NUMBER OF CLASSES | 2 | | |
| FEE PER CLASS | 325 | | |
| *TOTAL FEE DUE | 650 | | |
| *TOTAL FEE PAID | 650 | | |
| SIGNATURE INFORMATION | | | |
| SIGNATURE | /Duane Peters/ | | |
| SIGNATORY'S NAME | Duane Peters | | |
| SIGNATORY'S POSITION | Senior Director of Communications and Assistant Secretary | | |

DATE SIGNED 08/03/2012

Trademark/Service Mark Application, Principal Register

Serial Number: 85695017 Filing Date: 08/03/2012

To the Commissioner for Trademarks:

MARK: WALK TO END LUPUS NOW (Standard Characters, see mark)

The literal element of the mark consists of WALK TO END LUPUS NOW.

The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, Lupus Foundation of America, Inc., a non-profit corporation legally organized under the laws of District of Columbia, having an address of

2000 L Street, N.W., Suite 410 Washington, District of Columbia 20036 United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 035: Promoting public awareness of the need for research and development in the field of lupus; public advocacy to promote awareness of lupus.

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

International Class 036: Charitable fundraising.

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

The applicant claims ownership of U.S. Registration Number(s) 3004274, 3169571, and 2906355.

The applicant's current Attorney Information:

Timothy J. Lyden and Valerie Brennan, Jae Won Lee, and John J. Miller of Hogan Lovells US LLP

Box Intellectual Property 7930 Jones Branch Drive, 9th Floor McLean, Virginia 22102 United States

The attorney docket/reference number is 21652.01.

The applicant's current Correspondence Information:

Timothy J. Lyden
Hogan Lovells US LLP
Box Intellectual Property
7930 Jones Branch Drive, 9th Floor
McLean, Virginia 22102
703.610.6100(phone)
703.610.6200(fax)
boxip@hoganlovells.com (authorized)

A fee payment in the amount of \$650 has been submitted with the application, representing payment for 2 class(es).

Declaration

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Declaration Signature

Signature: /Duane Peters/ Date: 08/03/2012

Signatory's Name: Duane Peters

Signatory's Position: Senior Director of Communications and Assistant Secretary

RAM Sale Number: 3305

RAM Accounting Date: 08/06/2012

Serial Number: 85695017

Internet Transmission Date: Fri Aug 03 16:31:06 EDT 2012

TEAS Stamp: USPTO/BAS-XX.XXX.XXX.XXX-201208031631068

66377-85695017-490387ddd36c4c8d96e2b595b 977c7e42-DA-3305-20120803113833054354

WALK TO END LUPUS NOW

WALK TO END LUPUS NOW

EXHIBIT BB

About us

The Dementia & Alzheimer's Resource Committee (D.A.R.C.) invites you to participate in our:

4th Annual Alzheimer's Walk 2018.

D.A.R.C. was formed in 2014. The purpose of the committee is to give help to the caregivers and patients of Dementia and Alzheimer's.

The committee is composed of keys take holders: Council on Aging, Inc., St. Clair County Community Mental Health, Visiting Nurse Association, Lake Huron Medical Center, McLaren Port Huron, Ascension River District Hospital, St. Clair County Health Department and representatives of skilled nursing, day care, home care and caregivers.

The funds raised from the Walk go to Research at the Michigan Alzheimer's Disease Center in Ann Arbor. It also supports the Fred Haynes Respite Grant Fund for caregivers and supports the Educational Speakers Series.

This Fall on Friday, November 9, 2018, D.A.R.C. will be sponsoring a Caregiver's Expo at the Blue Water Convention Center. The keynote speaker will be Kim Campbell, wife of Grammy Hall of Fame and awarding winning music artist Glen Campbell, Co-Founder of "Careliving.org".

The Walk and the Caregiver Expo events can be found on our website *www.darcscc.org*.



Like us on Facebook!

Dementia/Alzheimer's Resource Committee of
St. Clair County

Pledges

Registration fee will be waived for people collecting pledges totaling \$100 or more. Collected pledges must be turned in with the registration form in order to qualify. Donations may be tax-deductible. Checks should be made payable to "Dementia and Alzheimer's Resource Committee, Inc.". Please put "Alzheimer's Walk" in the memo line.

| Donor's Name | Donation | | |
|--------------|----------|----------|--|
| Address | City | Zip | |
| Donor's Name | Donation | | |
| Address | City | Zip | |
| Donor's Name | ı | Donation | |
| Address | City | Zip | |
| Donor's Name | I | Donation | |
| Address | City | Zip | |
| Donor's Name | ı | Donation | |
| Address | City | Zip | |

TOTAL PLEDGES COLLECTED:



www.darcscc.org

4th Annual Alzheimer's Walk 2018

Date: Sunday, September 30, 2018

Cost: \$25 (includes shirt with registrations on or before September

17th)

Registration: 12:00 p.m.

Alzheimer Walk Start Time: 1:00 p.m.



Location: Vantage Point -River Walk Entrance 51 Water St., Port Huron 48060

0023

Early Registration

- Register by mail or in person at: D.A.R.C. 600 Grand River Ave.
 - (Payable to: Dementia and Alzheimer's Resource Committee, Inc. "Alzheimer Walk" in memo line) (NO REFUNDS WILL BE GIVEN)
- No forms will be accepted by fax or email
- Registration on-line is available at:

https://runsignup.com/

Port Huron, MI

NOTE: T-shirts are guaranteed to participants who register on or before September 17, 2018

- Shirt pick up will be available on: Saturday, September 29, 2018 at Elite Feet, 327 Huron Ave. Port Huron, MI 48060 10:00 a.m. - 5:00 p.m.
- Registration on the day of the event begins at 12:00 p.m. If you registered before or on September 17th and have requested a shirt and have not picked your shirt up it will be available at the walk.
- **Questions**: please contact Bridget Whitican 810-650-3770 or bwhitican@gmail.com

Walk Details

- Starting Times: 1:00 p.m. at Vantage Point River Walk Entrance
- Course Details: The Alzheimer's Walk course is approximately 2 miles long and begins at Vantage Point River Walk Entrance.



• Entry Fees: On or before September 17, 2018 is \$25.00 includes shirt. Child 17 and under \$10 with shirt, or free with no shirt. After September 17 entry fee is \$25.00 - shirt not available.

• Registration Fee Waived

Registration fee will be waived for all participants who raise at least \$100 in pledges and mail them in to D.A.R.C. 600 Grand River Ave. Port Huron, MI by September 17th with their registration form.

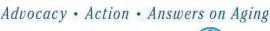
@gmail.com Thank you to our sponsors:





Lake Huron













Registration Form

Name:

| Street Address: |
|--|
| City: State: Zip: |
| Telephone: |
| E-Mail Address: |
| Gender: ☐ Male ☐ Female Caregiver: ☐ Yes ☐ No |
| Please check appropriate spaces below: |
| Early Registration on or before September 17, 2018 ☐ Adult 18 & older \$25 includes shirt ☐ Child 17 & under \$10 with shirt or free with no shirt |
| ☐ Registration after September 17, 2018 is \$25.00 For Adult 18 and over - Shirt not available |
| * Pledges Enclosed \$ |
| T-shirt size: Adult Sizes: S M L XL XXL Child Sizes: S M L How did you hear about this event? |

Send to: D.A.R.C. 600 Grand River Ave. Port Huron, MI

(Payable to: Dementia and Alzheimer's Resource Committee, Inc. "Alzheimer Walk" in memo line)

In consideration of accepting this entry form, I hereby for myself, my heirs, executors and administrators waive and release all rights and claims for damage I may have against this event, the sponsors of this event, its agents, representatives, successors, and assigns of any and all injuries suffered by me at said run/walk, or which may arise out of traveling to, participating in and returning from this event.

ALZNJTTAB0024 (Signature (or signature of guardian if under age 18)





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JOEYBENZMOTORS@AOL.COM

RUNNING 4 ANSWERS

a race against Alzheimer's

SATURDAY, MAY 4, 2019

8:30 AM 5K RACE | 8:35 AM 2-MILE FUN RUN/FITNESS WALK

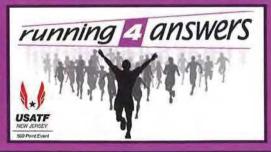
PO Box 803 | Roseland, NJ 07068

www.running4answers.org | www.facebook.com/running4answers

Join us as we host our TENTH annual event to raise awareness of this underfunded and devastating disease. It is a fun event for the entire family...There will be prizes for runners, a raffle and free face-painting!

Over our first nine years we have donated \$326,000 to Cure Alzheimer's Fund. We chose this organization based on its sole focus on research AND because every dollar donated goes toward that research. Funded by the three founding families who were unhappy with the progress of research to slow, stop or reverse the disease, they started their own organization.







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Alzheimer's Arkansas Walks



Walks are a place where people just have fun. They laugh with others and laughing has been shown to relieve stress. Whether you Walk along or join friends, family or co-workers and walk as a team, please know that YOU MAKE A DIFFERENCE!!! Many walk to honor or remember a colleague, friend or loved one affected by Alzheimer's or one of the related dementias.

If you have never participated in one of our Walks, make it your goal to attend one in 2019. It is a great day of fun and one that you will remember for years to come.

We have already started planning the 2019 Alzheimer's Walks! Walks need people, and we need you! For ways you can help your Arkansas friends and neighbors please contact Barbara Jensen at 501-224-0021 or barbara.jensen@alzark.org.

2018 Walk of Love Results

Thank you to everyone who participated in, donated to, and sponsored our 2018 Walks of Love! This year, we held walks in River Valley, Helena/West Helena, Hot Springs, Faulkner County, and Little Rock.

We raised over \$150,000 and had over 2,000 walkers show their support!

Funds raised through our walks support caregivers all over the state. Because of your support we can continue providing education, services, and assistance FREE OF CHARGE to caregivers in need!

2018 Helena/West Helena Walk of Love Saturday, September 8th































2018 Hot Springs Walk of Love Saturday, September 15th























2018 Conway Walk of Love Saturday, September 22nd



























2018 Little Rock Walk of Love Saturday, September 29th















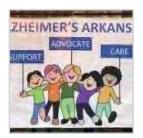
























































































































































































































Office Information

201 Markham Center Drive Little Rock, AR 72205 Hours: Monday - Friday 8:30am - 4:30pm

501-224-0021

800-689-6090 (outside Pulaski County) Fax: 501-227-6303

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We provide free care and support for families in Los Angeles County & the Inland Empire.

