

ESTTA Tracking number: **ESTTA975010**

Filing date: **05/20/2019**

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

**Notice of Opposition**

Notice is hereby given that the following parties oppose registration of the indicated application.

**Opposers Information**

Name	Borden Dairy Company
Granted to Date of previous extension	05/19/2019
Address	The Richards Group Building 8750 North Central Expressway, Suite 400 Dallas, TX 75231 UNITED STATES

Name	Comercializadora de Lácteos y Derivados, S.A. de C.V.
Granted to Date of previous extension	05/19/2019
Address	Parque Indus. Carlos A. Herrera Araluce Calz. Carlos Herrera Araluce No. 185 Gómez Palacio, Durango, 35079 MEXICO

Correspondence information	Vincent C. Lombardozzi VORYS SATER SEYMOUR AND PEASE LLP 1909 K STREET NW NINTH FLOOR WASHINGTON, DC 20006 UNITED STATES iplaw@vorys.com 202-467-8800
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**Applicant Information**

Application No	88022622	Publication date	11/20/2018
Opposition Filing Date	05/20/2019	Opposition Period Ends	05/19/2019
Applicant	1412 BROADWAY ROOFTOP LLC 1178 BROADWAY, 5TH FLOOR NEW YORK, NY 10001 UNITED STATES		

**Goods/Services Affected by Opposition**


Class 043. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Bar and restaurant services
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**Grounds for Opposition**

Priority and likelihood of confusion	Trademark Act Section 2(d)
Other	Likelihood of Dilution

### Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	810861	Application Date	10/22/1965
Registration Date	07/05/1966	Foreign Priority Date	NONE
Word Mark	ELSIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class U046 (International Class 001, 005, 029, 030, 031, 032). First use: First Use: 1954/04/12 First Use In Commerce: 1954/04/12 ICE CREAM		

U.S. Registration No.	3271334	Application Date	10/19/2006
Registration Date	07/31/2007	Foreign Priority Date	NONE
Word Mark	ELSIE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 029. First use: First Use: 1954/00/00 First Use In Commerce: 1954/00/00 milk, cream, yogurt, [ powdered, ] evaporated and condensed milk, butter, cheese, cream-cheese, cottage cheese, sour cream, eggnog, [ liquid and ] powdered non-dairy coffee creamer [, mincemeat ] Class 030. First use: First Use: 1954/00/00 First Use In Commerce: 1954/00/00 [ frozen yogurt, sorbet, ] [ ice cream ]		

Attachments	77025330#TMSN.png( bytes ) Notice of Opposition - ELSIE App. No. 88022622.pdf(506768 bytes )
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Signature	/vcl/
Name	Vincent C. Lombardozi
Date	05/20/2019

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

In the Matter of Serial Number 88022622.

Comercializadora de Lacteos y Derivados, S.A. de C.V., and  Borden Dairy Company,  <p style="text-align: right;">Opposers,</p> <p style="text-align: center;">v.</p> 1412 Broadway Rooftop LLC,  <p style="text-align: right;">Applicant.</p>	
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Opposition No. \_\_\_\_\_

**NOTICE OF OPPOSITION**

Comercializadora de Lacteos y Derivados, S.A. de C.V. and Borden Dairy Company (each an “Opposer” and collectively the “Opposers”) believe they are and will continue to be damaged by registration of Application Serial No. 88022622 for the mark ELSIE, and therefore oppose the same. In support of this Notice of Opposition, Opposers allege the following:

1. Comercializadora de Lácteos y Derivados, S.A. de C.V. (hereafter, “COMLADE”) is a Mexican *sociedad anónima de capital variable* with offices located at Parque Indus. Carlos A. Herrera Araluce, Calzada Carlos Herrera Araluce No. 185, Gómez Palacio, Durango, Mexico 35079.
2. Borden Dairy Company (hereafter “Borden”) is a Delaware corporation located at 8750 North Central Expressway, Suite 400, Dallas, Texas, United States 75231.
3. According to current TSDR records, Applicant 1412 Broadway Rooftop LLC (hereafter, “Applicant”) is a New York limited liability company located at 1178 Broadway, 5th Floor, New York, New York, United States 10001.

**Factual Background**

4. COMLADE is the owner of the mark ELSIE, which it and / or its predecessors-in-interest and / or licensees have used and promoted continuously throughout the United States in connection with a variety of *dairy and non-dairy foods and beverages* (the “ELSIE Goods”) since at least as early as 1954 (hereafter the “ELSIE Mark”). As a result of such continuous use, COMLADE owns strong common law rights in the ELSIE Mark in connection with the ELSIE Goods and related goods and services.

5. COMLADE also owns the following federal registrations for marks comprising the word ELSIE (hereafter the “ELSIE Registrations”):

<b>Mark</b>	<b>Reg. No.</b>	<b>Goods</b>	<b>Filing Date</b>	<b>Reg. Date</b>
ELSIE	810861	IC 29 – ice cream	Oct. 22, 1965	July 5, 1966
ELSIE	3271334	IC 29 – milk, cream, yogurt, evaporated and condensed milk, butter, cheese, cream-cheese, cottage cheese, sour cream, eggnog, powdered non-dairy coffee creamer	Oct. 19, 2006	July 31, 2007

Copies of the TSDR records for these registrations are attached as **Exhibit A**.

6. The ELSIE Registrations are incontestable.
7. Borden licenses rights from COMLADE to use the ELSIE Mark for a variety of dairy and non-dairy foods.
8. On July 2, 2018, Applicant filed Application Serial No. 88022622 to register the mark ELSIE for *bar and restaurant services* in International Class 43 (hereafter, the “ELSIE Application”).
9. The ELSIE Application is based on Applicant’s intent to use the mark in commerce.
10. On information and belief, Applicant currently uses its applied-for mark ELSIE in connection with a bar located at 1412 Broadway, 25th Floor, New York, NY, United States 10018.
11. On information and belief, Applicant formed on February 26, 2016 (the “Formation Date”) and did not exist prior to the Formation Date.

12. On information and belief, Applicant registered the website domain [www.elsierooftop.com](http://www.elsierooftop.com) on July 1, 2018 and did not use that website prior to the Website Registration Date.

13. On information and belief, Applicant did not use the mark ELSIE in connection with bar or restaurant services prior to the Formation Date.

14. The ELSIE Application published for opposition on November 20, 2018.

15. On December 18, 2018, Opposers each filed a request for a 90-day extension of the deadline to oppose the ELSIE Application, which requests were granted.

16. On March 19, 2019 Opposers each filed a request for an additional 60-day extension of the deadline to oppose the ELSIE Application, which requests were granted.

### **Standing**

17. Opposers have standing in this proceeding because they believe they are and will be damaged by registration of the applied-for mark ELSIE appearing in the ELSIE Application by virtue of Opposers' prior common law rights and the priority of the ELSIE Registrations.

### **Claim One - Likelihood of Confusion**

18. Opposers re-allege and incorporate by reference Paragraphs 1 through 17.

19. Applicant's applied-for mark ELSIE appearing in the ELSIE Application is likely to cause consumer confusion with Opposers' ELSIE Mark and the marks appearing in Opposers' ELSIE Registrations.

20. Applicant's applied-for mark ELSIE is identical to Opposers' ELSIE Mark and the marks appearing in Opposers' ELSIE Registrations.

21. The *bar and restaurant services* claimed in the ELSIE Application are related to Opposers ELSIE Goods because *bar and restaurant services* involve the provision of foods and beverages.

22. Opposers have not consented to the use of the mark ELSIE by Applicant.

23. Opposers have not consented to Applicant's filing of the ELSIE Application.

24. Opposers and / or their predecessors-in-interest and /or licensees have used and promoted the ELSIE Mark continuously in the United States since before the application filing date of the ELSIE Application.

25. Opposers and / or their predecessors-in-interest and /or licensees have used and promoted the ELSIE Mark continuously in the United States since before Applicant first used its applied-for mark ELSIE.

26. The application filing dates of the ELSIE Registrations precede the application filing date of the ELSIE Application.

27. The application filing dates of the ELSIE Registrations precede the first use date of the applied-for mark ELSIE by Applicant.

28. As a result of Opposers' prior use of the ELSIE Mark and the prior application dates of the ELSIE Registrations, Opposers have prior rights with respect to both the ELSIE Application and use of the applied-for mark ELSIE by Applicant.

29. Therefore, the mark appearing in the ELSIE Application so resembles a mark previously used and / or registered by Opposers as to be likely, when used on or in connection with food, beverages and related services, to cause confusion, mistake or deception among the consuming public and should be refused under 15 U.S.C. § 1052(d).

#### **Claim Two – Likelihood of Dilution**

30. Opposers re-allege and incorporate by reference Paragraphs 1 through 17.

31. Through extensive use and promotion, Opposers' distinctive ELSIE Mark, by itself and as embodied in the ELSIE Registrations, has become famous as defined under 15 U.S.C. § 1125(c).

32. Opposers' ELSIE Mark, by itself and as embodied in the ELSIE Registrations, became famous before the July 2, 2018 filing date of the ELSIE Application.

