ESTTA Tracking number: **ESTTA1353808**
Filing date: **04/22/2024**

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

Proceeding no.	91272857
Party	Plaintiff Pumpernickel Associates, LLC
Correspondence address	ROBYN LEDERMAN BROOKS KUSHMAN 1000 TOWN CENTER 22ND FLOOR SOUTHFIELD, MI 48075 UNITED STATES Primary email: trademarks@brookskushman.com Secondary email(s): rlederman@brookskushman.com, Lnye@brookskushman.com 248-358-4400
Submission	Plaintiff's Notice of Reliance
Filer's name	CHANILLE CARSWELL
Filer's email	trademarks@brookskushman.com, rlederman@brookskushman.com, Lnye@brookskushman.com, ejbrooks@brookskushman.com, ccarswell@brookskushman.com, eklazmer@brookskushman.com
Signature	/CHANILLE CARSWELL/
Date	04/22/2024
Attachments	Exhibit 2 - Reg No 2806259 - Vol 1.pdf(4733414 bytes) Exhibit 2 - Reg No 2806259 - Vol 2.pdf(5348657 bytes) Exhibit 3 - Reg No 4934852 - Vol 1.pdf(5504996 bytes) Exhibit 3 - Reg No 4934852 - Vol 2.pdf(2452361 bytes) Exhibit 4 - Declaration of Michelle Ormes.pdf(153495 bytes) Exhibit 4 - Exhibit A.pdf(6267598 bytes) Exhibit 4 - Exhibit B.pdf(509062 bytes) Exhibit 4 - Exhibit C.pdf(67565 bytes) Exhibit 4 - Exhibit D.pdf(490085 bytes) Exhibit 4 - Exhibit E.pdf(1247067 bytes) Exhibit 4 - Exhibit F.pdf(3546087 bytes)

EXHIBIT 2

Vol. 1

Generated on: This page was generated by TSDR on 2024-04-21 16:09:16 EDT

Mark: PANERA

PANERA

US Serial Number: 76413842

Application Filing Date: May 24, 2002

US Registration Number: 2806259

Registration Date: Jan. 20, 2004

Register: Principal

Mark Type: Trademark, 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: Feb. 07, 2014

Publication Date: Oct. 28, 2003

Mark Information

Mark Literal Elements: PANERA

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

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

Translation: In the Spanish language "PANERA" denotes a large basket of carrying goods on the back of an animal or person.

Related Properties Information

International Registration Number: 1237860

International Application(s) /Registration(s) Based on this Property: A0044194/1237860

Claimed Ownership of US Registrations: 2347523, 2574024, 2354029, 2288311, 2288314, 2299040 and others

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: coffee mugs and plastic drinking cups

International Class(es): 021 - Primary Class

U.S Class(es): 002, 013, 023, 029, 030, 033, 040, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 1997

Use in Commerce: Nov. 1997

For: clothing, namely, caps, shirts, t-shirts, sweat shirts, and hats

International Class(es):	025 - Primary Class	**U.S Class(es):**	022, 039
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Nov. 1997	**Use in Commerce:**	Nov. 1997

For: jellies, jams, edible vegetable oils, soups, vegetable and garden salads, and cream cheese

International Class(es):	029 - Primary Class	**U.S Class(es):**	046
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Nov. 1997	**Use in Commerce:**	Nov. 1997

For: bakery goods, coffee and sandwiches

International Class(es):	030 - Primary Class	**U.S Class(es):**	046
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Jan. 1998	**Use in Commerce:**	Jan. 1998

For: restaurant and catering services

International Class(es):	043 - Primary Class	**U.S Class(es):**	100, 101
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Dec. 1997	**Use in Commerce:**	Dec. 1997

Basis Information (Case Level)

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

Current Owner(s) Information

Owner Name: Pumpernickel Associates, LLC

Owner Address: 3630 S. Geyer Road
St. Louis, MISSOURI UNITED STATES 63127

Legal Entity Type:	LIMITED LIABILITY COMPANY	**State or Country Where Organized:**	DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name:	Hope V. Shovein	**Docket Number:**	PNRA0139TUS
Attorney Primary Email Address:	trademarks@brookskushman.com	**Attorney Email Authorized:**	Yes

Correspondent

Correspondent Name/Address:	Hope V. Shovein Brooks Kushman P.C. 150 W. Second St., Suite 400N Royal Oak, MICHIGAN United States 48067-3846

Phone:	248-358-4400	**Fax:**	248-358-3351
Correspondent e-mail:	trademarks@brookskushman.com hshovein@brookskushman.com lnye@brookskushman.com	**Correspondent e-mail Authorized:**	Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jan. 09, 2024	TEAS SECTION 8 & 9 RECEIVED	
Jan. 20, 2023	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Jul. 13, 2022	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Mar. 24, 2021	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
May 27, 2020	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
May 20, 2020	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Jul. 26, 2017	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Feb. 07, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Feb. 07, 2014	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Feb. 07, 2014	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jan. 20, 2014	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Feb. 07, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	
Jan. 20, 2014	TEAS SECTION 8 & 9 RECEIVED	
Oct. 11, 2013	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 11, 2013	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jul. 26, 2013	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	
Jul. 26, 2013	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Dec. 23, 2009	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Dec. 23, 2009	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	
Dec. 15, 2009	TEAS SECTION 8 & 15 RECEIVED	
May 30, 2007	CASE FILE IN TICRS	
Jan. 20, 2004	REGISTERED-PRINCIPAL REGISTER	
Oct. 28, 2003	PUBLISHED FOR OPPOSITION	
Oct. 08, 2003	NOTICE OF PUBLICATION	
Aug. 25, 2003	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 18, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jul. 18, 2003	PAPER RECEIVED	
May 05, 2003	LETTER OF SUSPENSION MAILED	
Mar. 24, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Mar. 24, 2003	PAPER RECEIVED	
Sep. 24, 2002	NON-FINAL ACTION MAILED	
Sep. 09, 2002	ASSIGNED TO EXAMINER	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE **Date in Location:** Feb. 07, 2014

Assignment Abstract Of Title Information

Summary

Total Assignments: 7 **Registrant:** Pumpernickel Associates, LLC

Assignment 1 of 7

Conveyance: INTELLECTUAL PROPERTY SECURITY AGREEMENT

Reel/Frame: 6107/0818 **Pages:** 16

Date Recorded: Jul. 18, 2017

Supporting Documents: assignment-tm-6107-0818.pdf

Assignor

Name: PUMPERNICKEL ASSOCIATES, LLC
Execution Date: Jul. 18, 2017
Legal Entity Type: LIMITED LIABILITY COMPANY
State or Country Where Organized: No Place Where Organized Found

Name: PARADISE BAKERY & CAFÉ, INC.
Execution Date: Jul. 18, 2017
Legal Entity Type: CORPORATION
State or Country Where Organized: No Place Where Organized Found

Assignee

Name: JPMORGAN CHASE BANK, N.A.
Legal Entity Type: BANK
State or Country Where Organized: ALABAMA
Address: CIB DMO WLO -MAIL CODE NY1-C413
4 CMC
BROOKLYN, NEW YORK 11245-0001

Correspondent

Correspondent Name: SEAN MCCLAY
Correspondent Address: WEIL, GOTSHAL & MANGES LLP
767 FIFTH AVENUE
NEW YORK, NY 10153

Domestic Representative - Not Found

Assignment 2 of 7

Conveyance: INTELLECTUAL PROPERTY SECURITY AGREEMENT
Reel/Frame: 6939/0589
Pages: 21
Date Recorded: May 15, 2020
Supporting Documents: assignment-tm-6939-0589.pdf

Assignor

Name: PANERA BREAD COMPANY
Execution Date: May 14, 2020
Legal Entity Type: CORPORATION
State or Country Where Organized: DELAWARE

Name: PANERA, LLC
Execution Date: May 14, 2020
Legal Entity Type: LIMITED LIABILITY COMPANY
State or Country Where Organized: DELAWARE

Name: PARADISE BAKERY & CAFE, INC.
Execution Date: May 14, 2020
Legal Entity Type: CORPORATION
State or Country Where Organized: DELAWARE

Name: PUMPERNICKEL ASSOCIATES, LLC
Execution Date: May 14, 2020
Legal Entity Type: LIMITED LIABILITY COMPANY
State or Country Where Organized: DELAWARE

Name: ABP CORPORATION
Execution Date: May 14, 2020
Legal Entity Type: CORPORATION
State or Country Where Organized: DELAWARE

Assignee

Name: JPMORGAN CHASE BANK, N.A.
Legal Entity Type: NATIONAL BANKING ASSOCIATION
State or Country Where Organized: ALABAMA
Address: 383 MADISON AVENUE
NEW YORK, NEW YORK 10179

Correspondent

Correspondent Name: ALAN WEN
Correspondent Address: WEIL, GOTSHAL & MANGES LLP
767 FIFTH AVENUE
NEW YORK, NY 10153

Domestic Representative - Not Found

Assignment 3 of 7

Conveyance: INTELLECTUAL PROPERTY SECURITY AGREEMENT

Reel/Frame: 6944/0148 **Pages:** 21

Date Recorded: May 21, 2020

Supporting Documents: assignment-tm-6944-0148.pdf

Assignor

Name: PANERA BREAD COMPANY **Execution Date:** May 21, 2020

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

Name: PANERA, LLC **Execution Date:** May 21, 2020

Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** DELAWARE

Name: PARADISE BAKERY & CAFÉ, INC. **Execution Date:** May 21, 2020

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

Name: PUMPERNICKEL ASSOCIATES, LLC **Execution Date:** May 21, 2020

Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** DELAWARE

Name: ABP CORPORATION **Execution Date:** May 21, 2020

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

Assignee

Name: COÖPERATIEVE RABOBANK U.A., NEW YORK BRANCH

Legal Entity Type: BANK **State or Country Where Organized:** NETHERLANDS

Address: 245 PARK AVE
36TH FLOOR
NEW YORK, NEW YORK 10167

Correspondent

Correspondent Name: KYLE BRUMM

Correspondent Address: WEIL, GOTSHAL & MANGES LLP
NEW YORK, NY 10153

Domestic Representative - Not Found

Assignment 4 of 7

Conveyance: TERMINATION AND RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY

Reel/Frame: 7228/0073 **Pages:** 18

Date Recorded: Mar. 16, 2021

Supporting Documents: assignment-tm-7228-0073.pdf

Assignor

Name: COÖPERATIEVE RABOBANK U.A., NEW YORK BRANCH **Execution Date:** Mar. 15, 2021

Legal Entity Type: BANK **State or Country Where Organized:** No Place Where Organized Found

Assignee

Name: PANERA BREAD COMPANY

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

Address: 3630 S. GEYER RD.
#100
ST. LOUIS, MISSOURI 63127

Name: PANERA, LLC

Legal Entity Type: LIMITED LIABILITY COMPANY
State or Country Where Organized: DELAWARE

Address: 3630 S. GEYER RD.
#100
ST. LOUIS, MISSOURI 63127

Name: PARADISE BAKERY & CAFÉ, INC.

Legal Entity Type: CORPORATION
State or Country Where Organized: DELAWARE

Address: 3630 S. GEYER RD.
#100
ST. LOUIS, MISSOURI 63127

Name: PUMPERNICKEL ASSOCIATES, LLC

Legal Entity Type: LIMITED LIABILITY COMPANY
State or Country Where Organized: DELAWARE

Address: 3630 S. GEYER RD.
#100
ST. LOUIS, MISSOURI 63127

Name: ABP CORPORATION

Legal Entity Type: CORPORATION
State or Country Where Organized: DELAWARE

Address: ONE AU BON PAIN WAY
BOSTON, MASSACHUSETTS 02210

Correspondent

Correspondent Name: MICHAEL DENTON

Correspondent Address: WEIL, GOTSHAL & MANGES LLP
767 FIFTH AVENUE
NEW YORK, NY 10153

Domestic Representative - Not Found

Assignment 5 of 7

Conveyance: NOTICE OF RELEASE OF SECURITY INTEREST IN TRADEMARKS

Reel/Frame: 7225/0298
Pages: 15

Date Recorded: Mar. 18, 2021

Supporting Documents: assignment-tm-7225-0298.pdf

Assignor

Name: JPMORGAN CHASE BANK, N.A., AS ADMINISTRATIVE AGENT
Execution Date: Mar. 16, 2021

Legal Entity Type: BANK
State or Country Where Organized: No Place Where Organized Found

Assignee

Name: RYE PARENT CORP.

Legal Entity Type: CORPORATION
State or Country Where Organized: DELAWARE

Address: 3630 S. GEYER RD.
#100
ST. LOUIS, MISSOURI 63127

Name: PANERA BREAD COMPANY

Legal Entity Type: CORPORATION
State or Country Where Organized: DELAWARE

Address: 3630 S. GEYER RD.
#100
ST. LOUIS, MISSOURI 63127

Correspondent

Correspondent Name: CLAUDIA STANTZYK-GUZEK

Correspondent WEIL, GOTSHAL & MANGES LLP

Address: 767 FIFTH AVENUE
NEW YORK, NY 10153

Domestic Representative - Not Found

Assignment 6 of 7

Conveyance: NOTICE OF RELEASE OF SECURITY INTEREST IN TRADEMARKS - RELEASE OF REEL/FRAME NO. 6107/0818

Reel/Frame: 7753/0306 **Pages:** 15

Date Recorded: Jun. 15, 2022

Supporting Documents: assignment-tm-7753-0306.pdf

Assignor

Name: JPMORGAN CHASE BANK, N.A., AS COLLATERAL AGENT **Execution Date:** Jun. 15, 2022

Legal Entity Type: NATIONAL BANKING ASSOCIATION **State or Country Where Organized:** ALABAMA

Assignee

Name: PUMPERNICKEL ASSOCIATES, LLC

Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** DELAWARE

Address: 3630 S. GEYER RD., #100
ST. LOUIS, MISSOURI 63127

Name: PARADISE BAKERY & CAFÉ, INC.

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

Address: 3630 S. GEYER RD., #100
ST. LOUIS, MISSOURI 63127

Correspondent

Correspondent Name: YILONG LIU

Correspondent Address: WEIL, GOTSHAL & MANGES LLP
201 REDWOOD SHORES PARKWAY
REDWOOD SHORES, CA 94065-1134

Domestic Representative - Not Found

Assignment 7 of 7

Conveyance: INTELLECTUAL PROPERTY SECURITY AGREEMENT

Reel/Frame: 7753/0389 **Pages:** 46

Date Recorded: Jun. 15, 2022

Supporting Documents: assignment-tm-7753-0389.pdf

Assignor

Name: PUMPERNICKEL ASSOCIATES, LLC **Execution Date:** Jun. 15, 2022

Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** No Place Where Organized Found

Name: PANERA, LLC **Execution Date:** Jun. 15, 2022

Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** No Place Where Organized Found

Name: PARADISE BAKERY & CAFÉ, INC. **Execution Date:** Jun. 15, 2022

Legal Entity Type: CORPORATION **State or Country Where Organized:** No Place Where Organized Found

Name: EINSTEIN NOAH RESTAURANT GROUP, INC. **Execution Date:** Jun. 15, 2022

Legal Entity Type: CORPORATION **State or Country Where Organized:** No Place Where Organized Found

Name: BRUEGGER'S ENTERPRISES, INC. **Execution Date:** Jun. 15, 2022

Legal Entity Type: CORPORATION **State or Country Where Organized:** No Place Where Organized Found

Name:	ARABICA FUNDING, INC.	**Execution Date:**	Jun. 15, 2022
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	No Place Where Organized Found
Name:	NOAH'S NEW YORK BAGELS COMPANY	**Execution Date:**	Jun. 15, 2022
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	No Place Where Organized Found
Name:	MANHATTAN BAGEL COMPANY, INC.	**Execution Date:**	Jun. 15, 2022
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	No Place Where Organized Found
Name:	EINSTEIN AND NOAH CORP.	**Execution Date:**	Jun. 15, 2022
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	No Place Where Organized Found
Name:	CHESAPEAKE BAGEL FRANCHISE CORP.	**Execution Date:**	Jun. 15, 2022
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	No Place Where Organized Found
Name:	CARIBOU COFFEE COMPANY, INC.	**Execution Date:**	Jun. 15, 2022
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 BANKING ASSOCIATION	**State or Country Where Organized:**	ALABAMA
Address:	CIB DMO WLO - MAIL CODE NY1-C413 4 CMC C/O JPMORGAN CHASE & CO. BROOKLYN, NEW YORK 11245-0001		

Correspondent

Correspondent Name:	YILONG LIU
Correspondent Address:	WEIL, GOTSHAL & MANGES LLP 201 REDWOOD SHORES PARKWAY REDWOOD SHORES, CA 94065-1134

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings:	3

Type of Proceeding: Opposition

Proceeding Number:	91272857	**Filing Date:**	Nov 10, 2021
Status:	Pending	**Status Date:**	Feb 20, 2024
Interlocutory Attorney:	ANDREW P BAXLEY		

Defendant

Name:	Ningbo Panera Lighting Co., Ltd.
Correspondent Address:	NAZLY AILEEN BAYRAMOGLU BAYRAMOGLU LAW OFFICES LLC 1540 WEST WARM SPRINGS ROAD SUITE 100 HENDERSON NV UNITED STATES , 89014
Correspondent e-mail:	tm@bayramoglu-legal.com , nazly@bayramoglu-legal.com , alex@bayramoglu-legal.com , deniz@bayramoglu-legal.com , gokalp@bayramoglu-legal.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
PANERALUX		90165765	

PANERALUX	90165881

Plaintiff(s)

Name: Pumpernickel Associates, LLC

Correspondent Address: ROBYN LEDERMAN
BROOKS KUSHMAN
1000 TOWN CENTER, 22ND FLOOR
SOUTHFIELD MI UNITED STATES , 48075

Correspondent e-mail: trademarks@brookskushman.com , rlederman@brookskushman.com , Lnye@brookskushman.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
PANERA BREAD		75978462	2288311
PANERA		76413842	2806259
PANERA		86344805	4934852

Prosecution History

Entry Number	History Text	Date	Due Date
27	TRIAL DATES RESET	Feb 20, 2024	
26	SUSP PEND DISP OF OUTSTNDNG MOT	Feb 08, 2024	
25	D REQ FOR RECON OF BD ORDER	Feb 07, 2024	
24	TRIAL DATES RESET	Jan 09, 2024	
23	D REPLY IN SUPPORT OF MOTION	Nov 29, 2023	
22	P OPP/RESP TO MOTION	Nov 09, 2023	
21	SUSP PEND DISP OF OUTSTNDNG MOT	Oct 23, 2023	
20	D MOT TO STRIKE	Oct 20, 2023	
19	EXTENSION OF TIME GRANTED	Jun 23, 2023	
18	P MOT FOR EXT W/ CONSENT	Jun 23, 2023	
17	EXTENSION OF TIME GRANTED	May 10, 2023	
16	P MOT FOR EXT W/ CONSENT	May 10, 2023	
15	P NOTICE OF EXPERT DISCLOSURES	Apr 18, 2023	
14	SUSPENDED	Oct 04, 2022	
13	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Oct 04, 2022	
12	SUSPENDED	Sep 04, 2022	
11	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Sep 04, 2022	
10	SUSPENDED	Jun 06, 2022	
9	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Jun 06, 2022	
8	SUSPENDED	Apr 02, 2022	
7	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Apr 01, 2022	
6	SUSPENDED	Feb 10, 2022	
5	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Feb 10, 2022	
4	ANSWER	Dec 17, 2021	
3	INSTITUTED	Nov 10, 2021	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Nov 10, 2021	Dec 20, 2021
1	FILED AND FEE	Nov 10, 2021	

Type of Proceeding: Opposition

Proceeding Number: 91246884 **Filing Date:** Mar 11, 2019

Status: Terminated **Status Date:** Aug 14, 2019

Interlocutory Attorney: KATIE W MCKNIGHT

Defendant

Name: Forneria, LLC

Correspondent Address: NICOLAS CUETARA
WEINKLE ABERGEL
605 LINCOLN ROAD 250
MIAMI BEACH FL UNITED STATES , 33139

Correspondent e-mail: nicolas@waplawgroup.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
PANERIA		87847535	

Plaintiff(s)

Name: Panera, LLC, and Pumpernickel Associates, LLC

Correspondent Address: HOPE V SHOVEIN
BROOKS KUSHMAN PC
1000 TOWN CENTER, 22ND FLOOR
SOUTHFIELD MI UNITED STATES , 49075-1238

Correspondent e-mail: hshovein@brookskushman.com , lnye@brookskushman.com , trademarks@brookskushman.com , rlederman@brookskushman.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
PANERA BREAD		75978462	2288311
PANERA		76413842	2806259
PANERA		86344805	4934852

Prosecution History

Entry Number	History Text	Date	Due Date
10	TERMINATED	Aug 14, 2019	
9	BD DECISION: OPP SUSTAINED	Aug 14, 2019	
8	NOTICE OF DEFAULT	Jul 01, 2019	
7	EXTENSION OF TIME GRANTED	May 20, 2019	
6	P MOT FOR EXT W/ CONSENT	May 20, 2019	
5	EXTENSION OF TIME GRANTED	Apr 22, 2019	
4	P MOT FOR EXT W/ CONSENT	Apr 22, 2019	
3	PENDING, INSTITUTED	Mar 11, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 11, 2019	Apr 20, 2019
1	FILED AND FEE	Mar 11, 2019	

Type of Proceeding: Opposition

Proceeding Number: 91242161 **Filing Date:** Jul 02, 2018

Status: Terminated **Status Date:** Mar 11, 2019

Interlocutory Attorney: ANN LINNEHAN VOGLER

Defendant

Name: BLANCO GmbH + Co KG

Correspondent Address: JOSEPH T JASPER
HANLEY FLIGHT & ZIMMERMAN LLC
150 S WACKER DRIVE, SUITE 2200
CHICAGO IL UNITED STATES , 60606

Correspondent e-mail: jjasper@hfzlaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
PANERA		87502971	

Plaintiff(s)

Name: Pumpernickel Associates, LLC

Correspondent Address: HOPE SHOVEIN
BROOKS KUSHMAN PC
1000 TOWN CENTER, 22ND FLOOR
SOUTHFIELD MI UNITED STATES , 48075

Correspondent e- hshovein@brookskushman.com , ejbrooks@brookskushman.com , lnye@brookskushman.com , jjasper@hfzlaw.com

mail:

Associated marks			
Mark	**Application Status**	**Serial Number**	**Registration Number**
PANERA BREAD		75978462	2288311
PANERA BREAD		75374266	2347523
PANERA		76413842	2806259

Prosecution History			
Entry Number	**History Text**	**Date**	**Due Date**
17	TERMINATED	Mar 11, 2019	
16	BD DECISION: OPP DISMISSED W/O PREJ	Mar 11, 2019	
15	W/DRAW OF OPPOSITION	Mar 08, 2019	
14	EXTENSION OF TIME GRANTED	Feb 07, 2019	
13	P MOT FOR EXT W/ CONSENT	Feb 07, 2019	
12	P MOT TO AMEND PLEADING/AMENDED PLEADING	Jan 25, 2019	
11	EXTENSION OF TIME GRANTED	Dec 06, 2018	
10	P MOT FOR EXT W/ CONSENT	Dec 06, 2018	
9	EXTENSION OF TIME GRANTED	Nov 08, 2018	
8	P MOT FOR EXT W/ CONSENT	Nov 08, 2018	
7	EXTENSION OF TIME GRANTED	Oct 10, 2018	
6	P MOT FOR EXT W/ CONSENT	Oct 10, 2018	
5	EXTENSION OF TIME GRANTED	Aug 10, 2018	
4	STIP FOR EXT	Aug 10, 2018	
3	PENDING, INSTITUTED	Jul 02, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 02, 2018	Aug 11, 2018
1	FILED AND FEE	Jul 02, 2018	

PTO- 1963
Approved for use through 01/31/2025. OMB 0651-0055
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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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	2806259
REGISTRATION DATE	01/20/2004
SERIAL NUMBER	76413842
MARK SECTION	
MARK	PANERA (see, mark)
ATTORNEY INFORMATION (current)	
NAME	Hope V. Shovein
ATTORNEY BAR MEMBERSHIP NUMBER	NOT SPECIFIED
YEAR OF ADMISSION	NOT SPECIFIED
U.S. STATE/ COMMONWEALTH/ TERRITORY	NOT SPECIFIED
FIRM NAME	Brooks Kushman P.C.
STREET	1000 Town Center, 22nd Floor
CITY	Southfield
STATE	Michigan
POSTAL CODE	48075-1238
COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
PHONE	248-358-4400
FAX	248-358-3351
EMAIL	trademarks@brookskushman.com
DOCKET/REFERENCE NUMBER	PNRA0139TUS
ATTORNEY INFORMATION (proposed)	
NAME	Hope V. Shovein
ATTORNEY BAR MEMBERSHIP NUMBER	XXX
YEAR OF ADMISSION	XXXX
U.S. STATE/ COMMONWEALTH/ TERRITORY	XX
FIRM NAME	Brooks Kushman P.C.
STREET	150 W. Second St., Suite 400N
CITY	Royal Oak
STATE	Michigan
POSTAL CODE	48067-3846

COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
PHONE	248-358-4400
FAX	248-358-3351
EMAIL	trademarks@brookskushman.com
DOCKET/REFERENCE NUMBER	PNRA0139TUS
OTHER APPOINTED ATTORNEY	Robyn S. Lederman, Molly Mack Crandall, Elizabeth F. Janda, Erica D. Klein, Mark A. Cantor, Amy C. Leshan, Jennifer K. Ziegler, Erica C. Klazmer, Fatima Y. Kassem, Chloe R. Conway and Emily A. Binienda
CORRESPONDENCE INFORMATION (current)	
NAME	Hope V. Shovein
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	trademarks@brookskushman.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	NOT PROVIDED
DOCKET/REFERENCE NUMBER	PNRA0139TUS
CORRESPONDENCE INFORMATION (proposed)	
NAME	Hope V. Shovein
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	trademarks@brookskushman.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	hshovein@brookskushman.com; lnye@brookskushman.com
DOCKET/REFERENCE NUMBER	PNRA0139TUS
GOODS AND/OR SERVICES SECTION	
INTERNATIONAL CLASS	021
GOODS OR SERVICES	coffee mugs and plastic drinking cups
SPECIMEN FILE NAME(S)	\\TICRS\EXPORT18\IMAGEOUT 18\764\138\76413842\xml2 \ S890002.jpg
	\\TICRS\EXPORT18\IMAGEOUT 18\764\138\76413842\xml2 \ S890003.jpg
SPECIMEN DESCRIPTION	photographs of goods bearing the mark
WEBPAGE URL	None Provided
WEBPAGE DATE OF ACCESS	None Provided
INTERNATIONAL CLASS	025
GOODS OR SERVICES	clothing, namely, caps, shirts, t-shirts, sweat shirts, and hats
SPECIMEN FILE NAME(S)	\\TICRS\EXPORT18\IMAGEOUT 18\764\138\76413842\xml2 \ S890004.jpg
	\\TICRS\EXPORT18\IMAGEOUT 18\764\138\76413842\xml2 \ S890005.jpg
SPECIMEN DESCRIPTION	photographs of goods bearing the mark
WEBPAGE URL	None Provided
WEBPAGE DATE OF ACCESS	None Provided

INTERNATIONAL CLASS	029
GOODS OR SERVICES TO BE DELETED	jellies, jams, edible vegetable oils,
GOODS OR SERVICES IN USE IN COMMERCE OR FOR WHICH OWNER CLAIMS EXCUSABLE NONUSE	soups, vegetable and garden salads, and cream cheese
SPECIMEN FILE NAME(S)	
JPG FILE(S)	\\TICRS\EXPORT18\IMAGEOUT 18\764\138\76413842\xml2 \ S890006.jpg
ORIGINAL PDF FILE	SPN2-216150233242-2024010 8162719869212_._Class_29_ Specimen_2.pdf
CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT18\IMAGEOUT 18\764\138\76413842\xml2\ S890007.jpg
SPECIMEN DESCRIPTION	photo of goods bearing the mark and screenshot of Registrant's online menu
WEBPAGE URL	https://www.panerabread.com/en-us/menu/categories/salads.html
WEBPAGE DATE OF ACCESS	01/08/2024
INTERNATIONAL CLASS	030
GOODS OR SERVICES	bakery goods, coffee and sandwiches
SPECIMEN FILE NAME(S)	
JPG FILE(S)	\\TICRS\EXPORT18\IMAGEOUT 18\764\138\76413842\xml2 \ S890009.jpg
ORIGINAL PDF FILE	SPN3-216150233122-2024010 8162719869212_._Class_30_ Specimen_1.pdf
CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT18\IMAGEOUT 18\764\138\76413842\xml2\ S890008.jpg
SPECIMEN DESCRIPTION	screenshot of Registrant's online menu and photo of goods bearing the mark
WEBPAGE URL	https://www.panerabread.com/en-us/menu/categories/bakery.html
WEBPAGE DATE OF ACCESS	01/08/2024
INTERNATIONAL CLASS	043
GOODS OR SERVICES	restaurant and catering services
SPECIMEN FILE NAME(S)	
JPG FILE(S)	\\TICRS\EXPORT18\IMAGEOUT 18\764\138\76413842\xml2 \ S890010.jpg
	\\TICRS\EXPORT18\IMAGEOUT 18\764\138\76413842\xml2\ S890011.jpg
ORIGINAL PDF FILE	SPN4-216150233122-2024010 8162719869212_._Class_43_ Specimen_3.pdf
CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT18\IMAGEOUT 18\764\138\76413842\xml2\ S890012.jpg
SPECIMEN DESCRIPTION	photographs of restaurant signage and drive-thru menu board, and screenshot of Registrant's website, all showing use of the mark in connection with the services
WEBPAGE URL	https://catering.panerabread.com/
WEBPAGE DATE OF ACCESS	01/08/2024

OWNER SECTION (current)	
NAME	Pumpernickel Associates, LLC
MAILING ADDRESS	3630 S. Geyer Road
CITY	St. Louis
STATE	Missouri
ZIP/POSTAL CODE	63127
COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
PHONE	314-984-1000
OWNER SECTION (proposed)	
NAME	Pumpernickel Associates, LLC
MAILING ADDRESS	3630 S. Geyer Road
CITY	St. Louis
STATE	Missouri
ZIP/POSTAL CODE	63127
COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
PHONE	
EMAIL	XXXX
LEGAL ENTITY SECTION (current)	
TYPE	limited liability company
STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY WHERE LEGALLY ORGANIZED	Delaware
PAYMENT SECTION	
NUMBER OF CLASSES	5
NUMBER OF CLASSES PAID	5
COMBINED §§ 8 & 9 DECLARATION/APPLICATION FILING FEE	2625
TOTAL FEE PAID	2625
SIGNATURE SECTION	
SIGNATURE	/hope v shovein/
SIGNATORY'S NAME	Hope V. Shovein
SIGNATORY'S POSITION	Attorney of Record, Michigan Bar Member
DATE SIGNED	01/08/2024
SIGNATORY'S PHONE NUMBER	248-358-4400
SIGNATURE METHOD	Sent to third party for signature
PAYMENT METHOD	DA
FILING INFORMATION	
SUBMIT DATE	Tue Jan 09 08:40:51 ET 2024
	USPTO/S08N09-XXX.XXX.XXX.

TEAS STAMP	XXX-20240109084052536191-2806259-8501f9d8b1e9b5d5fc34118faee8d25e434ebf07084e0f92f66d3cc66cfcb6f3ef-DA-40516528-20240108162719869212

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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: 2806259
REGISTRATION DATE: 01/20/2004

MARK: PANERA

Current: The owner, Pumpernickel Associates, LLC, a limited liability company legally organized under the laws of Delaware, having an address of
3630 S. Geyer Road
St. Louis, Missouri 63127
United States
314-984-1000

Proposed: The owner, Pumpernickel Associates, LLC, a limited liability company legally organized under the laws of Delaware, having an address of
3630 S. Geyer Road
St. Louis, Missouri 63127
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 021, 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: coffee mugs and plastic drinking cups ; 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) photographs of goods bearing the mark.
Specimen File1
Specimen File2

Webpage URL: None Provided
Webpage Date of Access: None Provided
For International Class 025, 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: clothing, namely, caps, shirts, t-shirts, sweat shirts, and hats ; 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) photographs of goods bearing the mark.
Specimen File1
Specimen File2

Webpage URL: None Provided
Webpage Date of Access: None Provided
For International Class 029, this filing does **NOT** cover the following goods or services for this specific class listed in the registration, and these goods or services are to be permanently **deleted** from the registration: jellies, jams, edible vegetable oils,

The mark is in use in commerce on or in connection with the following goods or services listed in the existing registration for this specific class; or, the owner is making the listed excusable nonuse claim: soups, vegetable and garden salads, and cream cheese

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) photo of goods bearing the mark and screenshot of Registrant's online menu.
JPG file(s):

Specimen File1
Original PDF file:
SPN2-216150233242-2024010 8162719869212_._Class_29_ Specimen_2.pdf
Converted PDF file(s) (1 page)
Specimen File1

Webpage URL: https://www.panerabread.com/en-us/menu/categories/salads.html
Webpage Date of Access: 01/08/2024
For International Class 030, 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: bakery goods, coffee and sandwiches ; 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) screenshot of Registrant's online menu and photo of goods bearing the mark.
JPG file(s):
Specimen File1
Original PDF file:
SPN3-216150233122-2024010 8162719869212_._Class_30_ Specimen_1.pdf
Converted PDF file(s) (1 page)
Specimen File1

Webpage URL: https://www.panerabread.com/en-us/menu/categories/bakery.html
Webpage Date of Access: 01/08/2024
For International Class 043, 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: restaurant and catering services ; 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) photographs of restaurant signage and drive-thru menu board, and screenshot of Registrant's website, all showing use of the mark in connection with the services.
JPG file(s):
Specimen File1
Specimen File2
Original PDF file:
SPN4-216150233122-2024010 8162719869212_._Class_43_ Specimen_3.pdf
Converted PDF file(s) (1 page)
Specimen File1

Webpage URL: https://catering.panerabread.com/
Webpage Date of Access: 01/08/2024
The owner's/holder's current attorney information: Hope V. Shovein. Hope V. Shovein of Brooks Kushman P.C., is located at

1000 Town Center, 22nd Floor
Southfield, Michigan 48075-1238
United States

The docket/reference number is PNRA0139TUS.

The phone number is 248-358-4400.

The fax number is 248-358-3351.

The email address is trademarks@brookskushman.com

The owner's/holder's proposed attorney information: Hope V. Shovein. Other appointed attorneys are Robyn S. Lederman, Molly Mack Crandall, Elizabeth F. Janda, Erica D. Klein, Mark A. Cantor, Amy C. Leshan, Jennifer K. Ziegler, Erica C. Klazmer, Fatima Y. Kassem, Chloe R. Conway and Emily A. Binienda. Hope V. Shovein of Brooks Kushman P.C., is a member of the XX bar, admitted to the bar in XXXX, bar membership no. XXX, and the attorney(s) is located at

150 W. Second St., Suite 400N
Royal Oak, Michigan 48067-3846
United States

The docket/reference number is PNRA0139TUS.

The phone number is 248-358-4400.

The fax number is 248-358-3351.

The email address is trademarks@brookskushman.com

Hope V. Shovein 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)
Hope V. Shovein
PRIMARY EMAIL FOR CORRESPONDENCE: trademarks@brookskushman.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): NOT PROVIDED
The docket/reference number is PNRA0139TUS.

Correspondence Information (proposed)
Hope V. Shovein
PRIMARY EMAIL FOR CORRESPONDENCE: trademarks@brookskushman.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): hshovein@brookskushman.com; lnye@brookskushman.com
The docket/reference number is PNRA0139TUS.

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 $2625 will be submitted with the form, representing payment for 5 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: /hope v shovein/ Date: 01/08/2024
Signatory's Name: Hope V. Shovein
Signatory's Position: Attorney of Record, Michigan Bar Member
Signatory's Phone: 248-358-4400
Signature method: Sent to third party for signature

Mailing Address **(current):**
Brooks Kushman P.C.
1000 Town Center, 22nd Floor
Southfield, Michigan 48075-1238

Mailing Address **(proposed):**
Brooks Kushman P.C.
150 W. Second St., Suite 400N
Royal Oak, Michigan 48067-3846

Serial Number: 76413842
Internet Transmission Date: Tue Jan 09 08:40:51 ET 2024
TEAS Stamp: USPTO/S08N09-XXX.XXX.XXX.XXX-20240109084
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Panera
BREAD

Panera
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Panera
BREAD®

PORT AUTHORITY
Panera
BREAD

Panera
BREAD
BAKED
POTATO
SOUP
NET WT 16 OZ (1 LB) 453g

Panera | Panera Catering

Two Months FREE! New members of Unlimited Sip Club can enjoy coffees, teas & more fountain drinks for free. **Claim Offer**

Panera BREAD

MENU ⌄ SALADS

Salads | Warm Bowls | Value Duets

Salads

Southwest Caesar Salad with Chicken

Whole ▾ · 640 Cal · $13.49

Add Customize

Green Goddess Cobb Salad with Chicken

Whole ▾ · 500 Cal · $13.89

Add Customize

Fuji Apple Salad with Chicken

Whole ▾ · 560 Cal · $11.99

Add Customize

Greek Salad

Whole ▾ · 410 Cal · $8.99

Add Customize

Asian Sesame Salad with Chicken

Whole ▾ · 410 Cal · $11.99

Add Customize

Citrus Asian Crunch Salad with Chicken

Whole ▾ · 620 Cal · $13.89

Add Customize

Caesar Salad

Whole ▾ · 390 Cal · $8.99

Add Customize

Caesar Salad with Chicken

Whole ▾ · 500 Cal · $11.99

Add Customize

Filters

Warm Bowls

Panera | Panera Catering

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Panera BREAD

MENU ⌄ BAKERY

Bagels | Cookies & Brownies | Pastries & Sweets for One | Pastries & Sweets for a Group | Muffins & Muffies | Baked E

Bagels

Customize to slice or toast your bagel.

Cinnamon Crunch Bagel
420 Cal · **$1.89**
Add Customize

Asiago Bagel
320 Cal · **$1.89**
Add Customize

Everything Bagel
300 Cal · **$1.89**
Add Customize

Plain Bagel
280 Cal · **$1.89**
Add Customize

Blueberry Bagel
300 Cal · **$1.89**
Add Customize

Chocolate Chip Bagel
330 Cal · **$1.89**
Add Customize

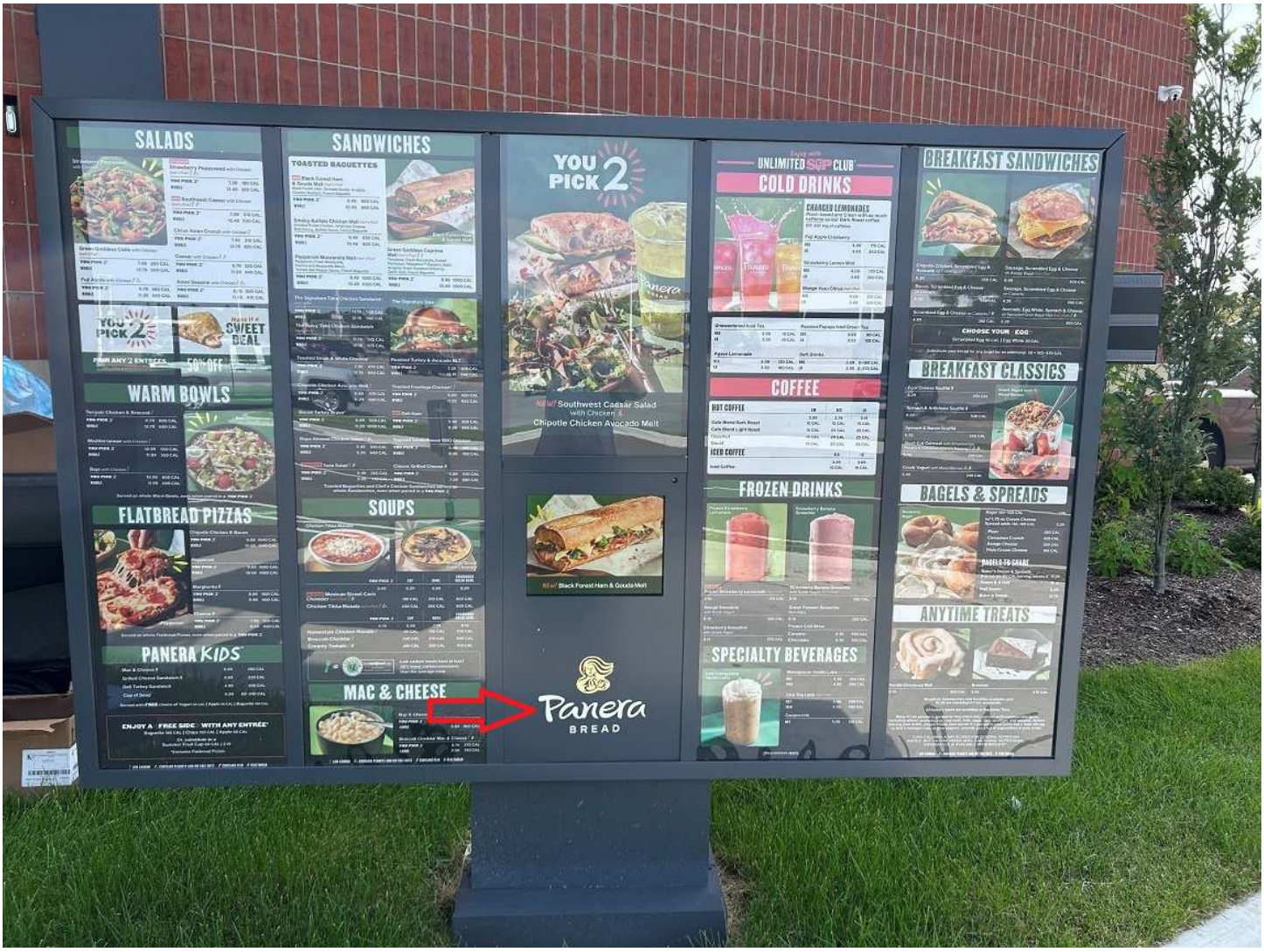
Cinnamon Swirl Bagel
310 Cal · **$1.89**
Add Customize

Sesame Bagel
300 Cal · **$1.89**
Add

Filters

100% ARABICA COFFEE
Panera BREAD
DARK ROAST
A blissfully bold way to start your day strong. Our rich and robust Dark Roast coffee is alive with full-bodied, intense flavor that's perfectly complemented by a dark chocolate finish.
Pairs well with
Scrambled eggs and bacon, scrumptious pastries, and breakfast on the go
Explore products & FIND INSPIRATION
Panera BREAD
DARK ROAST
BOLD, INTENSE, FULL-BODIED
BAKERY-CAFE BLEND
GROUND COFFEE
NET WT 12 OZ (340g)

DRIVE THRU
Panera
BREAD
12032


SALADS
SANDWICHES
TOASTED BAGUETTES
YOU PICK 2
Make it a SWEET DEAL
50% OFF
WARM BOWLS
FLATBREAD PIZZAS
PANERA KIDS
ENJOY A FREE SIDE WITH ANY ENTREE
SOUPS
MAC & CHEESE
NEW! Southwest Caesar Salad with Chicken &
Chipotle Chicken Avocado Melt
NEW! Black Forest Ham & Gouda Melt
Panera BREAD
UNLIMITED SIP CLUB
COLD DRINKS
CHARGED LEMONADES
COFFEE
HOT COFFEE
ICED COFFEE
FROZEN DRINKS
SPECIALTY BEVERAGES
BREAKFAST SANDWICHES
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For every group. Every size. All the Fun.

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GET REWARDED FOR YOUR CATERING PURCHASES!

Earn a $20 reward for every $500 you spend on catering orders.

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SPREAD THE SWEETNESS

Less holiday hustle. More happy hosting! Grab something sweet for everyone on your invite list.

Start Your Order

GARNISH YOUR GATHERING

Add a little extra joy and a whole lot of flavor to your table with craveable sandwiches, seasonal salads and more for your next holiday party.

Start Your Order

COME TOGETHER WITH PANERA CONNECTS

Bring your crew together with our virtual mealtime solutions for your people, near or far.

Start Planning

GO BIG! WITH PANERA CATERING

No group or gathering is too large. Give us the details and we'll take care of the deliciousness.

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PANERA

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Need Help?

Customer Care Center

Ordering Help

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BREAD
BAKED
POTATO
SOUP
NET WT 16 OZ (1 LB) 453g

Panera | Panera Catering

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Panera BREAD

MENU ⌄ SALADS

Salads | Warm Bowls | Value Duets

Salads

Southwest Caesar Salad with Chicken

Whole ▾ · 640 Cal · $13.49

Add Customize

Green Goddess Cobb Salad with Chicken

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Fuji Apple Salad with Chicken

Whole ▾ · 560 Cal · $11.99

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Bagels | Cookies & Brownies | Pastries & Sweets for One | Pastries & Sweets for a Group | Muffins & Muffies | Baked E

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100% ARABICA COFFEE
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DARK ROAST
A blissfully bold way to start your day strong. Our rich and robust Dark Roast coffee is alive with full-bodied, intense flavor that's perfectly complemented by a dark chocolate finish.
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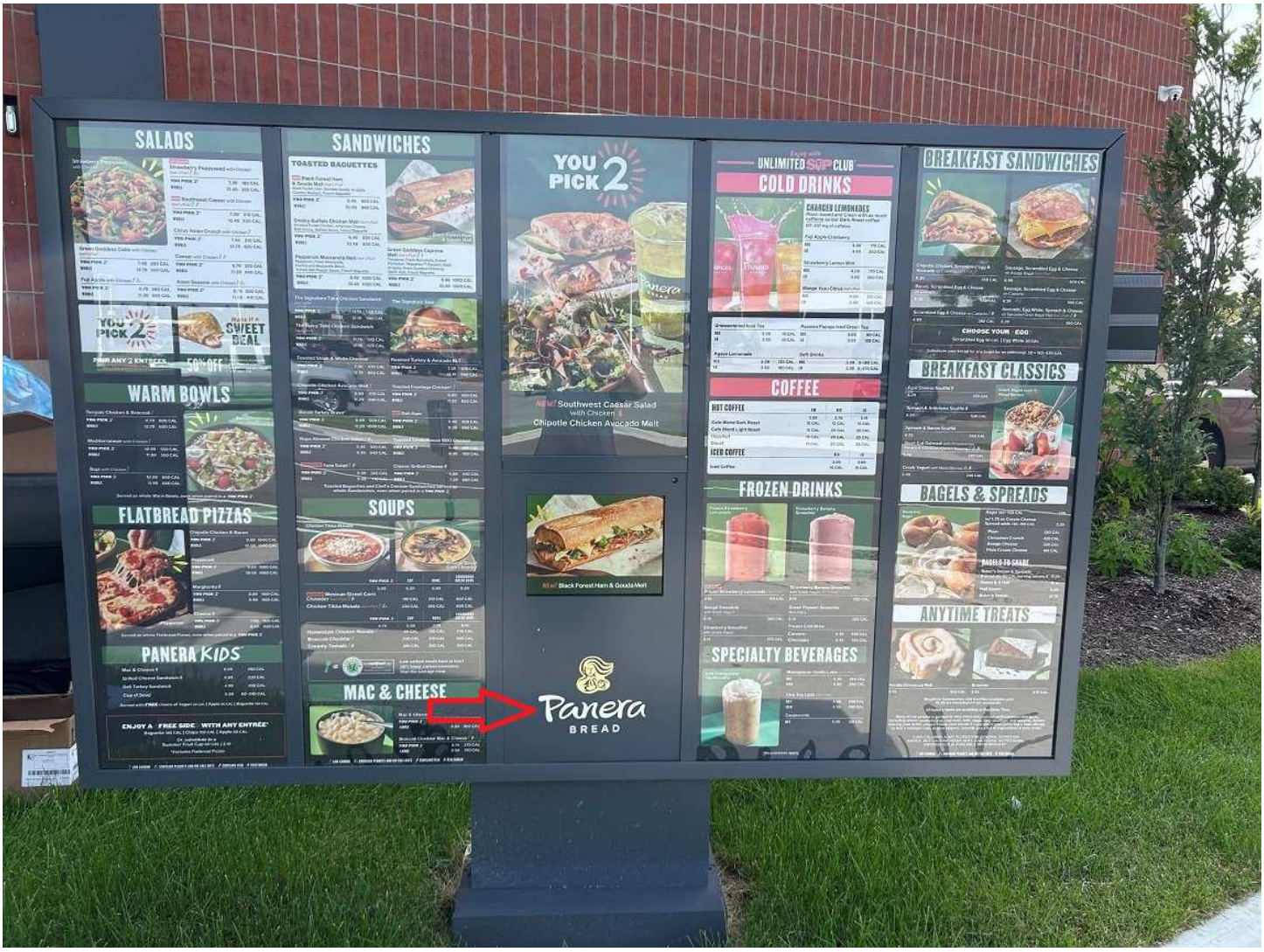
Explore products & FIND INSPIRATION
Panera BREAD
DARK ROAST
BOLD, INTENSE, FULL-BODIED
BAKERY-CAFE BLEND
GROUND COFFEE
NET WT 12 OZ (340g)

DRIVE THRU
Panera
BREAD
12032


SALADS
SANDWICHES
TOASTED BAGUETTES
YOU PICK 2
Make it a SWEET DEAL
50% OFF
WARM BOWLS
FLATBREAD PIZZAS
PANERA KIDS
ENJOY A FREE SIDE WITH ANY ENTREE
SOUPS
MAC & CHEESE
NEW! Southwest Caesar Salad with Chicken &
Chipotle Chicken Avocado Melt
NEW! Black Forest Ham & Gouda Melt
Panera BREAD
UNLIMITED SIP CLUB
COLD DRINKS
CHARGED LEMONADES
COFFEE
HOT COFFEE
ICED COFFEE
FROZEN DRINKS
SPECIALTY BEVERAGES
BREAKFAST SANDWICHES
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ANYTIME TREATS

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For every group. Every size. All the Fun.

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GET REWARDED FOR YOUR CATERING PURCHASES!

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MyPanera

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From: TMOfficialNotices@USPTO.GOV
Sent: Friday, January 20, 2023 01:36 AM
To: XXXX
Subject: Official USPTO Courtesy Reminder: Trademark Registration Maintenance Documents Must Be Filed Before Deadline for U.S. Trademark Registration No. 2806259 PANERA

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. 76413842
U.S. Registration No. 2806259
U.S. Registration Date: January 20, 2004
Mark: PANERA
Owner: Pumpernickel Associates, LLC
Docket/Reference No. PNRA0139TUS

Issue Date: January 20, 2023

Required submission. The owner of the trademark registration must file a **Declaration of Use and/or Excusable Nonuse and an Application for Renewal under Sections 8 and 9 of the Trademark Act** (Sections 8 and 9 Declaration) between now and January 22, 2024. For an additional fee, the owner can file within the 6-month grace period that ends on July 22, 2024.

If ownership of the registration or the owner's name has changed, the owner can use the **Electronic Trademark Assignment System (ETAS)** to record the change. More information on changes of ownership/owner name is available on the **USPTO website.**

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 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**.