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Tip sheets for caregivers

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Learn about dementia and Alzheimer's disease

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Complimentary training started November 4!

Learn more

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Help us serve the more than 250,000 people in our community suffering from Alzheimer's today and the thousands more who will tomorrow.

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ALZHEIMER'S TENNESSEE WALKS

Events >> Alzheimer's Tennessee Walks

Alzheimer's Tennessee Walks

Alzheimer's Tennessee hosts seven regional walks, which serve as the signature FUNdraisers to support research initiatives and the families we serve. Click on a Link below for more information.



Smoky Mountain Alzheimer's Tennesseee Walk

Saturday, September 29, 2018

Tennessee Smokies Stadium, Kodak TN



Plateau Alzheimer's Tennessee Walk

Saturday, October 13, 2018

Crossville City Square, Crossville, TN



Cumberland's Alzheimer's Tennessee Walk

Saturday, October 27, 2018

Avery Trace Middle School, Cookeville, TN



Light The Way Alzheimer's Tennessee Walk In The Tri-Cities

Saturday, April 6, 2019

111 Legion Street, Johnson City, TN 37601



Knoxville Alzheimer's Tennessee Walk

Saturday, April 13, 2019

University of Tennessee Gardens



Foothills Alzheimer's Tennessee Walk

Satruday, April 27, 2019

Maryville College



5 County Alzheimer's Tennessee Walk

Saturday, May 4, 2019

Oak Ridge Civic Center

Take Your First Step Today

It's easy to get started! You may register online as an Individual, Start a Team, or Join a Team. In just a few minutes you'll be registered and ready to start FUNdraising!

Start A Team!

Teams are the heart of what makes Alzheimer Tennessee Walk so successful. Families, friends, businesses, churches, organizations and school groups build teams to honor those who have been touched by Alzheimer's. There is no minimum or maximum number required for an Alzheimer's Tennessee Walk Team.

Team captains and co-captains are the volunteer leaders who build excitement and help teams meet their fundraising goals. They motivate and encourage co-workers, friends and family to join their team and work to promote Alzheimer's WALK.

Team Up Today!

- · Step 1: Click on a Walk Above to Sign Up!
- Step 2: Ask 3 People to Join You
- Step 3: FUNdraise & WALK Together!

Why Walk?

Walk To Support The Mission

12/5/2018 Alzheimer's Walk

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Dementia Friendly

Alzheimer's Walk

STEP FORWARD GIVE HAR Alzheimer's Walk

The Alzheimer's & Dementia Alliance of Wisconsin hosts Alzheimer's Walks in seven counties throughout our service area to raise awareness about the many ways in which we can help people who are impacted by Alzheimer's disease or another form of dementia. We walk to show the incredible amount of support that exists in these communities and beyond. We walk to raise necessary funding to continue to support and provide essential programs and services to those impacted by Alzheimer's disease.

We invite you to join us for an Alzheimer's Walk in a community near you as we STEP FORWARD, GIVE HOPE and make a difference. You can participate as an individual or recruit a team. Teams come in all shapes and sizes, from family teams to work teams, church teams to friends and neighbors. Signing up is easy and being a part of this event is fun!

Green County Alzheimer's Walk

Saturday, September 8, 2018 Behring Senior Center 1113 10th Street, Monroe

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Columbia/Marquette County Alzheimer's Walk

Sunday, September 9, 2018 Riverside Park E. Wisconsin Street, Portage

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Sauk County Alzheimer's Walk

Saturday, September 15, 2018 Mary Rountree Evans Park 701 Second Avenue, Baraboo

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ALZNJTTAB0040

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More information on giving >>

PROGRAM CALENDAR



Find upcoming program information in the community

FREE EMAIL NEWS



Get the latest on Alzheimer's news, Alliance events, and advocacy efforts

BECOME AN ADVOCATE



Help shape statewide dementia-related issues by becoming an advocate

12/5/2018 Alzheimer's Walk

Iowa County Alzheimer's Walk

Saturday, September 22, 2018 Grace Lutheran Church 1105 N. Bequette St., Dodgeville

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Richland County Alzheimer's Walk

Sunday, September 23, 2018 UW-Richland Campus 1200 Hwy 14 West, Richland Center

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Dane County Alzheimer's Walk

Saturday, September 29, 2018 Warner Park Shelter 1511 Northport Dr., Madison

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Grant County Alzheimer's Walk

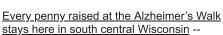
Saturday, September 29, 2018 Grant County Fairgrounds 916 E. Elm Street, Lancaster

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About the Alzheimer's Walk

Join other supporters for the annual Alzheimer's Walk! The walk is a fundraiser for the Alzheimer's & Dementia Alliance of Wisconsin and takes place in several counties in the south central Wisconsin area.

More than 110,000 Wisconsin families have been touched by Alzheimer's and dementia, and many more people are providing care. Alzheimer's is not normal aging - it is a progressive and fatal disease, and you can help address this escalating epidemic.



providing critical support and education to both families and professionals impacted by any dementia-related disease. By attending the Alzheimer's Walk, whether you walk or not, you not only support the Alzheimer's & Dementia Alliance financially, but you also show elected officials that you support Alzheimer issues.



As a TEAM CAPTAIN, your commitment is THE ESSENTIAL INGREDIENT in making the Alzheimer's Walk a success!

Forming a team for the the Alzheimer's Walk will allow you to collaborate to raise awareness and funds, and you'll have an even better time on event day. Together, as



a team, you are a force much greater than what you can accomplish alone.

Hosting a third-party event can be a great way to raise money for your walk team, but it takes a lot of planning from start to finish. To guide you with your event, we created a fundraising toolkit to help you get started.



12/5/2018 Alzheimer's Walk

Third- party fundraising toolkit.



Volunteers are always welcome to be part of the Alzheimer's Walk! Jobs include coordinating door prizes, food or publicity; helping on event day; chairing a committee; and more. Please contact Melissa Theisen (608.232.3410) for more information.

Have fun and support your community by joining us - see you there!



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© 2010 Alzheimer's & Dementia Alliance of Wisconsin

Alzheimer's & Dementia Alliance of Wisconsin 3330 University Ave., Suite 300, Madison, WI 53705 Phone: 608.232.3400 or 888.308.6251

Fax: 608.232.3407

Hours: Monday - Friday, 8:30 am - 4:30 pm



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PARTNER ORGANIZATIONS

DEMENTIA FRIENDLY NC INITIATIVES

EVENTS

PHOTO GALLERY

EVENTS

Our communities are the backbone of our organization and we work hard to engage and build relationships with them in unique ways. Our events vary from sponsored bike rides, fashion shows, and annual galas to educational seminars and walks or runs. All events are an excellent outlet for fellowship, support and collaboration and they share one defining attribute – an opportunity for attendees to simply have fun and show their generosity through time, talent and treasure. To learn more

ALZNJTTAB0044







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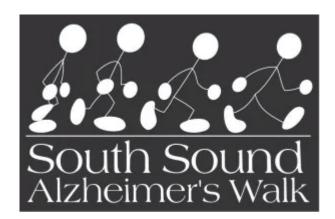






■ MENU

SOUTH SOUND ALZHEIMERS COUNCIL





The 2018 Annual South Sound Alzheimer's Walk is Sunday September 16th at Heritage Park on 5th Ave in Olympia. Registrants are strongly encouraged to have family, friends and co-workers donate to this Walk so the Council may continue its work of providing no-cost consultations to families as well as helping us to support our annual Alzheimer's Conference.

Donate to a worthy cause while Honoring someone you may know and having fun. We look forward to seeing you on the 16th!

- 10-11:30 am: Registration and vendor fair, including food trucks
- 11-11:30 am: Raffle and Honoring Moments
- 11:30-12:30 pm: Walk around Capitol Lake
- Kid and Pet friendly



Register Here





Advocacy



Walk







How We Can Help Education Caregivers Home **Events**

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2018 Walk Sponsors



Alzheimer's Texas* Walks

What's Raised Here, Stays Here! 100% local!!

Alzheimer's Texas Walks are the only Alzheimer's walk fundraisers where 100% of the funds you raise stays in Texas. Join us to raise awareness about Alzheimer's and related disorders, support families currently facing the disease, honor those we have lost, and support the mission of Alzheimer's Texas. Scroll down to donate or register for a walk near you. Your support is greatly appreciated!

9th Annual Williamson Co. Alzheimer's Walk September 29 - Georgetown, TX

27th Annual Travis Co. Alzheimer's Walk October 6 - Austin, TX

11th Annual Hays Co. Alzheimer's Walk October 13 - San Marcos, TX

18th Annual Bell Co. Alzheimer's Walk October 20 - Belton, TX

4th Annual Bastrop/Fayette Co. Walk October 27 - Smithville, TX Search...









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Walk 4 Alzheimer's

<u>Home</u> → Walk 4 Alzheimer's





Presenting Sponsor:



September 8, 2018

9am – 1pm

Riverfront Park – 200 Water St. NE Salem, OR

Sign Up for a Team Today!

To Start/Join a Walk Team or Walk as Individual Text "WALK4ALZ" to 71777 or <u>Click Here</u>

To Donate to the Walk 4 Alzheimer's or to a Walk Team Click Here

Snapshots to Remember Available for Purchase – click on picture for details



Our Walk Shoe Campaign is Returning for the 4th Year! - click on shoe for details



We'd like to thank our Culinary Sponsors –Dignity Memorial & Pacific Living Centers





Food Provided by —Sassy Onion





START A TEAM

become a team captain

(TRR?PG=TFIND&FR_ID=1070&FR_TM_OPT=NEW)

JOIN A TEAM

with your friends, family & coworkers

(TRR?PG=TFIND&FR_ID=1070)

REGISTER

as an individua

(TRR?PG=TFIND&FR_ID=1070&FR_TM_OPT=NONE)

| SEARCH PARTICIPANTS | ••• |
|---------------------|-----|
| SEARCH TEAMS | ••• |
| SHARE | |

ONLINE REGISTRATION IS NOW OPEN!

You can WALK or RUN as an INDIVIDUAL or with a TEAM. Fundraising is encouraged, but not required. Donations are wellcome if you are unable to participate!

WHAT: 24th Annual WALK/RUN TO REMEMBER - Alzheimer's Services largest awareness and fundraising event of the year.