33. Opposers' ELSIE Mark, by itself and as embodied in the ELSIE Registrations, became famous before the Formation Date of Applicant.

34. Therefore, the mark appearing in the ELSIE Application is likely to dilute the distinctiveness of Opposers' ELSIE Mark, by itself and as embodied in the ELSIE Registrations, and should be refused under 15 U.S.C. § 1125(c).

**Relief Sought**

For the foregoing reasons, this opposition should be sustained and Application Serial No. 88022622 should be refused. The required fees accompany this Notice of Opposition. Should the fees be found insufficient for any reason, please charge any additional fees to Deposit Account No. 50-6424. Please direct all correspondence to counsel for Opposer at the address indicated below.

Respectfully submitted,



Dated: May 20, 2019

\_\_\_\_\_  
Laura T. Geyer  
Vincent C. Lombardozzi  
Vorys, Sater, Seymour and Pease LLP  
1909 K Street, NW, Ninth Floor  
Washington, DC 20006  
Tel: 202-467-8800  
[iplaw@vorys.com](mailto:iplaw@vorys.com)

*Attorneys for Opposer*

**SERVICE**

Pursuant to 37 C.F.R. § 2.105 and TBMP § 309.02(c)(1), service of this Notice of Opposition will be provided by the Board in conjunction with the issuance of the Notice of Institution.



# EXHIBIT A

Generated on: This page was generated by TSDR on 2019-05-20 09:48:24 EDT

Mark: ELSIE

US Serial Number: 72231036

Application Filing Date: Oct. 22, 1965

US Registration Number: 810861

Registration Date: Jul. 05, 1966

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Aug. 25, 2006

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## Mark Information

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Mark Literal Elements: ELSIE

Standard Character Claim: No

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

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## Goods and Services

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**Note:**

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

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

For: ICE CREAM

International Class(es): 001, 005, 029, 030, 031, 032

U.S Class(es): 046 - Primary Class

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 12, 1954

Use in Commerce: Apr. 12, 1954

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## Basis Information (Case Level)

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Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

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## Current Owner(s) Information

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Owner Name: COMERCIALIZADORA DE LACTEOS Y DERIVADOS, S.A. DE C.V.

Owner Address: Industrial Carlos A Herrera Araluce

Calzada Carlos Herrera Araluce No. 185  
Gómez Palacio, Durango 35079  
MEXICO

**Legal Entity Type:** SOCIEDAD ANONIMA DE CAPITAL VARIABLE:  
MEXICO

**State or Country** MEXICO  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Laura T. Geyer

**Docket Number:** 70615-2

**Attorney Primary  
Email Address:** [iplaw@vorys.com](mailto:iplaw@vorys.com)

**Attorney Email  
Authorized:** Yes

### Correspondent

**Correspondent  
Name/Address:** Laura T. Geyer  
Vorys, Sater, Seymour and Pease LLP  
P.O. Box 2255  
IPLaw@Vorys  
Columbus, OHIO 43216-2255  
UNITED STATES

**Phone:** (202) 467-8800

**Fax:** (202) 533-9099

**Correspondent e-  
mail:** [iplaw@vorys.com](mailto:iplaw@vorys.com)

**Correspondent e-  
mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Feb. 14, 2018	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Feb. 07, 2018	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Jul. 20, 2017	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Jul. 20, 2017	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 28, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 28, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 25, 2015	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jul. 23, 2014	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Dec. 03, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Dec. 01, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 24, 2010	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Nov. 22, 2006	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Aug. 25, 2006	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	71378
Aug. 25, 2006	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Aug. 25, 2006	ASSIGNED TO PARALEGAL	71378
May 24, 2006	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Jul. 05, 2006	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
May 24, 2006	TEAS SECTION 8 & 9 RECEIVED	
May 03, 2006	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jul. 05, 1986	REGISTERED AND RENEWED (FIRST RENEWAL - 20 YRS)	
Jun. 30, 1986	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	

## Maintenance Filings or Post Registration Information

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

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

**Renewal Date:** Jul. 05, 2006

## TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: POST REGISTRATION

Date in Location: Aug. 25, 2006

## Assignment Abstract Of Title Information

### Summary

Total Assignments: 32

Registrant: BORDEN COMPANY, THE

### Assignment 1 of 32

Conveyance: CHANGE OF NAME 19680417

Reel/Frame: [0173/0069](#)

Pages: 1

Date Recorded: Oct. 09, 1968

Supporting Documents: No Supporting Documents Available

#### Assignor

Name: [BORDEN COMPANY, THE](#)

Execution Date: Apr. 25, 1968

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

#### Assignee

Name: [BORDEN, INC.](#)

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

Address: No Assignee Address Found

#### Correspondent

Correspondent Name: BORDEN, INC.

Correspondent Address: 350 MADISON AVE.  
NEW YORK, NY 10017

#### Domestic Representative - Not Found

### Assignment 2 of 32

Conveyance: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

Reel/Frame: [0754/0655](#)

Pages: 0

Date Recorded: Dec. 10, 1990

Supporting Documents: No Supporting Documents Available

#### Assignor

Name: [BORDEN INC.](#)

Execution Date: Sep. 28, 1990

Legal Entity Type: CORPORATION

State or Country Where Organized: NEW JERSEY

#### Assignee

Name: [BDH TWO, INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Address: SUITE 202  
ONE LITTLE FALLS CENTRE  
WILMINGTON, DELAWARE 19808

#### Correspondent

Correspondent Name: CAROLYN ANDERSON - BORDEN, INC.

Correspondent Address: 180 EAST BROAD STREET  
COLUMBUS, OH 43215

#### Domestic Representative - Not Found

### Assignment 3 of 32

Conveyance: SECURITY AGREEMENT

Reel/Frame: [1632/0837](#)

Pages: 43

Date Recorded: Sep. 16, 1997

Supporting Documents: No Supporting Documents Available

**Assignor**

Name: [SOUTHERN FOODS GROUP, L.P.](#)

Execution Date: Sep. 04, 1997

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

**Assignee**

Name: [CHASE MANHATTAN BANK, THE, AS COLLATERAL AGENT](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: NEW YORK

Address: 270 PARK AVENUE  
ATTN: ROBERT ANASTASIO  
NEW YORK, NEW YORK 10017

**Correspondent**

Correspondent Name: CRAVATH, SWAINE & MOORE

Correspondent Address: ANNE H. LEWALLEN  
WORLDWIDE PLAZA  
825 EIGHTH AVENUE  
NEW YORK, NY 10019

**Domestic Representative - Not Found**

**Assignment 4 of 32**

Conveyance: RELEASE OF TRADEMAK SECURITY AGREEMENT/ NUNC PRO TUNC EFFECTIVE SEPT. 4, 1997

Reel/Frame: [1908/0149](#)

Pages: 5

Date Recorded: Apr. 15, 1999

Supporting Documents: [assignment-tm-1908-0149.pdf](#)

**Assignor**

Name: [CHASE MANHATTAN BANK, THE](#)

Execution Date: Sep. 04, 1997

Legal Entity Type: BANKING CORPORATION

State or Country Where Organized: NEW YORK

**Assignee**

Name: [SOUTHERN FOODS GROUP, L.P.](#)

Legal Entity Type: LIMITED PARTNERSHIP

State or Country Where Organized: DELAWARE

Address: 3114 S. HASKELL AVENUE  
DALLAS, TEXAS 75223

**Correspondent**

Correspondent Name: VORYS SATER SEYMOUR AND PEASE LLP

Correspondent Address: CORY M. AMRON, ESQUIRE  
1828 L STREET, N.W.; 11TH FLOOR  
WASHINGTON, DC 20036

**Domestic Representative - Not Found**

**Assignment 5 of 32**

Conveyance: SECURITY AGREEMENT

Reel/Frame: [1935/0958](#)

Pages: 13

Date Recorded: Jul. 27, 1999

Supporting Documents: [assignment-tm-1935-0958.pdf](#)

**Assignor**

Name: [SOUTHERN FOODS GROUP, L.P.](#)

Execution Date: May 13, 1999

Legal Entity Type: CORPORATION

State or Country Where Organized: No Place Where Organized Found

Where Organized:

**Assignee**

Name: [CHASE MANHATTAN BANK, THE, AS COLLATERAL AGENT](#)

Legal Entity Type: CORPORATION

State or Country: NEW YORK  
Where Organized:

Address: 270 PARK AVENUE  
NEW YORK, NEW YORK 10017

**Correspondent**

Correspondent Name: CRAVATH, SWAINE & MOORE

Correspondent Address: ANNE H. LEWALLEN  
WORLDWIDE PLAZA  
825 EIGHTH AVENUE  
NEW YORK, NY 10019

**Domestic Representative - Not Found**

**Assignment 6 of 32**

Conveyance: RELEASE BY SECURED PARTY

Reel/Frame: [1935/0971](#)

Pages: 13

Date Recorded: Jul. 27, 1999

Supporting Documents: [assignment-tm-1935-0971.pdf](#)

**Assignor**

Name: [SOUTHERN FOODS GROUP, L.P.](#)

Execution Date: May 13, 1999

Legal Entity Type: CORPORATION

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

**Assignee**

Name: [CHASE MANHATTAN BANK, THE, AS COLLATERAL AGENT](#)