From: TMOfficialNotices@USPTO.GOV
Sent: Friday, February 7, 2014 11:01 PM
To: XXXX
Subject: Official USPTO Notice of Acceptance and Renewal Sections 8 and 9: U.S. Trademark RN 2806259: PANERA: Docket/Reference No. PNRA0139TUS

Serial Number: 76413842
Registration Number: 2806259
Registration Date: Jan 20, 2004
Mark: PANERA
Owner: Pumpernickel Associates, LLC

Feb 7, 2014

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 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):
021, 025, 029, 030, 043

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 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 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=76413842. NOTE: This notice will only be available on-line the next business day after receipt of this e-mail.

PTO Form 1963 (Rev 5/2006)
OMB No. 0651-0055 (Exp 07/31/2018)

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	2806259
REGISTRATION DATE	01/20/2004
SERIAL NUMBER	76413842
MARK SECTION	
MARK	PANERA
ATTORNEY SECTION (current)	
NAME	Hope V. Shovein
FIRM NAME	Brooks Kushman P.C.
STREET	1000 Town Center, 22nd Floor
CITY	Southfield
STATE	Michigan
POSTAL CODE	48075-1238
COUNTRY	United States
PHONE	248-358-4400
FAX	248-358-3351
EMAIL	trademarks@brookskushman.com
AUTHORIZED TO COMMUNICATE VIA E-MAIL	Yes
DOCKET/REFERENCE NUMBER	PNRA0139TUS
ATTORNEY SECTION (proposed)	
NAME	Hope V. Shovein
FIRM NAME	Brooks Kushman P.C.
STREET	1000 Town Center, 22nd Floor
CITY	Southfield
STATE	Michigan
POSTAL CODE	48075-1238
COUNTRY	United States
PHONE	248-358-4400
FAX	248-358-3351
EMAIL	trademarks@brookskushman.com
AUTHORIZED TO COMMUNICATE VIA E-MAIL	Yes

DOCKET/REFERENCE NUMBER	PNRA0139TUS
OTHER APPOINTED ATTORNEY	Robyn S. Lederman
CORRESPONDENCE SECTION (current)	
NAME	Hope V. Shovein
FIRM NAME	Brooks Kushman P.C.
STREET	1000 Town Center, 22nd Floor
CITY	Southfield
STATE	Michigan
POSTAL CODE	48075-1238
COUNTRY	United States
PHONE	248-358-4400
FAX	248-358-3351
EMAIL	trademarks@brookskushman.com;mwhite@brookskushman.com
AUTHORIZED TO COMMUNICATE VIA E-MAIL	Yes
DOCKET/REFERENCE NUMBER	PNRA0139TUS
CORRESPONDENCE SECTION (proposed)	
NAME	Hope V. Shovein
FIRM NAME	Brooks Kushman P.C.
STREET	1000 Town Center, 22nd Floor
CITY	Southfield
STATE	Michigan
POSTAL CODE	48075-1238
COUNTRY	United States
PHONE	248-358-4400
FAX	248-358-3351
EMAIL	trademarks@brookskushman.com;hshovein@brookskushman.com; mwhite@brookskushman.com
AUTHORIZED TO COMMUNICATE VIA E-MAIL	Yes
DOCKET/REFERENCE NUMBER	PNRA0139TUS
GOODS AND/OR SERVICES SECTION	
INTERNATIONAL CLASS	021
GOODS OR SERVICES	coffee mugs and plastic drinking cups
SPECIMEN FILE NAME(S)	\\TICRS\EXPORT16\IMAGEOUT 16\764\138\76413842\xml3\ S890002.JPG
	\\TICRS\EXPORT16\IMAGEOUT 16\764\138\76413842\xml3\ S890003.JPG
	\\TICRS\EXPORT16\IMAGEOUT 16\764\138\76413842\xml3\ S890004.JPG
SPECIMEN DESCRIPTION	Photos of a cup, mug and plastic cup bearing the mark

INTERNATIONAL CLASS	025
GOODS OR SERVICES	clothing, namely, caps, shirts, t-shirts, sweat shirts, and hats
SPECIMEN FILE NAME(S)	\\TICRS\EXPORT16\IMAGEOUT 16\764\138\76413842\xml3\ S890005.JPG
SPECIMEN DESCRIPTION	A photo of a sweatshirt bearing the mark
INTERNATIONAL CLASS	029
GOODS OR SERVICES	jellies, jams, edible vegetable oils, soups, vegetable and garden salads, and cream cheese
SPECIMEN FILE NAME(S)	
ORIGINAL PDF FILE	SPN2-7420424218-142705542_._class_29_30_43_PANERA_Menu-Retail.PDF
CONVERTED PDF FILE(S) (4 pages)	\\TICRS\EXPORT16\IMAGEOUT16\764\138\76413842\xml3\S890006.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\764\138\76413842\xml3\S890007.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\764\138\76413842\xml3\S890008.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\764\138\76413842\xml3\S890009.JPG
SPECIMEN DESCRIPTION	A scanned copy of a menu bearing the mark
INTERNATIONAL CLASS	030
GOODS OR SERVICES	bakery goods, coffee and sandwiches
SPECIMEN FILE NAME(S)	
ORIGINAL PDF FILE	SPN3-7420424218-142705542_._class_29_30_43_PANERA_Menu-Retail.PDF
CONVERTED PDF FILE(S) (4 pages)	\\TICRS\EXPORT16\IMAGEOUT16\764\138\76413842\xml3\S890010.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\764\138\76413842\xml3\S890011.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\764\138\76413842\xml3\S890012.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\764\138\76413842\xml3\S890013.JPG
SPECIMEN DESCRIPTION	A scanned copy of a menu bearing the mark
INTERNATIONAL CLASS	043
GOODS OR SERVICES	restaurant and catering services
SPECIMEN FILE NAME(S)	
JPG FILE(S)	\\TICRS\EXPORT16\IMAGEOUT 16\764\138\76413842\xml3\ S890018.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\764\138\76413842\xml3\S890019.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\764\138\76413842\xml3\S890020.JPG
ORIGINAL PDF FILE	SPN4-7420424218-142705542_._class_29_30_43_PANERA_Menu-Retail.PDF
CONVERTED PDF FILE(S) (4 pages)	\\TICRS\EXPORT16\IMAGEOUT16\764\138\76413842\xml3\S890014.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\764\138\76413842\xml3\S890015.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\764\138\76413842\xml3\S890016.JPG

	\\TICRS\EXPORT16\IMAGEOUT16\764\138\76413842\xml3\S890017.JPG
SPECIMEN DESCRIPTION	A scanned copy of a menu bearing the mark, exterior photos of a restaurant bearing the mark, and a banner bearing the mark
OWNER SECTION (current)	
NAME	Pumpernickel Associates, LLC
STREET	3630 S. Geyer Road
CITY	St. Louis
STATE	Missouri
ZIP/POSTAL CODE	63127
COUNTRY	United States
PHONE	314-984-1000
LEGAL ENTITY SECTION (current)	
TYPE	limited liability company
STATE/COUNTRY WHERE LEGALLY ORGANIZED	Delaware
LEGAL ENTITY SECTION (proposed)	
TYPE	limited liability company
STATE/COUNTRY WHERE LEGALLY ORGANIZED	Delaware
PAYMENT SECTION	
NUMBER OF CLASSES	5
NUMBER OF CLASSES PAID	5
SUBTOTAL AMOUNT	2500
TOTAL FEE PAID	2500
SIGNATURE SECTION	
SIGNATURE	/Geri Haight/
SIGNATORY'S NAME	Geri Haight
SIGNATORY'S POSITION	Director, Intellectual Property
DATE SIGNED	01/17/2014
PAYMENT METHOD	DA
FILING INFORMATION	
SUBMIT DATE	Mon Jan 20 07:04:01 EST 2014
TEAS STAMP	USPTO/S08N09-XX.XXX.XX.XX X-20140120070401545729-28 06259-5007696df209a3d126d 36aba6f5914e4bd8ea93a6407 f9aa1be936fc0f023da5326-D A-8600-201401151427055424 65

PTO Form 1963 (Rev 5/2006)
OMB No. 0651-0055 (Exp 07/31/2018)

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: 2806259
REGISTRATION DATE: 01/20/2004

MARK: PANERA

The owner, Pumpernickel Associates, LLC, a limited liability company legally organized under the laws of Delaware, having an address of
3630 S. Geyer Road
St. Louis, Missouri 63127
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 021, 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: coffee mugs and plastic drinking cups ; 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) Photos of a cup, mug and plastic cup bearing the mark.
Specimen File1
Specimen File2
Specimen File3

For International Class 025, 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: clothing, namely, caps, shirts, t-shirts, sweat shirts, and hats ; 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) A photo of a sweatshirt bearing the mark.
Specimen File1

For International Class 029, 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: jellies, jams, edible vegetable oils, soups, vegetable and garden salads, and cream cheese ; 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) A scanned copy of a menu bearing the mark.

Original PDF file:
SPN2-7420424218-142705542_._class_29_30_43_PANERA_Menu-Retail.PDF
Converted PDF file(s) (4 pages)
Specimen File1
Specimen File2
Specimen File3
Specimen File4

For International Class 030, 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: bakery goods, coffee and sandwiches ; 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) A scanned copy of a menu bearing the mark.

Original PDF file:

SPN3-7420424218-142705542_._class_29_30_43_PANERA_Menu-Retail.PDF
Converted PDF file(s) (4 pages)
Specimen File1
Specimen File2
Specimen File3
Specimen File4

For International Class 043, 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: restaurant and catering services ; 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) A scanned copy of a menu bearing the mark, exterior photos of a restaurant bearing the mark, and a banner bearing the mark.

JPG file(s):
Specimen File1
Specimen File2
Specimen File3
Original PDF file:
SPN4-7420424218-142705542_._class_29_30_43_PANERA_Menu-Retail.PDF
Converted PDF file(s) (4 pages)
Specimen File1
Specimen File2
Specimen File3
Specimen File4
The registrant's current Attorney Information: Hope V. Shovein of Brooks Kushman P.C.
1000 Town Center, 22nd Floor
Southfield, Michigan (MI) 48075-1238
United States
The docket/reference number is PNRA0139TUS.

The registrant's proposed Attorney Information: Hope V. Shovein of Brooks Kushman P.C.
1000 Town Center, 22nd Floor
Southfield, Michigan (MI) 48075-1238
United States
The docket/reference number is PNRA0139TUS.
The Other Appointed Attorney(s): Robyn S. Lederman.

The phone number is 248-358-4400.

The fax number is 248-358-3351.

The email address is trademarks@brookskushman.com.
The registrant's current Correspondence Information: Hope V. Shovein of Brooks Kushman P.C.
1000 Town Center, 22nd Floor
Southfield, Michigan (MI) 48075-1238
United States
The docket/reference number is PNRA0139TUS.

The registrant's proposed Correspondence Information: Hope V. Shovein of Brooks Kushman P.C.
1000 Town Center, 22nd Floor
Southfield, Michigan (MI) 48075-1238
United States
The docket/reference number is PNRA0139TUS.

The phone number is 248-358-4400.

The fax number is 248-358-3351.

The email address is trademarks@brookskushman.com;hshovein@brookskushman.com; mwhite@brookskushman.com.

A fee payment in the amount of $2500 will be submitted with the form, representing payment for 5 class(es), plus any additional grace period fee, if necessary.

Declaration

Section 8: Declaration of Use and/or Excusable Nonuse in Commerce
Unless the owner has specifically claimed excusable nonuse, the mark is in use in commerce on or in connection with the goods and/or 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 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 this document, declares that he/she is properly authorized to execute this document on behalf of the Owner; and all statements made of his/her own knowledge are true and that all statements made on information and belief are believed to be true.

Section 9: Application for Renewal
The registrant requests that the registration be renewed for the goods/services/collective organization identified above.

Signature: /Geri Haight/ Date: 01/17/2014
Signatory's Name: Geri Haight
Signatory's Position: Director, Intellectual Property

Mailing Address **(current):**
Brooks Kushman P.C.
1000 Town Center, 22nd Floor
Southfield, Michigan 48075-1238

Mailing Address **(proposed):**
Brooks Kushman P.C.
1000 Town Center, 22nd Floor
Southfield, Michigan 48075-1238

Serial Number: 76413842
Internet Transmission Date: Mon Jan 20 07:04:01 EST 2014
TEAS Stamp: USPTO/S08N09-XX.XXX.XX.XXX-2014012007040
1545729-2806259-5007696df209a3d126d36aba
6f5914e4bd8ea93a6407f9aa1be936fc0f023da5
326-DA-8600-20140115142705542465

Panera
BREAD

Panera
BREAD

Panera
BREAD

Panera

Bakery-Cafe Menu

About Our Menu

Panera Bread® offers handcrafted, artisan breads baked in each bakery-cafe every morning from fresh dough. We're committed to providing you with fresh, great-tasting food you can trust made from the highest quality ingredients and highlighted by antibiotic-free chicken, whole grain bread, select organic and all-natural ingredients and a menu with 0 grams added trans fat.

Allergen Statement

Many of our products contain or may come into contact with common allergens, including wheat, peanuts, soy, tree nuts, milk, eggs, fish and shellfish. Before placing your order, please inform your server if a person in your party has a food allergy so that a manager can, at your request, provide you a list of ingredients in your order.

Canada notice: Many of our products also contain or may come into contact with common allergens, including sulfites and sesame.

What We're Celebrating

Here are some of our newest flavors, inspired by the season.

New! Triple Berry Scone
There's a new scone in town and it's bursting with berry flavor. Our new Triple Berry Scone is made with dried strawberries and blueberries and raspberry flavored chips freshly baked in our cream-based dough for a taste that's sure to get your morning off to a berry delicious start.

New! Mediterranean Shrimp Couscous Salad
Looking for a meal that's filled with flavors both savory and sensible? We start with leafy baby spinach and romaine tossed in our Meyer lemon balsamic vinaigrette and signature couscous blend, then we throw on flavorful shrimp, feta cheese, kalamata olives and roasted tomatoes.

New! Turkey Chili
With winter's chill still lingering in the air, nothing warms like a bowl of chili. Our new Turkey Chili blends ground and pulled, dark, antibiotic-free roasted turkey with beans, tomatillos, corn, spices and more to create a complex mix of flavors that's as hearty as it is delicious.

New! Chicken Sorrentina Pasta
Classic Italian flavors meet in a symphony of great taste in our newest pasta the Panera way. Our rustic, egg and spinach ravioli is stuffed with a blend of ricotta, Swiss and romano cheeses, then coated in a sauce made from delicious San Marzano tomatoes, extra virgin olive oil, black pepper, crushed red pepper, garlic, basil and romano cheese. We serve it all atop a bed of fresh baby spinach with smoked, pulled, antibiotic-free chicken and asiago-parmesan.

Power Smoothies
Now with two power smoothies on the menu, the power is in your hands. A continuing favorite, our Fat-Free Superfruit Power Smoothie is packed with fruit flavor, made with organic plain Greek non-fat yogurt and boosted with ginseng. Or, try our new Low-Fat B-Green Power Smoothie made with a blend of fruit and veggie purees, juices and concentrates and one whole banana.

Power Chicken Hummus Bowl
Fresh from our hidden menu comes a protein-rich meal packed with flavors we think you'll love. We start with a bowl then fill it with our all-natural, antibiotic-free chicken, cilantro jalapeño hummus, fresh baby spinach, cucumbers, diced tomatoes and red onions, all finished with a freshly squeezed lemon and fresh, chopped cilantro.

Breakfast Sandwiches

Signature Breakfast Sandwiches

Mediterranean Egg White on Ciabatta
Egg whites, Vermont white cheddar, roasted tomatoes, fresh spinach and basil pesto on Ciabatta.

Steak & Egg on Everything Bagel
All-natural egg, Vermont white cheddar and seared steak on our Everything Bagel.

Bacon, Egg & Cheese on Asiago Cheese Bagel
All-natural egg, Vermont white cheddar and applewood-smoked bacon on our Asiago Cheese Bagel.

Bacon, Egg & Cheese Bagel Breakfast Sandwich
All-natural egg, Vermont white cheddar and applewood-smoked bacon on any Signature bagel.

Sausage, Egg & Cheese Bagel Breakfast Sandwich
All-natural egg, Vermont white cheddar and all-natural sausage on any Signature bagel.

Ham, Egg & Cheese Bagel Breakfast Sandwich
All-natural egg, Vermont white cheddar and ham on any Signature bagel.

Egg & Cheese Bagel Breakfast Sandwich
All-natural egg and Vermont white cheddar on any Signature bagel.

Cafe Breakfast Sandwiches

Breakfast Power Sandwich
All-natural egg, Vermont white cheddar and smoked, lean ham on Whole Grain.

Bacon, Egg & Cheese on Ciabatta
All-natural egg, Vermont white cheddar and applewood-smoked bacon on Ciabatta.

Sausage, Egg & Cheese on Ciabatta
All-natural egg, Vermont white cheddar and all-natural sausage on Ciabatta

Egg & Cheese on Ciabatta
All-natural egg and Vermont white cheddar on Ciabatta.

Breakfast Favorites

Steel Cut Oatmeal
Organic steel cut oats, cooked to perfection with strawberries, pecans and our signature cinnamon crunch topping.

Strawberry Granola Parfait
Stonyfield Farm® low-fat, organic vanilla yogurt and maple butter pecan granola with whole grain oats and fresh strawberries.

Seasonal Fruit Cup

Baked Egg Soufflés

Savory ingredients and egg baked in our sweet French inspired pastry. Available in: Four Cheese, Spinach & Artichoke, Spinach & Bacon, Roasted Tomato & Feta.

MENU ITEMS AND SELECTION MAY VARY BY LOCATION. CONTACT YOUR LOCAL BAKERY-CAFE FOR DETAILS.

Bagels & Cream Cheese Spreads

Signature Bagels
With premium ingredients and delectable combinations of flavors: Chocolate Chip, French Toast, Blueberry, Cinnamon Swirl & Raisin, Cinnamon Crunch, Asiago Cheese.

Bagels
Plain, Whole Grain, Everything, Sesame

Bagel Pack
13 bagels, two tubs of spreads.

Dozen & a Half
18 bagels

Baker's Dozen
13 bagels

Half Dozen
6 bagels

Cream Cheese Spreads
Plain and Reduced-Fat: Plain, Hazelnut, Chive & Onion, Roasted Vegetable Medley, Wild Blueberry, Honey Walnut

Pastries & Sweets

Artisan Pastries
Pecan Braid, Cheese, Chocolate, Cherry, Bear Claw

Sweet Rolls
Cinnamon Roll, Pecan Roll, Cobblestone

Scones
Wild Blueberry, Triple Berry, Orange, Cinnamon Crunch, Mini Scones Variety Pack

Muffins
Wild Blueberry, Pumpkin, Cranberry Orange, Apple Crunch

Muffies
Chocolate Chip, Pumpkin

Cupcakes
Chocolate, Red Velvet, Vanilla

Cakes & Brownies
Double Fudge Brownie with Icing, Carrot Cake with Walnuts, Cinnamon Crumb Coffee Cake

Cookies
Toffee Nut, Red Velvet Crinkle Cookie, Valentine Cookie, Shortbread, Chocolate Chipper, Oatmeal Raisin, Candy Cookie

Freshly Baked Breads

All of our breads are made from fresh dough using our own recipes and only unbleached flour, and freshly baked every morning and throughout the day.

Artisan Breads
Country, French, Rye, Sesame Semolina, Three Cheese, Three Seed, Focaccia, Ciabatta, Whole Grain

Specialty Breads
Sourdough, Asiago Cheese, Cinnamon Raisin Swirl, All-Natural White, Tomato Basil, Honey Wheat

Drinks

Coffee, Espresso & Hot Drinks
Available iced or hot, with decaf or skim milk. Additional shots of espresso, flavored syrups or whipped cream available for an additional charge.

Caramel Latte
Espresso, foamed milk and caramel with whipped cream and caramel sauce.

Chai Tea Latte
Brewed black tea, honey, vanilla, cardamom, cinnamon, ginger and foamed milk.

Caffe Mocha
Espresso, foamed milk and chocolate with whipped cream and chocolate sauce.

Cappuccino
Espresso and foamed milk with a cap of foam.

Caffe Latte
Espresso and foamed milk.

Espresso

Signature Hot Chocolate with Chocolate Chip Marshmallows
Bittersweet chocolate flavored syrup mixed with foamed milk and topped with whipped cream and salted caramel sauce.

Freshly Brewed Coffee
Light Roast, Dark Roast, Colombian Decaf, Hazelnut

Hot Teas
A variety of "The Republic of Tea" offerings.

Fruit Smoothies

Low-Fat Mango
Mango fruit base mixed with orange juice and banana puree blended with Stonyfield Farm® organic, low-fat vanilla yogurt and ice.

Low-Fat Strawberry with Ginseng
Strawberry fruit base with a mix of fruit purees and juice concentrates, blended with Stonyfield Farm® organic, low-fat vanilla yogurt and ice, then boosted with ginseng.

Low-Fat Wild Berry
Wild berry fruit base with a mix of fruit purees and juice concentrates, blended with Stonyfield Farm® organic, low-fat vanilla yogurt and ice.

Low-Fat Superfruit Power with Ginseng
Superfruit fruit base with a mix of fruit purees, juices and juice concentrates, blended with organic, plain Greek, non-fat yogurt and ice, then boosted with ginseng.

Low-Fat B-Green Power Smoothie
A mixture of fruit and vegetable purees, juices and concentrates and one whole banana, blended with ice.

Frozen Drinks

Frozen Caramel
Caramel and an icy coffee blend topped with whipped cream and caramel sauce.

Frozen Mocha
Chocolate and an icy coffee blend topped with whipped cream and chocolate sauce.

Beverages
Iced Chai Tea Latte, Iced Green Tea, Lemonade, San Pellegrino®, Brewed Iced Tea (Tropical Hibiscus, Açai Berry or Black), Bottled Water, Premium Orange Juice, Soft Drinks, Organic Apple Juice, Organic White or Chocolate Milk

Panini

Signature Panini

Smokehouse Turkey® Panini
Smoked turkey breast, applewood-smoked bacon, smoked cheddar and sun-dried tomato ale mustard on Three Cheese.

Frontega Chicken® Panini
Smoked, pulled, antibiotic-free chicken, mozzarella, tomatoes, red onions, chopped basil and chipotle mayo on Focaccia.

Chipotle Chicken Panini
All-natural, antibiotic-free chicken, applewood-smoked bacon, smoked cheddar, tomatoes and ancho-chipotle spread on French.

Tomato & Mozzarella Panini
Fresh mozzarella, roasted and fresh tomatoes, chopped basil and all-natural sun-dried tomato pesto on Ciabatta.

Sandwiches

Premium Signature Sandwiches

Roasted Turkey & Avocado BLT
All-natural, antibiotic-free roasted turkey, applewood-smoked bacon, lettuce, tomatoes and avocado with reduced-fat olive oil mayo on Sourdough.

Signature Sandwiches

Bacon Turkey Bravo® Sandwich
Smoked turkey breast, applewood-smoked bacon, smoked Gouda, lettuce, tomatoes and signature sauce on Tomato Basil.

Napa Almond Chicken Salad Sandwich
All-natural, antibiotic-free chicken, diced celery, seedless grapes, almonds and our special dressing with lettuce and tomatoes on Sesame Semolina.

Fontina Grilled Cheese
Vermont white cheddar, fontina, reduced-fat chive & onion cream cheese spread and a four cheese Italian blend grilled on thick sliced All-Natural White.

Chicken Caesar Sandwich
All-natural chicken, asiago-parmesan, lettuce, tomatoes, onions and Caesar dressing on Three Cheese.

Italian Combo Sandwich
Seared steak, smoked turkey breast, smoked, lean ham, salami, Swiss, peperoncini, lettuce, tomatoes, red onions and special sauce on Ciabatta.

Asiago Steak Sandwich
Seared steak, smoked cheddar, lettuce, tomatoes, red onions and horseradish sauce on our Asiago Cheese Demi.

Cafe Sandwiches

Sierra Turkey Sandwich
Smoked turkey breast with chipotle mayo, field greens and red onions on Asiago Cheese Focaccia.

Mediterranean Veggie Sandwich
Zesty Peppadew™ piquant peppers, feta, cucumbers, lettuce, tomatoes, red onions and cilantro jalapeño hummus on Tomato Basil.

Classic Grilled Cheese
Organic sliced American cheese grilled on All-Natural White.

Smoked Turkey Sandwich
Smoked turkey breast, lettuce, tomatoes, red onions and salt and pepper on Country Bread.

Tuna Salad Sandwich
Special recipe tuna salad, lettuce, tomatoes and red onions with salt and pepper on Honey Wheat.

Smoked Ham & Swiss Sandwich
Smoked, lean ham, Swiss, lettuce, tomatoes and red onions with salt and pepper on Rye.

You Pick 2®

Select two of the following: Cup of Soup, Half Cafe Sandwich or Half Cafe Salad*

*Additional charge for Shrimp, Premium Signature and Signature Items.

Hand-Tossed Salads

Premium Signature Salads

Mediterranean Shrimp Couscous Salad
Baby spinach and romaine lettuce tossed with our low-fat Meyer lemon balsamic vinaigrette and signature couscous blend, then topped with shrimp, feta, kalamata olives and roasted tomatoes.

Greek with Shrimp Salad
Romaine lettuce, tomatoes, feta, peperoncini, red onions, kalamata olives, and pepper tossed in our Greek dressing then topped with shrimp.

Chicken Cobb with Avocado Salad
All-natural, antibiotic-free chicken, romaine, tomatoes, applewood-smoked bacon, Gorgonzola and hard-boiled egg tossed with herb vinaigrette and topped with avocado.

Steak & Blue Cheese Salad
Seared steak, romaine, frizzled onions, tomatoes and Gorgonzola tossed with blue cheese vinaigrette and drizzled with a cabernet reduction.