WHEN: Saturday, October 06, 2018 from 8:00 AM - 12:00 Noon

- 8:00 AM: Event Site Opens Registration, Exhibitors (Memory Market), Vendors, Children's Village and Music
- 9:00 AM: Ribbon Cutting / Run Begins
- 9:01 AM: Walk Begins
- 10:15 AM: Presentation of Awards and Medals
- 9:00 AM 12:00 PM: Live Band, Jambalaya, Children's Village, Team Photos and Much More!

WHERE: LSU "Old Front Nine"

WHO: More than 5,000 participants, many of whom are walking in honor or in memory of a loved one who was affected with Alzheimer's disease.

WHY: All funds donated stay here in the 10-parish area we serve.

HONORARY CHAIR: Roger Cador, retired Southern University Baseball Coach. This year we also acknowledge our very first Walk/Run to Remember Honorary Chair, "Buckskin Bill" Black..



Team up for the WALK/RUN TO REMEMBER on Saturday, October 6, 2018, at LSU's "Old Front Nine." Over 5,000 participants will join the fun, many of whom are walking in honor or in memory of a loved one who has been affected with Alzheimer's disease.

The WALK/RUN TO REMEMBER is a local event, not affiliated with any national event or organization. All funds donated here stay here.

Donate | 858.492.4400 | info@alzsd.org









SAlzheimer's SAN DIEGO



About Us

Programs

About Dementia

Local Research

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Events

DONATE



Walk4ALZ

October 20th | Balboa Park

Thank you to the thousands of people who walked for Alzheimer's support and research! Every dollar raised will stay in San Diego County to help the community we know and love. Watch the video below to see how the Walk4ALZ touched so many lives.

2018 Walk4ALZ | Alzheimer's San Diego

♦ 877.930.6190 **■** info@alzms.org

Alzheimer's MISSISSIPPI



Walk4ALZ

Bringing together local communities in the fight against Alzheimer's



Walk4ALZ brings together local communities in the fight against Alzheimer's and other dementias. Whether you are living with dementia, caring for someone with dementia, have lost someone to Alzheimer's disease, or simply want to make a difference in our community, Join us for Walk4ALZ!

Register for Upcoming Walks

Sponsor Walk4ALZ

Walk4ALZ Team Events

ALZNJTTAB0079

Walk4ALZ Team Captain Kit

Walk4ALZ Media Kit

Events

Calendar

Walk4ALZ

TackleALZ

Sante South

3rd Party Events

Meridian

Date: November 3, 2018

Time: 9am Registration, 10am 5k Run and

Walk

Location: Dumont Plaza Downtown

22nd Avenue

Now Open

Central Mississippi

Date: November 10, 2018

Time: 9am Registration, 10am 5k Run and

Walk

Location: Old Trace Park - Ridgeland,

MS

Now Open

Marion County – Columbia, MS

Date: November 17, 2018

Time: 9am Registration, 10am Walk

Location: City Park

DONATE | Spanish | Chinese | Japanese | 844.HELP.ALZ



0





(844.435.7259)



What We Do Events Get Involved About Us

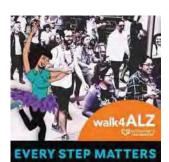
Blog

DONATE





walk4ALZ® Bank Night



Tuesday, October 23 | 3-7 pm

Did you know that you can skip the check-in line the morning of walk4ALZ® Los Angeles by attending Bank Night? Yes! You heard right! Please join us for Bank Night on Tuesday, October 23, 2018 from 3:00to 7:00 pm.

You will be able to check-in early, pick-up your walk4ALZ® shirt, long sleeve (if applicable), drop off donations, and even bring friends so that they can register for the walk! By

- ALZLA Water bottle (Team Captains only)
- Premium walk4ALZ[®] shirt (\$100+ donors only)

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Bonela |

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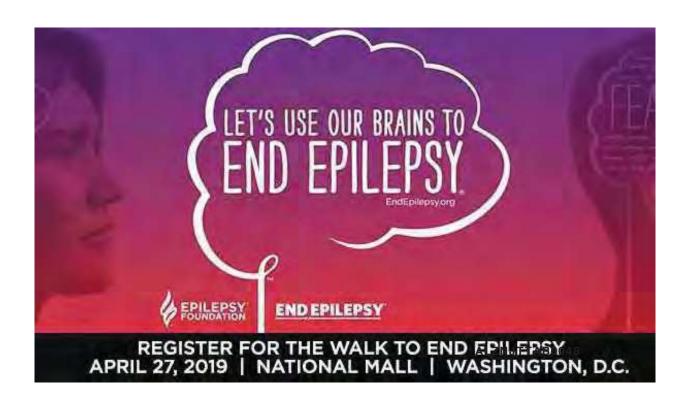


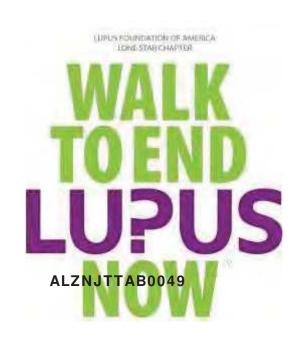




EXHIBIT CC







(/cart)

■ FUNDRAISER LOGIN

(/login)





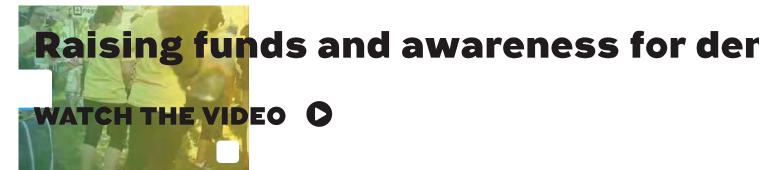
SPONSOR A FRIEND

REGISTER

Q

(/my-fundraising)

(/events)



FIND AN EVENT NEAR YOU

Search Event Q

HOST A WALK

Want to organise your own walk and jog event for others to attend? (/page/89/diy-memory-walk-jog)

>

SOLO WALK

Raise money your own way by creating a personal challenge. (/page/90/my-memory-walk-jog)



YOUR HELP & SUPPORT IS VITAL

There is estimated to be more than 425,416 Australians living with dementia. It is the second leading cause of death in Australia and there is no cure. Your fundraising efforts will enable us to continue to provide much-needed support services, education and social research.

\$ 3 3 , 0 0 6

RAISED BY 234 FUNDRAISERS WITH OVER 483 DONATIONS



FEATURED STORY

I decided to participate in Memory Walk & Jog in remembrance of my grandfather who suffered for many years with dementia. My grandfather was the relative that was full of life; funny, entertaining and always ready to be the life of the party at any opportunity!

I have been raising money because I would like to find a cure for this debilitating disease that turns those who are familiar into strangers.

LISA

READ FULL STORY (/page/83/participant-stories#lisa)

READ MORE STORIES

(/page/83/participant-stories)

TOP FUNDRAISERS



JESSICA BRISTOW

\$2,175

(/my-fundraising/9773/suzannes-fundraising-page)



STEVE JONES

\$2,100

(/my-fundraising/9839/steves-fundraising-page)



SACHA STEER

\$1,570

(/my-fundraising/9716/sachas-fundraising-page)



DENIZ BALOGLU

\$1,450

(/my-fundraising/9788/denizs-fundraising-page)



MING ZHE WOO

\$1,441

(/my-fundraising/9621/ming-zhes-fundraising-page)

VIEW ALL

(/my-fundraising)

TOP TEAMS



PARKER SOCIAL RESPONSIBILITY COMMITTEE

\$3,680

(/my-fundraising/9840/parker-social-responsibility-committee)



FOR SASSY SUE

\$2,875

(/my-fundraising/9774/for-sassy-sue)



TEAM TRIDENT AUSTRALIA

\$2,490

(/my-fundraising/9806/team-trident-australia)



GINGE'S GIRLS & GRANDIES

\$1,495

(/my-fundraising/10166/ginges-girls--grandies)



TWO FAT LADIES - CLASS OF 88 REUNION CLUB

\$1,395

(/my-fundraising/9778/two-fat-ladies---class-of-88-reunion-club)

VIEW ALL

(/my-fundraising)

VIEW ALL UPDATES

UPDATES (/news)



Thank you Parker Perth City DIY

Thank you to everyone who took part in the Parker Perth City Memory Walk

ALZNJTTAB0054

03 Dec 2018



Fundraising hits \$10,000

Memory Walk & Jog fundraisers have hit \$10,000 in under 1 month!

29 Oct 2018

(/news/11/dementia-australia-ambassadors)



Ambassadors attend Government House

Dementia Australia Ambassadors attended a reception at Government House Victoria

25 Oct 2018



My father had dementia so I am all too aware of the impact it has not only on the perso important for people to know where to go to get help. No one

ITA BUTTROSE



MEET OUR AMBASSADORS

(/page/65/ambassadors)

ALZNJTTAB0056





SPONSOR A FRIEND

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(/events)



in

(https:///type/s/t/fasidalequak/clicular/clienstinggy/s/gal/kgrac/jyy/s/689788/k)andjog/)

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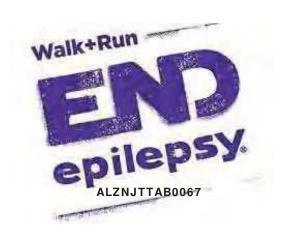
Terms and Conditions (/page/80/terms-conditions)

Privacy Policy (/page/68/privacy-policy)

(http://www.evenico.com/)











(http://www.walkforarthritis.ca/)

Walk for Arthritis 10th Year!

Join thousands across Canada on June 1st or 2nd to show your support for a better future for people with arthritis.

Register Now (PageServer?pagename=WalkforArthritis_Locations)

Find a Participant (TR?fr_id=1380&pg=pfind)

Walk for Arthritis 10th Year!

Join thousands across Canada on June 1st or 2nd to show your support for a better future for people with arthritis.

Register Now (PageServer?pagename=WalkforArthritis_Locations)

Find a Participant (TR?fr_id=1380&pg=pfind)

Come walk with us on June 1st or 2nd!



TOTAL RAISED **\$1,034,344**

For 70 years, in ONE community after another across the country, The Arthritis Foundation has taken colossal steps to conquer this crippling disease. Our Walk to Cure Arthritis is the largest arthritis gathering in the world, celebrating our warriors, raising funds for research, resources and a cure. Much more than just a walk event, it's something even bigger than arthritis itself.

REGISTER OR DONATE TODAY!

Whether you're an arthritis warrior yourself or care about someone who is, sign up and WALK to CURE Arthritis.