Legal Entity Type: CORPORATION

State or Country: NEW YORK  
Where Organized:

Address: 270 PARK AVENUE  
NEW YORK, NEW YORK 10017

**Correspondent**

Correspondent Name: CRAVATH, SWAINE & MOORE

Correspondent Address: ANNE H. LEWALLEN  
WORLDWIDE PLAZA  
825 EIGHTH AVENUE  
NEW YORK, NY 10019

**Domestic Representative - Not Found**

**Assignment 7 of 32**

Conveyance: MERGER

Reel/Frame: [2241/0177](#)

Pages: 12

Date Recorded: Feb. 02, 2001

Supporting Documents: [assignment-tm-2241-0177.pdf](#)

**Assignor**

Name: [BDH TWO, INC.](#)

Execution Date: Dec. 27, 2000

Legal Entity Type: CORPORATION

State or Country: DELAWARE  
Where Organized:

**Assignee**

Name: [B D S TWO, INC.](#)

Legal Entity Type: CORPORATION

State or Country: DELAWARE  
Where Organized:

Address: 2711 CENTERVILLE ROAD, SUITE 202  
WILMINGTON, DELAWARE 19808

**Correspondent**

**Correspondent Name:** VORYS, SATER, SEYMOUR AND PEASE LLP

**Correspondent Address:** CORY M. AMRON, ESQ  
1828 L. STREET, N.W., 11TH FLR.  
WASHINGTON, DC 20036

**Domestic Representative - Not Found**

**Assignment 8 of 32**

**Conveyance:** RELEASE OF SECURITY INTEREST RECORDED AT REEL 1935, FRAME 0958

**Reel/Frame:** [2460/0363](#) **Pages:** 5

**Date Recorded:** Feb. 15, 2002

**Supporting Documents:** [assignment-tm-2460-0363.pdf](#)

**Assignor**

**Name:** [J.P. MORGAN CHASE BANK](#)

**Execution Date:** Dec. 21, 2001

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** DELAWARE

**Assignee**

**Name:** [SOUTHERN FOOD GROUPS, L.P.](#)

**Legal Entity Type:** PARTNERSHIP

**State or Country Where Organized:** DELAWARE

**Address:** 3114 S. HASKELL  
DALLAS, TEXAS 75223

**Correspondent**

**Correspondent Name:** HUGHES & LUCE, L.L.P.

**Correspondent Address:** CHRISTOPHER A. MUNNS  
1717 MAIN STREET  
DALLAS, TX 75201

**Domestic Representative - Not Found**

**Assignment 9 of 32**

**Conveyance:** NOTICE OF GRANT OF SECURITY INTEREST

**Reel/Frame:** [2584/0829](#) **Pages:** 8

**Date Recorded:** Sep. 13, 2002

**Supporting Documents:** [assignment-tm-2584-0829.pdf](#)

**Assignor**

**Name:** [SOUTHERN FOODS GROUP, L.P.](#)

**Execution Date:** Dec. 21, 2001

**Legal Entity Type:** LIMITED PARTNERSHIP

**State or Country Where Organized:** DELAWARE

**Assignee**

**Name:** [FIRST UNION NATIONAL BANK, AS ADMINISTRATIVE AGENT](#)

**Legal Entity Type:** NATIONAL BANKING ASSOCIATION

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

**Address:** 201 SOUTH COLLEGE STREET  
CHARLOTTE, NORTH CAROLINA 28288

**Correspondent**

**Correspondent Name:** MOORE & VAN ALLEN, PLLC

**Correspondent Address:** STEVEN D. THOMAS  
2200 WEST MAIN STREET, SUITE 800  
DURHAM, NC 27705

**Domestic Representative - Not Found**

**Assignment 10 of 32**

**Conveyance:** SECURITY AGREEMENT

**Reel/Frame:** [2584/0860](#) **Pages:** 87

Date Recorded: Sep. 30, 2002

Supporting Documents: [assignment-tm-2584-0860.pdf](#)

#### Assignor

Name: [BORDEN CHEMICAL INVESTMENTS, INC.](#) Execution Date: Sep. 23, 2002  
Legal Entity Type: CORPORATION State or Country Where Organized: DELAWARE

Name: [B D S TWO, INC.](#) Execution Date: Sep. 23, 2002  
Legal Entity Type: CORPORATION State or Country Where Organized: DELAWARE

Name: [BFE CORP.](#) Execution Date: Sep. 23, 2002  
Legal Entity Type: CORPORATION State or Country Where Organized: DELAWARE

Name: [BORDEN CHEMICAL FOUNDRY, INC.](#) Execution Date: Sep. 23, 2002  
Legal Entity Type: CORPORATION State or Country Where Organized: DELAWARE

#### Assignee

Name: [FLEET CAPITAL CORPORATION, AS AGENT](#)  
Legal Entity Type: CORPORATION State or Country Where Organized: RHODE ISLAND  
Address: 1 SOUTH WACKER DRIVE, SUITE 1400  
CHICAGO, ILLINOIS 60606

Name: [FLEET CAPITAL CANADA CORPORATION, AS CANADIAN AGENT](#)  
Legal Entity Type: UNKNOWN State or Country Where Organized: No Place Where Organized Found  
Address: ONE SOUTH WACKER DRIVE, SUITE 1400  
CHICAGO, ILLINOIS 60606

Name: [FLEET NATIONAL BANK, LONDON U.K. BRANCH](#)  
Legal Entity Type: UNKNOWN State or Country Where Organized: No Place Where Organized Found  
Address: ONE SOUTH WACKER DRIVE, SUITE 1400  
CHICAGO, ILLINOIS 60606  
DBA, AKA, TA, Formerly: TA FLEETBOSTON FINANCIAL, AS UK AGENT

#### Correspondent

Correspondent Name: KRISTIN BROZOVIC  
Correspondent Address: 233 S. WACKER DRIVE, SUITE 5800  
CHICAGO, ILLINOIS 60606

#### Domestic Representative - Not Found

### Assignment 11 of 32

Conveyance: SECURITY INTEREST  
Reel/Frame: [3153/0940](#) Pages: 16  
Date Recorded: Aug. 31, 2005  
Supporting Documents: [assignment-tm-3153-0940.pdf](#)

#### Assignor

Name: [RESOLUTION PERFORMANCE PRODUCTS LLC](#) Execution Date: Aug. 31, 2005  
Legal Entity Type: CORPORATION State or Country Where Organized: No Place Where Organized Found

Name: [RESOLUTION SPECIALTY MATERIALS LLC](#) Execution Date: Aug. 31, 2005  
Legal Entity Type: CORPORATION State or Country Where Organized: No Place Where Organized Found



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**Name:** [BORDEN CHEMICAL, INC.](#) **Execution Date:** Aug. 31, 2005  
**Legal Entity Type:** CORPORATION **State or Country Where Organized:** No Place Where Organized Found

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**Name:** [BORDEN CHEMICAL INVESTMENTS, INC.](#) **Execution Date:** Aug. 31, 2005  
**Legal Entity Type:** CORPORATION **State or Country Where Organized:** No Place Where Organized Found

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**Assignee**

**Name:** [WILMINGTON TRUST COMPANY, AS COLLATERAL AGENT](#)  
**Legal Entity Type:** CHARTERED BANK **State or Country Where Organized:** DELAWARE

**Address:** 1100 NORTH MARKET STREET  
WILMINGTON, DELAWARE 19890-1615

**Correspondent**

**Correspondent Name:** PENELOPE AGODOA

**Correspondent Address:** FEDERAL RESEARCH CORPORATION  
1030 15TH STREET, NW  
SUITE 920  
WASHINGTON, D.C. 20005

**Domestic Representative - Not Found**

**Assignment 12 of 32**

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**Conveyance:** SECURITY AGREEMENT  
**Reel/Frame:** [3155/0907](#) **Pages:** 16  
**Date Recorded:** Aug. 31, 2005  
**Supporting Documents:** [assignment-tm-3155-0907.pdf](#)

**Assignor**

**Name:** [RESOLUTION PERFORMANCE PRODUCTS LLC](#) **Execution Date:** Aug. 31, 2005  
**Legal Entity Type:** CORPORATION **State or Country Where Organized:** No Place Where Organized Found

---

**Name:** [RESOLUTION SPECIALTY MATERIALS LLC](#) **Execution Date:** Aug. 31, 2005  
**Legal Entity Type:** LIMITED LIABILITY **State or Country Where Organized:** No Place Where Organized Found

---

**Name:** [BORDEN CHEMICAL, INC.](#) **Execution Date:** Aug. 31, 2005  
**Legal Entity Type:** LIMITED LIABILITY **State or Country Where Organized:** No Place Where Organized Found

---

**Name:** [BORDEN CHEMICAL INVESTMENTS, INC.](#) **Execution Date:** Aug. 31, 2005  
**Legal Entity Type:** LIMITED LIABILITY **State or Country Where Organized:** No Place Where Organized Found