Signature Salads

BBQ Chicken Salad
All-natural, antibiotic-free chicken, romaine, roasted corn, black beans and tortilla strips with BBQ ranch dressing, drizzled with BBQ sauce.

Fuji Apple Chicken Salad
All-natural, antibiotic-free chicken, mixed field greens, romaine, tomatoes, red onions, pecans, Gorgonzola and apple chips with a white balsamic apple vinaigrette.

Asian Sesame Chicken Salad
All-natural, antibiotic-free chicken, romaine, cilantro, sliced almonds, sesame seeds and wonton strips with Asian sesame vinaigrette.

Grilled Chicken Caesar Salad
All-natural, antibiotic-free chicken, romaine, asiago-parmesan and homemade asiago croutons with Caesar dressing.

Spinach Power Salad
Baby spinach, a roasted mushroom and onion blend, hard-boiled eggs, applewood-smoked bacon and frizzled onions with smoky Vidalia® onion vinaigrette.

Thai Chicken Salad
All-natural, antibiotic-free chicken, romaine, Thai cashews, fire-roasted edamame, red pepper and carrots blend, cilantro and wonton strips with low-fat Thai chili vinaigrette and drizzled with peanut sauce.

Cafe Salads

Greek Salad
Romaine, tomatoes, feta, peperoncini, red onions, kalamata olives, pepper and Greek dressing.

Classic Salad
Mixed field greens and romaine topped with tomatoes, cucumbers, red onions and reduced-fat balsamic vinaigrette.

Caesar Salad
Romaine, asiago-parmesan and homemade asiago croutons with Caesar dressing.

Pastas

Premium Signature Pastas
Served with a half Cafe Salad or cup of Cafe Soup.

Chicken Tortellini Alfredo
Tortellini pasta filled with a three-cheese blend, tossed in alfredo sauce and topped with all-natural, antibiotic-free chicken and asiago-parmesan.

Tortellini Alfredo
Tortellini pasta filled with a three-cheese blend, tossed in alfredo sauce and topped with asiago-parmesan.

Pesto Sacchettini
Purse-shaped pasta stuffed with a six-cheese blend, tossed in nut-free basil pesto and topped with asiago-parmesan.

Chicken Sorrentina Pasta
Egg and spinach ravioli filled with a three-cheese blend in a San Marzano tomato and extra virgin olive oil sauce over baby spinach, topped with smoked, pulled, antibiotic-free chicken and asiago-parmesan.

Signature Pasta
Mac & Cheese
Shell pasta tossed in a blend of cheeses, including our Vermont white cheddar cheese sauce.

Soups

Available in a Bowl or Sourdough Bread Bowl.
For today's soup schedule please visit www.panerabread.com.*

Signature Soup
Turkey Chili
A hearty blend of ground and pulled, dark, antibiotic-free roasted turkey, garbanzo and kidney beans, slow cooked with tomatillos, corn, pasilla negro and ancho chili powders, cumin, edamame, diced onions, carrots, garlic and green chilies. Served daily.

Cafe Soup
Bistro French Onion Soup
Sweet onions in a savory broth with classic sherry wine vinegar gastrique and sea salts, topped with Gruyere and asiago crutons. Served daily.

Baked Potato Soup
Russet potatoes with select seasonings and smoked bacon in cream sauce with spring onion and chives. Served Monday and Wednesday.

Low-Fat Vegetarian Black Bean Soup
Black beans in a spicy vegetarian broth with onions, red pepper, garlic and cumin. Served Sunday, Tuesday, Thursday and Saturday.

Broccoli Cheddar Soup
Chopped broccoli, shredded carrots and seasoning in a smooth cheese sauce. Served daily.

Vegetarian Creamy Tomato Soup
Pear tomatoes pureed with fresh cream with hints of red pepper and oregano, topped with asiago croutons. Served daily.

Low-Fat Vegetarian Garden Vegetable Soup with Pesto
Diced tomatoes, zucchini, yellow beans, Swiss chard, cauliflower, bell peppers and pearled barley in a tomato broth garnished with nut-free basil pesto. Served Monday, Wednesday and Friday.

New England Clam Chowder
Chopped sea clams, diced potato, celery, onions and seasonings in a creamy broth. Served Friday.

Cream of Chicken & Wild Rice Soup
Long grain and wild rice, celery, onions, carrots and diced chicken in chicken broth with cream and herbs. Served Saturday, Sunday, Tuesday and Thursday.

*Soup offerings at local bakery-cafes may differ.

Power Menu

Power Breakfast Egg White Bowl with Roasted Turkey
All-natural, antibiotic-free roasted turkey, egg whites, warm baby spinach, roasted peppers, basil pesto, salt and pepper.

Power Breakfast Egg Bowl with Steak
Two all-natural eggs, seared steak, sliced avocado and tomatoes.

Power Mediterranean Chicken Salad
All-natural, antibiotic-free chicken, baby spinach, romaine, tomatoes, applewood-smoked bacon, hard-boiled eggs, lemon juice and extra virgin olive oil.

Power Mediterranean Roasted Turkey Salad
All-natural, antibiotic-free roasted turkey, baby spinach, romaine, tomatoes, red onions, kalamata olives, lemon juice and extra virgin olive oil.

Power Chicken Hummus Bowl
All-natural, antibiotic-free chicken with cilantro jalapeño hummus, fresh baby spinach, cucumbers, tomatoes and red onions, finished with freshly squeezed lemon and fresh, chopped cilantro.

Power Steak Lettuce Wraps
Seared steak, leaf lettuce, cucumbers, tomatoes, red onions, basil pesto and lemon juice.

Panera Kids™

Served with a choice of squeezable organic yogurt, apple or baguette.

Half Cafe Salad
Choice of Greek, Classic or Caesar Salad.

Kids Mac & Cheese
Shell pasta in a blend of cheeses, including our Vermont white cheddar cheese sauce.

Kids Buttered Ribbon Noodles
Ribbon-shaped noodles with creamy butter and sea salt.

Cup of Cafe Soup
A cup of soup. Check soup schedule at www.PaneraBread.com for daily availability.

Kids Peanut Butter & Jelly
Creamy peanut butter and grape jelly on All-Natural White Bread.

Kids Deli Sandwich
Organic American cheese and a choice of smoked, lean ham or smoked turkey breast served on All-Natural White Bread.

Kids Grilled Cheese
Organic American cheese grilled on All-Natural White Bread.

Call or Fax Ahead

Visit www.PaneraBread.com to find a bakery-cafe nearest you. We'll have your order waiting for you.

Panera Catering

Order your favorite sandwiches, salads, soups and sweets, conveniently boxed for groups of five or more. Delivery is available. Contact your local catering coordinator for details, or order online at www.PaneraCatering.com.

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Bakery-Cafe Menu

About Our Menu

Panera Bread® offers handcrafted, artisan breads baked in each bakery-cafe every morning from fresh dough. We're committed to providing you with fresh, great-tasting food you can trust made from the highest quality ingredients and highlighted by antibiotic-free chicken, whole grain bread, select organic and all-natural ingredients and a menu with 0 grams added trans fat.

Allergen Statement

Many of our products contain or may come into contact with common allergens, including wheat, peanuts, soy, tree nuts, milk, eggs, fish and shellfish. Before placing your order, please inform your server if a person in your party has a food allergy so that a manager can, at your request, provide you a list of ingredients in your order.

Canada notice: Many of our products also contain or may come into contact with common allergens, including sulfites and sesame.

What We're Celebrating

Here are some of our newest flavors, inspired by the season.

New! Triple Berry Scone
There's a new scone in town and it's bursting with berry flavor. Our new Triple Berry Scone is made with dried strawberries and blueberries and raspberry flavored chips freshly baked in our cream-based dough for a taste that's sure to get your morning off to a berry delicious start.

New! Mediterranean Shrimp Couscous Salad
Looking for a meal that's filled with flavors both savory and sensible? We start with leafy baby spinach and romaine tossed in our Meyer lemon balsamic vinaigrette and signature couscous blend, then we throw on flavorful shrimp, feta cheese, kalamata olives and roasted tomatoes.

New! Turkey Chili
With winter's chill still lingering in the air, nothing warms like a bowl of chili. Our new Turkey Chili blends ground and pulled, dark, antibiotic-free roasted turkey with beans, tomatillos, corn, spices and more to create a complex mix of flavors that's as hearty as it is delicious.

New! Chicken Sorrentina Pasta
Classic Italian flavors meet in a symphony of great taste in our newest pasta the Panera way. Our rustic, egg and spinach ravioli is stuffed with a blend of ricotta, Swiss and romano cheeses, then coated in a sauce made from delicious San Marzano tomatoes, extra virgin olive oil, black pepper, crushed red pepper, garlic, basil and romano cheese. We serve it all atop a bed of fresh baby spinach with smoked, pulled, antibiotic-free chicken and asiago-parmesan.

Power Smoothies
Now with two power smoothies on the menu, the power is in your hands. A continuing favorite, our Fat-Free Superfruit Power Smoothie is packed with fruit flavor, made with organic plain Greek non-fat yogurt and boosted with ginseng. Or, try our new Low-Fat B-Green Power Smoothie made with a blend of fruit and veggie purees, juices and concentrates and one whole banana.

Power Chicken Hummus Bowl
Fresh from our hidden menu comes a protein-rich meal packed with flavors we think you'll love. We start with a bowl then fill it with our all-natural, antibiotic-free chicken, cilantro jalapeño hummus, fresh baby spinach, cucumbers, diced tomatoes and red onions, all finished with a freshly squeezed lemon and fresh, chopped cilantro.

Breakfast Sandwiches

Signature Breakfast Sandwiches

Mediterranean Egg White on Ciabatta
Egg whites, Vermont white cheddar, roasted tomatoes, fresh spinach and basil pesto on Ciabatta.

Steak & Egg on Everything Bagel
All-natural egg, Vermont white cheddar and seared steak on our Everything Bagel.

Bacon, Egg & Cheese on Asiago Cheese Bagel
All-natural egg, Vermont white cheddar and applewood-smoked bacon on our Asiago Cheese Bagel.

Bacon, Egg & Cheese Bagel Breakfast Sandwich
All-natural egg, Vermont white cheddar and applewood-smoked bacon on any Signature bagel.

Sausage, Egg & Cheese Bagel Breakfast Sandwich
All-natural egg, Vermont white cheddar and all-natural sausage on any Signature bagel.

Ham, Egg & Cheese Bagel Breakfast Sandwich
All-natural egg, Vermont white cheddar and ham on any Signature bagel.

Egg & Cheese Bagel Breakfast Sandwich
All-natural egg and Vermont white cheddar on any Signature bagel.

Cafe Breakfast Sandwiches

Breakfast Power Sandwich
All-natural egg, Vermont white cheddar and smoked, lean ham on Whole Grain.

Bacon, Egg & Cheese on Ciabatta
All-natural egg, Vermont white cheddar and applewood-smoked bacon on Ciabatta.

Sausage, Egg & Cheese on Ciabatta
All-natural egg, Vermont white cheddar and all-natural sausage on Ciabatta

Egg & Cheese on Ciabatta
All-natural egg and Vermont white cheddar on Ciabatta.

Breakfast Favorites

Steel Cut Oatmeal
Organic steel cut oats, cooked to perfection with strawberries, pecans and our signature cinnamon crunch topping.

Strawberry Granola Parfait
Stonyfield Farm® low-fat, organic vanilla yogurt and maple butter pecan granola with whole grain oats and fresh strawberries.

Seasonal Fruit Cup

Baked Egg Soufflés

Savory ingredients and egg baked in our sweet French inspired pastry. Available in: Four Cheese, Spinach & Artichoke, Spinach & Bacon, Roasted Tomato & Feta.

MENU ITEMS AND SELECTION MAY VARY BY LOCATION. CONTACT YOUR LOCAL BAKERY-CAFE FOR DETAILS.

Bagels & Cream Cheese Spreads

Signature Bagels
With premium ingredients and delectable combinations of flavors: Chocolate Chip, French Toast, Blueberry, Cinnamon Swirl & Raisin, Cinnamon Crunch, Asiago Cheese.

Bagels
Plain, Whole Grain, Everything, Sesame

Bagel Pack
13 bagels, two tubs of spreads.

Dozen & a Half
18 bagels

Baker's Dozen
13 bagels

Half Dozen
6 bagels

Cream Cheese Spreads
Plain and Reduced-Fat: Plain, Hazelnut, Chive & Onion, Roasted Vegetable Medley, Wild Blueberry, Honey Walnut

Pastries & Sweets

Artisan Pastries
Pecan Braid, Cheese, Chocolate, Cherry, Bear Claw

Sweet Rolls
Cinnamon Roll, Pecan Roll, Cobblestone

Scones
Wild Blueberry, Triple Berry, Orange, Cinnamon Crunch, Mini Scones Variety Pack

Muffins
Wild Blueberry, Pumpkin, Cranberry Orange, Apple Crunch

Muffies
Chocolate Chip, Pumpkin

Cupcakes
Chocolate, Red Velvet, Vanilla

Cakes & Brownies
Double Fudge Brownie with Icing, Carrot Cake with Walnuts, Cinnamon Crumb Coffee Cake

Cookies
Toffee Nut, Red Velvet Crinkle Cookie, Valentine Cookie, Shortbread, Chocolate Chipper, Oatmeal Raisin, Candy Cookie

Freshly Baked Breads

All of our breads are made from fresh dough using our own recipes and only unbleached flour, and freshly baked every morning and throughout the day.

Artisan Breads
Country, French, Rye, Sesame Semolina, Three Cheese, Three Seed, Focaccia, Ciabatta, Whole Grain

Specialty Breads
Sourdough, Asiago Cheese, Cinnamon Raisin Swirl, All-Natural White, Tomato Basil, Honey Wheat

Drinks

Coffee, Espresso & Hot Drinks
Available iced or hot, with decaf or skim milk. Additional shots of espresso, flavored syrups or whipped cream available for an additional charge.

Caramel Latte
Espresso, foamed milk and caramel with whipped cream and caramel sauce.

Chai Tea Latte
Brewed black tea, honey, vanilla, cardamom, cinnamon, ginger and foamed milk.

Caffe Mocha
Espresso, foamed milk and chocolate with whipped cream and chocolate sauce.

Cappuccino
Espresso and foamed milk with a cap of foam.

Caffe Latte
Espresso and foamed milk.

Espresso

Signature Hot Chocolate with Chocolate Chip Marshmallows
Bittersweet chocolate flavored syrup mixed with foamed milk and topped with whipped cream and salted caramel sauce.

Freshly Brewed Coffee
Light Roast, Dark Roast, Colombian Decaf, Hazelnut

Hot Teas
A variety of "The Republic of Tea" offerings.

Fruit Smoothies

Low-Fat Mango
Mango fruit base mixed with orange juice and banana puree blended with Stonyfield Farm® organic, low-fat vanilla yogurt and ice.

Low-Fat Strawberry with Ginseng
Strawberry fruit base with a mix of fruit purees and juice concentrates, blended with Stonyfield Farm® organic, low-fat vanilla yogurt and ice, then boosted with ginseng.

Low-Fat Wild Berry
Wild berry fruit base with a mix of fruit purees and juice concentrates, blended with Stonyfield Farm® organic, low-fat vanilla yogurt and ice.

Low-Fat Superfruit Power with Ginseng
Superfruit fruit base with a mix of fruit purees, juices and juice concentrates, blended with organic, plain Greek, non-fat yogurt and ice, then boosted with ginseng.

Low-Fat B-Green Power Smoothie
A mixture of fruit and vegetable purees, juices and concentrates and one whole banana, blended with ice.

Frozen Drinks

Frozen Caramel
Caramel and an icy coffee blend topped with whipped cream and caramel sauce.

Frozen Mocha
Chocolate and an icy coffee blend topped with whipped cream and chocolate sauce.

Beverages
Iced Chai Tea Latte, Iced Green Tea, Lemonade, San Pellegrino®, Brewed Iced Tea (Tropical Hibiscus, Açai Berry or Black), Bottled Water, Premium Orange Juice, Soft Drinks, Organic Apple Juice, Organic White or Chocolate Milk

Panini

Signature Panini

Smokehouse Turkey® Panini
Smoked turkey breast, applewood-smoked bacon, smoked cheddar and sun-dried tomato ale mustard on Three Cheese.

Frontega Chicken® Panini
Smoked, pulled, antibiotic-free chicken, mozzarella, tomatoes, red onions, chopped basil and chipotle mayo on Focaccia.

Chipotle Chicken Panini
All-natural, antibiotic-free chicken, applewood-smoked bacon, smoked cheddar, tomatoes and ancho-chipotle spread on French.

Tomato & Mozzarella Panini
Fresh mozzarella, roasted and fresh tomatoes, chopped basil and all-natural sun-dried tomato pesto on Ciabatta.

Sandwiches

Premium Signature Sandwiches

Roasted Turkey & Avocado BLT
All-natural, antibiotic-free roasted turkey, applewood-smoked bacon, lettuce, tomatoes and avocado with reduced-fat olive oil mayo on Sourdough.

Signature Sandwiches

Bacon Turkey Bravo® Sandwich
Smoked turkey breast, applewood-smoked bacon, smoked Gouda, lettuce, tomatoes and signature sauce on Tomato Basil.

Napa Almond Chicken Salad Sandwich
All-natural, antibiotic-free chicken, diced celery, seedless grapes, almonds and our special dressing with lettuce and tomatoes on Sesame Semolina.

Fontina Grilled Cheese
Vermont white cheddar, fontina, reduced-fat chive & onion cream cheese spread and a four cheese Italian blend grilled on thick sliced All-Natural White.

Chicken Caesar Sandwich
All-natural chicken, asiago-parmesan, lettuce, tomatoes, onions and Caesar dressing on Three Cheese.

Italian Combo Sandwich
Seared steak, smoked turkey breast, smoked, lean ham, salami, Swiss, peperoncini, lettuce, tomatoes, red onions and special sauce on Ciabatta.

Asiago Steak Sandwich
Seared steak, smoked cheddar, lettuce, tomatoes, red onions and horseradish sauce on our Asiago Cheese Demi.

Cafe Sandwiches

Sierra Turkey Sandwich
Smoked turkey breast with chipotle mayo, field greens and red onions on Asiago Cheese Focaccia.

Mediterranean Veggie Sandwich
Zesty Peppadew™ piquant peppers, feta, cucumbers, lettuce, tomatoes, red onions and cilantro jalapeño hummus on Tomato Basil.

Classic Grilled Cheese
Organic sliced American cheese grilled on All-Natural White.

Smoked Turkey Sandwich
Smoked turkey breast, lettuce, tomatoes, red onions and salt and pepper on Country Bread.

Tuna Salad Sandwich
Special recipe tuna salad, lettuce, tomatoes and red onions with salt and pepper on Honey Wheat.

Smoked Ham & Swiss Sandwich
Smoked, lean ham, Swiss, lettuce, tomatoes and red onions with salt and pepper on Rye.

You Pick 2®

Select two of the following: Cup of Soup, Half Cafe Sandwich or Half Cafe Salad*

*Additional charge for Shrimp, Premium Signature and Signature Items.

Hand-Tossed Salads

Premium Signature Salads

Mediterranean Shrimp Couscous Salad
Baby spinach and romaine lettuce tossed with our low-fat Meyer lemon balsamic vinaigrette and signature couscous blend, then topped with shrimp, feta, kalamata olives and roasted tomatoes.

Greek with Shrimp Salad
Romaine lettuce, tomatoes, feta, peperoncini, red onions, kalamata olives, and pepper tossed in our Greek dressing then topped with shrimp.

Chicken Cobb with Avocado Salad
All-natural, antibiotic-free chicken, romaine, tomatoes, applewood-smoked bacon, Gorgonzola and hard-boiled egg tossed with herb vinaigrette and topped with avocado.

Steak & Blue Cheese Salad
Seared steak, romaine, frizzled onions, tomatoes and Gorgonzola tossed with blue cheese vinaigrette and drizzled with a cabernet reduction.

Signature Salads

BBQ Chicken Salad
All-natural, antibiotic-free chicken, romaine, roasted corn, black beans and tortilla strips with BBQ ranch dressing, drizzled with BBQ sauce.

Fuji Apple Chicken Salad
All-natural, antibiotic-free chicken, mixed field greens, romaine, tomatoes, red onions, pecans, Gorgonzola and apple chips with a white balsamic apple vinaigrette.

Asian Sesame Chicken Salad
All-natural, antibiotic-free chicken, romaine, cilantro, sliced almonds, sesame seeds and wonton strips with Asian sesame vinaigrette.

Grilled Chicken Caesar Salad
All-natural, antibiotic-free chicken, romaine, asiago-parmesan and homemade asiago croutons with Caesar dressing.

Spinach Power Salad
Baby spinach, a roasted mushroom and onion blend, hard-boiled eggs, applewood-smoked bacon and frizzled onions with smoky Vidalia® onion vinaigrette.

Thai Chicken Salad
All-natural, antibiotic-free chicken, romaine, Thai cashews, fire-roasted edamame, red pepper and carrots blend, cilantro and wonton strips with low-fat Thai chili vinaigrette and drizzled with peanut sauce.

Cafe Salads

Greek Salad
Romaine, tomatoes, feta, peperoncini, red onions, kalamata olives, pepper and Greek dressing.

Classic Salad
Mixed field greens and romaine topped with tomatoes, cucumbers, red onions and reduced-fat balsamic vinaigrette.

Caesar Salad
Romaine, asiago-parmesan and homemade asiago croutons with Caesar dressing.

Pastas

Premium Signature Pastas
Served with a half Cafe Salad or cup of Cafe Soup.

Chicken Tortellini Alfredo
Tortellini pasta filled with a three-cheese blend, tossed in alfredo sauce and topped with all-natural, antibiotic-free chicken and asiago-parmesan.

Tortellini Alfredo
Tortellini pasta filled with a three-cheese blend, tossed in alfredo sauce and topped with asiago-parmesan.

Pesto Sacchettini
Purse-shaped pasta stuffed with a six-cheese blend, tossed in nut-free basil pesto and topped with asiago-parmesan.

Chicken Sorrentina Pasta
Egg and spinach ravioli filled with a three-cheese blend in a San Marzano tomato and extra virgin olive oil sauce over baby spinach, topped with smoked, pulled, antibiotic-free chicken and asiago-parmesan.

Signature Pasta
Mac & Cheese
Shell pasta tossed in a blend of cheeses, including our Vermont white cheddar cheese sauce.

Soups

Available in a Bowl or Sourdough Bread Bowl.
For today's soup schedule please visit www.panerabread.com.*

Signature Soup
Turkey Chili
A hearty blend of ground and pulled, dark, antibiotic-free roasted turkey, garbanzo and kidney beans, slow cooked with tomatillos, corn, pasilla negro and ancho chili powders, cumin, edamame, diced onions, carrots, garlic and green chilies. Served daily.

Cafe Soup
Bistro French Onion Soup
Sweet onions in a savory broth with classic sherry wine vinegar gastrique and sea salts, topped with Gruyere and asiago crutons. Served daily.

Baked Potato Soup
Russet potatoes with select seasonings and smoked bacon in cream sauce with spring onion and chives. Served Monday and Wednesday.

Low-Fat Vegetarian Black Bean Soup
Black beans in a spicy vegetarian broth with onions, red pepper, garlic and cumin. Served Sunday, Tuesday, Thursday and Saturday.

Broccoli Cheddar Soup
Chopped broccoli, shredded carrots and seasoning in a smooth cheese sauce. Served daily.

Vegetarian Creamy Tomato Soup
Pear tomatoes pureed with fresh cream with hints of red pepper and oregano, topped with asiago croutons. Served daily.

Low-Fat Vegetarian Garden Vegetable Soup with Pesto
Diced tomatoes, zucchini, yellow beans, Swiss chard, cauliflower, bell peppers and pearled barley in a tomato broth garnished with nut-free basil pesto. Served Monday, Wednesday and Friday.

New England Clam Chowder
Chopped sea clams, diced potato, celery, onions and seasonings in a creamy broth. Served Friday.

Cream of Chicken & Wild Rice Soup
Long grain and wild rice, celery, onions, carrots and diced chicken in chicken broth with cream and herbs. Served Saturday, Sunday, Tuesday and Thursday.

*Soup offerings at local bakery-cafes may differ.

Power Menu

Power Breakfast Egg White Bowl with Roasted Turkey
All-natural, antibiotic-free roasted turkey, egg whites, warm baby spinach, roasted peppers, basil pesto, salt and pepper.

Power Breakfast Egg Bowl with Steak
Two all-natural eggs, seared steak, sliced avocado and tomatoes.

Power Mediterranean Chicken Salad
All-natural, antibiotic-free chicken, baby spinach, romaine, tomatoes, applewood-smoked bacon, hard-boiled eggs, lemon juice and extra virgin olive oil.

Power Mediterranean Roasted Turkey Salad
All-natural, antibiotic-free roasted turkey, baby spinach, romaine, tomatoes, red onions, kalamata olives, lemon juice and extra virgin olive oil.

Power Chicken Hummus Bowl
All-natural, antibiotic-free chicken with cilantro jalapeño hummus, fresh baby spinach, cucumbers, tomatoes and red onions, finished with freshly squeezed lemon and fresh, chopped cilantro.

Power Steak Lettuce Wraps
Seared steak, leaf lettuce, cucumbers, tomatoes, red onions, basil pesto and lemon juice.

Panera Kids™

Served with a choice of squeezable organic yogurt, apple or baguette.

Half Cafe Salad
Choice of Greek, Classic or Caesar Salad.

Kids Mac & Cheese
Shell pasta in a blend of cheeses, including our Vermont white cheddar cheese sauce.

Kids Buttered Ribbon Noodles
Ribbon-shaped noodles with creamy butter and sea salt.

Cup of Cafe Soup
A cup of soup. Check soup schedule at www.PaneraBread.com for daily availability.