JOIN THE FIGHT AGAINST ARTHRITIS



Form a Team



Fundraise



Volunteer Resources

TOP FUNDRAISERS

| Kenneth Wiesner | \$24,015 |
|------------------------|------------------|
| Megan King | \$10,019 |
| Helen King - 2019 | \$9,880 |
| National Adult Honoree | |
| Jaxon Noon | \$8 <i>,7</i> 31 |
| Lia Lynn Junkovic | \$8,000 |
| Jamielynn Sparre | \$7,960 |
| Dr. Vasilios Mathews | \$7,500 |
| Hayden Sousa | \$6,000 |
| Deb Constien | \$5,705 |
| Aubrey Mills | \$5,225 |

VIEW MORE

TOP TEAMS

| Team HSS | \$50,000 |
|---------------------------|------------------|
| Team SactoRheum | \$24,365 |
| King's RA Queens | \$12,510 |
| Team Megs | \$10,019 |
| Macy's Parade | \$9,230 |
| Jaxon's J-Walkers | \$8 <i>,7</i> 31 |
| Kenley's Krew | \$8,594 |
| Team Mia | \$8,510 |
| Faith Walkers And Friends | \$8,000 |
| Team Lia Lynn | \$8,000 |

VIEW MORE









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Walk to End Epilepsy - Iowa

Search...

Make a Difference
Walk to End Epilepsy
lowa Seizure Smart
Conference
Kids Crew
EFI Teen Connection
Calendar

Upcoming Events

lowa Epilepsy Advocacy Day

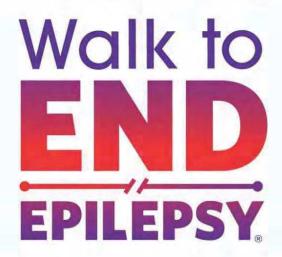
March 12 @ 1:30 pm -4:00 pm

Des Moines Epilepsy Empowerme nt Group

March 21 @ 11:00 am - 1:00 pm

lowa City Epilepsy Empowerme nt Group





April 13, 2019 | West Des Moines, IA May 4, 2019 | Waterloo, IA

June 1, 2019 | Iowa City, IA

WalktoEndEpilepsy.org/lowa

REGISTRATION IS OPEN!

April 13, 2019: Jordan Creek Mall, West Γ Moines, Indoor Walk



ALZNJTTAB0070 Manage

3/6/2019

March 21 @ 11:00 am - 12:30 pm

Cedar Rapids Epilepsy Empowerme nt Group

April 10 @ 6:30 pm -8:00 pm

2019 Walk to End Epilepsy, West Des Moines, Iowa

April 13 @ 8:00 am -10:00 am

View All Events

www.WalktoEndEpilepsy.org/WestDesMoines

May 4, 2019: George Wyth State Park, Waterloo, **Outdoor Walk**

www.WalktoEndEpilepsy.org/Waterloo

June 1, 2019: City Park - Shelter #6, Iowa City, **Outdoor Walk and 5k**

www.WalktoEndEpilepsy.org/lowaCity

September 14, 2019: Trashmore 5k - Dash to Bash Epilepsy, Cedar Rapids, Outdoor Walk and 5k

Check out our sponsorship opportunities!

lowa's Walk to End Epilepsy events are where the epilepsy community comes together to raise money aimed at supporting services for people living with epilepsy in Iowa. The events are presented and organized by the Epilepsy Foundation of Iowa. Additional support is provided by a number of sponsors recognized at each event including our Platinum Sponsors.



Volunteer opportunities for the 2019 Walk to End Epilepsy events across Iowa are opening! Sign up today!

Register to become a volunteer

Epilepsy Foundation Iowa, Main Office 1111 9th Street, Suite 370 | Des Moines, Iowa 50314

Phone: 515-282-3580 | Fax: 515-398-9901

Email: Iowa@efa.org Epilepsy Foundation Iowa

Roxanne Cogil, Executive Director











ILK OR RUNLANDS





MSM SSS SSS WALL HOMELESS IMMIGRATES

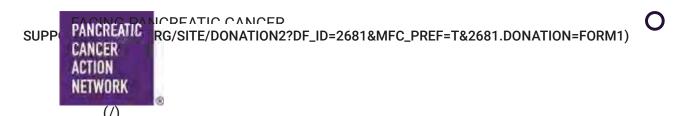






Helpline: (877) 573-9971 (tel:8775739971) | Clinical Trial Finder (https://clinicaltrials.pancan.org/)

Contact Us (/contact-us/) | Español (/section_en_espanol/)



PurpleStride 5k Walk/Run

HOME (HTTPS://WWW.PANCAN.ORG) > GET INVOLVED (HTTPS://WWW.PANCAN.ORG/GET-INVOLVED/) > PURPLESTRIDE, THE WALK TO END PANCREATIC CANCER - REGISTER, DONATE AND LEARN MORE

What is PurpleStride?

PurpleStride is the walk to end pancreatic cancer. The signature fundraising event brings together over 80,000 people in more than 55 cities across the country. The participants who raise funds for PurpleStride empower us to continue advancing research and helping more patients and families with comprehensive information and services.

During PurpleStride, people connect and get inspired to rewrite the future of pancreatic cancer.

Learn more and join us at <u>purplestride.org! (http://purplestride.org)</u>

Register (https://secure.pancan.org/site/SPageServer/? pagename=purplestride_search&eventZip=&requestType=getEvents&eventState=0

Donate (https://secure.pancan.org/site/SPageServer/? pagename=purplestride_search&requestType=getParticipant&firstName=&lastName=

Find your local event and Wage Hope

ALABAMA

<u>PurpleStride Alabama Presented by UAB Medicine</u>
(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?
fr_id=1650&pg=entry)

Birmingham (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1650&Pg=Entry)

ARIZONA

<u>PurpleStride Phoenix</u>
(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?
fr_id=1683&pg=entry)

Scottsdale (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1683&Pg=Entry)

ARKANSAS

<u>PurpleStride Northwest Arkansas Presented by Moix Companies</u>
(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?
fr_id=1833&pg=entry)

Springdale (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1833&Pg=Entry)

CALIFORNIA

<u>PurpleStride Los Angeles Presented by Kathryn Naficy Pancreatic Foundation</u>
(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?

<u>fr_id=1670&pg=entry</u>)

Los Angeles (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1670&Pg=Entry)

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PurpleStride San Francisco Presented by Graybar (http://support.pancan.org/site/TR/PurpleStride/PurpleStride? fr_id=1691&pg=entry)

San Francisco (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1691&Pg=Entry)

PurpleStride San Diego Presented by Halozyme

(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?

fr_id=1810&pg=entry)

San Diego (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1810&Pg=Entry)

PurpleStride Silicon Valley

(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?

fr_id=1803&pg=entry)

San Jose (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1803&Pg=Entry)

PurpleStride Sacramento

(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?

fr_id=1804&pg=entry)

Sacramento (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1804&Pg=Entry)

PurpleStride Orange County

(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?

fr_id=1830&pg=entry)

Irvine (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1830&Pg=Entry)

COLORADO

PurpleStride Colorado

(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?

fr_id=1700&pg=entry)

Denver (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1700&Pg=Entry)

CONNECTICUT

<u>PurpleStride Connecticut Presented by Walgreens</u>
(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?

fr_id=1771&pg=entry)

Meriden (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1771&Pg=Entry)
ALZNJTTAB0108

DELAWARE

<u>PurpleStride Delaware Presented by Wild Smiles Dentistry for Kids</u>
(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?

<u>fr_id=1770&pg=entry)</u>

Wilmington (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1770&Pg=Entry)

WASHINGTON, D.C.

<u>PurpleStride Washington, D.C. Presented by Washington Capitals with Premier Sponsor Judy and Peter Blum Kovler Foundation (http://support.pancan.org/site/TR/PurpleStride/PurpleStride?</u>

<u>fr_id=1750&pg=entry)</u>

Washington (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1750&Pg=Entry)

FLORIDA

<u>PurpleStride Tampa Bay</u>
(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?
fr_id=1721&pg=entry)

St. Petersburg (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1721&Pg=Entry)

<u>PurpleStride Central Florida: Presenting Sponsor Cydney Daly</u>
(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?
fr_id=1720&pg=entry)

N. Orlando (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1720&Pg=Entry)

<u>PurpleStride Miami Presented by Sylvester Comprehensive Cancer Center</u>
(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?
fr_id=1740&pg=entry)

Miami (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1740&Pg=Entry)

<u>PurpleStride Jacksonville</u>
(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?
fr_id=1816&pg=entry)

Jacksonville (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1816&Pg=Entry)

PurpleStride Broward-Palm Beach

(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?

<u>fr_id=1819&pg=entry)</u>

Boca Raton (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1819&Pg=Entry)

GEORGIA

PurpleStride Atlanta

(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?

fr_id=1817&pg=entry)

Atlanta (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1817&Pg=Entry)

IDAHO

PurpleStride Boise

(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?

<u>fr_id=1791&pg=entry)</u>

Boise (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1791&Pg=Entry)

ILLINOIS

PurpleStride Chicago

(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?

fr_id=1760&pg=entry)

Chicago (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1760&Pg=Entry)

INDIANA

PurpleStride Indianapolis

(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?

fr_id=1681&pg=entry)

Indianapolis (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1681&Pg=Entry)

IOWA

PurpleStride Iowa Presented by Strategic America

(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?

fr_id=1811&pg=entry)

West Des Moines (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?

Fr_id=1811&Pg=Entry)

KENTUCKY

PurpleStride Louisville Presented by Anthem

(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?

fr_id=1800&pg=entry)

Louisville (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1800&Pg=Entry)

LOUISIANA

PurpleStride Louisiana

(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?

<u>fr_id=1818&pg=entry)</u>

New Orleans (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1818&Pg=Entry)

MARYLAND

PurpleStride Maryland

(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?

fr_id=1841&pg=entry)

Baltimore (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1841&Pg=Entry)

MASSACHUSETTS

PurpleStride Boston

(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?

fr_id=1840&pg=entry)

Boston (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1840&Pg=Entry)

MINNESOTA

PurpleRideStride Minnesota

(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?

fr_id=1843&pg=entry)

Maple Grove (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1843&Pg=Entry)

MISSOURI

<u>PurpleStride Kansas City Presented by Lockton Companies</u>
(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?