---

**Assignee**

**Name:** [JPMORGAN CHASE BANK, N.A., AS ADMINISTRATIVE AGENT](#)  
**Legal Entity Type:** NATIONAL ASSOCIATION **State or Country Where Organized:** UNITED STATES

**Address:** P.O. BOX 2558  
HOUSTON, TEXAS 77252-2558

**Correspondent**

**Correspondent Name:** PENELOPE AGODOA

**Correspondent Address:** FEDERAL RESEARCH CORPORATION  
1030 15TH STREET, NW  
SUITE 920  
WASHINGTON, DC 20005

**Domestic Representative - Not Found**

**Assignment 13 of 32**

Conveyance: MERGER

Reel/Frame: [3298/0152](#)

Pages: 5

Date Recorded: Apr. 27, 2006

Supporting Documents: [assignment-tm-3298-0152.pdf](#)

**Assignor**

Name: [B D S TWO, INC.](#)

Execution Date: Feb. 27, 2006

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

**Assignee**

Name: [HEXION SPECIALTY CHEMICALS, INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: NEW JERSEY

Address: 180 EAST BROAD STREET  
24TH FLOOR  
COLUMBUS, OHIO 43215

**Correspondent**

Correspondent Name: CORY M. AMRON

Correspondent Address: 1828 L STREET N.W.  
ELEVENTH FLOOR  
WASHINGTON, DC 20036

Domestic Representative - Not Found

**Assignment 14 of 32**

Conveyance: SECURITY AGREEMENT

Reel/Frame: [3338/0220](#)

Pages: 24

Date Recorded: Jun. 28, 2006

Supporting Documents: [assignment-tm-3338-0220.pdf](#)

**Assignor**

Name: [HEXION SPECIALTY CHEMICALS, INC.](#)

Execution Date: May 05, 2006

Legal Entity Type: CORPORATION

State or Country Where Organized: No Place Where Organized Found

**Assignee**

Name: [JPMORGAN CHASE BANK, N.A. AS COLLATERAL AGENT](#)

Legal Entity Type: NATIONAL ASSOCIATION

State or Country Where Organized: UNITED STATES

Address: 270 PARK AVE.  
NEW YORK, NEW YORK 10017

**Correspondent**

Correspondent Name: CBC COMPANIES DBA FEDERAL RESEARCH

Correspondent Address: 1023 FIFTEENTH STREET, NW, STE 401  
ATTN: OLEH HERELIUK  
WASHINGTON, DC 20005

Domestic Representative - Not Found

**Assignment 15 of 32**

Conveyance: SECURITY AGREEMENT

Reel/Frame: [3432/0017](#)

Pages: 18

Date Recorded: Nov. 21, 2006

Supporting Documents: [assignment-tm-3432-0017.pdf](#)

**Assignor**

Name: [HEXION SPECIALTY CHEMICALS, INC.](#)

Execution Date: Nov. 03, 2006

Legal Entity Type: CORPORATION

State or Country Where Organized: NEW JERSEY

Where Organized:

Assignee

Name: [JPMORGAN CHASE BANK, N.A. AS ADMINISTRATIVE AGENT](#)

Legal Entity Type: NATIONAL BANKING ASSOCIATION

State or Country: UNITED STATES  
Where Organized:

Address: 270 PARK AVE.  
NEW YORK, NEW YORK 10017

Correspondent

Correspondent Name: CBCINNOVIS DBA FEDERAL RESEARCH

Correspondent Address: 1023 FIFTEENTH STREET, NW, STE 401  
ATTN: OLEH HERELIUK  
WASHINGTON, DC 20005

Domestic Representative - Not Found

Assignment 16 of 32

Conveyance: SECURITY AGREEMENT

Reel/Frame: [3432/0035](#)

Pages: 19

Date Recorded: Nov. 21, 2006

Supporting Documents: [assignment-tm-3432-0035.pdf](#)

Assignor

Name: [HEXION SPECIALTY CHEMICALS, INC.](#)

Execution Date: Nov. 03, 2006

Legal Entity Type: CORPORATION

State or Country: NEW JERSEY  
Where Organized:

Assignee

Name: [WILMINGTON TRUST COMPANY, AS COLLATERAL AGENT](#)

Legal Entity Type: CHARTERED BANK

State or Country: DELAWARE  
Where Organized:

Address: 1100 NORTH MARKET STREET  
WILMINGTON, DELAWARE 19890-1615

Correspondent

Correspondent Name: CBCINNOVIS DBA FEDERAL RESEARCH

Correspondent Address: 1023 FIFTEENTH STREET, NW, STE 401  
ATTN: OLEH HERELIUK  
WASHINGTON, DC 20005

Domestic Representative - Not Found

Assignment 17 of 32

Conveyance: RELEASE BY SECURED PARTY

Reel/Frame: [3910/0510](#)

Pages: 5

Date Recorded: Dec. 30, 2008

Supporting Documents: [assignment-tm-3910-0510.pdf](#)

Assignor

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

Execution Date: Dec. 29, 2008

Legal Entity Type: NATIONAL BANKING ASSOCIATION

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

DBA, AKA, TA, Formerly: FORMERLY FIRST UNION NATIONAL BANK

Assignee

Name: [SOUTHERN FOODS GROUP, L.P.](#)

Legal Entity Type: LIMITED PARTNERSHIP

State or Country: DELAWARE  
Where Organized:

Address: 3114 SOUTH HASKELL  
DALLAS, TEXAS 75223

**Composed Of:** COMPOSED OF SFG MANAGEMENT LIMITED  
LIABILITY COMPANY, A DELAWARE LIMITED  
LIABILITY COMPANY, ITS GENERAL PARTNER

**Correspondent**

**Correspondent Name:** BRIDGET G. JOHNSON  
**Correspondent Address:** 2515 MCKINNEY AVENUE  
SUITE 1200  
DALLAS, TX 75201

**Domestic Representative - Not Found**

**Assignment 18 of 32**

**Conveyance:** SECURITY INTEREST

**Reel/Frame:** [4145/0073](#)

**Pages:** 19

**Date Recorded:** Feb. 05, 2010

**Supporting Documents:** [assignment-tm-4145-0073.pdf](#)

**Assignor**

**Name:** [HEXION LLC](#)  
**Legal Entity Type:** LIMITED LIABILITY COMPANY  
**Execution Date:** Jan. 29, 2010  
**State or Country Where Organized:** DELAWARE

**Name:** [HEXION SPECIALTY CHEMICALS, INC.](#)  
**Legal Entity Type:** CORPORATION  
**Execution Date:** Jan. 29, 2010  
**State or Country Where Organized:** NEW JERSEY

**Name:** [BORDEN CHEMICAL FOUNDRY, LLC](#)  
**Legal Entity Type:** LIMITED LIABILITY COMPANY  
**Execution Date:** Jan. 29, 2010  
**State or Country Where Organized:** DELAWARE

**Name:** [BORDEN CHEMICAL INVESTMENTS, INC.](#)  
**Legal Entity Type:** CORPORATION  
**Execution Date:** Jan. 29, 2010  
**State or Country Where Organized:** DELAWARE

**Name:** [HEXION U.S. FINANCE CORP.](#)  
**Legal Entity Type:** CORPORATION  
**Execution Date:** Jan. 29, 2010  
**State or Country Where Organized:** DELAWARE

**Name:** [HSC CAPITAL CORPORATION](#)  
**Legal Entity Type:** CORPORATION  
**Execution Date:** Jan. 29, 2010  
**State or Country Where Organized:** DELAWARE

**Name:** [LAWTER INTERNATIONAL INC.](#)  
**Legal Entity Type:** CORPORATION  
**Execution Date:** Jan. 29, 2010  
**State or Country Where Organized:** DELAWARE

**Name:** [BORDEN CHEMICAL INTERNATIONAL, INC.](#)  
**Legal Entity Type:** CORPORATION  
**Execution Date:** Jan. 29, 2010  
**State or Country Where Organized:** DELAWARE

**Name:** [OILFIELD TECHNOLOGY GROUP, INC.](#)  
**Legal Entity Type:** CORPORATION  
**Execution Date:** Jan. 29, 2010  
**State or Country Where Organized:** DELAWARE

**Name:** [HEXION CI HOLDING COMPANY \(CHINA\) LLC](#)  
**Legal Entity Type:** LIMITED LIABILITY COMPANY  
**Execution Date:** Jan. 29, 2010  
**State or Country Where Organized:** DELAWARE

**Assignee**

**Name:** [JPMORGAN CHASE BANK, N.A., AS ADMINISTRATIVE AGENT](#)  
**Legal Entity Type:** NATIONAL BANKING ASSOCIATION  
**State or Country Where Organized:** UNITED STATES  
**Address:** P.O. BOX 2558  
HOUSTON, TEXAS 77252

**Correspondent**

**Correspondent Name:** MINDY M. LOK, ESQ.

**Correspondent Address:** SIMPSON THACHER & BARTLETT LLP  
425 LEXINGTON AVENUE  
NEW YORK, NY 10017

**Domestic Representative - Not Found****Assignment 19 of 32**

**Conveyance:** SECURITY AGREEMENT

**Reel/Frame:** [4172/0478](#)

**Pages:** 15

**Date Recorded:** Mar. 15, 2010

**Supporting Documents:** [assignment-tm-4172-0478.pdf](#)

**Assignor**

**Name:** [HEXION SPECIALTY CHEMICALS, INC.](#) **Execution Date:** Jan. 29, 2010  
**Legal Entity Type:** CORPORATION **State or Country Where Organized:** NEW JERSEY