Kids Peanut Butter & Jelly
Creamy peanut butter and grape jelly on All-Natural White Bread.

Kids Deli Sandwich
Organic American cheese and a choice of smoked, lean ham or smoked turkey breast served on All-Natural White Bread.

Kids Grilled Cheese
Organic American cheese grilled on All-Natural White Bread.

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Panera Catering

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Bakery-Cafe Menu

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What We're Celebrating

Here are some of our newest flavors, inspired by the season.

New! Triple Berry Scone
There's a new scone in town and it's bursting with berry flavor. Our new Triple Berry Scone is made with dried strawberries and blueberries and raspberry flavored chips freshly baked in our cream-based dough for a taste that's sure to get your morning off to a berry delicious start.

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Looking for a meal that's filled with flavors both savory and sensible? We start with leafy baby spinach and romaine tossed in our Meyer lemon balsamic vinaigrette and signature couscous blend, then we throw on flavorful shrimp, feta cheese, kalamata olives and roasted tomatoes.

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With winter's chill still lingering in the air, nothing warms like a bowl of chili. Our new Turkey Chili blends ground and pulled, dark, antibiotic-free roasted turkey with beans, tomatillos, corn, spices and more to create a complex mix of flavors that's as hearty as it is delicious.

New! Chicken Sorrentina Pasta
Classic Italian flavors meet in a symphony of great taste in our newest pasta the Panera way. Our rustic, egg and spinach ravioli is stuffed with a blend of ricotta, Swiss and romano cheeses, then coated in a sauce made from delicious San Marzano tomatoes, extra virgin olive oil, black pepper, crushed red pepper, garlic, basil and romano cheese. We serve it all atop a bed of fresh baby spinach with smoked, pulled, antibiotic-free chicken and asiago-parmesan.

Power Smoothies
Now with two power smoothies on the menu, the power is in your hands. A continuing favorite, our Fat-Free Superfruit Power Smoothie is packed with fruit flavor, made with organic plain Greek non-fat yogurt and boosted with ginseng. Or, try our new Low-Fat B-Green Power Smoothie made with a blend of fruit and veggie purees, juices and concentrates and one whole banana.

Power Chicken Hummus Bowl
Fresh from our hidden menu comes a protein-rich meal packed with flavors we think you'll love. We start with a bowl then fill it with our all-natural, antibiotic-free chicken, cilantro jalapeño hummus, fresh baby spinach, cucumbers, diced tomatoes and red onions, all finished with a freshly squeezed lemon and fresh, chopped cilantro.

Breakfast Sandwiches

Signature Breakfast Sandwiches

Mediterranean Egg White on Ciabatta
Egg whites, Vermont white cheddar, roasted tomatoes, fresh spinach and basil pesto on Ciabatta.

Steak & Egg on Everything Bagel
All-natural egg, Vermont white cheddar and seared steak on our Everything Bagel.

Bacon, Egg & Cheese on Asiago Cheese Bagel
All-natural egg, Vermont white cheddar and applewood-smoked bacon on our Asiago Cheese Bagel.

Bacon, Egg & Cheese Bagel Breakfast Sandwich
All-natural egg, Vermont white cheddar and applewood-smoked bacon on any Signature bagel.

Sausage, Egg & Cheese Bagel Breakfast Sandwich
All-natural egg, Vermont white cheddar and all-natural sausage on any Signature bagel.

Ham, Egg & Cheese Bagel Breakfast Sandwich
All-natural egg, Vermont white cheddar and ham on any Signature bagel.

Egg & Cheese Bagel Breakfast Sandwich
All-natural egg and Vermont white cheddar on any Signature bagel.

Cafe Breakfast Sandwiches

Breakfast Power Sandwich
All-natural egg, Vermont white cheddar and smoked, lean ham on Whole Grain.

Bacon, Egg & Cheese on Ciabatta
All-natural egg, Vermont white cheddar and applewood-smoked bacon on Ciabatta.

Sausage, Egg & Cheese on Ciabatta
All-natural egg, Vermont white cheddar and all-natural sausage on Ciabatta

Egg & Cheese on Ciabatta
All-natural egg and Vermont white cheddar on Ciabatta.

Breakfast Favorites

Steel Cut Oatmeal
Organic steel cut oats, cooked to perfection with strawberries, pecans and our signature cinnamon crunch topping.

Strawberry Granola Parfait
Stonyfield Farm® low-fat, organic vanilla yogurt and maple butter pecan granola with whole grain oats and fresh strawberries.

Seasonal Fruit Cup

Baked Egg Soufflés

Savory ingredients and egg baked in our sweet French inspired pastry. Available in: Four Cheese, Spinach & Artichoke, Spinach & Bacon, Roasted Tomato & Feta.

MENU ITEMS AND SELECTION MAY VARY BY LOCATION. CONTACT YOUR LOCAL BAKERY-CAFE FOR DETAILS.

Bagels & Cream Cheese Spreads

Signature Bagels
With premium ingredients and delectable combinations of flavors: Chocolate Chip, French Toast, Blueberry, Cinnamon Swirl & Raisin, Cinnamon Crunch, Asiago Cheese.

Bagels
Plain, Whole Grain, Everything, Sesame

Bagel Pack
13 bagels, two tubs of spreads.

Dozen & a Half
18 bagels

Baker's Dozen
13 bagels

Half Dozen
6 bagels

Cream Cheese Spreads
Plain and Reduced-Fat: Plain, Hazelnut, Chive & Onion, Roasted Vegetable Medley, Wild Blueberry, Honey Walnut

Pastries & Sweets

Artisan Pastries
Pecan Braid, Cheese, Chocolate, Cherry, Bear Claw

Sweet Rolls
Cinnamon Roll, Pecan Roll, Cobblestone

Scones
Wild Blueberry, Triple Berry, Orange, Cinnamon Crunch, Mini Scones Variety Pack

Muffins
Wild Blueberry, Pumpkin, Cranberry Orange, Apple Crunch

Muffies
Chocolate Chip, Pumpkin

Cupcakes
Chocolate, Red Velvet, Vanilla

Cakes & Brownies
Double Fudge Brownie with Icing, Carrot Cake with Walnuts, Cinnamon Crumb Coffee Cake

Cookies
Toffee Nut, Red Velvet Crinkle Cookie, Valentine Cookie, Shortbread, Chocolate Chipper, Oatmeal Raisin, Candy Cookie

Freshly Baked Breads

All of our breads are made from fresh dough using our own recipes and only unbleached flour, and freshly baked every morning and throughout the day.

Artisan Breads
Country, French, Rye, Sesame Semolina, Three Cheese, Three Seed, Focaccia, Ciabatta, Whole Grain

Specialty Breads
Sourdough, Asiago Cheese, Cinnamon Raisin Swirl, All-Natural White, Tomato Basil, Honey Wheat

Drinks

Coffee, Espresso & Hot Drinks
Available iced or hot, with decaf or skim milk. Additional shots of espresso, flavored syrups or whipped cream available for an additional charge.

Caramel Latte
Espresso, foamed milk and caramel with whipped cream and caramel sauce.

Chai Tea Latte
Brewed black tea, honey, vanilla, cardamom, cinnamon, ginger and foamed milk.

Caffe Mocha
Espresso, foamed milk and chocolate with whipped cream and chocolate sauce.

Cappuccino
Espresso and foamed milk with a cap of foam.

Caffe Latte
Espresso and foamed milk.

Espresso

Signature Hot Chocolate with Chocolate Chip Marshmallows
Bittersweet chocolate flavored syrup mixed with foamed milk and topped with whipped cream and salted caramel sauce.

Freshly Brewed Coffee
Light Roast, Dark Roast, Colombian Decaf, Hazelnut

Hot Teas
A variety of "The Republic of Tea" offerings.

Fruit Smoothies

Low-Fat Mango
Mango fruit base mixed with orange juice and banana puree blended with Stonyfield Farm® organic, low-fat vanilla yogurt and ice.

Low-Fat Strawberry with Ginseng
Strawberry fruit base with a mix of fruit purees and juice concentrates, blended with Stonyfield Farm® organic, low-fat vanilla yogurt and ice, then boosted with ginseng.

Low-Fat Wild Berry
Wild berry fruit base with a mix of fruit purees and juice concentrates, blended with Stonyfield Farm® organic, low-fat vanilla yogurt and ice.

Low-Fat Superfruit Power with Ginseng
Superfruit fruit base with a mix of fruit purees, juices and juice concentrates, blended with organic, plain Greek, non-fat yogurt and ice, then boosted with ginseng.

Low-Fat B-Green Power Smoothie
A mixture of fruit and vegetable purees, juices and concentrates and one whole banana, blended with ice.

Frozen Drinks

Frozen Caramel
Caramel and an icy coffee blend topped with whipped cream and caramel sauce.

Frozen Mocha
Chocolate and an icy coffee blend topped with whipped cream and chocolate sauce.

Beverages
Iced Chai Tea Latte, Iced Green Tea, Lemonade, San Pellegrino®, Brewed Iced Tea (Tropical Hibiscus, Açai Berry or Black), Bottled Water, Premium Orange Juice, Soft Drinks, Organic Apple Juice, Organic White or Chocolate Milk

Panini

Signature Panini

Smokehouse Turkey® Panini
Smoked turkey breast, applewood-smoked bacon, smoked cheddar and sun-dried tomato ale mustard on Three Cheese.

Frontega Chicken® Panini
Smoked, pulled, antibiotic-free chicken, mozzarella, tomatoes, red onions, chopped basil and chipotle mayo on Focaccia.

Chipotle Chicken Panini
All-natural, antibiotic-free chicken, applewood-smoked bacon, smoked cheddar, tomatoes and ancho-chipotle spread on French.

Tomato & Mozzarella Panini
Fresh mozzarella, roasted and fresh tomatoes, chopped basil and all-natural sun-dried tomato pesto on Ciabatta.

Sandwiches

Premium Signature Sandwiches

Roasted Turkey & Avocado BLT
All-natural, antibiotic-free roasted turkey, applewood-smoked bacon, lettuce, tomatoes and avocado with reduced-fat olive oil mayo on Sourdough.

Signature Sandwiches

Bacon Turkey Bravo® Sandwich
Smoked turkey breast, applewood-smoked bacon, smoked Gouda, lettuce, tomatoes and signature sauce on Tomato Basil.

Napa Almond Chicken Salad Sandwich
All-natural, antibiotic-free chicken, diced celery, seedless grapes, almonds and our special dressing with lettuce and tomatoes on Sesame Semolina.

Fontina Grilled Cheese
Vermont white cheddar, fontina, reduced-fat chive & onion cream cheese spread and a four cheese Italian blend grilled on thick sliced All-Natural White.

Chicken Caesar Sandwich
All-natural chicken, asiago-parmesan, lettuce, tomatoes, onions and Caesar dressing on Three Cheese.

Italian Combo Sandwich
Seared steak, smoked turkey breast, smoked, lean ham, salami, Swiss, peperoncini, lettuce, tomatoes, red onions and special sauce on Ciabatta.

Asiago Steak Sandwich
Seared steak, smoked cheddar, lettuce, tomatoes, red onions and horseradish sauce on our Asiago Cheese Demi.

Cafe Sandwiches

Sierra Turkey Sandwich
Smoked turkey breast with chipotle mayo, field greens and red onions on Asiago Cheese Focaccia.

Mediterranean Veggie Sandwich
Zesty Peppadew™ piquant peppers, feta, cucumbers, lettuce, tomatoes, red onions and cilantro jalapeño hummus on Tomato Basil.

Classic Grilled Cheese
Organic sliced American cheese grilled on All-Natural White.

Smoked Turkey Sandwich
Smoked turkey breast, lettuce, tomatoes, red onions and salt and pepper on Country Bread.

Tuna Salad Sandwich
Special recipe tuna salad, lettuce, tomatoes and red onions with salt and pepper on Honey Wheat.

Smoked Ham & Swiss Sandwich
Smoked, lean ham, Swiss, lettuce, tomatoes and red onions with salt and pepper on Rye.

You Pick 2®

Select two of the following: Cup of Soup, Half Cafe Sandwich or Half Cafe Salad*

*Additional charge for Shrimp, Premium Signature and Signature Items.

Hand-Tossed Salads

Premium Signature Salads

Mediterranean Shrimp Couscous Salad
Baby spinach and romaine lettuce tossed with our low-fat Meyer lemon balsamic vinaigrette and signature couscous blend, then topped with shrimp, feta, kalamata olives and roasted tomatoes.

Greek with Shrimp Salad
Romaine lettuce, tomatoes, feta, peperoncini, red onions, kalamata olives, and pepper tossed in our Greek dressing then topped with shrimp.

Chicken Cobb with Avocado Salad
All-natural, antibiotic-free chicken, romaine, tomatoes, applewood-smoked bacon, Gorgonzola and hard-boiled egg tossed with herb vinaigrette and topped with avocado.

Steak & Blue Cheese Salad
Seared steak, romaine, frizzled onions, tomatoes and Gorgonzola tossed with blue cheese vinaigrette and drizzled with a cabernet reduction.

Signature Salads

BBQ Chicken Salad
All-natural, antibiotic-free chicken, romaine, roasted corn, black beans and tortilla strips with BBQ ranch dressing, drizzled with BBQ sauce.

Fuji Apple Chicken Salad
All-natural, antibiotic-free chicken, mixed field greens, romaine, tomatoes, red onions, pecans, Gorgonzola and apple chips with a white balsamic apple vinaigrette.

Asian Sesame Chicken Salad
All-natural, antibiotic-free chicken, romaine, cilantro, sliced almonds, sesame seeds and wonton strips with Asian sesame vinaigrette.

Grilled Chicken Caesar Salad
All-natural, antibiotic-free chicken, romaine, asiago-parmesan and homemade asiago croutons with Caesar dressing.

Spinach Power Salad
Baby spinach, a roasted mushroom and onion blend, hard-boiled eggs, applewood-smoked bacon and frizzled onions with smoky Vidalia® onion vinaigrette.

Thai Chicken Salad
All-natural, antibiotic-free chicken, romaine, Thai cashews, fire-roasted edamame, red pepper and carrots blend, cilantro and wonton strips with low-fat Thai chili vinaigrette and drizzled with peanut sauce.

Cafe Salads

Greek Salad
Romaine, tomatoes, feta, peperoncini, red onions, kalamata olives, pepper and Greek dressing.

Classic Salad
Mixed field greens and romaine topped with tomatoes, cucumbers, red onions and reduced-fat balsamic vinaigrette.

Caesar Salad
Romaine, asiago-parmesan and homemade asiago croutons with Caesar dressing.

Pastas

Premium Signature Pastas
Served with a half Cafe Salad or cup of Cafe Soup.

Chicken Tortellini Alfredo
Tortellini pasta filled with a three-cheese blend, tossed in alfredo sauce and topped with all-natural, antibiotic-free chicken and asiago-parmesan.

Tortellini Alfredo
Tortellini pasta filled with a three-cheese blend, tossed in alfredo sauce and topped with asiago-parmesan.

Pesto Sacchettini
Purse-shaped pasta stuffed with a six-cheese blend, tossed in nut-free basil pesto and topped with asiago-parmesan.

Chicken Sorrentina Pasta
Egg and spinach ravioli filled with a three-cheese blend in a San Marzano tomato and extra virgin olive oil sauce over baby spinach, topped with smoked, pulled, antibiotic-free chicken and asiago-parmesan.

Signature Pasta
Mac & Cheese
Shell pasta tossed in a blend of cheeses, including our Vermont white cheddar cheese sauce.

Soups

Available in a Bowl or Sourdough Bread Bowl.
For today's soup schedule please visit www.panerabread.com.*

Signature Soup
Turkey Chili
A hearty blend of ground and pulled, dark, antibiotic-free roasted turkey, garbanzo and kidney beans, slow cooked with tomatillos, corn, pasilla negro and ancho chili powders, cumin, edamame, diced onions, carrots, garlic and green chilies. Served daily.

Cafe Soup
Bistro French Onion Soup
Sweet onions in a savory broth with classic sherry wine vinegar gastrique and sea salts, topped with Gruyere and asiago crutons. Served daily.

Baked Potato Soup
Russet potatoes with select seasonings and smoked bacon in cream sauce with spring onion and chives. Served Monday and Wednesday.

Low-Fat Vegetarian Black Bean Soup
Black beans in a spicy vegetarian broth with onions, red pepper, garlic and cumin. Served Sunday, Tuesday, Thursday and Saturday.

Broccoli Cheddar Soup
Chopped broccoli, shredded carrots and seasoning in a smooth cheese sauce. Served daily.

Vegetarian Creamy Tomato Soup
Pear tomatoes pureed with fresh cream with hints of red pepper and oregano, topped with asiago croutons. Served daily.

Low-Fat Vegetarian Garden Vegetable Soup with Pesto
Diced tomatoes, zucchini, yellow beans, Swiss chard, cauliflower, bell peppers and pearled barley in a tomato broth garnished with nut-free basil pesto. Served Monday, Wednesday and Friday.

New England Clam Chowder
Chopped sea clams, diced potato, celery, onions and seasonings in a creamy broth. Served Friday.

Cream of Chicken & Wild Rice Soup
Long grain and wild rice, celery, onions, carrots and diced chicken in chicken broth with cream and herbs. Served Saturday, Sunday, Tuesday and Thursday.

*Soup offerings at local bakery-cafes may differ.

Power Menu

Power Breakfast Egg White Bowl with Roasted Turkey
All-natural, antibiotic-free roasted turkey, egg whites, warm baby spinach, roasted peppers, basil pesto, salt and pepper.

Power Breakfast Egg Bowl with Steak
Two all-natural eggs, seared steak, sliced avocado and tomatoes.

Power Mediterranean Chicken Salad
All-natural, antibiotic-free chicken, baby spinach, romaine, tomatoes, applewood-smoked bacon, hard-boiled eggs, lemon juice and extra virgin olive oil.

Power Mediterranean Roasted Turkey Salad
All-natural, antibiotic-free roasted turkey, baby spinach, romaine, tomatoes, red onions, kalamata olives, lemon juice and extra virgin olive oil.

Power Chicken Hummus Bowl
All-natural, antibiotic-free chicken with cilantro jalapeño hummus, fresh baby spinach, cucumbers, tomatoes and red onions, finished with freshly squeezed lemon and fresh, chopped cilantro.

Power Steak Lettuce Wraps
Seared steak, leaf lettuce, cucumbers, tomatoes, red onions, basil pesto and lemon juice.

Panera Kids™

Served with a choice of squeezable organic yogurt, apple or baguette.

Half Cafe Salad
Choice of Greek, Classic or Caesar Salad.

Kids Mac & Cheese
Shell pasta in a blend of cheeses, including our Vermont white cheddar cheese sauce.

Kids Buttered Ribbon Noodles
Ribbon-shaped noodles with creamy butter and sea salt.

Cup of Cafe Soup
A cup of soup. Check soup schedule at www.PaneraBread.com for daily availability.

Kids Peanut Butter & Jelly
Creamy peanut butter and grape jelly on All-Natural White Bread.

Kids Deli Sandwich
Organic American cheese and a choice of smoked, lean ham or smoked turkey breast served on All-Natural White Bread.

Kids Grilled Cheese
Organic American cheese grilled on All-Natural White Bread.

Call or Fax Ahead

Visit www.PaneraBread.com to find a bakery-cafe nearest you. We'll have your order waiting for you.

Panera Catering

Order your favorite sandwiches, salads, soups and sweets, conveniently boxed for groups of five or more. Delivery is available. Contact your local catering coordinator for details, or order online at www.PaneraCatering.com.

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ROUTING SHEET TO POST REGISTRATION (PRU)

Registration Number: 2806259

Serial Number: 76413842

RAM Sale Number: 2806259

RAM Accounting Date: 20140121

Total Fees: $2500

Note: Process in accordance with Post Registration Standard Operating Procedure (SOP)

Transaction	Fee Code	Transaction Date	Fee per Class	Number of Classes	Number of Classes Paid	Total Fee
§8 affidavit	7205	20140120	$100	5	5	$500
Application for Renewal (§9)	7201	20140120	$400	5	5	$2000

Physical Location: 900 - FILE REPOSITORY (FRANCONIA)

Lost Case Flag: False

In TICRS (AM-FLG-IN-TICRS): True

Transaction Date: 20140120

Panera
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Bakery-Cafe Menu

About Our Menu

Panera Bread® offers handcrafted, artisan breads baked in each bakery-cafe every morning from fresh dough. We're committed to providing you with fresh, great-tasting food you can trust made from the highest quality ingredients and highlighted by antibiotic-free chicken, whole grain bread, select organic and all-natural ingredients and a menu with 0 grams added trans fat.

Allergen Statement

Many of our products contain or may come into contact with common allergens, including wheat, peanuts, soy, tree nuts, milk, eggs, fish and shellfish. Before placing your order, please inform your server if a person in your party has a food allergy so that a manager can, at your request, provide you a list of ingredients in your order.

Canada notice: Many of our products also contain or may come into contact with common allergens, including sulfites and sesame.

What We're Celebrating

Here are some of our newest flavors, inspired by the season.

New! Triple Berry Scone
There's a new scone in town and it's bursting with berry flavor. Our new Triple Berry Scone is made with dried strawberries and blueberries and raspberry flavored chips freshly baked in our cream-based dough for a taste that's sure to get your morning off to a berry delicious start.

New! Mediterranean Shrimp Couscous Salad
Looking for a meal that's filled with flavors both savory and sensible? We start with leafy baby spinach and romaine tossed in our Meyer lemon balsamic vinaigrette and signature couscous blend, then we throw on flavorful shrimp, feta cheese, kalamata olives and roasted tomatoes.

New! Turkey Chili
With winter's chill still lingering in the air, nothing warms like a bowl of chili. Our new Turkey Chili blends ground and pulled, dark, antibiotic-free roasted turkey with beans, tomatillos, corn, spices and more to create a complex mix of flavors that's as hearty as it is delicious.

New! Chicken Sorrentina Pasta
Classic Italian flavors meet in a symphony of great taste in our newest pasta the Panera way. Our rustic, egg and spinach ravioli is stuffed with a blend of ricotta, Swiss and romano cheeses, then coated in a sauce made from delicious San Marzano tomatoes, extra virgin olive oil, black pepper, crushed red pepper, garlic, basil and romano cheese. We serve it all atop a bed of fresh baby spinach with smoked, pulled, antibiotic-free chicken and asiago-parmesan.

Power Smoothies
Now with two power smoothies on the menu, the power is in your hands. A continuing favorite, our Fat-Free Superfruit Power Smoothie is packed with fruit flavor, made with organic plain Greek non-fat yogurt and boosted with ginseng. Or, try our new Low-Fat B-Green Power Smoothie made with a blend of fruit and veggie purees, juices and concentrates and one whole banana.

Power Chicken Hummus Bowl
Fresh from our hidden menu comes a protein-rich meal packed with flavors we think you'll love. We start with a bowl then fill it with our all-natural, antibiotic-free chicken, cilantro jalapeño hummus, fresh baby spinach, cucumbers, diced tomatoes and red onions, all finished with a freshly squeezed lemon and fresh, chopped cilantro.

Breakfast Sandwiches

Signature Breakfast Sandwiches

Mediterranean Egg White on Ciabatta
Egg whites, Vermont white cheddar, roasted tomatoes, fresh spinach and basil pesto on Ciabatta.

Steak & Egg on Everything Bagel
All-natural egg, Vermont white cheddar and seared steak on our Everything Bagel.

Bacon, Egg & Cheese on Asiago Cheese Bagel
All-natural egg, Vermont white cheddar and applewood-smoked bacon on our Asiago Cheese Bagel.

Bacon, Egg & Cheese Bagel Breakfast Sandwich
All-natural egg, Vermont white cheddar and applewood-smoked bacon on any Signature bagel.

Sausage, Egg & Cheese Bagel Breakfast Sandwich
All-natural egg, Vermont white cheddar and all-natural sausage on any Signature bagel.

Ham, Egg & Cheese Bagel Breakfast Sandwich
All-natural egg, Vermont white cheddar and ham on any Signature bagel.

Egg & Cheese Bagel Breakfast Sandwich
All-natural egg and Vermont white cheddar on any Signature bagel.

Cafe Breakfast Sandwiches

Breakfast Power Sandwich
All-natural egg, Vermont white cheddar and smoked, lean ham on Whole Grain.

Bacon, Egg & Cheese on Ciabatta
All-natural egg, Vermont white cheddar and applewood-smoked bacon on Ciabatta.

Sausage, Egg & Cheese on Ciabatta
All-natural egg, Vermont white cheddar and all-natural sausage on Ciabatta

Egg & Cheese on Ciabatta
All-natural egg and Vermont white cheddar on Ciabatta.

Breakfast Favorites

Steel Cut Oatmeal
Organic steel cut oats, cooked to perfection with strawberries, pecans and our signature cinnamon crunch topping.

Strawberry Granola Parfait
Stonyfield Farm® low-fat, organic vanilla yogurt and maple butter pecan granola with whole grain oats and fresh strawberries.

Seasonal Fruit Cup

Baked Egg Soufflés

Savory ingredients and egg baked in our sweet French inspired pastry. Available in: Four Cheese, Spinach & Artichoke, Spinach & Bacon, Roasted Tomato & Feta.

MENU ITEMS AND SELECTION MAY VARY BY LOCATION. CONTACT YOUR LOCAL BAKERY-CAFE FOR DETAILS.

Bagels & Cream Cheese Spreads

Signature Bagels
With premium ingredients and delectable combinations of flavors: Chocolate Chip, French Toast, Blueberry, Cinnamon Swirl & Raisin, Cinnamon Crunch, Asiago Cheese.

Bagels
Plain, Whole Grain, Everything, Sesame

Bagel Pack
13 bagels, two tubs of spreads.