<u>fr_id=1660&pg=entry</u>)

Kansas City (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1660&Pg=Entry)

PurpleStride St. Louis

(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?

fr_id=1802&pg=entry)

St. Louis (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1802&Pg=Entry)

NEBRASKA

<u>PurpleStride Omaha Presented by Union Pacific</u>
(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?

fr_id=1790&pq=entry)

Omaha (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1790&Pg=Entry)

NEVADA

<u>PurpleStride Las Vegas Presented by Anderson Dairy and OptumCare Cancer</u>
<u>Care (http://support.pancan.org/site/TR/PurpleStride/PurpleStride?</u>

<u>fr_id=1610&pg=entry)</u>

Las Vegas (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1610&Pg=Entry)

NEW JERSEY

PurpleStride New Jersey

(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?

fr_id=1842&pg=entry)

Parsippany (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1842&Pg=Entry)

NEW YORK

<u>PurpleStride New York City Presented by Northwell Health Cancer Institute</u>

<u>Pancreas Disease Center</u>

(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?

fr_id=1682&pg=entry)

Brooklyn (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1682&Pg=Entry)

<u>PurpleStride Western New York Presented by M&T Bank</u> (http://support.pancan.org/site/TR/PurpleStride/PurpleStride?

fr_id=1801&pg=entry)

Buffalo (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1801&Pg=Entry)

NORTH CAROLINA

PurpleStride Raleigh-Durham

(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?

fr_id=1730&pg=entry)

Raleigh (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1730&Pg=Entry)

<u>PurpleStride Charlotte Presented by Carolina Digestive Health Associates</u>
(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?

fr_id=1860&pg=entry)

Charlotte (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1860&Pg=Entry)

OHIO

<u>PurpleStride Cleveland Presented by University Hospitals</u>
(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?
fr_id=1684&pg=entry)

Cleveland (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1684&Pg=Entry)

PurpleStride Cincinnati

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fr_id=1815&pg=entry)

Cincinnati (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1815&Pg=Entry)

PurpleStride Columbus

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fr_id=1814&pg=entry)

Columbus (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1814&Pg=Entry)

OKLAHOMA

<u>PurpleStride Oklahoma Presented by Mattress Firm</u>
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fr_id=1710&pq=entry)

Tulsa (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1710&Pq=Entry)

OREGON

PurpleStride Portland

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fr_id=1831&pg=entry)

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<u>PurpleStride Northeastern PA Presented by Pizza by Pappas</u>
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fr_id=1780&pq=entry)

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PurpleStride Philadelphia

(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?

<u>fr_id=1821&pg=entry</u>)

Philadelphia (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1821&Pg=Entry)

PurpleStride Pittsburgh

(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?

fr_id=1820&pg=entry)

Pittsburgh (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1820&Pg=Entry)

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<u>PurpleStride Rhode Island Presented by Ocean State Job Lot</u>
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fr_id=1772&pg=entry)

Warwick (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1772&Pg=Entry)

SOUTH DAKOTA

PurpleStride Sioux Falls Presented by Mortenson

(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?

fr. id=17018 pg=entry)

<u>fr_id=1701&pg=entry</u>)

Sioux Falls (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1701&Pg=Entry)

TENNESSEE

PurpleStride Nashville

(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?

<u>fr_id=1870&pg=entry</u>)

Nashville (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1870&Pg=Entry)

TEXAS

PurpleStride Houston

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fr_id=1680&pg=entry)

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PurpleStride DFW

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<u>fr_id=1813&pg=entry)</u>

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PurpleStride San Antonio

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fr_id=1812&pg=entry)

San Antonio (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1812&Pg=Entry)

VIRGINIA

PurpleStride Virginia Beach

(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?

fr_id=1690&pg=entry)

Virginia Beach (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1690&Pg=Entry)

WASHINGTON

PurpleStride Puget Sound

(http://support.pancan.org/site/TR/PurpleStride/PurpleStride?

fr_id=1832&pg=entry)

Seattle (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1832&Pg=Entry)

WISCONSIN

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fr_id=1661&pg=entry)

Madison (Http://Support.Pancan.Org/Site/TR/PurpleStride/PurpleStride?Fr_id=1661&Pg=Entry)

<u>PurpleStride Milwaukee Presented by Elevate</u>
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(https://www.pancan.org/stories/life-after-loss/moments-matter-emily-lasalle/)

Moments Matter: Emily LaSalle

(https://www.pancan.org/stories/life-after-loss/moments-matter-emily-lasalle/) *Jun 10, 2019*

• • • • • •

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Wage Hope With Us

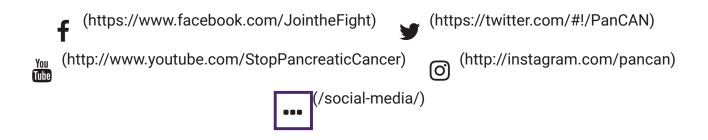
Join us to double pancreatic cancer survival by 2020.

First Name

Last Name

SUBMIT

By signing up, you will receive periodic updates and communications from the Pancreatic Cancer Action Network.





Gear, apparel, accessories and more to show off your purple pride.

SHOP NOW \rightarrow (HTTP://SHOPPURPLE.PANCAN.ORG/)



1500 Rosecrans Avenue, Suite 200 - Manhattan Beach, CA 90266 - <u>Map</u>
(https://www.google.com/maps/place/1500+Rosecrans+Ave,+Manhattan+Beach,+CA+90266/@33.9013579,-118.389

118.387438)

Phone: <u>(310)</u> 725-0025 (tel:3107250025)
Toll Free: <u>(877)</u> 573-9971 (tel:8775739971)

Fax: (310) 725-0029

info@pancan.org (mailto:info@pancan.org)

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(/news/pancan-awarded-highest-charity-rating/)

Our 14th Consecutive Year

Proud member of



(http://www.worldpancreaticcancercoalition.org/)



REGISTER (HTTPS://SECURE PANCAN ORG/SITE/SPAGESI

Find an Event

Enter a Zip Code

Or Select a State

SEARCH

Find a Fundraiser

First Name

ALZNJTTAB0120

Last Name

SEARCH

Find a Team

Team Name

SEARCH

PurpleStrength. PurpleSpirit. PurpleStride.

PurpleStride fuels progress. And thanks to those who fundraise for PurpleStride, the Pancreatic Cancer Action Network is able to continue advancing research, serving more patients and families, and being the leading provider of pancreatic cancer services and information in the world.

<u>Learn more. (https://secure.pancan.org/site/SPageServer/?</u>

<u>pagename=purplestride_about_pancan)</u>



Scientific Research

We push research forward through our nationally acclaimed grants program and clinical initiatives.



Patient Services

We connect patients with the latest treatment options and provide in-depth disease information.



Government Advocacy

We advocate for legislative support from Congress to increase federal research funding.



Community Engagement

We lead and activate communities across the globe for our cause.

Share this page



We stride to make sure that other people have a chance, because a five year survival rate of 9 percent is unacceptable and because it's what "Papa Z" would have done.

Allison Zalesny, PurpleStride Fundraiser

#PURPLESTRIDE

Join the conversation in your local community

(https://www.facebook.com/JointheFight) (https://twitter.com/PanCAN)



NATIONAL SPONSORS







Local Presenting Sponsors







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CONTACT

- Los Angeles Office

 1500 Rosecrans Ave., Suite 200

 Manhattan Beach, CA 90266
- S77-2-PANCAN

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(https://www.pancan.org/)



(https://www.pancan.org/news/leading-charity-evaluator-awards-pancan-highest-rating/)

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Q & A WITH OUR FOUNDER DONATE NOW!



A WIDER CIRCLE

ABOUT / VISION / HOW WE HELP / GET INVOLVED / CONTACT DOUBLE YOUR IMPACT THIS MONTH!

WALK to END POVERTY

May 5, 2019

The Walk to End Poverty advances A Wider Circle's mission of helping children and families to rise out of poverty.

Take a Step in the Right Direction and Walk to A Wider Circle

On **Sunday May 5th**, A Wider Circle invites you to walk, run, or bike to our Center any time from **12:00pm – 4:00pm** to engage in an afternoon of volunteer service projects and children's activities.

Lace Up for the Community Walk Program:

A Wider Circle invites area schools, faith-based congregations and businesses to host community walks on their property from **May 5 – May 11.** In addition, we encourage participating organizations to engage in educational presentations prior to the Walk to raise awareness about the issue of poverty in our community. Email volunteer@awidercircle.org to request a speaker from A Wider Circle at your event.

Sponsorship Opportunities:

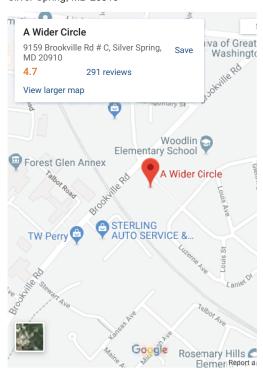
Walk to End Poverty sponsorships are available and include numerous opportunities with full branding and exposure as a community partner. This is a tremendous opportunity to join the movement to end poverty and ensure that individuals and families are given a chance to thrive.

Event details and schedule:

12:00 hour Rally led by Founder, Dr. Mark Bergel

12:00 – 3:00pm Staff-guided tours

A Wider Circle 9159 Brookville Road Silver Spring, MD 20910



ALZNJTTAB0144

awidercircle.org/walk/

12:00 – 3:00pm Volunteer service projects

12:00 – 3:00pm Kids activities

CLICK HERE TO SPONSOR

CLICK HERE TO REGISTER

We welcome you to pick up your walk packet and t-shirt early on

Friday, May, 3, 2:00 - 6:00 p.m.

at 9159 Brookville Road, Silver Spring, MD 20910

Questions? Please email walk@awidercircle.org or call 301-608-3504.

Thank you to the following sponsors:













How We Help

Donate Now

More ways to help >

Join Our Listserv >

Center for Community Service

9159 Brookville Road Silver Spring, MD 20910

Drop-off Hours Mon - Sat: 9:00 - 6:00pm Sunday: 12:00 - 6:00pm

Contact

MAILING ADDRESS: 4808 Moorland Lane, Suite 802 Bethesda, MD 20814

Phone: 301-608-3504 Fax: 301-608-3508





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CFC #21120 EIN/Tax ID: 52-2345144

ALZNJTTAB0146

JOIN THE MOVEMENT TO CURE ALS



The Walk to Defeat ALS is the #1 way to unite and fundraise for those living with ALS. Each year, fundraising through the Walk drives bold and urgent innovation as we march together toward a cure for ALS.