**Name:** [BORDEN CHEMICAL FOUNDRY, LLC](#) **Execution Date:** Jan. 29, 2010  
**Legal Entity Type:** CORPORATION **State or Country Where Organized:** NEW JERSEY

**Name:** [BORDEN CHEMICAL INVESTMENTS, INC.](#) **Execution Date:** Jan. 29, 2010  
**Legal Entity Type:** CORPORATION **State or Country Where Organized:** NEW JERSEY

**Name:** [HEXION U.S. FINANCE CORP.](#) **Execution Date:** Jan. 29, 2010  
**Legal Entity Type:** CORPORATION **State or Country Where Organized:** NEW JERSEY

**Name:** [HSC CAPITAL CORPORATION](#) **Execution Date:** Jan. 29, 2010  
**Legal Entity Type:** CORPORATION **State or Country Where Organized:** NEW JERSEY

**Name:** [LAWTER INTERNATIONAL INC.](#) **Execution Date:** Jan. 29, 2010  
**Legal Entity Type:** CORPORATION **State or Country Where Organized:** NEW JERSEY

**Name:** [BORDEN CHEMICAL INTERNATIONAL, INC.](#) **Execution Date:** Jan. 29, 2010  
**Legal Entity Type:** CORPORATION **State or Country Where Organized:** NEW JERSEY

**Name:** [OILFIELD TECHNOLOGY GROUP, INC.](#) **Execution Date:** Jan. 29, 2010  
**Legal Entity Type:** CORPORATION **State or Country Where Organized:** NEW JERSEY

**Name:** [HEXION CI HOLDING COMPANY \(CHINA\) LLC](#) **Execution Date:** Jan. 29, 2010  
**Legal Entity Type:** CORPORATION **State or Country Where Organized:** NEW JERSEY

**Assignee**

**Name:** [WILMINGTON TRUST FSB, AS COLLATERAL AGENT](#)  
**Legal Entity Type:** CORPORATION **State or Country Where Organized:** DELAWARE

**Address:** 50 SOUTH SIXTH STREET  
SUITE 1290  
MINNEAPOLIS, MINNESOTA 55402

**Correspondent**

**Correspondent Name:** ELSPETH CALLAHAN

**Correspondent Address:** NATIONAL CORPORATE RESEARCH, LTD.  
1100 G ST. NW, SUITE 420  
WASHINGTON, DC 20005

Domestic Representative - Not Found

Assignment 20 of 32

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [4265/0188](#)

Pages: 36

Date Recorded: Aug. 23, 2010

Supporting Documents: [assignment-tm-4265-0188.pdf](#)

Assignor

Name: [HEXION SPECIALTY CHEMICALS, INC.](#)

Execution Date: May 21, 2010

Legal Entity Type: CORPORATION

State or Country Where Organized: NEW JERSEY

Assignee

Name: [IBE BUSINESS ENTERPRISE AG](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: SWITZERLAND

Address: BAARERSTRASSE 86  
6300 ZUG, SWITZERLAND

Correspondent

Correspondent Name: VORYS, SATER, SEYMOUR AND PEASE LLP

Correspondent Address: P.O. BOX 2255  
IPLAW@VORYS  
COLUMBUS, OH 43216-2255

Domestic Representative

Domestic Representative Name: VORYS, SATER, SEYMOUR AND PEASE LLP

Domestic Representative Address: 1909 K STREET NW  
NINTH FLOOR  
WASHINGTON, DC 20006-1152

Assignment 21 of 32

Conveyance: RELEASE BY SECURED PARTY

Reel/Frame: [4223/0216](#)

Pages: 5

Date Recorded: Jun. 11, 2010

Supporting Documents: [assignment-tm-4223-0216.pdf](#)

Assignor

Name: [JP MORGAN CHASE BANK, N.A.](#)

Execution Date: Jun. 01, 2010

Legal Entity Type: NATIONAL ASSOCIATION

State or Country Where Organized: No Place Where Organized Found

Assignee

Name: [HEXION SPECIALTY CHEMICALS, INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: NEW JERSEY

Address: 180 EAST BROAD STREET  
24TH FLOOR  
COLUMBUS, OHIO 43215

Correspondent

Correspondent Name: RICHARD S. DONNELL

Correspondent Address: VORYS, SATER, SEYMOUR AND PEASE LLP  
1909 K STREET, NW SUITE 900  
WASHINGTON, DC 20006

Domestic Representative - Not Found

Assignment 22 of 32

Conveyance: RELEASE BY SECURED PARTY

Reel/Frame: [4223/0221](#)

Pages: 5

Date Recorded: Jun. 11, 2010

Supporting Documents: [assignment-tm-4223-0221.pdf](#)

**Assignor**

Name: [JP MORGAN CHASE BANK, N.A.](#)

Execution Date: Jun. 01, 2010

Legal Entity Type: NATIONAL ASSOCIATION

State or Country Where Organized: No Place Where Organized Found

**Assignee**

Name: [HEXION SPECIALTY CHEMICALS, INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: NEW JERSEY

Address: 180 EAST BROAD STREET  
24TH FLOOR  
COLUMBUS, OHIO 43215

**Correspondent**

Correspondent Name: RICHARD S. DONNELL

Correspondent Address: VORYS, SATER, SEYMOUR AND PEASE LLP  
1909 K STREET, NW SUITE 900  
WASHINGTON, DC 20006

Domestic Representative - Not Found

**Assignment 23 of 32**

Conveyance: RELEASE BY SECURED PARTY

Reel/Frame: [4223/0229](#)

Pages: 5

Date Recorded: Jun. 11, 2010

Supporting Documents: [assignment-tm-4223-0229.pdf](#)

**Assignor**

Name: [JP MORGAN CHASE BANK, N.A.](#)

Execution Date: Jun. 01, 2010

Legal Entity Type: NATIONAL ASSOCIATION

State or Country Where Organized: No Place Where Organized Found

**Assignee**

Name: [HEXION SPECIALTY CHEMICALS, INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: NEW JERSEY

Address: 180 EAST BROAD STREET  
24TH FLOOR  
COLUMBUS, OHIO 43215

**Correspondent**

Correspondent Name: RICHARD S. DONNELL

Correspondent Address: VORYS, SATER, SEYMOUR AND PEASE LLP  
1909 K STREET, NW SUITE 900  
WASHINGTON, DC 20006

Domestic Representative - Not Found

**Assignment 24 of 32**

Conveyance: RELEASE BY SECURED PARTY

Reel/Frame: [4223/0234](#)

Pages: 5

Date Recorded: Jun. 11, 2010

Supporting Documents: [assignment-tm-4223-0234.pdf](#)

**Assignor**

Name: [JP MORGAN CHASE BANK, N.A.](#)

Execution Date: Jun. 01, 2010

Legal Entity Type: NATIONAL ASSOCIATION

State or Country No Place Where Organized Found  
Where Organized:

**Assignee**

Name: [HEXION SPECIALTY CHEMICALS, INC.](#)

Legal Entity Type: CORPORATION

State or Country NEW JERSEY  
Where Organized:

Address: 180 EAST BROAD STREET  
24TH FLOOR  
COLUMBUS, OHIO 43215

**Correspondent**

Correspondent Name: RICHARD S. DONNELL

Correspondent Address: VORYS, SATER, SEYMOUR AND PEASE LLP  
1909 K STREET, NW SUITE 900  
WASHINGTON, DC 20006

**Domestic Representative - Not Found**

**Assignment 25 of 32**

Conveyance: RELEASE BY SECURED PARTY

Reel/Frame: [4222/0806](#)

Pages: 4

Date Recorded: Jun. 10, 2010

Supporting Documents: [assignment-tm-4222-0806.pdf](#)

**Assignor**

Name: [WILMINGTON TRUST COMPANY, AS COLLATERAL AGENT](#)

Execution Date: Jun. 02, 2010

Legal Entity Type: TRUST COMPANY

State or Country DELAWARE  
Where Organized:

**Assignee**

Name: [HEXION SPECIALTY CHEMICALS, INC.](#)

Legal Entity Type: CORPORATION

State or Country NEW JERSEY  
Where Organized:

Address: 180 EAST BROAD STREET  
24TH FLOOR  
COLUMBUS, OHIO 43215

**Correspondent**

Correspondent Name: RICHARD S. DONNELL

Correspondent Address: VORYS, SATER, SEYMOUR AND PEASE LLP  
1909 K STREET, NW SUITE 900  
WASHINGTON, DC 20006

**Domestic Representative - Not Found**

**Assignment 26 of 32**

Conveyance: RELEASE BY SECURED PARTY

Reel/Frame: [4223/0115](#)

Pages: 4

Date Recorded: Jun. 11, 2010

Supporting Documents: [assignment-tm-4223-0115.pdf](#)