Dozen & a Half
18 bagels

Baker's Dozen
13 bagels

Half Dozen
6 bagels

Cream Cheese Spreads
Plain and Reduced-Fat: Plain, Hazelnut, Chive & Onion, Roasted Vegetable Medley, Wild Blueberry, Honey Walnut

Pastries & Sweets

Artisan Pastries
Pecan Braid, Cheese, Chocolate, Cherry, Bear Claw

Sweet Rolls
Cinnamon Roll, Pecan Roll, Cobblestone

Scones
Wild Blueberry, Triple Berry, Orange, Cinnamon Crunch, Mini Scones Variety Pack

Muffins
Wild Blueberry, Pumpkin, Cranberry Orange, Apple Crunch

Muffies
Chocolate Chip, Pumpkin

Cupcakes
Chocolate, Red Velvet, Vanilla

Cakes & Brownies
Double Fudge Brownie with Icing, Carrot Cake with Walnuts, Cinnamon Crumb Coffee Cake

Cookies
Toffee Nut, Red Velvet Crinkle Cookie, Valentine Cookie, Shortbread, Chocolate Chipper, Oatmeal Raisin, Candy Cookie

Freshly Baked Breads

All of our breads are made from fresh dough using our own recipes and only unbleached flour, and freshly baked every morning and throughout the day.

Artisan Breads
Country, French, Rye, Sesame Semolina, Three Cheese, Three Seed, Focaccia, Ciabatta, Whole Grain

Specialty Breads
Sourdough, Asiago Cheese, Cinnamon Raisin Swirl, All-Natural White, Tomato Basil, Honey Wheat

Drinks

Coffee, Espresso & Hot Drinks
Available iced or hot, with decaf or skim milk. Additional shots of espresso, flavored syrups or whipped cream available for an additional charge.

Caramel Latte
Espresso, foamed milk and caramel with whipped cream and caramel sauce.

Chai Tea Latte
Brewed black tea, honey, vanilla, cardamom, cinnamon, ginger and foamed milk.

Caffe Mocha
Espresso, foamed milk and chocolate with whipped cream and chocolate sauce.

Cappuccino
Espresso and foamed milk with a cap of foam.

Caffe Latte
Espresso and foamed milk.

Espresso

Signature Hot Chocolate with Chocolate Chip Marshmallows
Bittersweet chocolate flavored syrup mixed with foamed milk and topped with whipped cream and salted caramel sauce.

Freshly Brewed Coffee
Light Roast, Dark Roast, Colombian Decaf, Hazelnut

Hot Teas
A variety of "The Republic of Tea" offerings.

Fruit Smoothies

Low-Fat Mango
Mango fruit base mixed with orange juice and banana puree blended with Stonyfield Farm® organic, low-fat vanilla yogurt and ice.

Low-Fat Strawberry with Ginseng
Strawberry fruit base with a mix of fruit purees and juice concentrates, blended with Stonyfield Farm® organic, low-fat vanilla yogurt and ice, then boosted with ginseng.

Low-Fat Wild Berry
Wild berry fruit base with a mix of fruit purees and juice concentrates, blended with Stonyfield Farm® organic, low-fat vanilla yogurt and ice.

Low-Fat Superfruit Power with Ginseng
Superfruit fruit base with a mix of fruit purees, juices and juice concentrates, blended with organic, plain Greek, non-fat yogurt and ice, then boosted with ginseng.

Low-Fat B-Green Power Smoothie
A mixture of fruit and vegetable purees, juices and concentrates and one whole banana, blended with ice.

Frozen Drinks

Frozen Caramel
Caramel and an icy coffee blend topped with whipped cream and caramel sauce.

Frozen Mocha
Chocolate and an icy coffee blend topped with whipped cream and chocolate sauce.

Beverages
Iced Chai Tea Latte, Iced Green Tea, Lemonade, San Pellegrino®, Brewed Iced Tea (Tropical Hibiscus, Açai Berry or Black), Bottled Water, Premium Orange Juice, Soft Drinks, Organic Apple Juice, Organic White or Chocolate Milk

Panini

Signature Panini

Smokehouse Turkey® Panini
Smoked turkey breast, applewood-smoked bacon, smoked cheddar and sun-dried tomato ale mustard on Three Cheese.

Frontega Chicken® Panini
Smoked, pulled, antibiotic-free chicken, mozzarella, tomatoes, red onions, chopped basil and chipotle mayo on Focaccia.

Chipotle Chicken Panini
All-natural, antibiotic-free chicken, applewood-smoked bacon, smoked cheddar, tomatoes and ancho-chipotle spread on French.

Tomato & Mozzarella Panini
Fresh mozzarella, roasted and fresh tomatoes, chopped basil and all-natural sun-dried tomato pesto on Ciabatta.

Sandwiches

Premium Signature Sandwiches

Roasted Turkey & Avocado BLT
All-natural, antibiotic-free roasted turkey, applewood-smoked bacon, lettuce, tomatoes and avocado with reduced-fat olive oil mayo on Sourdough.

Signature Sandwiches

Bacon Turkey Bravo® Sandwich
Smoked turkey breast, applewood-smoked bacon, smoked Gouda, lettuce, tomatoes and signature sauce on Tomato Basil.

Napa Almond Chicken Salad Sandwich
All-natural, antibiotic-free chicken, diced celery, seedless grapes, almonds and our special dressing with lettuce and tomatoes on Sesame Semolina.

Fontina Grilled Cheese
Vermont white cheddar, fontina, reduced-fat chive & onion cream cheese spread and a four cheese Italian blend grilled on thick sliced All-Natural White.

Chicken Caesar Sandwich
All-natural chicken, asiago-parmesan, lettuce, tomatoes, onions and Caesar dressing on Three Cheese.

Italian Combo Sandwich
Seared steak, smoked turkey breast, smoked, lean ham, salami, Swiss, peperoncini, lettuce, tomatoes, red onions and special sauce on Ciabatta.

Asiago Steak Sandwich
Seared steak, smoked cheddar, lettuce, tomatoes, red onions and horseradish sauce on our Asiago Cheese Demi.

Cafe Sandwiches

Sierra Turkey Sandwich
Smoked turkey breast with chipotle mayo, field greens and red onions on Asiago Cheese Focaccia.

Mediterranean Veggie Sandwich
Zesty Peppadew™ piquant peppers, feta, cucumbers, lettuce, tomatoes, red onions and cilantro jalapeño hummus on Tomato Basil.

Classic Grilled Cheese
Organic sliced American cheese grilled on All-Natural White.

Smoked Turkey Sandwich
Smoked turkey breast, lettuce, tomatoes, red onions and salt and pepper on Country Bread.

Tuna Salad Sandwich
Special recipe tuna salad, lettuce, tomatoes and red onions with salt and pepper on Honey Wheat.

Smoked Ham & Swiss Sandwich
Smoked, lean ham, Swiss, lettuce, tomatoes and red onions with salt and pepper on Rye.

You Pick 2®

Select two of the following: Cup of Soup, Half Cafe Sandwich or Half Cafe Salad*

*Additional charge for Shrimp, Premium Signature and Signature Items.

Hand-Tossed Salads

Premium Signature Salads

Mediterranean Shrimp Couscous Salad
Baby spinach and romaine lettuce tossed with our low-fat Meyer lemon balsamic vinaigrette and signature couscous blend, then topped with shrimp, feta, kalamata olives and roasted tomatoes.

Greek with Shrimp Salad
Romaine lettuce, tomatoes, feta, peperoncini, red onions, kalamata olives, and pepper tossed in our Greek dressing then topped with shrimp.

Chicken Cobb with Avocado Salad
All-natural, antibiotic-free chicken, romaine, tomatoes, applewood-smoked bacon, Gorgonzola and hard-boiled egg tossed with herb vinaigrette and topped with avocado.

Steak & Blue Cheese Salad
Seared steak, romaine, frizzled onions, tomatoes and Gorgonzola tossed with blue cheese vinaigrette and drizzled with a cabernet reduction.

Signature Salads

BBQ Chicken Salad
All-natural, antibiotic-free chicken, romaine, roasted corn, black beans and tortilla strips with BBQ ranch dressing, drizzled with BBQ sauce.

Fuji Apple Chicken Salad
All-natural, antibiotic-free chicken, mixed field greens, romaine, tomatoes, red onions, pecans, Gorgonzola and apple chips with a white balsamic apple vinaigrette.

Asian Sesame Chicken Salad
All-natural, antibiotic-free chicken, romaine, cilantro, sliced almonds, sesame seeds and wonton strips with Asian sesame vinaigrette.

Grilled Chicken Caesar Salad
All-natural, antibiotic-free chicken, romaine, asiago-parmesan and homemade asiago croutons with Caesar dressing.

Spinach Power Salad
Baby spinach, a roasted mushroom and onion blend, hard-boiled eggs, applewood-smoked bacon and frizzled onions with smoky Vidalia® onion vinaigrette.

Thai Chicken Salad
All-natural, antibiotic-free chicken, romaine, Thai cashews, fire-roasted edamame, red pepper and carrots blend, cilantro and wonton strips with low-fat Thai chili vinaigrette and drizzled with peanut sauce.

Cafe Salads

Greek Salad
Romaine, tomatoes, feta, peperoncini, red onions, kalamata olives, pepper and Greek dressing.

Classic Salad
Mixed field greens and romaine topped with tomatoes, cucumbers, red onions and reduced-fat balsamic vinaigrette.

Caesar Salad
Romaine, asiago-parmesan and homemade asiago croutons with Caesar dressing.

Pastas

Premium Signature Pastas
Served with a half Cafe Salad or cup of Cafe Soup.

Chicken Tortellini Alfredo
Tortellini pasta filled with a three-cheese blend, tossed in alfredo sauce and topped with all-natural, antibiotic-free chicken and asiago-parmesan.

Tortellini Alfredo
Tortellini pasta filled with a three-cheese blend, tossed in alfredo sauce and topped with asiago-parmesan.

Pesto Sacchettini
Purse-shaped pasta stuffed with a six-cheese blend, tossed in nut-free basil pesto and topped with asiago-parmesan.

Chicken Sorrentina Pasta
Egg and spinach ravioli filled with a three-cheese blend in a San Marzano tomato and extra virgin olive oil sauce over baby spinach, topped with smoked, pulled, antibiotic-free chicken and asiago-parmesan.

Signature Pasta
Mac & Cheese
Shell pasta tossed in a blend of cheeses, including our Vermont white cheddar cheese sauce.

Soups

Available in a Bowl or Sourdough Bread Bowl.
For today's soup schedule please visit www.panerabread.com.*

Signature Soup
Turkey Chili
A hearty blend of ground and pulled, dark, antibiotic-free roasted turkey, garbanzo and kidney beans, slow cooked with tomatillos, corn, pasilla negro and ancho chili powders, cumin, edamame, diced onions, carrots, garlic and green chilies. Served daily.

Cafe Soup
Bistro French Onion Soup
Sweet onions in a savory broth with classic sherry wine vinegar gastrique and sea salts, topped with Gruyere and asiago crutons. Served daily.

Baked Potato Soup
Russet potatoes with select seasonings and smoked bacon in cream sauce with spring onion and chives. Served Monday and Wednesday.

Low-Fat Vegetarian Black Bean Soup
Black beans in a spicy vegetarian broth with onions, red pepper, garlic and cumin. Served Sunday, Tuesday, Thursday and Saturday.

Broccoli Cheddar Soup
Chopped broccoli, shredded carrots and seasoning in a smooth cheese sauce. Served daily.

Vegetarian Creamy Tomato Soup
Pear tomatoes pureed with fresh cream with hints of red pepper and oregano, topped with asiago croutons. Served daily.

Low-Fat Vegetarian Garden Vegetable Soup with Pesto
Diced tomatoes, zucchini, yellow beans, Swiss chard, cauliflower, bell peppers and pearled barley in a tomato broth garnished with nut-free basil pesto. Served Monday, Wednesday and Friday.

New England Clam Chowder
Chopped sea clams, diced potato, celery, onions and seasonings in a creamy broth. Served Friday.

Cream of Chicken & Wild Rice Soup
Long grain and wild rice, celery, onions, carrots and diced chicken in chicken broth with cream and herbs. Served Saturday, Sunday, Tuesday and Thursday.

*Soup offerings at local bakery-cafes may differ.

Power Menu

Power Breakfast Egg White Bowl with Roasted Turkey
All-natural, antibiotic-free roasted turkey, egg whites, warm baby spinach, roasted peppers, basil pesto, salt and pepper.

Power Breakfast Egg Bowl with Steak
Two all-natural eggs, seared steak, sliced avocado and tomatoes.

Power Mediterranean Chicken Salad
All-natural, antibiotic-free chicken, baby spinach, romaine, tomatoes, applewood-smoked bacon, hard-boiled eggs, lemon juice and extra virgin olive oil.

Power Mediterranean Roasted Turkey Salad
All-natural, antibiotic-free roasted turkey, baby spinach, romaine, tomatoes, red onions, kalamata olives, lemon juice and extra virgin olive oil.

Power Chicken Hummus Bowl
All-natural, antibiotic-free chicken with cilantro jalapeño hummus, fresh baby spinach, cucumbers, tomatoes and red onions, finished with freshly squeezed lemon and fresh, chopped cilantro.

Power Steak Lettuce Wraps
Seared steak, leaf lettuce, cucumbers, tomatoes, red onions, basil pesto and lemon juice.

Panera Kids™

Served with a choice of squeezable organic yogurt, apple or baguette.

Half Cafe Salad
Choice of Greek, Classic or Caesar Salad.

Kids Mac & Cheese
Shell pasta in a blend of cheeses, including our Vermont white cheddar cheese sauce.

Kids Buttered Ribbon Noodles
Ribbon-shaped noodles with creamy butter and sea salt.

Cup of Cafe Soup
A cup of soup. Check soup schedule at www.PaneraBread.com for daily availability.

Kids Peanut Butter & Jelly
Creamy peanut butter and grape jelly on All-Natural White Bread.

Kids Deli Sandwich
Organic American cheese and a choice of smoked, lean ham or smoked turkey breast served on All-Natural White Bread.

Kids Grilled Cheese
Organic American cheese grilled on All-Natural White Bread.

Call or Fax Ahead

Visit www.PaneraBread.com to find a bakery-cafe nearest you. We'll have your order waiting for you.

Panera Catering

Order your favorite sandwiches, salads, soups and sweets, conveniently boxed for groups of five or more. Delivery is available. Contact your local catering coordinator for details, or order online at www.PaneraCatering.com.

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Bakery-Cafe Menu

About Our Menu

Panera Bread® offers handcrafted, artisan breads baked in each bakery-cafe every morning from fresh dough. We're committed to providing you with fresh, great-tasting food you can trust made from the highest quality ingredients and highlighted by antibiotic-free chicken, whole grain bread, select organic and all-natural ingredients and a menu with 0 grams added trans fat.

Allergen Statement

Many of our products contain or may come into contact with common allergens, including wheat, peanuts, soy, tree nuts, milk, eggs, fish and shellfish. Before placing your order, please inform your server if a person in your party has a food allergy so that a manager can, at your request, provide you a list of ingredients in your order.

Canada notice: Many of our products also contain or may come into contact with common allergens, including sulfites and sesame.

What We're Celebrating

Here are some of our newest flavors, inspired by the season.

New! Triple Berry Scone
There's a new scone in town and it's bursting with berry flavor. Our new Triple Berry Scone is made with dried strawberries and blueberries and raspberry flavored chips freshly baked in our cream-based dough for a taste that's sure to get your morning off to a berry delicious start.

New! Mediterranean Shrimp Couscous Salad
Looking for a meal that's filled with flavors both savory and sensible? We start with leafy baby spinach and romaine tossed in our Meyer lemon balsamic vinaigrette and signature couscous blend, then we throw on flavorful shrimp, feta cheese, kalamata olives and roasted tomatoes.

New! Turkey Chili
With winter's chill still lingering in the air, nothing warms like a bowl of chili. Our new Turkey Chili blends ground and pulled, dark, antibiotic-free roasted turkey with beans, tomatillos, corn, spices and more to create a complex mix of flavors that's as hearty as it is delicious.

New! Chicken Sorrentina Pasta
Classic Italian flavors meet in a symphony of great taste in our newest pasta the Panera way. Our rustic, egg and spinach ravioli is stuffed with a blend of ricotta, Swiss and romano cheeses, then coated in a sauce made from delicious San Marzano tomatoes, extra virgin olive oil, black pepper, crushed red pepper, garlic, basil and romano cheese. We serve it all atop a bed of fresh baby spinach with smoked, pulled, antibiotic-free chicken and asiago-parmesan.

Power Smoothies
Now with two power smoothies on the menu, the power is in your hands. A continuing favorite, our Fat-Free Superfruit Power Smoothie is packed with fruit flavor, made with organic plain Greek non-fat yogurt and boosted with ginseng. Or, try our new Low-Fat B-Green Power Smoothie made with a blend of fruit and veggie purees, juices and concentrates and one whole banana.

Power Chicken Hummus Bowl
Fresh from our hidden menu comes a protein-rich meal packed with flavors we think you'll love. We start with a bowl then fill it with our all-natural, antibiotic-free chicken, cilantro jalapeño hummus, fresh baby spinach, cucumbers, diced tomatoes and red onions, all finished with a freshly squeezed lemon and fresh, chopped cilantro.

Breakfast Sandwiches

Signature Breakfast Sandwiches

Mediterranean Egg White on Ciabatta
Egg whites, Vermont white cheddar, roasted tomatoes, fresh spinach and basil pesto on Ciabatta.

Steak & Egg on Everything Bagel
All-natural egg, Vermont white cheddar and seared steak on our Everything Bagel.

Bacon, Egg & Cheese on Asiago Cheese Bagel
All-natural egg, Vermont white cheddar and applewood-smoked bacon on our Asiago Cheese Bagel.

Bacon, Egg & Cheese Bagel Breakfast Sandwich
All-natural egg, Vermont white cheddar and applewood-smoked bacon on any Signature bagel.

Sausage, Egg & Cheese Bagel Breakfast Sandwich
All-natural egg, Vermont white cheddar and all-natural sausage on any Signature bagel.

Ham, Egg & Cheese Bagel Breakfast Sandwich
All-natural egg, Vermont white cheddar and ham on any Signature bagel.

Egg & Cheese Bagel Breakfast Sandwich
All-natural egg and Vermont white cheddar on any Signature bagel.

Cafe Breakfast Sandwiches

Breakfast Power Sandwich
All-natural egg, Vermont white cheddar and smoked, lean ham on Whole Grain.

Bacon, Egg & Cheese on Ciabatta
All-natural egg, Vermont white cheddar and applewood-smoked bacon on Ciabatta.

Sausage, Egg & Cheese on Ciabatta
All-natural egg, Vermont white cheddar and all-natural sausage on Ciabatta

Egg & Cheese on Ciabatta
All-natural egg and Vermont white cheddar on Ciabatta.

Breakfast Favorites

Steel Cut Oatmeal
Organic steel cut oats, cooked to perfection with strawberries, pecans and our signature cinnamon crunch topping.

Strawberry Granola Parfait
Stonyfield Farm® low-fat, organic vanilla yogurt and maple butter pecan granola with whole grain oats and fresh strawberries.

Seasonal Fruit Cup

Baked Egg Soufflés

Savory ingredients and egg baked in our sweet French inspired pastry. Available in: Four Cheese, Spinach & Artichoke, Spinach & Bacon, Roasted Tomato & Feta.

MENU ITEMS AND SELECTION MAY VARY BY LOCATION. CONTACT YOUR LOCAL BAKERY-CAFE FOR DETAILS.

Bagels & Cream Cheese Spreads

Signature Bagels
With premium ingredients and delectable combinations of flavors: Chocolate Chip, French Toast, Blueberry, Cinnamon Swirl & Raisin, Cinnamon Crunch, Asiago Cheese.

Bagels
Plain, Whole Grain, Everything, Sesame

Bagel Pack
13 bagels, two tubs of spreads.

Dozen & a Half
18 bagels

Baker's Dozen
13 bagels

Half Dozen
6 bagels

Cream Cheese Spreads
Plain and Reduced-Fat: Plain, Hazelnut, Chive & Onion, Roasted Vegetable Medley, Wild Blueberry, Honey Walnut

Pastries & Sweets

Artisan Pastries
Pecan Braid, Cheese, Chocolate, Cherry, Bear Claw

Sweet Rolls
Cinnamon Roll, Pecan Roll, Cobblestone

Scones
Wild Blueberry, Triple Berry, Orange, Cinnamon Crunch, Mini Scones Variety Pack

Muffins
Wild Blueberry, Pumpkin, Cranberry Orange, Apple Crunch

Muffies
Chocolate Chip, Pumpkin

Cupcakes
Chocolate, Red Velvet, Vanilla

Cakes & Brownies
Double Fudge Brownie with Icing, Carrot Cake with Walnuts, Cinnamon Crumb Coffee Cake

Cookies
Toffee Nut, Red Velvet Crinkle Cookie, Valentine Cookie, Shortbread, Chocolate Chipper, Oatmeal Raisin, Candy Cookie

Freshly Baked Breads

All of our breads are made from fresh dough using our own recipes and only unbleached flour, and freshly baked every morning and throughout the day.

Artisan Breads
Country, French, Rye, Sesame Semolina, Three Cheese, Three Seed, Focaccia, Ciabatta, Whole Grain

Specialty Breads
Sourdough, Asiago Cheese, Cinnamon Raisin Swirl, All-Natural White, Tomato Basil, Honey Wheat

Drinks

Coffee, Espresso & Hot Drinks
Available iced or hot, with decaf or skim milk. Additional shots of espresso, flavored syrups or whipped cream available for an additional charge.

Caramel Latte
Espresso, foamed milk and caramel with whipped cream and caramel sauce.

Chai Tea Latte
Brewed black tea, honey, vanilla, cardamom, cinnamon, ginger and foamed milk.

Caffe Mocha
Espresso, foamed milk and chocolate with whipped cream and chocolate sauce.

Cappuccino
Espresso and foamed milk with a cap of foam.

Caffe Latte
Espresso and foamed milk.

Espresso

Signature Hot Chocolate with Chocolate Chip Marshmallows
Bittersweet chocolate flavored syrup mixed with foamed milk and topped with whipped cream and salted caramel sauce.

Freshly Brewed Coffee
Light Roast, Dark Roast, Colombian Decaf, Hazelnut

Hot Teas
A variety of "The Republic of Tea" offerings.

Fruit Smoothies

Low-Fat Mango
Mango fruit base mixed with orange juice and banana puree blended with Stonyfield Farm® organic, low-fat vanilla yogurt and ice.

Low-Fat Strawberry with Ginseng
Strawberry fruit base with a mix of fruit purees and juice concentrates, blended with Stonyfield Farm® organic, low-fat vanilla yogurt and ice, then boosted with ginseng.

Low-Fat Wild Berry
Wild berry fruit base with a mix of fruit purees and juice concentrates, blended with Stonyfield Farm® organic, low-fat vanilla yogurt and ice.

Low-Fat Superfruit Power with Ginseng
Superfruit fruit base with a mix of fruit purees, juices and juice concentrates, blended with organic, plain Greek, non-fat yogurt and ice, then boosted with ginseng.

Low-Fat B-Green Power Smoothie
A mixture of fruit and vegetable purees, juices and concentrates and one whole banana, blended with ice.

Frozen Drinks

Frozen Caramel
Caramel and an icy coffee blend topped with whipped cream and caramel sauce.

Frozen Mocha
Chocolate and an icy coffee blend topped with whipped cream and chocolate sauce.

Beverages
Iced Chai Tea Latte, Iced Green Tea, Lemonade, San Pellegrino®, Brewed Iced Tea (Tropical Hibiscus, Açai Berry or Black), Bottled Water, Premium Orange Juice, Soft Drinks, Organic Apple Juice, Organic White or Chocolate Milk

Panini

Signature Panini

Smokehouse Turkey® Panini
Smoked turkey breast, applewood-smoked bacon, smoked cheddar and sun-dried tomato ale mustard on Three Cheese.

Frontega Chicken® Panini
Smoked, pulled, antibiotic-free chicken, mozzarella, tomatoes, red onions, chopped basil and chipotle mayo on Focaccia.

Chipotle Chicken Panini
All-natural, antibiotic-free chicken, applewood-smoked bacon, smoked cheddar, tomatoes and ancho-chipotle spread on French.

Tomato & Mozzarella Panini
Fresh mozzarella, roasted and fresh tomatoes, chopped basil and all-natural sun-dried tomato pesto on Ciabatta.

Sandwiches

Premium Signature Sandwiches

Roasted Turkey & Avocado BLT
All-natural, antibiotic-free roasted turkey, applewood-smoked bacon, lettuce, tomatoes and avocado with reduced-fat olive oil mayo on Sourdough.

Signature Sandwiches

Bacon Turkey Bravo® Sandwich
Smoked turkey breast, applewood-smoked bacon, smoked Gouda, lettuce, tomatoes and signature sauce on Tomato Basil.

Napa Almond Chicken Salad Sandwich
All-natural, antibiotic-free chicken, diced celery, seedless grapes, almonds and our special dressing with lettuce and tomatoes on Sesame Semolina.

Fontina Grilled Cheese
Vermont white cheddar, fontina, reduced-fat chive & onion cream cheese spread and a four cheese Italian blend grilled on thick sliced All-Natural White.

Chicken Caesar Sandwich
All-natural chicken, asiago-parmesan, lettuce, tomatoes, onions and Caesar dressing on Three Cheese.

Italian Combo Sandwich
Seared steak, smoked turkey breast, smoked, lean ham, salami, Swiss, peperoncini, lettuce, tomatoes, red onions and special sauce on Ciabatta.

Asiago Steak Sandwich
Seared steak, smoked cheddar, lettuce, tomatoes, red onions and horseradish sauce on our Asiago Cheese Demi.