FIND YOUR WALK GO Enter Your ZIP Code

VIEW ALL WALKS BY STATE (PAGESERVER?PAGENAME=WLK_BP_EVENTLIST&PW_II

FUNDRAISING FUELS OUR MISSION

CARE SERVICES



PARTICIPATE OR DONATE TODAY!

Join us in providing help and hope to Canadians affected by ALS.

SELECT A PROVINCE



ABOUT THE WALK TO END ALS

The Walk to End ALS is the largest volunteer-led fundraiser for ALS Societies across Canada.

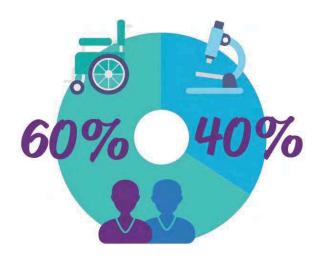
Family-friendly and fun, it unites
Canadians in their desire to put
an end to amyotrophic lateral
sclerosis. Celebrate hope for a
future without ALS. Honour
those we have loved and lost.
Show support for the 3,000
Canadians and their families
living with the disease.

2019 FUNDRAISING GOAL: \$4,000,000

HELP AND HOPE FOR PEOPLE AFFECTED BY ALS

Your fundraising efforts and generous donations support the best ALS research in the country and enable ALS Societies to provide community-based support to people and families living with the disease.

40% RESEARCH



Forty percent of proceeds are directed to the ALS Canada Research Program where they are invested in the best ALS research in Canada awarded annually following a peer-reviewed competition.

60% COMMUNITY-BASED SUPPORT

Sixty percent of proceeds
directly benefit your
provincial ALS Society,
enabling it to provide
community-based support to
people affected by ALS.
Support varies by province
based on the gaps within the
healthcare system and can
include educational
information, referrals to local
health care and community
services, equipment
assistance, home visits and
support groups.

#WalktoEndALS Tag the Walk on social media

© ALS SOCIETY OF CANADA 2019

SITE MAP







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GET INVOLVED * CONTACT

Q



WALK TO END BLADDER CANCER

Walk to End Bladder Cancer

We invite you, your family and your friends to join members of the Bladder Cancer Advocacy Network (BCAN) community as we Walk and give voice to the many faces of bladder cancer: patients, survivors, caregivers, friends, family, and those who have lost a loved one to bladder cancer

- one Step at a time.

Click here for the list of 2019 walk cities

No walk in your area? Select Virtual to pick your own date and time to participate.

Questions? We are here to help. If you have any questions about your fundraising page, the walk, or needs tips and hints for fundraising, please contact us at walk@bcan.org or 301-215-9099

4915 St. Elmo Avenue, Suite 202 Bethesda, MD 20814

UNDERSTANDING BLADDER CANCER

What is Bladder Cancer?

Newly Diagnosed

Treatments

Clinical Trials

RESEARCH

Research Grants

Think Tank

Research Network

Genomics Consortium

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Q

Walk to End Epilepsy



View more photos: 2018 Walks for Epilepsy | 2017 Walk for Epilepsy Philly | 2017 Walk for Epilepsy NEPA | 2017 Walk for Epilepsy Lehigh Valley | 2016 Walk for Epilepsy Philly | 2015 Summer Stroll | 2015 Summer Stroll | 2014 Summer Stroll | 2013 Summer Stroll | 2012 Summer Stroll | 2011 Summer Stroll | 2010 Summer Stroll | 2009 Summer Stroll | 2008

Walk to End Epilepsy - Pennsylvania Series

Northeast Pennsylvania | Lehigh Valley | Greater Philadephia

The EFEPA began the Summer Stroll in Philadelphia in 2008. After annual growth in participation and fundraising, the Summer Stroll expanded in 2016 to three separate Walk events and locations across our region.

Last year, the Walk series welcomed 2,500 participants from across the 18 counties we serve. Participants included individuals living with epilepsy and seizure disorders, family and friends, medical and healthcare professionals, business leaders, pharmaceutical and medical device companies, as well as general community supporters.

This year, the EFEPA is proud to be part of the Epilepsy Foundation's nationwide **Walk to End Epilepsy!** From the East Coast to the West Coast, members of the epilepsy community are uniting with a shared vision. We invite you to join the movement to **End Epilepsy** and the many challenges associated with this diagnosis.

There are 3.4 million people in the United States living with active epilepsy and an estimated 110,000 people in Eastern PA.

By participating in the **Walk to End Epilepsy – Pennsylvania Series**, you are not only uniting with people across the nation but igniting a spark right in your own backyard. The Walks are non-competitive, family friendly, and open to the public. Our Walks are designed to be a fun day of celebration all while raising critical funds and awareness for the EFEPA and the local epilepsy community. Each Walk is complete with music, food, entertainment, networking, giveaways and prizes. The Walks are free to register with fundraising strongly encouraged.

We walk so no one feels alone in their diagnosis. We walk so kids can attend camp. We walk to build seizure-safe communities. We Walk to End Epilepsy.

Together we can make a difference...

What do YOU walk for?

Learn how to register with our How to Guide

Learn why our 2018 teams walked for epilepsy by checking out our Team Spotlights here!

As always, all proceeds will support the free programs and services provided here in Pennsylvania.

We are grateful to recognize the following partners as 2018 Walk Series Sponsors: Eisai, Livanova – VNS Therapy, Sunovion, Supernus, and UCB. **Thank** you for your dedication to the epilepsy community!

2019 Sponsorship information coming

soon! In the meantime, check out our Corporate Partner Menu for a full list of sponsorship opportunities. Questions? Contact Missy Dolaway at mdolaway@efepa.org or 215-629-5003 x107.

Northeast Pennsylvania

Click to Register

Did you know that over 110,000 people in Eastern, PA live with epilepsy? The Walk to End Epilepsy — Pennsylvania Series exists to bring together our local epilepsy community to raise funds and share a commitment to finding a cure.

Join us on **Saturday, April 6, 2019** for the Walk to End Epilepsy – NEPA at PNC Field. Last year, the Walk to End Epilepsy brought together over 300 people to circle the iconic stadium where our own Scranton/Wilkes-Barre RailRiders play! This year, we invite you to form a team, walk as an individual, sponsor a walker, or become a corporate sponsor!

The Walk to End Epilepsy – NEPA will take place RAIN or SHINE at PNC Field followed by a community picnic in the park. Registration will open at **9** am and the Walk Kick-Off will be at **10** am. Additional details available on the Event Info page.

To get started, visit www.epilepsywalkpa.org! Questions? Contact Melissa Fairchild at mfairchild@efepa.org or 215-629-5003 x 106

Lehigh Valley

Click to Register

Thank you to our community for helping us grow during our years as members of the Highmark Walk for a Healthy Community. Because of that growth we are launching a stand alone Walk to End Epilepsy in Lehigh Valley on June 9, 2019!

In 2018, over 100 individuals impacted by epilepsy joined us in our fourth year at Highmark. We were especially proud to break our online fundraising goal of \$10,000 by reaching \$13,800 in donations from teams and individuals! **Can we set a new record in 2019?**

On **Sunday, June 9th,** become part of our first stand-alone Walk in Lehigh Valley by forming a team, walking as an individual, sponsoring a walker or becoming a corporate sponsor at the Walk to End Epilepsy – Lehigh Valley!

The Walk to End Epilepsy – Lehigh Valley will take place RAIN or SHINE at **Upper Saucon Township Community Park** followed by a community picnic in the pavilion. Registration will open at **9 am** and the Walk Kick-Off will be at **10 am**. Click HERE for a Map. Additional details available on the Event Info page.

To get started, visit www.epilepsywalkpa.org! Questions? Contact Ellen Baca at Iv@efepa.org or 610-737-0613.

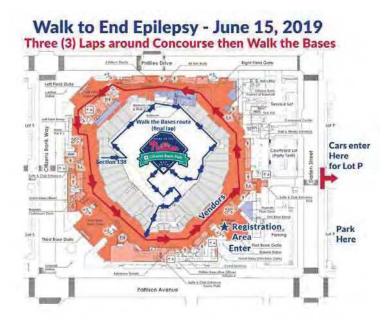
Greater Philadelphia

Click to Register

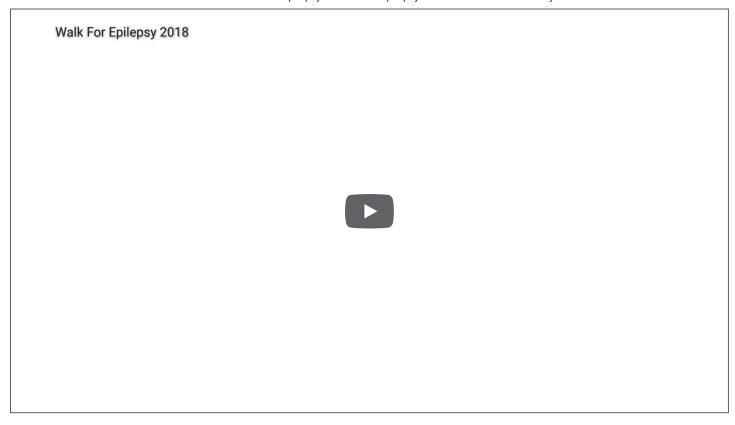
The final walk in the Walk to End Epilpesy – Pennsylvania series is on June 15, 2019. Because of the amazing support from the epilepsy community, the walk outgrew the Forbidden Drive location. So, we moved the 2018 Walk to Citizen's Bank Park, home of the Philadelphia Phillies. The Philly Walk will once again be at Citizen's Bank Park!

To get started, visit www.epilepsywalkpa.org! Questions? Contact Missy Dolaway at mdolaway@efepa.org or 215-629-5003

The Walk to End Epilepsy — Philadelphia will take place RAIN or SHINE inside of Citizens Bank Park. We will be walking on the main concourse. Access to the warning track and bases of the field is condition dependent and will be determined on the morning of the walk. Registration will open at **9:30** am and the Walk Kick-Off will be at **10:30** am. Additional details available on the Event Info page.



Relive some of the 2018 highlights as you dust off your walking shoes for 2019:



We hope you'll join us for one, two or all three of these great events! If you have any questions, feel free to contact our Development Team by calling (215)-629-5003 or emailing development@efepa.org!

@ 2017 Epilepsy Foundation Eastern Pennsylvania | EIN #23-1882279 | All rights reserved...