**Assignor**

Name: [WILMINGTON TRUST COMPANY, AS COLLATERAL AGENT](#)

Execution Date: Jun. 02, 2010

Legal Entity Type: TRUST COMPANY

State or Country DELAWARE  
Where Organized:

**Assignee**

Name: [HEXION SPECIALTY CHEMICALS, INC.](#)

Legal Entity Type: CORPORATION

State or Country NEW JERSEY  
Where Organized:



**Address:** 180 EAST BROAD STREET  
24TH FLOOR  
COLUMBUS, OHIO 43215

**Correspondent**

**Correspondent Name:** RICHARD S. DONNELL

**Correspondent Address:** VORYS, SATER, SEYMOUR AND PEASE LLP  
1909 K STREET, NW SUITE 900  
WASHINGTON, DC 20006

**Domestic Representative - Not Found**

**Assignment 27 of 32**

**Conveyance:** RELEASE BY SECURED PARTY

**Reel/Frame:** [4223/0626](#)

**Pages:** 4

**Date Recorded:** Jun. 11, 2010

**Supporting Documents:** [assignment-tm-4223-0626.pdf](#)

**Assignor**

**Name:** [WILMINGTON TRUST FSB, AS COLLATERAL AGENT](#)

**Execution Date:** Jun. 02, 2010

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** DELAWARE

**Assignee**

**Name:** [HEXION SPECIALTY CHEMICALS, INC.](#)

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

**Legal Entity Type:** CORPORATION

**Address:** 180 EAST BROAD STREET  
24TH FLOOR  
COLUMBUS, OHIO 43215

**Correspondent**

**Correspondent Name:** RICHARD S. DONNELL

**Correspondent Address:** VORYS, SATER, SEYMOUR AND PEASE LLP  
1909 K STREET, NW SUITE 900  
WASHINGTON, DC 20006

**Domestic Representative - Not Found**

**Assignment 28 of 32**

**Conveyance:** RELEASE BY SECURED PARTY

**Reel/Frame:** [4254/0699](#)

**Pages:** 18

**Date Recorded:** Aug. 04, 2010

**Supporting Documents:** [assignment-tm-4254-0699.pdf](#)

**Assignor**

**Name:** [FLEET CAPITAL CORPORATION AS AGENT](#)

**Execution Date:** Jun. 10, 2010

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** RHODE ISLAND

**Name:** [FLEET CAPITAL CANADA CORPORATION, AS CANADIAN AGENT](#)

**Execution Date:** Jun. 10, 2010

**Legal Entity Type:** UNKNOWN

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

**Name:** [FLEET NATIONAL BANK, LONDON U.K. BRANCH TA/FLEETBOSTON FINANCIAL, AS UK AGENT](#)

**Execution Date:** Jun. 10, 2010

**Legal Entity Type:** UNKNOWN

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

**Assignee**

**Name:** [BORDEN CHEMICAL INVESTMENTS, INC.](#)

Legal Entity Type: CORPORATION

State or Country DELAWARE  
Where Organized:

Address: 180 EAST BROAD STREET  
COLUMBUS, OHIO 43215

Name: [B D S TWO, INC. A DELAWARE CORPORATION NKA HEXION SPECIALTY CHEMICALS, INC.](#)

Legal Entity Type: CORPORATION

State or Country NEW JERSEY  
Where Organized:

Address: 180 EAST BROAD STREET  
COLUMBUS, OHIO 43215

Name: [BFE CORP.](#)

Legal Entity Type: CORPORATION

State or Country DELAWARE  
Where Organized:

Address: 180 EAST BROAD STREET  
COLUMBUS, OHIO 43215

Name: [BORDEN CHEMICAL FOUNDRY, INC. A DELAWARE CORPORATION NKA HEXION SPECIALTY CHEMICALS, INC.](#)

Legal Entity Type: CORPORATION

State or Country NEW JERSEY  
Where Organized:

Address: 180 EAST BROAD STREET  
COLUMBUS, OHIO 43215

**Correspondent**

Correspondent Name: CORY M. AMRON

Correspondent Address: VORYS, SATER, SEYMOUR AND PEASE LLP  
1909 K STREET, NW SUITE 900  
WASHINGTON, DC 20006

**Domestic Representative - Not Found**

**Assignment 29 of 32**

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [5324/0300](#)

Pages: 43

Date Recorded: Jul. 17, 2014

Supporting Documents: [assignment-tm-5324-0300.pdf](#)

**Assignor**

Name: [IBE BUSINESS ENTERPRISE AG](#)

Execution Date: Dec. 18, 2013

Legal Entity Type: CORPORATION

State or Country SWITZERLAND  
Where Organized:

**Assignee**

Name: [LALA BRANDED PRODUCTS, INC.](#)

Legal Entity Type: CORPORATION

State or Country TEXAS  
Where Organized:

Address: 8750 NORTH CENTRAL EXPRESSWAY  
SUITE 400  
DALLAS, TEXAS 75231

**Correspondent**

Correspondent Name: VORYS, SATER, SEYMOUR AND PEASE LLP

Correspondent Address: P.O. BOX 2255  
IPLAW@VORYS ATTN CORY M. AMRON  
COLUMBUS, OH 43216-2255

**Domestic Representative - Not Found**

**Assignment 30 of 32**

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [5324/0467](#)

Pages: 40

Date Recorded: Jul. 17, 2014

Supporting Documents: [assignment-tm-5324-0467.pdf](#)

Documents: \_\_\_\_\_

**Assignor**

**Name:** [LALA BRANDED PRODUCTS, INC.](#) **Execution Date:** Mar. 24, 2014  
**Legal Entity Type:** CORPORATION **State or Country Where Organized:** TEXAS

**Assignee**

**Name:** [INTERNATIONAL BUSINESS ENTERPRISE, S.DE R.L.DE C.V.](#)  
**Legal Entity Type:** LIMITED LIABILITY COMPANY **State or Country Where Organized:** MEXICO  
**Address:** CALZADA LAZARO CARDENAS 185  
PARQUE INDUSTRIAL LAGUNERO  
GOMEZ PALACIO, DURANGO 35070, MEXICO

**Correspondent**

**Correspondent Name:** VORYS, SATER, SEYMOUR AND PEASE LLP  
**Correspondent Address:** P.O. BOX 2255  
IPLAW@VORYS ATTN: CORY M. AMRON  
COLUMBUS, OH 43216-2255

**Domestic Representative**

**Domestic Representative Name:** VORYS, SATER, SEYMOUR AND PEASE LLP  
**Domestic Representative Address:** P.O. BOX 2255  
IPLAW@VORYS  
COLUMBUS, OH 43216-2255

**Assignment 31 of 32**

**Conveyance:** MERGER EFFECTIVE 12/31/2014  
**Reel/Frame:** [5463/0620](#) **Pages:** 4  
**Date Recorded:** Feb. 20, 2015  
**Supporting Documents:** [assignment-tm-5463-0620.pdf](#)

**Assignor**

**Name:** [INTERNATIONAL BUSINESS ENTERPRISE, S. DE R.L. DE C.V.](#) **Execution Date:** Dec. 31, 2014  
**Legal Entity Type:** LIMITED LIABILITY COMPANY **State or Country Where Organized:** MEXICO

**Assignee**

**Name:** [COMERCIALIZADORA DE LACTEOS Y DERIVADOS, S.A. DE C.V.](#)  
**Legal Entity Type:** SOCIEDAD ANONIMA DE CAPITAL VARIABLE: MEXICO **State or Country Where Organized:** MEXICO  
**Address:** CALZADA LAZARO CARDENAS #185  
PARQUE INDUSTRIAL LAGUNERO  
GOMEZ PALACIO, DURANGO, MEXICO 35077

**Correspondent**

**Correspondent Name:** VORYS, SATER, SEYMOUR AND PEASE LLP  
**Correspondent Address:** P.O. BOX 2255 -- IPLAW@VORYS  
ATTN: CORY M. AMRON, ESQ.  
COLUMBUS, OH 43216-2255

**Domestic Representative - Not Found**

**Assignment 32 of 32**

**Conveyance:** RELEASE BY SECURED PARTY  
**Reel/Frame:** [5991/0274](#) **Pages:** 16  
**Date Recorded:** Feb. 17, 2017  
**Supporting Documents:** [assignment-tm-5991-0274.pdf](#)

**Assignor**

**Name:** [WILMINGTON TRUST, NATIONAL ASSOCIATION \(SUCCESSOR BY MERGER TO WILMINGTON TRUST FSB\), AS COLLATERAL AGENT](#)

**Execution Date:** Feb. 08, 2017

**Legal Entity Type:** NATIONAL BANKING ASSOCIATION

**State or Country Where Organized:** DELAWARE

**Assignee**

**Name:** [HEXION INC. \(FORMERLY KNOWN AS HEXION SPECIALTY CHEMICALS INC.\)](#)

**Legal Entity Type:** CORPORATION

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

**Address:** 180 EAST BROAD STREET  
COLUMBUS, OHIO 43215

**Name:** [BORDEN CHEMICAL FOUNDRY, LLC](#)

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** DELAWARE

**Address:** 180 EAST BROAD STREET  
COLUMBUS, OHIO 43215

**Name:** [HEXION INVESTMENTS INC. \(FORMERLY KNOWN AS BORDEN CHEMICAL INVESTMENTS, INC.\)](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** DELAWARE