Cafe Sandwiches

Sierra Turkey Sandwich
Smoked turkey breast with chipotle mayo, field greens and red onions on Asiago Cheese Focaccia.

Mediterranean Veggie Sandwich
Zesty Peppadew™ piquant peppers, feta, cucumbers, lettuce, tomatoes, red onions and cilantro jalapeño hummus on Tomato Basil.

Classic Grilled Cheese
Organic sliced American cheese grilled on All-Natural White.

Smoked Turkey Sandwich
Smoked turkey breast, lettuce, tomatoes, red onions and salt and pepper on Country Bread.

Tuna Salad Sandwich
Special recipe tuna salad, lettuce, tomatoes and red onions with salt and pepper on Honey Wheat.

Smoked Ham & Swiss Sandwich
Smoked, lean ham, Swiss, lettuce, tomatoes and red onions with salt and pepper on Rye.

You Pick 2®

Select two of the following: Cup of Soup, Half Cafe Sandwich or Half Cafe Salad*

*Additional charge for Shrimp, Premium Signature and Signature Items.

Hand-Tossed Salads

Premium Signature Salads

Mediterranean Shrimp Couscous Salad
Baby spinach and romaine lettuce tossed with our low-fat Meyer lemon balsamic vinaigrette and signature couscous blend, then topped with shrimp, feta, kalamata olives and roasted tomatoes.

Greek with Shrimp Salad
Romaine lettuce, tomatoes, feta, peperoncini, red onions, kalamata olives, and pepper tossed in our Greek dressing then topped with shrimp.

Chicken Cobb with Avocado Salad
All-natural, antibiotic-free chicken, romaine, tomatoes, applewood-smoked bacon, Gorgonzola and hard-boiled egg tossed with herb vinaigrette and topped with avocado.

Steak & Blue Cheese Salad
Seared steak, romaine, frizzled onions, tomatoes and Gorgonzola tossed with blue cheese vinaigrette and drizzled with a cabernet reduction.

Signature Salads

BBQ Chicken Salad
All-natural, antibiotic-free chicken, romaine, roasted corn, black beans and tortilla strips with BBQ ranch dressing, drizzled with BBQ sauce.

Fuji Apple Chicken Salad
All-natural, antibiotic-free chicken, mixed field greens, romaine, tomatoes, red onions, pecans, Gorgonzola and apple chips with a white balsamic apple vinaigrette.

Asian Sesame Chicken Salad
All-natural, antibiotic-free chicken, romaine, cilantro, sliced almonds, sesame seeds and wonton strips with Asian sesame vinaigrette.

Grilled Chicken Caesar Salad
All-natural, antibiotic-free chicken, romaine, asiago-parmesan and homemade asiago croutons with Caesar dressing.

Spinach Power Salad
Baby spinach, a roasted mushroom and onion blend, hard-boiled eggs, applewood-smoked bacon and frizzled onions with smoky Vidalia® onion vinaigrette.

Thai Chicken Salad
All-natural, antibiotic-free chicken, romaine, Thai cashews, fire-roasted edamame, red pepper and carrots blend, cilantro and wonton strips with low-fat Thai chili vinaigrette and drizzled with peanut sauce.

Cafe Salads

Greek Salad
Romaine, tomatoes, feta, peperoncini, red onions, kalamata olives, pepper and Greek dressing.

Classic Salad
Mixed field greens and romaine topped with tomatoes, cucumbers, red onions and reduced-fat balsamic vinaigrette.

Caesar Salad
Romaine, asiago-parmesan and homemade asiago croutons with Caesar dressing.

Pastas

Premium Signature Pastas
Served with a half Cafe Salad or cup of Cafe Soup.

Chicken Tortellini Alfredo
Tortellini pasta filled with a three-cheese blend, tossed in alfredo sauce and topped with all-natural, antibiotic-free chicken and asiago-parmesan.

Tortellini Alfredo
Tortellini pasta filled with a three-cheese blend, tossed in alfredo sauce and topped with asiago-parmesan.

Pesto Sacchettini
Purse-shaped pasta stuffed with a six-cheese blend, tossed in nut-free basil pesto and topped with asiago-parmesan.

Chicken Sorrentina Pasta
Egg and spinach ravioli filled with a three-cheese blend in a San Marzano tomato and extra virgin olive oil sauce over baby spinach, topped with smoked, pulled, antibiotic-free chicken and asiago-parmesan.

Signature Pasta
Mac & Cheese
Shell pasta tossed in a blend of cheeses, including our Vermont white cheddar cheese sauce.

Soups

Available in a Bowl or Sourdough Bread Bowl.
For today's soup schedule please visit www.panerabread.com.*

Signature Soup
Turkey Chili
A hearty blend of ground and pulled, dark, antibiotic-free roasted turkey, garbanzo and kidney beans, slow cooked with tomatillos, corn, pasilla negro and ancho chili powders, cumin, edamame, diced onions, carrots, garlic and green chilies. Served daily.

Cafe Soup
Bistro French Onion Soup
Sweet onions in a savory broth with classic sherry wine vinegar gastrique and sea salts, topped with Gruyere and asiago crutons. Served daily.

Baked Potato Soup
Russet potatoes with select seasonings and smoked bacon in cream sauce with spring onion and chives. Served Monday and Wednesday.

Low-Fat Vegetarian Black Bean Soup
Black beans in a spicy vegetarian broth with onions, red pepper, garlic and cumin. Served Sunday, Tuesday, Thursday and Saturday.

Broccoli Cheddar Soup
Chopped broccoli, shredded carrots and seasoning in a smooth cheese sauce. Served daily.

Vegetarian Creamy Tomato Soup
Pear tomatoes pureed with fresh cream with hints of red pepper and oregano, topped with asiago croutons. Served daily.

Low-Fat Vegetarian Garden Vegetable Soup with Pesto
Diced tomatoes, zucchini, yellow beans, Swiss chard, cauliflower, bell peppers and pearled barley in a tomato broth garnished with nut-free basil pesto. Served Monday, Wednesday and Friday.

New England Clam Chowder
Chopped sea clams, diced potato, celery, onions and seasonings in a creamy broth. Served Friday.

Cream of Chicken & Wild Rice Soup
Long grain and wild rice, celery, onions, carrots and diced chicken in chicken broth with cream and herbs. Served Saturday, Sunday, Tuesday and Thursday.

*Soup offerings at local bakery-cafes may differ.

Power Menu

Power Breakfast Egg White Bowl with Roasted Turkey
All-natural, antibiotic-free roasted turkey, egg whites, warm baby spinach, roasted peppers, basil pesto, salt and pepper.

Power Breakfast Egg Bowl with Steak
Two all-natural eggs, seared steak, sliced avocado and tomatoes.

Power Mediterranean Chicken Salad
All-natural, antibiotic-free chicken, baby spinach, romaine, tomatoes, applewood-smoked bacon, hard-boiled eggs, lemon juice and extra virgin olive oil.

Power Mediterranean Roasted Turkey Salad
All-natural, antibiotic-free roasted turkey, baby spinach, romaine, tomatoes, red onions, kalamata olives, lemon juice and extra virgin olive oil.

Power Chicken Hummus Bowl
All-natural, antibiotic-free chicken with cilantro jalapeño hummus, fresh baby spinach, cucumbers, tomatoes and red onions, finished with freshly squeezed lemon and fresh, chopped cilantro.

Power Steak Lettuce Wraps
Seared steak, leaf lettuce, cucumbers, tomatoes, red onions, basil pesto and lemon juice.

Panera Kids™

Served with a choice of squeezable organic yogurt, apple or baguette.

Half Cafe Salad
Choice of Greek, Classic or Caesar Salad.

Kids Mac & Cheese
Shell pasta in a blend of cheeses, including our Vermont white cheddar cheese sauce.

Kids Buttered Ribbon Noodles
Ribbon-shaped noodles with creamy butter and sea salt.

Cup of Cafe Soup
A cup of soup. Check soup schedule at www.PaneraBread.com for daily availability.

Kids Peanut Butter & Jelly
Creamy peanut butter and grape jelly on All-Natural White Bread.

Kids Deli Sandwich
Organic American cheese and a choice of smoked, lean ham or smoked turkey breast served on All-Natural White Bread.

Kids Grilled Cheese
Organic American cheese grilled on All-Natural White Bread.

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Bakery-Cafe Menu

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What We're Celebrating

Here are some of our newest flavors, inspired by the season.

New! Triple Berry Scone
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New! Mediterranean Shrimp Couscous Salad
Looking for a meal that's filled with flavors both savory and sensible? We start with leafy baby spinach and romaine tossed in our Meyer lemon balsamic vinaigrette and signature couscous blend, then we throw on flavorful shrimp, feta cheese, kalamata olives and roasted tomatoes.

New! Turkey Chili
With winter's chill still lingering in the air, nothing warms like a bowl of chili. Our new Turkey Chili blends ground and pulled, dark, antibiotic-free roasted turkey with beans, tomatillos, corn, spices and more to create a complex mix of flavors that's as hearty as it is delicious.

New! Chicken Sorrentina Pasta
Classic Italian flavors meet in a symphony of great taste in our newest pasta the Panera way. Our rustic, egg and spinach ravioli is stuffed with a blend of ricotta, Swiss and romano cheeses, then coated in a sauce made from delicious San Marzano tomatoes, extra virgin olive oil, black pepper, crushed red pepper, garlic, basil and romano cheese. We serve it all atop a bed of fresh baby spinach with smoked, pulled, antibiotic-free chicken and asiago-parmesan.

Power Smoothies
Now with two power smoothies on the menu, the power is in your hands. A continuing favorite, our Fat-Free Superfruit Power Smoothie is packed with fruit flavor, made with organic plain Greek non-fat yogurt and boosted with ginseng. Or, try our new Low-Fat B-Green Power Smoothie made with a blend of fruit and veggie purees, juices and concentrates and one whole banana.

Power Chicken Hummus Bowl
Fresh from our hidden menu comes a protein-rich meal packed with flavors we think you'll love. We start with a bowl then fill it with our all-natural, antibiotic-free chicken, cilantro jalapeño hummus, fresh baby spinach, cucumbers, diced tomatoes and red onions, all finished with a freshly squeezed lemon and fresh, chopped cilantro.

Breakfast Sandwiches

Signature Breakfast Sandwiches

Mediterranean Egg White on Ciabatta
Egg whites, Vermont white cheddar, roasted tomatoes, fresh spinach and basil pesto on Ciabatta.

Steak & Egg on Everything Bagel
All-natural egg, Vermont white cheddar and seared steak on our Everything Bagel.

Bacon, Egg & Cheese on Asiago Cheese Bagel
All-natural egg, Vermont white cheddar and applewood-smoked bacon on our Asiago Cheese Bagel.

Bacon, Egg & Cheese Bagel Breakfast Sandwich
All-natural egg, Vermont white cheddar and applewood-smoked bacon on any Signature bagel.

Sausage, Egg & Cheese Bagel Breakfast Sandwich
All-natural egg, Vermont white cheddar and all-natural sausage on any Signature bagel.

Ham, Egg & Cheese Bagel Breakfast Sandwich
All-natural egg, Vermont white cheddar and ham on any Signature bagel.

Egg & Cheese Bagel Breakfast Sandwich
All-natural egg and Vermont white cheddar on any Signature bagel.

Cafe Breakfast Sandwiches

Breakfast Power Sandwich
All-natural egg, Vermont white cheddar and smoked, lean ham on Whole Grain.

Bacon, Egg & Cheese on Ciabatta
All-natural egg, Vermont white cheddar and applewood-smoked bacon on Ciabatta.

Sausage, Egg & Cheese on Ciabatta
All-natural egg, Vermont white cheddar and all-natural sausage on Ciabatta

Egg & Cheese on Ciabatta
All-natural egg and Vermont white cheddar on Ciabatta.

Breakfast Favorites

Steel Cut Oatmeal
Organic steel cut oats, cooked to perfection with strawberries, pecans and our signature cinnamon crunch topping.

Strawberry Granola Parfait
Stonyfield Farm® low-fat, organic vanilla yogurt and maple butter pecan granola with whole grain oats and fresh strawberries.

Seasonal Fruit Cup

Baked Egg Soufflés

Savory ingredients and egg baked in our sweet French inspired pastry. Available in: Four Cheese, Spinach & Artichoke, Spinach & Bacon, Roasted Tomato & Feta.

MENU ITEMS AND SELECTION MAY VARY BY LOCATION. CONTACT YOUR LOCAL BAKERY-CAFE FOR DETAILS.

Bagels & Cream Cheese Spreads

Signature Bagels
With premium ingredients and delectable combinations of flavors: Chocolate Chip, French Toast, Blueberry, Cinnamon Swirl & Raisin, Cinnamon Crunch, Asiago Cheese.

Bagels
Plain, Whole Grain, Everything, Sesame

Bagel Pack
13 bagels, two tubs of spreads.

Dozen & a Half
18 bagels

Baker's Dozen
13 bagels

Half Dozen
6 bagels

Cream Cheese Spreads
Plain and Reduced-Fat: Plain, Hazelnut, Chive & Onion, Roasted Vegetable Medley, Wild Blueberry, Honey Walnut

Pastries & Sweets

Artisan Pastries
Pecan Braid, Cheese, Chocolate, Cherry, Bear Claw

Sweet Rolls
Cinnamon Roll, Pecan Roll, Cobblestone

Scones
Wild Blueberry, Triple Berry, Orange, Cinnamon Crunch, Mini Scones Variety Pack

Muffins
Wild Blueberry, Pumpkin, Cranberry Orange, Apple Crunch

Muffies
Chocolate Chip, Pumpkin

Cupcakes
Chocolate, Red Velvet, Vanilla

Cakes & Brownies
Double Fudge Brownie with Icing, Carrot Cake with Walnuts, Cinnamon Crumb Coffee Cake

Cookies
Toffee Nut, Red Velvet Crinkle Cookie, Valentine Cookie, Shortbread, Chocolate Chipper, Oatmeal Raisin, Candy Cookie

Freshly Baked Breads

All of our breads are made from fresh dough using our own recipes and only unbleached flour, and freshly baked every morning and throughout the day.

Artisan Breads
Country, French, Rye, Sesame Semolina, Three Cheese, Three Seed, Focaccia, Ciabatta, Whole Grain

Specialty Breads
Sourdough, Asiago Cheese, Cinnamon Raisin Swirl, All-Natural White, Tomato Basil, Honey Wheat

Drinks

Coffee, Espresso & Hot Drinks
Available iced or hot, with decaf or skim milk. Additional shots of espresso, flavored syrups or whipped cream available for an additional charge.

Caramel Latte
Espresso, foamed milk and caramel with whipped cream and caramel sauce.

Chai Tea Latte
Brewed black tea, honey, vanilla, cardamom, cinnamon, ginger and foamed milk.

Caffe Mocha
Espresso, foamed milk and chocolate with whipped cream and chocolate sauce.

Cappuccino
Espresso and foamed milk with a cap of foam.

Caffe Latte
Espresso and foamed milk.

Espresso

Signature Hot Chocolate with Chocolate Chip Marshmallows
Bittersweet chocolate flavored syrup mixed with foamed milk and topped with whipped cream and salted caramel sauce.

Freshly Brewed Coffee
Light Roast, Dark Roast, Colombian Decaf, Hazelnut

Hot Teas
A variety of "The Republic of Tea" offerings.

Fruit Smoothies

Low-Fat Mango
Mango fruit base mixed with orange juice and banana puree blended with Stonyfield Farm® organic, low-fat vanilla yogurt and ice.

Low-Fat Strawberry with Ginseng
Strawberry fruit base with a mix of fruit purees and juice concentrates, blended with Stonyfield Farm® organic, low-fat vanilla yogurt and ice, then boosted with ginseng.

Low-Fat Wild Berry
Wild berry fruit base with a mix of fruit purees and juice concentrates, blended with Stonyfield Farm® organic, low-fat vanilla yogurt and ice.

Low-Fat Superfruit Power with Ginseng
Superfruit fruit base with a mix of fruit purees, juices and juice concentrates, blended with organic, plain Greek, non-fat yogurt and ice, then boosted with ginseng.

Low-Fat B-Green Power Smoothie
A mixture of fruit and vegetable purees, juices and concentrates and one whole banana, blended with ice.

Frozen Drinks

Frozen Caramel
Caramel and an icy coffee blend topped with whipped cream and caramel sauce.

Frozen Mocha
Chocolate and an icy coffee blend topped with whipped cream and chocolate sauce.

Beverages
Iced Chai Tea Latte, Iced Green Tea, Lemonade, San Pellegrino®, Brewed Iced Tea (Tropical Hibiscus, Açai Berry or Black), Bottled Water, Premium Orange Juice, Soft Drinks, Organic Apple Juice, Organic White or Chocolate Milk

Panini

Signature Panini

Smokehouse Turkey® Panini
Smoked turkey breast, applewood-smoked bacon, smoked cheddar and sun-dried tomato ale mustard on Three Cheese.

Frontega Chicken® Panini
Smoked, pulled, antibiotic-free chicken, mozzarella, tomatoes, red onions, chopped basil and chipotle mayo on Focaccia.

Chipotle Chicken Panini
All-natural, antibiotic-free chicken, applewood-smoked bacon, smoked cheddar, tomatoes and ancho-chipotle spread on French.

Tomato & Mozzarella Panini
Fresh mozzarella, roasted and fresh tomatoes, chopped basil and all-natural sun-dried tomato pesto on Ciabatta.

Sandwiches

Premium Signature Sandwiches

Roasted Turkey & Avocado BLT
All-natural, antibiotic-free roasted turkey, applewood-smoked bacon, lettuce, tomatoes and avocado with reduced-fat olive oil mayo on Sourdough.

Signature Sandwiches

Bacon Turkey Bravo® Sandwich
Smoked turkey breast, applewood-smoked bacon, smoked Gouda, lettuce, tomatoes and signature sauce on Tomato Basil.

Napa Almond Chicken Salad Sandwich
All-natural, antibiotic-free chicken, diced celery, seedless grapes, almonds and our special dressing with lettuce and tomatoes on Sesame Semolina.

Fontina Grilled Cheese
Vermont white cheddar, fontina, reduced-fat chive & onion cream cheese spread and a four cheese Italian blend grilled on thick sliced All-Natural White.

Chicken Caesar Sandwich
All-natural chicken, asiago-parmesan, lettuce, tomatoes, onions and Caesar dressing on Three Cheese.

Italian Combo Sandwich
Seared steak, smoked turkey breast, smoked, lean ham, salami, Swiss, peperoncini, lettuce, tomatoes, red onions and special sauce on Ciabatta.

Asiago Steak Sandwich
Seared steak, smoked cheddar, lettuce, tomatoes, red onions and horseradish sauce on our Asiago Cheese Demi.

Cafe Sandwiches

Sierra Turkey Sandwich
Smoked turkey breast with chipotle mayo, field greens and red onions on Asiago Cheese Focaccia.

Mediterranean Veggie Sandwich
Zesty Peppadew™ piquant peppers, feta, cucumbers, lettuce, tomatoes, red onions and cilantro jalapeño hummus on Tomato Basil.

Classic Grilled Cheese
Organic sliced American cheese grilled on All-Natural White.

Smoked Turkey Sandwich
Smoked turkey breast, lettuce, tomatoes, red onions and salt and pepper on Country Bread.

Tuna Salad Sandwich
Special recipe tuna salad, lettuce, tomatoes and red onions with salt and pepper on Honey Wheat.

Smoked Ham & Swiss Sandwich
Smoked, lean ham, Swiss, lettuce, tomatoes and red onions with salt and pepper on Rye.

You Pick 2®

Select two of the following: Cup of Soup, Half Cafe Sandwich or Half Cafe Salad*

*Additional charge for Shrimp, Premium Signature and Signature Items.

Hand-Tossed Salads

Premium Signature Salads

Mediterranean Shrimp Couscous Salad
Baby spinach and romaine lettuce tossed with our low-fat Meyer lemon balsamic vinaigrette and signature couscous blend, then topped with shrimp, feta, kalamata olives and roasted tomatoes.

Greek with Shrimp Salad
Romaine lettuce, tomatoes, feta, peperoncini, red onions, kalamata olives, and pepper tossed in our Greek dressing then topped with shrimp.

Chicken Cobb with Avocado Salad
All-natural, antibiotic-free chicken, romaine, tomatoes, applewood-smoked bacon, Gorgonzola and hard-boiled egg tossed with herb vinaigrette and topped with avocado.

Steak & Blue Cheese Salad
Seared steak, romaine, frizzled onions, tomatoes and Gorgonzola tossed with blue cheese vinaigrette and drizzled with a cabernet reduction.

Signature Salads

BBQ Chicken Salad
All-natural, antibiotic-free chicken, romaine, roasted corn, black beans and tortilla strips with BBQ ranch dressing, drizzled with BBQ sauce.

Fuji Apple Chicken Salad
All-natural, antibiotic-free chicken, mixed field greens, romaine, tomatoes, red onions, pecans, Gorgonzola and apple chips with a white balsamic apple vinaigrette.

Asian Sesame Chicken Salad
All-natural, antibiotic-free chicken, romaine, cilantro, sliced almonds, sesame seeds and wonton strips with Asian sesame vinaigrette.

Grilled Chicken Caesar Salad
All-natural, antibiotic-free chicken, romaine, asiago-parmesan and homemade asiago croutons with Caesar dressing.

Spinach Power Salad
Baby spinach, a roasted mushroom and onion blend, hard-boiled eggs, applewood-smoked bacon and frizzled onions with smoky Vidalia® onion vinaigrette.

Thai Chicken Salad
All-natural, antibiotic-free chicken, romaine, Thai cashews, fire-roasted edamame, red pepper and carrots blend, cilantro and wonton strips with low-fat Thai chili vinaigrette and drizzled with peanut sauce.

Cafe Salads

Greek Salad
Romaine, tomatoes, feta, peperoncini, red onions, kalamata olives, pepper and Greek dressing.

Classic Salad
Mixed field greens and romaine topped with tomatoes, cucumbers, red onions and reduced-fat balsamic vinaigrette.

Caesar Salad
Romaine, asiago-parmesan and homemade asiago croutons with Caesar dressing.

Pastas

Premium Signature Pastas
Served with a half Cafe Salad or cup of Cafe Soup.

Chicken Tortellini Alfredo
Tortellini pasta filled with a three-cheese blend, tossed in alfredo sauce and topped with all-natural, antibiotic-free chicken and asiago-parmesan.

Tortellini Alfredo
Tortellini pasta filled with a three-cheese blend, tossed in alfredo sauce and topped with asiago-parmesan.

Pesto Sacchettini
Purse-shaped pasta stuffed with a six-cheese blend, tossed in nut-free basil pesto and topped with asiago-parmesan.

Chicken Sorrentina Pasta
Egg and spinach ravioli filled with a three-cheese blend in a San Marzano tomato and extra virgin olive oil sauce over baby spinach, topped with smoked, pulled, antibiotic-free chicken and asiago-parmesan.

Signature Pasta
Mac & Cheese
Shell pasta tossed in a blend of cheeses, including our Vermont white cheddar cheese sauce.

Soups

Available in a Bowl or Sourdough Bread Bowl.
For today's soup schedule please visit www.panerabread.com.*

Signature Soup
Turkey Chili
A hearty blend of ground and pulled, dark, antibiotic-free roasted turkey, garbanzo and kidney beans, slow cooked with tomatillos, corn, pasilla negro and ancho chili powders, cumin, edamame, diced onions, carrots, garlic and green chilies. Served daily.

Cafe Soup
Bistro French Onion Soup
Sweet onions in a savory broth with classic sherry wine vinegar gastrique and sea salts, topped with Gruyere and asiago crutons. Served daily.

Baked Potato Soup
Russet potatoes with select seasonings and smoked bacon in cream sauce with spring onion and chives. Served Monday and Wednesday.

Low-Fat Vegetarian Black Bean Soup
Black beans in a spicy vegetarian broth with onions, red pepper, garlic and cumin. Served Sunday, Tuesday, Thursday and Saturday.

Broccoli Cheddar Soup
Chopped broccoli, shredded carrots and seasoning in a smooth cheese sauce. Served daily.

Vegetarian Creamy Tomato Soup
Pear tomatoes pureed with fresh cream with hints of red pepper and oregano, topped with asiago croutons. Served daily.

Low-Fat Vegetarian Garden Vegetable Soup with Pesto
Diced tomatoes, zucchini, yellow beans, Swiss chard, cauliflower, bell peppers and pearled barley in a tomato broth garnished with nut-free basil pesto. Served Monday, Wednesday and Friday.

New England Clam Chowder
Chopped sea clams, diced potato, celery, onions and seasonings in a creamy broth. Served Friday.

Cream of Chicken & Wild Rice Soup
Long grain and wild rice, celery, onions, carrots and diced chicken in chicken broth with cream and herbs. Served Saturday, Sunday, Tuesday and Thursday.

*Soup offerings at local bakery-cafes may differ.

Power Menu

Power Breakfast Egg White Bowl with Roasted Turkey
All-natural, antibiotic-free roasted turkey, egg whites, warm baby spinach, roasted peppers, basil pesto, salt and pepper.

Power Breakfast Egg Bowl with Steak
Two all-natural eggs, seared steak, sliced avocado and tomatoes.

Power Mediterranean Chicken Salad
All-natural, antibiotic-free chicken, baby spinach, romaine, tomatoes, applewood-smoked bacon, hard-boiled eggs, lemon juice and extra virgin olive oil.

Power Mediterranean Roasted Turkey Salad
All-natural, antibiotic-free roasted turkey, baby spinach, romaine, tomatoes, red onions, kalamata olives, lemon juice and extra virgin olive oil.

Power Chicken Hummus Bowl
All-natural, antibiotic-free chicken with cilantro jalapeño hummus, fresh baby spinach, cucumbers, tomatoes and red onions, finished with freshly squeezed lemon and fresh, chopped cilantro.