FIND A WALK WHY WE WALK END EPILEPSY

DONATE

THE WALK TO END EPILEPSY **GOES NATIONWIDE**

VIEW OUR WALK FIGHT SONG VIDEO

Walk to END My Loved One's EPILEPSY.

The fight to End Epilepsy starts with us...let's walk together to End Epilepsy

LET'S DO THIS TOGETHER







CREATE A VIRTUAL TEAM



DONATE

FIND A WALK TO END EPILEPSY NEAR YOU

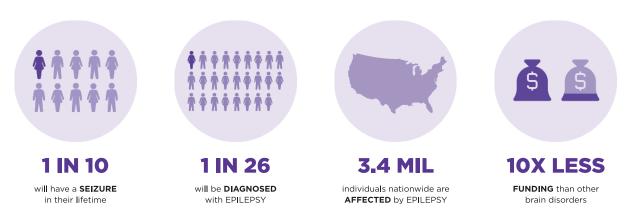
ALZNJTTAB0160



FIND YOUR LOCAL EPILEPSY FOUNDATION AND OTHER WALKS NEAR YOU



WHY WE WALK. IT'S MORE THAN A WALK. IT MATTERS BECAUSE ...



ALZNJTTAB0161

Walk to END EPILEPSY and Depression

WHAT WE WALK FOR



WALK FOR **RIGHTS**

The Epilepsy Foundation has over 119,000 advocates from all 50 states • More

The Epilepsy Foundation and network offer Helplines with information and referral to specialty care and supportive care • More

WALK FOR **CARE**

WALK FOR **LIVES**

The Epilepsy Foundation creates and offers training in Seizure Recognition & Seizure First Aid • More

The Epilepsy Foundation supported almost 50% of the products in the clinical pipeline for epilepsy • More

WALK FOR **RESEARCH**

You and your walk and story matter in this fight. Together, we can positively affect Care, Rights, Lives and Research in the fight to End Epilepsy. Let's Walk Together.

TAKE ACTION AND #WALKTOENDEPILEPSY

Share the reason why you walk and use the hashtag #WalkToEndEpilepsy on social media.









^ Back to top

Leading the fight to overcome the challenges of living with epilepsy and to accelerate therapies to stop seizures, find cures, and save lives.

8301 Professional Place East, #200

Landover, MD 20785

5777 West Century Blvd, #820 Los Angeles, CA 90045

Walk@EndEpilepsy.org 866.4EF.WALK About Epilepsy Foundation

About Walk to End Epilepsy

About Epilepsy

Why Your Story Matters

Press Room

ALZNJTTAB0164





MAKE AN IMPACT

October 26, 2019

DONATE

AMOUNT RAISED \$20,489.96 **GOAL** \$650,000.00

Held for the past 33 years, the Walk & 5K to End HIV is Whitman-Walker Health's signature fundraiser that calls on thousands of Washington, DC area residents to strap up their shoes and walk or run to support WWH's mission of providing dependable, high-quality, comprehensive and accessible health care to those infected or affected by HIV/AIDS.

In a city where three percent of adults are known to have HIV and an additional three percent are infected but don't know their status, the Walk & 5K to End HIV plays a vital role in honoring our lost ones and raising funds and awareness to fight the epidemic.

By registering and fundraising, you are keeping our community members healthy, well and alive. Additionally, you're helping the prevention of new HIV infections and the creation of and AIDS-free, virally suppressed generation.

Event Details

EVENT DATE: October 26, 2019 CHECK-IN BEGINS: 7:30 AM 5K BEGINS: 9:15 AM WALK BEGINS: 9:20 AM

POST EVENT ACTIVITIES: 10:00 AM

LOCATION: The Walk & 5K to End HIV will begin and end at Freedom Plaza (Pennsylvania Avenue and 13th Street, NW). The closest Metro stations are Federal

Triangle (Blue/Orange lines) and Metro Center (Blue/Orange/Red lines)

| REGISTER TO WALK |
|------------------|
| |
| START A TEAM |
| |
| DONATE NOW |
| |
| VOLUNTEER |

Top Teams

- 1. GEICO (\$7,500.00)
- 2. Whitman-Walker Health (\$1,177.50)
- 3. DC Metro Circle of Friends (\$390.00)
- 4. PSAV D.C. (\$91.97)
- 5. #teamcrabgrass (\$87.50)
- 6. Adcieo (\$67.50)
- 7. ECODIT (\$43.02)

Top Individuals

- 1. Naseema Shafi (\$600.00)
- 2. Meghan Davies (\$512.50)
- 3. Gladys Brown (\$207.50)
- 4. Richard Julius (\$142.50)
- 5. Michael Travers (\$107.50)
- 6. Meriam Mikre (\$67.50)
- 7. Amman Affa (\$67.50)

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CONTACT US

Walk & 5k to End HIV Team

202.332.WALK

walktoendhiv@whitman-walker.org

OUR MISSION

Whitman-Walker Health offers affirming community-based health and wellness services to all with a special expertise in LGBTQ and HIV care. We empower all persons to live healthy, love openly, and achieve equality and inclusion.



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269.382.0287 420 E. Alcott Suite 200, Kalamazoo, MI 49001 269.382.0287

420 E. Alcott Suite 200, Kalamazoo, MI 49001











Get Involved!

With your help, we can end homelessness in Kalamazoo County!



Need Housing Assistance? Services

Be An HRI Landlord

About HRI Take Action Contact Us

Events

Donate Now

Thank you Kalamazoo for record attendance and donations at our March 23rd Walk to End Homelessness. We appreciate all our walkers, donors, sponsors and volunteers! Over 400 people came together to help end homelessness in Kalamazoo! We are grateful.





Need Housing Assistance?

HRI can provide information and guide you to the right resources for your situation.

Get Assistance



Be An HRI Landlord

We value our landlords and view you as an integral partner in helping us prevent homelessness in our community.

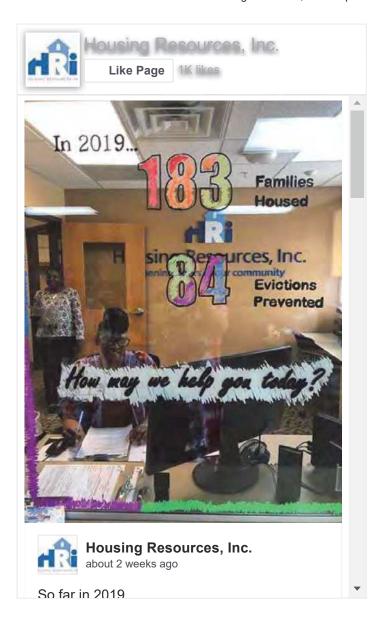
Become a Landlord



Take Action

Are you passionate about assisting those that need your help? Get involved with HRI programs and events.

Take Action



Quick Links

- Tenant/Landlord Booklet
- Michigan Housing Locator
- Subsidized and Affordable Housing for Individuals and Families
- Subsidized Housing List for People with Disabilities and Seniors
- Community Housing Information Hour

Our Mission

The mission of HRI is the assurance of housing for socially or economically vulnerable persons of Kalamazoo County.

Thanks to Our Generous Supporters













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Homeless Prevention

Homeless Assistance

Housing Stabilization

Permanent Supportive Housing

HRI Properties

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Homeless & Need Emergency Shelter?

Behind in Rent?

Behind in Your Mortgage Payment?

Find Affordable Housing



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Providing Answers, Support and Hope in Delaware, New Jersey and Pennsylvania

Make this my chapter

The Latest Get Involved News & Events Resources Find Help About This Chapter

Event

Walk to End Lupus Now South Jersey

Where

6th Street and Boardwalk Ocean City, NJ 08226

When

May 19, 2019 9:00 am - 12:00 pm

Lupus Foundation of America, Philadelphia Tri-State Chapter 101 Greenwood Avenue, Suite 200 Jenkintown, PA 19046

215.517.5070

866.517.5070

Fax: 215.517.8483

info@lupustristate.org









Get updates from this chapter.

Sign Up

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REGISTER AS INDIVIDUAL (TRR?

CREATE A TEAM (TRR? FR_TM_OPT=NEW&PG=||TFIND\|&ERMIDFRIR40)| FR_TM_OPT=NONE&PG=TFIND&FR_ID=1440)

Hydrocephalus

JOIN AN EXISTING FR_ID=1440&PG=TFIND

DONATE (TR? FR ID=1440&PG=PFIND

SEARCH PARTICIPANTS

First Name

Last Name

Q

Make connections and unite with the local hydrocephalus community!

SEARCH TEAMS

Team Name

Q

Together We Can Be the Change



2019 National Capital WALK To End

Saturday, September 28, 2019

Lincoln Memorial-DC

Join us to raise money for hydrocephalus research, education, advocacy, and community support networks. The WALK to End Hydrocephalus is the Hydrocephalus Association's largest annual fundraising event, raising nearly \$2 million last year thanks to more than 17,000 participants in 40+ locations across the U.S. When you take part in ending hydrocephalus, you join a family of 1 million+ Americans who are fighting for a cure every day. Don't miss your chance to make history with HA in 2019. Register today!

PLEASE REGISTER for the WALK to End Hydrocephalus today.

Recognition Gifts

Participants raising \$75 or more will receive the 2019 WALK to End Hydrocephalus T-Shirt (DocServer/2019_WALK_shirt_Graphic.pdf?docID=1581)

Raise \$250 or more and qualify for these additional <u>HA gifts (DocServer/HAIR 2019 Final.pdf?</u> <u>docID=1641)!</u>

Day of Event Schedule

| Registration/Check-in | 4:00 p.m. |
|------------------------------------|------------------|
| Kid's Activities/Games/Group Photo | os/DJ4 p.m8 p.m. |
| Opening Ceremony | 5:30 p.m. |
| Warm-up | 5:45 p.m. |
| WALK Start | 6:00 p.m. |
| Post WALK Celebration | 7:00 p.m. |
| | |

Directions to Lincoln Memorial

 $(https://www.google.com/maps/dir/Lincoln+Memorial,+Washington+D.C.,+DC//@38.8892477,-77.1\\77.0501761!2d38.8892686!1m0)$

Join our online Hydrocephalus WALK

(https://www.facebook.com/NationalCapital.Hydrocephalus.Association.WALK/)community!