**Address:** 180 EAST BROAD STREET  
COLUMBUS, OHIO 43215

**Name:** [HEXION U.S. FINANCE CORP.](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** DELAWARE

**Address:** 180 EAST BROAD STREET  
COLUMBUS, OHIO 43215

**Name:** [HSC CAPITAL CORPORATION](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** DELAWARE

**Address:** 180 EAST BROAD STREET  
COLUMBUS, OHIO 43215

**Name:** [LAWTER INTERNATIONAL INC.](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** DELAWARE

**Address:** 180 EAST BROAD STREET  
COLUMBUS, OHIO 43215

**Name:** [HEXION INTERNATIONAL INC. \(FORMERLY KNOWN AS BORDEN CHEMICAL INTERNATIONAL INC.\)](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** DELAWARE

**Address:** 180 EAST BROAD STREET  
COLUMBUS, OHIO 43215

**Name:** [OILFIELD TECHNOLOGY GROUP, INC.](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** DELAWARE

**Address:** 180 EAST BROAD STREET  
COLUMBUS, OHIO 43215

**Name:** [HEXION CI HOLDING COMPANY \(CHINA\) LLC](#)

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** DELAWARE

**Address:** 180 EAST BROAD STREET  
COLUMBUS, OHIO 43215

**Correspondent**

**Correspondent Name:** STEWART WALSH

**Correspondent** 1025 VERMONT AVE NW, SUITE 1130

Address: NATIONAL CORPORATE RESEARCH, LTD  
WASHINGTON, DC 20005

Domestic Representative - Not Found

## Proceedings

### Summary

Number of Proceedings: 2

### Type of Proceeding: Opposition

Proceeding Number: [91208929](#)

Filing Date: Jan 18, 2013

Status: Terminated

Status Date: Jun 14, 2013

Interlocutory Attorney: JENNIFER KRISP

### Defendant

Name: Lieberman Companies, Inc.

Correspondent Address: JOEL D LEVITON  
FISH & RICHARDSON PC  
PO BOX 1022  
MINNEAPOLIS MN , 55440-1022  
UNITED STATES

Correspondent e-mail: [jd@fr.com](mailto:jd@fr.com) , [tmdoct@fr.com](mailto:tmdoct@fr.com) , [kmo@fr.com](mailto:kmo@fr.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
ELSIE'S	Registered	<a href="#">85560950</a>	<a href="#">4593294</a>

### Plaintiff(s)

Name: IBE Business Enterprise AG

Correspondent Address: CORY M AMRON  
VORYS SATER SEYMOUR AND PEASE LLP  
P.O. BOX 2255  
COLUMBUS OH , 43216-2255  
UNITED STATES

Correspondent e-mail: [CMAmron@vorys.com](mailto:CMAmron@vorys.com) , [iplaw@vorys.com](mailto:iplaw@vorys.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
ELSIE	REGISTERED AND RENEWED	<a href="#">72231036</a>	<a href="#">810861</a>
ELSIE	REGISTERED AND RENEWED	<a href="#">77025330</a>	<a href="#">3271334</a>
ELSIE BORDEN	REGISTERED AND RENEWED	<a href="#">77034096</a>	<a href="#">3271357</a>
ELSIE BORDEN	Cancelled - Section 8	<a href="#">77104776</a>	<a href="#">3323199</a>
ELSIE BORDEN	REGISTERED AND RENEWED	<a href="#">77202537</a>	<a href="#">3380947</a>
FRIENDS OF ELSIE	Cancelled - Section 8	<a href="#">77476878</a>	<a href="#">3709689</a>
FRIENDS OF ELSIE	Cancelled - Section 8	<a href="#">77484822</a>	<a href="#">3709705</a>
BORDEN ELSIE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77778412</a>	<a href="#">4190983</a>
BORDEN ELSIE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">85218992</a>	<a href="#">4011916</a>
BORDEN ELSIE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">85413453</a>	<a href="#">4135324</a>
ELSIE THE COW	Abandoned - No Statement Of Use Filed	<a href="#">85687504</a>	
ELSIE BORDEN	REGISTERED AND RENEWED	<a href="#">75747000</a>	<a href="#">2464457</a>

### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 18, 2013	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 18, 2013	Feb 27, 2013
3	PENDING, INSTITUTED	Jan 18, 2013	

4	STIPULATION FOR AN EXTENSION OF TIME	Feb 20, 2013
5	EXTENSION OF TIME GRANTED	Feb 20, 2013
6	STIP FOR EXT	Mar 28, 2013
7	EXTENSION OF TIME GRANTED	Mar 28, 2013
8	STIP FOR EXT	Apr 22, 2013
9	EXTENSION OF TIME GRANTED	Apr 22, 2013
10	W/DRAW OF OPPOSITION	May 20, 2013
11	P CHANGE OF CORRESP ADDRESS	May 24, 2013
12	BD DECISION: DISMISSED W/O PREJ	Jun 14, 2013
13	TERMINATED	Jun 14, 2013

**Type of Proceeding: Opposition**

**Proceeding Number:** [91063251](#)

**Filing Date:** Mar 10, 1980

**Status:** Terminated

**Status Date:** Feb 12, 1981

**Interlocutory Attorney:**

**Defendant**

**Name:** JIMMY COX FARMS, INC.

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
		<a href="#">73202666</a>	

**Plaintiff(s)**

**Name:** BORDEN, INC.

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ELSIE	REGISTERED AND RENEWED	<a href="#">72231036</a>	<a href="#">810861</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED	Mar 10, 1980	
2	PENDING, INSTITUTED	Apr 25, 1980	
3	NOTICE OF DEFAULT	Aug 20, 1980	
4	DEFAULT JUDGMENT	Oct 28, 1980	
5	TERMINATED	Feb 12, 1981	

Generated on: This page was generated by TSDR on 2019-05-20 09:50:06 EDT

Mark: ELSIE

# ELSIE

US Serial Number: 77025330

Application Filing Date: Oct. 19, 2006

US Registration Number: 3271334

Registration Date: Jul. 31, 2007

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Feb. 11, 2018

Publication Date: May 15, 2007

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## Mark Information

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Mark Literal Elements: ELSIE

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

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## Related Properties Information

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Claimed Ownership of US Registrations: 0810861, 2464457

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## Goods and Services

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**Note:**

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

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

**For:** milk, cream, yogurt, [ powdered, ] evaporated and condensed milk, butter, cheese, cream-cheese, cottage cheese, sour cream, eggnog, [ liquid and ] powdered non-dairy coffee creamer [, mincemeat ]

International Class(es): 029 - Primary Class

U.S Class(es): 046

Class Status: ACTIVE

Basis: 1(a)

First Use: 1954

Use in Commerce: 1954

**For:** [ frozen yogurt, sorbet, ] [ ice cream ]

International Class(es): 030 - Primary Class

U.S Class(es): 046

Class Status: SECTION 8 - CANCELLED

Basis: 1(a)

First Use: 1954

Use in Commerce: 1954

---

## Basis Information (Case Level)

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Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No  
Filed 44E: No  
Filed 66A: No  
Filed No Basis: No

Currently 44D: No  
Currently 44E: No  
Currently 66A: No  
Currently No Basis: No

Amended 44D: No  
Amended 44E: No

## Current Owner(s) Information

**Owner Name:** COMERCIALIZADORA DE LACTEOS Y DERIVADOS, S.A. DE C.V.

**Owner Address:** Industrial Carlos A Herrera Araluce  
Calzada Carlos Herrera Araluce No. 185  
Gómez Palacio, Durango 35079  
MEXICO

**Legal Entity Type:** SOCIEDAD ANONIMA DE CAPITAL VARIABLE:      **State or Country** MEXICO  
MEXICO      **Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Laura T. Geyer      **Docket Number:** 70615-2  
**Attorney Primary Email Address:** [iplaw@vorys.com](mailto:iplaw@vorys.com)      **Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Laura T. Geyer  
Vorys, Sater, Seymour and Pease LLP  
P.O. Box 2255  
IPLaw@Vorys  
Columbus, OHIO 43216-2255  
UNITED STATES  
**Phone:** (202) 467-8800      **Fax:** (202) 533-9099  
**Correspondent e-mail:** [iplaw@vorys.com](mailto:iplaw@vorys.com)      **Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Feb. 11, 2018	NOTICE OF ACCEPTANCE OF SEC. 8 - E-MAILED	
Feb. 11, 2018	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	30004
Feb. 11, 2018	REGISTERED - SEC. 9 GRANTED/CHECK RECORD FOR SEC. 8	30004
Feb. 11, 2018	REGISTERED - PARTIAL SEC. 8 (10-YR) ACCEPTED	30004
Feb. 02, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	30004
Jan. 11, 2018	TEAS SECTION 8 & 9 RECEIVED	
Jul. 20, 2017	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Jul. 20, 2017	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jul. 31, 2016	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Mar. 28, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 28, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 25, 2015	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jul. 23, 2014	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Aug. 16, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Aug. 16, 2013	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	77315
Jul. 31, 2013	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	77315
Aug. 15, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Jul. 31, 2013	TEAS SECTION 8 & 15 RECEIVED	
Dec. 03, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Dec. 01, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jul. 31, 2007	REGISTERED-PRINCIPAL REGISTER	
May 15, 2007	PUBLISHED FOR OPPOSITION	



Apr. 25, 2007	NOTICE OF PUBLICATION	
Mar. 20, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	78289
Mar. 19, 2007	ASSIGNED TO LIE	78289
Feb. 22, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 22, 2007	ASSIGNED TO EXAMINER	73703
Oct. 25, 2006	NEW APPLICATION ENTERED IN TRAM	

## Maintenance Filings or Post Registration Information

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

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

**Renewal Date:** Jul. 31, 2017

**Change in Registration:** Yes

## TM Staff and Location Information

### TM Staff Information - None File Location

**Current Location:** TMO LAW OFFICE 116      **Date in Location:** Feb. 11, 2018

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 4      **Registrant:** Hexion Specialty Chemicals, Inc.

### Assignment 1 of 4

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Reel/Frame:** [4265/0188](#)      **Pages:** 36

**Date Recorded:** Aug. 23, 2010

**Supporting Documents:** [assignment-tm-4265-0188.pdf](#)

### Assignor

**Name:** [HEXION SPECIALTY CHEMICALS, INC.](#)      **Execution Date:** May 21, 2010

**Legal Entity Type:** CORPORATION      **State or Country Where Organized:** NEW JERSEY

### Assignee

**Name:** [IBE BUSINESS ENTERPRISE AG](#)

**Legal Entity Type:** CORPORATION      **State or Country Where Organized:** SWITZERLAND

**Address:** BAARERSTRASSE 86  
6300 ZUG, SWITZERLAND

### Correspondent

**Correspondent Name:** VORYS, SATER, SEYMOUR AND PEASE LLP

**Correspondent Address:** P.O. BOX 2255  
IPLAW@VORYS  
COLUMBUS, OH 43216-2255

### Domestic Representative

**Domestic Representative Name:** VORYS, SATER, SEYMOUR AND PEASE LLP

**Domestic Representative Address:** 1909 K STREET NW  
NINTH FLOOR  
WASHINGTON, DC 20006-1152

### Assignment 2 of 4

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [5324/0300](#)

Pages: 43

Date Recorded: Jul. 17, 2014

Supporting Documents: [assignment-tm-5324-0300.pdf](#)

**Assignor**

Name: [IBE BUSINESS ENTERPRISE AG](#)

Execution Date: Dec. 18, 2013

Legal Entity Type: CORPORATION

State or Country Where Organized: SWITZERLAND

**Assignee**

Name: [LALA BRANDED PRODUCTS, INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: TEXAS

Address: 8750 NORTH CENTRAL EXPRESSWAY  
SUITE 400  
DALLAS, TEXAS 75231

**Correspondent**

Correspondent Name: VORYS, SATER, SEYMOUR AND PEASE LLP

Correspondent Address: P.O. BOX 2255  
IPLAW@VORYS ATTN CORY M. AMRON  
COLUMBUS, OH 43216-2255

**Domestic Representative - Not Found**

**Assignment 3 of 4**

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [5324/0467](#)

Pages: 40

Date Recorded: Jul. 17, 2014

Supporting Documents: [assignment-tm-5324-0467.pdf](#)

**Assignor**

Name: [LALA BRANDED PRODUCTS, INC.](#)

Execution Date: Mar. 24, 2014

Legal Entity Type: CORPORATION

State or Country Where Organized: TEXAS

**Assignee**

Name: [INTERNATIONAL BUSINESS ENTERPRISE, S.DE R.L.DE C.V.](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: MEXICO

Address: CALZADA LAZARO CARDENAS 185  
PARQUE INDUSTRIAL LAGUNERO  
GOMEZ PALACIO, DURANGO 35070, MEXICO

**Correspondent**

Correspondent Name: VORYS, SATER, SEYMOUR AND PEASE LLP

Correspondent Address: P.O. BOX 2255  
IPLAW@VORYS ATTN: CORY M. AMRON  
COLUMBUS, OH 43216-2255

**Domestic Representative**

Domestic Representative Name: VORYS, SATER, SEYMOUR AND PEASE LLP

Domestic Representative Address: P.O. BOX 2255  
IPLAW@VORYS  
COLUMBUS, OH 43216-2255

**Assignment 4 of 4**

Conveyance: MERGER EFFECTIVE 12/31/2014

Reel/Frame: [5463/0620](#)

Pages: 4

Date Recorded: Feb. 20, 2015

Supporting Documents: [assignment-tm-5463-0620.pdf](#)

#### Assignor

Name: [INTERNATIONAL BUSINESS ENTERPRISE, S. DE R.L. DE C.V.](#)

Execution Date: Dec. 31, 2014

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: MEXICO

#### Assignee

Name: [COMERCIALIZADORA DE LACTEOS Y DERIVADOS, S.A. DE C.V.](#)

Legal Entity Type: SOCIEDAD ANONIMA DE CAPITAL VARIABLE: MEXICO

State or Country Where Organized: MEXICO

Address: CALZADA LAZARO CARDENAS #185  
PARQUE INDUSTRIAL LAGUNERO  
GOMEZ PALACIO, DURANGO, MEXICO 35077

#### Correspondent

Correspondent Name: VORYS, SATER, SEYMOUR AND PEASE LLP

Correspondent Address: P.O. BOX 2255 -- IPLAW@VORYS  
ATTN: CORY M. AMRON, ESQ.  
COLUMBUS, OH 43216-2255

#### Domestic Representative - Not Found

## Proceedings

#### Summary

Number of Proceedings: 1

#### Type of Proceeding: Opposition

Proceeding Number: [91208929](#)

Filing Date: Jan 18, 2013

Status: Terminated

Status Date: Jun 14, 2013

Interlocutory Attorney: JENNIFER KRISP

#### Defendant

Name: Lieberman Companies, Inc.

Correspondent Address: JOEL D LEVITON  
FISH & RICHARDSON PC  
PO BOX 1022  
MINNEAPOLIS MN , 55440-1022  
UNITED STATES

Correspondent e-mail: [jd@fr.com](mailto:jd@fr.com) , [tmdoct@fr.com](mailto:tmdoct@fr.com) , [kmo@fr.com](mailto:kmo@fr.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
ELSIE'S	Registered	<a href="#">85560950</a>	<a href="#">4593294</a>

#### Plaintiff(s)

Name: IBE Business Enterprise AG

Correspondent Address: CORY M AMRON  
VORYS SATER SEYMOUR AND PEASE LLP  
P.O. BOX 2255  
COLUMBUS OH , 43216-2255  
UNITED STATES

Correspondent e-mail: [CMAmron@vorys.com](mailto:CMAmron@vorys.com) , [iplaw@vorys.com](mailto:iplaw@vorys.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
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ELSIE	REGISTERED AND RENEWED	<a href="#">72231036</a>	<a href="#">810861</a>
ELSIE	REGISTERED AND RENEWED	<a href="#">77025330</a>	<a href="#">3271334</a>
ELSIE BORDEN	REGISTERED AND RENEWED	<a href="#">77034096</a>	<a href="#">3271357</a>
ELSIE BORDEN	Cancelled - Section 8	<a href="#">77104776</a>	<a href="#">3323199</a>
ELSIE BORDEN	REGISTERED AND RENEWED	<a href="#">77202537</a>	<a href="#">3380947</a>
FRIENDS OF ELSIE	Cancelled - Section 8	<a href="#">77476878</a>	<a href="#">3709689</a>
FRIENDS OF ELSIE	Cancelled - Section 8	<a href="#">77484822</a>	<a href="#">3709705</a>
BORDEN ELSIE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77778412</a>	<a href="#">4190983</a>
BORDEN ELSIE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">85218992</a>	<a href="#">4011916</a>
BORDEN ELSIE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">85413453</a>	<a href="#">4135324</a>
ELSIE THE COW	Abandoned - No Statement Of Use Filed	<a href="#">85687504</a>	
ELSIE BORDEN	REGISTERED AND RENEWED	<a href="#">75747000</a>	<a href="#">2464457</a>

#### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 18, 2013	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 18, 2013	Feb 27, 2013
3	PENDING, INSTITUTED	Jan 18, 2013	
4	STIPULATION FOR AN EXTENSION OF TIME	Feb 20, 2013	
5	EXTENSION OF TIME GRANTED	Feb 20, 2013	
6	STIP FOR EXT	Mar 28, 2013	
7	EXTENSION OF TIME GRANTED	Mar 28, 2013	
8	STIP FOR EXT	Apr 22, 2013	
9	EXTENSION OF TIME GRANTED	Apr 22, 2013	
10	W/DRAW OF OPPOSITION	May 20, 2013	
11	P CHANGE OF CORRESP ADDRESS	May 24, 2013	
12	BD DECISION: DISMISSED W/O PREJ	Jun 14, 2013	
13	TERMINATED	Jun 14, 2013	