(https://www.facebook.com/NationalCapital.Hydrocephalus.Association.WALK/)(https://www.instag hl=en)

For more information, contact:

Melissa Kopolow McCall & Susan Fiorella

nationalcapitalwalk@hydroassoc.org

Or

Hydrocephalus Association

(888) 598-3789

walk@hydroassoc.org

CAMPAIGN PROGRESS

\$5,610 \$115,000 Goal

4%

TEAM HONOR ROLL

| TEAM_ID-40Z3QFG | |
|---|-------|
| JOE'S JOURNEY (HTTP://SUPPORT.HY TEAM_ID=4233&PG= | \$350 |
| THE MEESH MAFIA (HTTP://SUPPORT.HY TEAM_ID=4359&PG= | \$325 |
| TFAM FMII Y·1 | \$150 |

TOP FUNDRAISERS

| PX=10020/6&PG=PE | |
|--|-------|
| MICHELLE FERNAND (HTTP://SUPPORT.HY PX=1002494&PG=PE | \$325 |
| AMY JONES (HTTP://SUPPORT.HY PX=1262330&PG=PE | \$200 |
| NAVI EICH CDECAD | ¢150 |

TOP DONORS

Frank and Victoria Chang

Jeanne Castadio

Peter van Keken

Mrs. Amy Jones

Ms. Melissa J Kopolow McCall

FULL DONOR LIST (HTTP://SUPPORT.HYDROASSOC.ORG/SITE/TEAMRAISERUSER? LIST_TYPE=CUSTOM_DONOR_LIST_EVENT_TYPE&TEAM_ID=-2&SHOW_AMOUNT=SUM&FR_ID=144

Our Top Teams

Our Top Participants

Team Lauren

(http://support.hydroassoc.org/site/TR/WALK/General?team_id=3928&pg=team&fr_id=1440) \$1,945

Team GMG

(http://support.hydroassoc.org/site/TR/WALK/General?team_id=4024&pg=team&fr_id=1440) \$1,075

± Lauren Eng

(http://support.hydroassoc.org/site/TR/WALK/General? px=1067782&pg=personal&fr_id=1440) \$1,700

🛨 Gabriela Montes Garzon

(http://support.hydroassoc.org/site/TR/WALK/General? px=1062236&pg=personal&fr_id=1440) \$1,075 **ALZNJTTAB019**

Team Kayleigh

(http://support.hydroassoc.org/site/TR/WALK/General?team_id=3990&pg=team&fr_id=1440) \$695

TeamAbagail-Though She Be But Little, She Is Fierce (http://support.hydroassoc.org/site/TR/WALK/General?team_id=4343&pg=team&fr_id=1440) \$435

Hydro Strong

(http://support.hydroassoc.org/site/TR/WALK/General?team_id=4023&pg=team&fr_id=1440) \$420

Joe's Journey

(http://support.hydroassoc.org/site/TR/WALK/General?team_id=4233&pg=team&fr_id=1440) \$350

The Meesh Mafia

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Team Emily:)

(http://support.hydroassoc.org/site/TR/WALK/General? team_id=4017&pg=team&fr_id=1440) \$150

Omari's Big Blue Crew

(http://support.hydroassoc.org/site/TR/WALK/General?team_id=3966&pg=team&fr_id=1440) \$20

Team Puffalump

(http://support.hydroassoc.org/site/TR/WALK/General? team_id=4304&pg=team&fr_id=1440) \$10

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🛨 🖒 Leah Haugen

(http://support.hydroassoc.org/site/TR/WALK/General? px=1002076&pg=personal&fr_id=1440) \$420

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√ Amy Jones

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The Patricia Eng

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Further, Together



(https://www.integralife.com/)



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EXHIBIT DD



Our Blog

What's with All of the "Walk" Talk?



Author Mara Botonis shares her experience with the Alzheimer's Association's "Walk to End Alzheimer's," and encourages others to participate. Learn more from her about the Alzheimer's walk, and what's with all of the 'walk' talk.

Walk to End Alzheimer's

Summer provides a season perfectly suited for making memories. Graduations, weddings, family trips... For most of us, our favorite sun-drenched summer shenanigans, mundane moments and meaningful milestones are still accessible memories we can choose to call up



whenever we want to revisit them. Unfortunately for those coping with Alzheimer's disease, those poignant pieces of personal history can be hard to retrieve.

That's why, for Alzheimer's advocates across the country, summer is also the start of the "Walk Season."

The Alzheimer's Association Walk to End Alzheimer's, or "The Walk" as it is known, is the largest event to raise awareness and funds for Alzheimer's care, support and research. Held annually in more than 600 communities across all 50 states, the walk unites more than 450,000 participants in a walk designed in equal parts to raise as much awareness as increase needed dollars to support the fight against Alzheimer's.

If you've been following the news, you'll note that just last week the Senate Appropriations Committee approved a historic 60% increase in research funding as an enhancement to the Alzheimer's Accountability Act. If passed into law, this would be the largest increase in Alzheimer's funding to date, according to the Alzheimer's Association.

There is still a tremendous need for more funding to provide and enhance programs focusing on education and support, advance critical research studies into methods of treatment, prevention and ultimately, and most importantly, a cure.

How to Participate in the Alzheimer's Walk

I can almost feel your eyes roll as you read this... I know what you're thinking, and I can relate. It's easy to feel the effects of "fundraising fatigue" when it seems like everywhere you turn a worthy cause or organization is asking for financial support.

Top Cities

Find memory care in San Jose
Find memory care in Henderson
Find memory care in Irving
Find memory care in Plano
Find memory care in Charleston
Find memory care in Miami
Find memory care in Billings
Find memory care in Honolulu
Find memory care in Austin
Find memory care in El Paso
Find memory care in Riverside
Find memory care in Omaha
Find memory care in Calgary
Find memory care in Minneapolis
Find memory care in Scottsdale

Need Alzheimer's Care?

Talk to an Advisor:

866-567-4049

Get help now!

Alzheimer's Newsletter

Get the latest tips, news, and advice on preventing Alzheimer's,

Enter email to subscribe

Subscribe

Find Memory Care Now!

Get free expert help today!

Zipcode (of 0.325ate)

You might be thinking that if "The Walk" is the largest fundraising event for Alzheimer's, it sounds like they've already pretty much got it covered without us having to lace up our "like new" sneakers and cajole family and friends into donning matching purple shirts, for a stroll around a nearby landmark, right?



Well, not so fast. As it turns out, Alzheimer's could use a lot more help in the awareness and financial resources area. For starters, the proposed increase in government spending hasn't passed yet and meanwhile, deaths from Alzheimer's rose a staggering 68% in the last decade to become the #6 cause of all deaths in the U.S. and the only cause of death in the list of top 10 without any cure or treatment.

Also, not to be bitter, but according to a recent ranking of the Top 100 Non-Profit Fundraising Organizations, the Alzheimer's Association (the only Alzheimer's related non-profit that even made the list) comes in at a disheartening 35th behind other notable causes.

In the weeks and months ahead as Walk Season takes hold, there will likely be a steady parade of progressive pledge requests and t-shirt sales circulars making their way into your social media feeds, inboxes and water cooler conversations. Before you feign a particularly destructive computer virus or site a selectively inoperative cell phone rendering you unable to respond to such appeals, please take a moment to think about where the funds everyone is trying so hard to raise actually go.

The Alzheimer's Association is world's largest nonprofit funder of Alzheimer's research, awarding over \$335 million to more than 2,250 scientists since 1982, and through their partnerships and funded projects, have been part of every major research advancement in the fight against Alzheimer's over the past 30 years. Their 24-hour helpline (1-800-272-3900) offers free information and advice by professionally trained staff to over 250,000 callers every year, they run over 4,500 support groups nationwide (an average of 90 in each state), curate the nation's largest library and resource center devoted Alzheimer's and related dementias, deliver 20,000 education programs annually and their comprehensive and interactive website connects people across the globe impacted by Alzheimer's. The association is also the world's leading voluntary health organization in Alzheimer's care, support and research.

But, they are just that, largely voluntary and over one third of their annual revenue comes from the walks. It may not seem like such a big organization needs a little help from people like us, but it's the people like us that make it possible for them to offer a lot of the programs we count on them to deliver.

Sometimes starting or donating to a walk team or buying a t-shirt or can make the difference between whether a local chapter can offer a support group on the weekends, provide an educational program to a group of future caregivers, get needed information in the hands of those newly diagnosed, or if the national office can allocate critical dollars to a lab of international experts studying the effectiveness of current medications.

| Full name |
|---------------|
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Interested in becoming an author for Alzheimers.net? Find out more here!

AA000326

ning this Il then we

might as well do some good. It doesn't cost anything to register, and who knows, maybe I'll run into you at a walk in your area.

You'll know it's me because I'll be the one in the purple t-shirt!



Author Mara Botonis, participant in the "Walk to End Alzheimer's."

Have you participated in the Walk to End Alzheimer's? What was your experience like? Share your story with us in the comments below.

Related Articles:

- 2015 Alzheimer's Statistics
- The Forecast of Alzheimer's By State
- Directory of National Alzheimer's and Dementia Resources



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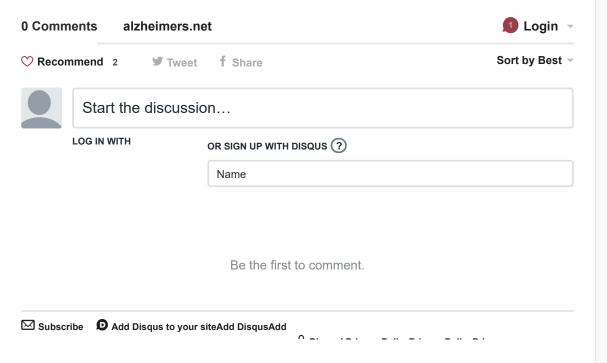


Please leave your thoughts and comments

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About The Author



Mara Botonis

After thirty years in healthcare, working throughout the United States in the senior housing industry, Mara's life and career trajectory was forever changed when a close family member was stricken with Alzheimer's. Eventually, Mara stepped away from a successful career to write full-time, in the hopes of helping others impacted by this disease. Her best-selling book, "When Caring Takes Courage: An Interactive Guide for Alzheimer's and Dementia Caregivers" has been well-received and strongly recommended. Mara continues to be a sought after speaker and valued care partner for families and organizations affected by Alzheimer's/dementia as she shares her positive and empowering message. Helping families, like her own, that have loved or lost someone special to this terrible disease is her greatest passion. Learn more by visiting her website

www.whencaringtakescourage.com or Facebook page or Google+ profile.

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Books for Children About Alzheimer's and Dementia



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