Power Steak Lettuce Wraps
Seared steak, leaf lettuce, cucumbers, tomatoes, red onions, basil pesto and lemon juice.

Panera Kids™

Served with a choice of squeezable organic yogurt, apple or baguette.

Half Cafe Salad
Choice of Greek, Classic or Caesar Salad.

Kids Mac & Cheese
Shell pasta in a blend of cheeses, including our Vermont white cheddar cheese sauce.

Kids Buttered Ribbon Noodles
Ribbon-shaped noodles with creamy butter and sea salt.

Cup of Cafe Soup
A cup of soup. Check soup schedule at www.PaneraBread.com for daily availability.

Kids Peanut Butter & Jelly
Creamy peanut butter and grape jelly on All-Natural White Bread.

Kids Deli Sandwich
Organic American cheese and a choice of smoked, lean ham or smoked turkey breast served on All-Natural White Bread.

Kids Grilled Cheese
Organic American cheese grilled on All-Natural White Bread.

Call or Fax Ahead

Visit www.PaneraBread.com to find a bakery-cafe nearest you. We'll have your order waiting for you.

Panera Catering

Order your favorite sandwiches, salads, soups and sweets, conveniently boxed for groups of five or more. Delivery is available. Contact your local catering coordinator for details, or order online at www.PaneraCatering.com.

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Panera
BREAD

PTO Form 2196 (Rev 9/2005)
OMB No. 0651-0056 (Exp 9/30/2017)

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	76413842
REGISTRATION NUMBER	2806259
LAW OFFICE ASSIGNED	LAW OFFICE 108
ATTORNEY DOCKET NUMBER	PNRA0139TUS
MARK SECTION	
MARK	PANERA
ATTORNEY SECTION	
ORIGINAL ADDRESS	Debra S. Serota 19712-003300 P.O. Box 1022 Minneapolis Minnesota (MN) 55440-1022 US 617 542 5070 877 769 7945 tmdoctc@fr.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	Hope V. Shovein
FIRM NAME	Brooks Kushman P.C.
STREET	1000 Town Center, 22nd Floor
CITY	Southfield
STATE	Michigan
COUNTRY	United States
POSTAL/ZIP CODE	48075-1238
PHONE	248-358-4400
FAX	248-358-3351
EMAIL	trademarks@brookskushman.com
ATTORNEY AUTHORIZED TO COMMUNICATE VIA E-MAIL	YES
ATTORNEY DOCKET NUMBER	PNRA0139TUS
NEW OTHER APPOINTED ATTORNEYS	Robyn S. Lederman, Elizabeth F. Janda, Molly Mack Crandall, Anna K. Heinl, Matthew R. Mowers, Amy C. Leshan, Chanille B. Carswell, Mark S. Sparschu, Maria F. Angileri, Mark A. Cantor, George R. Mosher, and Robert C.J. Tuttle

NEW CORRESPONDENCE ADDRESS	
NAME	Hope V. Shovein
FIRM NAME	Brooks Kushman P.C.
DOCKET/REFERENCE NUMBER	PNRA0138TUS
STREET	1000 Town Center, 22nd Floor
CITY	Southfield
STATE	Michigan
COUNTRY	United States
POSTAL/ZIP CODE	48075-1238
PHONE	248-358-4400
FAX	248-358-3351
EMAIL	trademarks@brookskushman.com;mwhite@brookskushman.com
AUTHORIZED TO COMMUNICATE VIA E-MAIL	YES
OTHER APPOINTED ATTORNEY	Robyn S. Lederman, Elizabeth F. Janda, Molly Mack Crandall, Anna K. Heinl, Matthew R. Mowers, Amy C. Leshan, Chanille B. Carswell, Mark S. Sparschu, Maria F. Angileri, Mark A. Cantor, George R. Mosher, and Robert C.J. Tuttle
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SIGNATORY FILE	
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SIGNATORY NAME	Scott G. Blair
SIGNATORY POSITION	Senior Vice President, Chief Legal Officer
SIGNATORY PHONE NUMBER	314-984-1000
FILING INFORMATION SECTION	
SUBMIT DATE	Fri Oct 11 10:12:07 EDT 2013
TEAS STAMP	USPTO/RAA-XX.XXX.XX.XXX-2 01310111012071109 18-85979 852-5004454c552b411cbc086 da86c622523232dbdb76391aa 5602956599a2ec94c30-N/A-N /A-20131011100201330766

PTO Form 2196 (Rev 9/2005)
OMB No. 0651-0056 (Exp 9/30/2017)

Revocation of Attorney/Domestic Representative and/or Appointment of Attorney/Domestic Representative

To the Commissioner for Trademarks:
MARK: PANERA
SERIAL NUMBER: 76413842
REGISTRATION NUMBER: 2806259
ATTORNEY DOCKET NUMBER PNRA0139TUS

The original attorney
Debra S. Serota
19712-003300
P.O. Box 1022
Minneapolis Minnesota 55440-1022
US
617 542 5070
877 769 7945
tmdoctc@fr.com

Original Correspondence Address :
Debra S. Serota
P.O. Box 1022
Minneapolis Minnesota 55440-1022
US
617 542 5070
877 769 7945
tmdoctc@fr.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:
Hope V. Shovein
Brooks Kushman P.C.
1000 Town Center, 22nd Floor
Southfield, Michigan 48075-1238
United States
248-358-4400
248-358-3351
trademarks@brookskushman.com
PNRA0139TUS

Other Appointed Attorneys:

Robyn S. Lederman, Elizabeth F. Janda, Molly Mack Crandall, Anna K. Heinl, Matthew R. Mowers, Amy C. Leshan, Chanille B. Carswell, Mark S. Sparschu, Maria F. Angileri, Mark A. Cantor, George R. Mosher, and Robert C.J. Tuttle

The following is to be used as the correspondence address:
Hope V. Shovein
Brooks Kushman P.C.
1000 Town Center, 22nd Floor
Southfield, Michigan 48075-1238
United States

248-358-4400

248-358-3351
trademarks@brookskushman.com;mwhite@brookskushman.com The attorney docket/reference number is PNRA0138TUS.

Original PDF file:
hw_7420424218-100201330_._signature_page_POA_for_PNRA_10-11-13.pdf
Converted PDF file(s) (1 page)
Signature File1
Signatory's Name: Scott G. Blair
Signatory's Position: Senior Vice President, Chief Legal Officer
Signatory's Phone Number: 314-984-1000

Serial Number: 76413842
Internet Transmission Date: Fri Oct 11 10:12:07 EDT 2013
TEAS Stamp: USPTO/RAA-XX.XXX.XX.XXX-2013101110120711
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622523232dbdb76391aa5602956599a2ec94c30-
N/A-N/A-20131011100201330766

Revocation of Attorney/Domestic Representative and/or Appointment of Attorney/Domestic Representative

Handwritten Signature

Signature Section:

Signature: _____

Date: October 10, 2013

Signatory's Name: Scott G. Blair

Signatory's Position: Sr. Vice President, Chief Legal Officer

Signatory's Phone Number: 314-984-1000

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

Change Of Owner's Address

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	76413842
REGISTRATION NUMBER	2806259
LAW OFFICE ASSIGNED	LAW OFFICE 108
MARK SECTION	
MARK	PANERA
OWNER SECTION (current)	
NAME	Pumpernickel Associates, LLC
STREET	6710 Clayton Road
CITY	Richmond Heights
STATE	Missouri
ZIP/POSTAL CODE	63117
COUNTRY	US
NEW OWNER ADDRESS	
STREET	3630 S. Geyer Road
CITY	St. Louis
STATE	Missouri
ZIP/POSTAL CODE	63127
COUNTRY	United States
PHONE	314-984-1000
SIGNATURE SECTION	
SIGNATURE	/patrice mcinnis/
SIGNATORY NAME	Patrice McInnis
SIGNATORY DATE	07/26/2013
SIGNATORY POSITION	Sr. Manager
SIGNATORY PHONE NUMBER	314-984-4986
FILING INFORMATION SECTION	
SUBMIT DATE	Fri Jul 26 15:34:40 EDT 2013
TEAS STAMP	USPTO/COA-XX.XX.XXX.XXX-2 0130726153440003324-76447 284-500de112cdf4cc2fec12c e5946902cae7afc14cf19a9bb 178941d6d1f48c177-N/A-N/A -20130726151935052625

Side - 1

NOTICE OF ACCEPTANCE AND ACKNOWLEDGEMENT OF §§8 & 15 DECLARATION

MAILING DATE: Dec 23, 2009

The combined declaration of use and incontestability filed in connection with the registration identified below meets the requirements of Sections 8 and 15 of the Trademark Act, 15 U.S.C. §1058 and 1065. The combined declaration is accepted and acknowledged. The registration remains in force.

For further information about this notice, visit our website at: http://www.uspto.gov. To review information regarding the referenced registration, go to http://tarr.uspto.gov.

REG NUMBER:	**2806259**
MARK:	**PANERA**
OWNER:	**Pumpernickel Associates, LLC**

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

Debra S. Serota
Fish & Richardson P.C.
P.O. Box 1022
Minneapolis, MN 55440-1022

PTO Form 1583 (Rev 5/2006)
OMB No. 0651-0055 (Exp 12/31/2011)

Combined Declaration of Use and Incontestability under Sections 8 & 15

The table below presents the data as entered.

Input Field	Entered
REGISTRATION NUMBER	2806259
REGISTRATION DATE	01/20/2004
SERIAL NUMBER	76413842
MARK SECTION	
MARK	PANERA
OWNER SECTION (current)	
NAME	Pumpernickel Associates, LLC
STREET	6710 Clayton Road
CITY	Richmond Heights
STATE	Missouri
ZIP/POSTAL CODE	63117
COUNTRY	United States
ATTORNEY SECTION (current)	
NAME	Christina L. Martini, Esq.
FIRM NAME	PIPER RUDNICK
STREET	PO BOX 64807
CITY	CHICAGO
STATE	Illinois
POSTAL CODE	60664-0807
COUNTRY	United States
PHONE	312/368-4000
FAX	312.236.7516
EMAIL	christina.martini@piperrudnick.com
ATTORNEY SECTION (proposed)	
NAME	Debra S. Serota
FIRM NAME	Fish & Richardson P.C.
STREET	P.O. Box 1022
CITY	Minneapolis
STATE	Minnesota
POSTAL CODE	55440-1022
COUNTRY	United States

PHONE	617 542 5070
FAX	877 769 7945
EMAIL	tmdoctc@fr.com
AUTHORIZED TO COMMUNICATE VIA E-MAIL	Yes
ATTORNEY DOCKET NUMBER	19712-0033001.M
OTHER APPOINTED ATTORNEY	Timothy A. French, Cynthia Johnson Walden, Amy L. Brosius, Mark A. Fischer, Frederick Rabin, Tashia Bunch
GOODS AND/OR SERVICES SECTION	
INTERNATIONAL CLASS	021
GOODS OR SERVICES	KEEP ALL LISTED
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INTERNATIONAL CLASS	025
GOODS OR SERVICES	KEEP ALL LISTED
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SPECIMEN DESCRIPTION	point of purchase web page
INTERNATIONAL CLASS	029
GOODS OR SERVICES TO BE DELETED	jellies, jams, edible vegetable oils
GOODS OR SERVICES IN USE IN COMMERCE	soups, vegetable and garden salads, and cream cheese
SPECIMEN FILE NAME(S)	
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SPECIMEN DESCRIPTION	menu
INTERNATIONAL CLASS	030
GOODS OR SERVICES	KEEP ALL LISTED
SPECIMEN FILE NAME(S)	
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	\\TICRS\EXPORT8\IMAGEOUT8\764\138\76413842\xml1\8150007.JPG
SPECIMEN DESCRIPTION	menu
INTERNATIONAL CLASS	043

GOODS OR SERVICES	KEEP ALL LISTED
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SPECIMEN DESCRIPTION	menu advertising services
PAYMENT SECTION	
NUMBER OF CLASSES	5
NUMBER OF CLASSES PAID	5
SUBTOTAL AMOUNT	1500
TOTAL FEE PAID	1500
SIGNATURE SECTION	
SIGNATURE	/patrice mcinnis/
SIGNATORY'S NAME	Patrice McInnis
SIGNATORY'S POSITION	Senior Manager, Paralegal
DATE SIGNED	12/15/2009
PAYMENT METHOD	DA
FILING INFORMATION	
SUBMIT DATE	Tue Dec 15 11:01:21 EST 2009
TEAS STAMP	USPTO/S08N15-XX.XXX.XXX.X -20091215110121725117-280 6259-4602710f2e724caca431 3c5f975ca3267-DA-8322-200 91214141047689872

PTO Form 1583 (Rev 5/2006)
OMB No. 0651-0055 (Exp 12/31/2011)

Combined Declaration of Use and Incontestability under Sections 8 & 15

To the Commissioner for Trademarks:

REGISTRATION NUMBER: 2806259
REGISTRATION DATE: 01/20/2004

MARK: PANERA

The owner, Pumpernickel Associates, LLC, having an address of
6710 Clayton Road
Richmond Heights, Missouri 63117
United States
is filing a Combined Declaration of Use and Incontestability under Sections 8 & 15.

For International Class 021, the mark is in use in commerce on or in connection with **all** of the goods or services listed in the existing registration for this specific class; **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 or services 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 or services 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 specimen for this class showing the mark as used in commerce on or in connection with any item in this class, consisting of a(n) point of purchase web page.

Original PDF file:
SPN0-1-381121555-141047689_._coffee_mug_Class_21.pdf
Converted PDF file(s) (1 page)
Specimen File1

For International Class 025, the mark is in use in commerce on or in connection with **all** of the goods or services listed in the existing registration for this specific class; **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 or services 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 or services 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 specimen for this class showing the mark as used in commerce on or in connection with any item in this class, consisting of a(n) point of purchase web page.

Original PDF file:
SPN1-381121555-141047689_._shirt_Class_25.pdf
Converted PDF file(s) (1 page)
Specimen File1

For International Class 029, this filing does **NOT** cover the following goods or services for this specific class listed in the registration, and these goods or services are to be permanently **deleted** from the registration. jellies, jams, edible vegetable oils

The mark is in use in commerce on or in connection with the following goods or services listed in the existing registration for this specific class: soups, vegetable and garden salads, and cream cheese

The owner is submitting one specimen for this class showing the mark as used in commerce on or in connection with any item in this class, consisting of a(n) menu.

Original PDF file:
SPN2-381121555-141047689_._Menu_Class_29_30_43_.pdf
Converted PDF file(s) (2 pages)

Specimen File1
Specimen File2

For International Class 030, the mark is in use in commerce on or in connection with **all** of the goods or services listed in the existing registration for this specific class; **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 or services 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 or services 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 specimen for this class showing the mark as used in commerce on or in connection with any item in this class, consisting of a(n) menu.

Original PDF file:
SPN3-381121555-141047689_._Menu_Class_29_30_43_.pdf
Converted PDF file(s) (2 pages)
Specimen File1
Specimen File2

For International Class 043, the mark is in use in commerce on or in connection with **all** of the goods or services listed in the existing registration for this specific class; **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 or services 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 or services 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 specimen for this class showing the mark as used in commerce on or in connection with any item in this class, consisting of a(n) menu advertising services.

Original PDF file:
SPN4-381121555-141047689_._Menu_Class_29_30_43_.pdf
Converted PDF file(s) (2 pages)
Specimen File1
Specimen File2

The registrant hereby appoints Debra S. Serota and Timothy A. French, Cynthia Johnson Walden, Amy L. Brosius, Mark A. Fischer, Frederick Rabin, Tashia Bunch of Fish & Richardson P.C.
P.O. Box 1022
Minneapolis, Minnesota 55440-1022
United States
to file this Combined Declaration of Use and Incontestability under Sections 8 & 15 on behalf of the registrant. The attorney docket/reference number is 19712-0033001.M.

A fee payment in the amount of $1500 will be submitted with the form, representing payment for 5 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 and/or services 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 (5) consecutive years after the date of registration, or the date of publication under Section 12(c), and is still in use in commerce. There has been no final decision adverse to the owner's claim of ownership of such mark, 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 U.S. Patent and Trademark Office or in the courts.

The undersigned being hereby 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 this document, declares that he/she is properly authorized to execute this document on behalf of the Owner; and 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: /patrice mcinnis/ Date: 12/15/2009
Signatory's Name: Patrice McInnis
Signatory's Position: Senior Manager, Paralegal

Mailing Address **(current):**
PIPER RUDNICK
PO BOX 64807
CHICAGO, Illinois 60664-0807

Mailing Address **(proposed):**
Fish & Richardson P.C.
P.O. Box 1022
Minneapolis, Minnesota 55440-1022

Serial Number: 76413842
Internet Transmission Date: Tue Dec 15 11:01:21 EST 2009
TEAS Stamp: USPTO/S08N15-XX.XXX.XXX.X-20091215110121
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75ca3267-DA-8322-20091214141047689872

Start shopping by selecting a category from the menu

Home | FAQ's | Sizing Chart | Special Order | Contact Us | Shopping Cart | Log In

Quick Search

Go

Advanced Search

Product Categories

- Panera Merchandise
  - Dress Shirts
  - Casual Shirts
  - T-Shirts
  - Caps
  - Outerwear
  - Accessories
- Associate Recognition Pins
- Pink Ribbon Bagel® Merchandise
- Neighborhood Marketing
- Via Panera® Merchandise

: Panera Merchandise : Accessories : Stainless Steel Travel Mug (Case of 36)

Item #: PB752
Minimum Order: 1
Price: $89.64
Stainless steel travel mugs with Panera logo printed on side. Sold by the case.
(One case contains 36 travel mugs).

Size	Price	Quantity
Case of 36	$89.64	

Calculate

Total Quantity: 0
Sub-Total: $0.00
Total: $0.00

Add To Cart

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Start shopping by selecting a category from the menu

Home | FAQ's | Sizing Chart | Special Order | Contact Us | Shopping Cart | Log In

Quick Search

Go

Advanced Search

Product Categories

- Panera Merchandise
- Associate Recognition Pins
- Pink Ribbon Bagel® Merchandise
- Neighborhood Marketing
  - Accessories
  - Ladies Apparel
  - Men's Apparel
  - T-Shirts
- Via Panera® Merchandise

: Neighborhood Marketing : Ladies Apparel : Panera Bread - Sport Shirt - Chocolate

Item #: PM705FD-CHOC
This item is made to order.

Cotton pique short sleeve polo. Panera logo embroidered on left chest.

Size	Price	Quantity
Small	$15.99	
Medium	$15.99	
Large	$15.99	
X-Large	$15.99	
2X-Large	$17.99	
3X-Large	$19.99	
4X-Large	$21.99	

Calculate

Total Quantity: 0
Sub-Total: $0.00
Total: $0.00

Add To Cart

A minimum of any combination of 12 Made to Order Sport Shirts and/or Fleece Jackets must be ordered at one time. All 12 items must have the same logo (i.e. all vertical Panera or all vertical Saint Louis Bread, etc.).

Please note, because these items are made to order they cannot be returned.

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Bakery-Cafe Menu

WITH THE SKILL OF AN ARTISAN,
THE HEAT OF THE OVEN
AND A FEW FINE INGREDIENTS, OUR BAKERS
MAKE BREAD THAT IS SIMPLY DELICIOUS
— AND BAKED FRESH EVERY DAY.

About Our Menu

Panera Bread offers hand-crafted, artisan breads baked in each bakery-cafe every morning from fresh dough. We're committed to providing you with fresh, great-tasting food you can trust made from the highest quality ingredients and highlighted by antibiotic-free chicken, whole grain bread, select organic and all-natural ingredients and a menu with 0 grams added trans fat.

via panera. Catering

Panera Bread caters for five or more. Order your favorite sandwiches, salads, soups and sweets conveniently boxed for large groups. Delivery is available. Contact your local catering coordinator for details.

Panera Bread offers a menu with 0 grams aritficial trans fat per serving.

Call or fax ahead. We'll have your order waiting for you.
Visit www.panerabread.com/cafes to find the bakery-cafe nearest to you.

Hot Breakfast

Made fresh every morning. Available while they last!

Breakfast Sandwiches —
All-natural eggs cracked each morning, Vermont white cheddar, Applewood-smoked bacon and all-natural sausage. Grilled on our freshly baked Ciabatta.

EGG & CHEESE
BACON, EGG & CHEESE
SAUSAGE, EGG & CHEESE

Baked Egg Soufflés —
Savory ingredients and egg baked in our sweet French pastry.

TURKEY SAUSAGE & POTATOES
FOUR CHEESE
SPINACH & ARTICHOKE
SPINACH & BACON

Freshly Baked Bagels

Bagel packs are perfect for meetings & family gatherings.

Signature Bagels
With premium ingredients and delectable combinations of flavors, our signature bagel line is irresistible.
Asiago Cheese • Blueberry • French Toast Cinnamon Crunch • Chocolate Chip Dutch Apple & Raisin

Bagels
Everything • Plain • Sesame • Whole Grain

BAKER'S DOZEN (13 BAGELS)

BAGEL PACK (13 BAGELS, TWO TUBS OF SPREADS)
DOZEN & A HALF (18 BAGELS)
HALF DOZEN BAGELS
BAGEL & ANY SPREAD
BAGEL

Flavorful Spreads

Tantalizing tastes bring out the best in bagels & breads.
Ask about our featured bagel & spread. Also available in 8 oz. take-home containers.

PLAIN CREAM CHEESE
REDUCED FAT PLAIN CREAM CHEESE

FLAVORED REDUCED FAT CREAM CHEESE
Hazelnut • Honey Walnut • Raspberry Sun-Dried Tomato • Veggie

Strawberry Granola Parfait

Made with Stonyfield Farm® organic, low-fat vanilla yogurt, maples butter pecan granola with whole grain oats & fresh strawberries.

Pastries & Sweets

Our recipes use only the best ingredients.

ARTISAN PASTRIES
Pecan Braid • Chocolate Cherry • Cheese • Fresh Apple

SCONES
Wild Blueberry
Cinnamon Chip • Orange

MUFFINS & MUFFIES
Wild Blueberry • Carrot Walnut
Chocolate Chip • Pumpkin
Reduced Fat Wild Blueberry

SWEET ROLLS
Pecan Roll • Cinnamon Roll
Cobblestone • Bear Claw

BROWNIES
Caramel Pecan • Very Chocolate

COOKIES
Toffee Nut
Chocolate Chipper
Chocolate Duet with Walnuts
Oatmeal Raisin
Shortbread

MINI BUNDT CAKES
Pineapple Upside-Down
Lemon Poppyseed

Artisan Breads

Created with our own mild starter.

COUNTRY
A crisp crust & nutty flavor
Miche • Loaf

FRENCH
Slightly blistered crust, wine-like aroma
Miche • Baguette

STONE-MILLED RYE
Chopped rye kernels & caraway seeds
Miche • Loaf

THREE CHEESE
Parmesan, Romano & Asiago cheeses
Miche • Loaf • Demi

THREE SEED
Poppy, sesame & fennel seeds
Demi

SESAME SEMOLINA
Delicate, moist & aromatic, topped with sesame seeds
Miche • Loaf

FOCACCIA
Italian flatbread with olive oil & sea salt
Plain • Asiago Cheese

CIABATTA
Moist & chewy crumb, delicate flavor
Loaf

WHOLE GRAIN
Moist, hearty, sweetened with honey
Miche • Loaf • Baguette

Specialty Breads

SOURDOUGH
Our original sourdough starter
XL Loaf • Loaf • Baguette • Roll
Bread Bowl

ASIAGO CHEESE
Zesty Asiago cheese and our original sourdough starter
Loaf • Demi

HONEY WHEAT
With honey & molasses
Loaf

WHITE WHOLE GRAIN
Caramelized crust, soft crumb
Loaf

TOMATO BASIL
With tomatoes, basil & sweet walnut streusel topping
Loaf

CINNAMON RAISIN
With a sweet swirl of cinnamon, sugar & molasses
Loaf

Operation Dough-Nation®

We believe that the universal spirit of bread is sharing.® That's why we're committed to ensuring that every purchase at Panera Bread feeds back into the community through the following programs. With your help, we can make a world of difference.

- A portion of cash donations made in our bakery-cafes may be matched and donated to local hunger relief organizations.
- Unsold bread is donated at the day's end to local hunger relief agencies.
- We regularly donate our products and gift certificates to benefit a wide range of charitable organizations and causes.

Nutrition information for our products can be found on our website at www.panerabread.com/menu.

Signature Sandwiches

Crust and crumb inspire sandwich creativity.

Served with a pickle spear & your choice of side, or substitute a small Fresh Fruit Cup for an additional charge.

CHICKEN CAESAR
ON THREE CHEESE
All-natural, antibiotic-free chicken, Asiago-Parmesan, lettuce, tomatoes, onions & our Caesar dressing

BACON TURKEY BRAVO®
ON TOMATO BASIL
Smoked turkey, bacon, Gouda, lettuce, tomatoes & our signature spread

ITALIAN COMBO
ON CIABATTA
Roast beef, smoked turkey, ham, salami, Swiss, peperoncini, lettuce, tomatoes, onions & our special spread

CHIPOTLE CHICKEN
ON TOASTED FRENCH
All-natural, antibiotic-free chicken, Applewood-smoked bacon, cheddar, tomatoes & ancho chipotle spread

ASIAGO ROAST BEEF
ON ASIAGO CHEESE
Roast beef, smoked cheddar, lettuce, tomatoes, onions & our special spread

Cafe Sandwiches

Classic sandwiches become legendary on great bread.

Served with mayonnaise, spicy mustard, lettuce, tomatoes, red onions, salt & pepper, pickle & your choice of side, or substitute a small Fresh Fruit Cup for an additional charge.

SIERRA TURKEY
ON ASIAGO CHEESE FOCACCIA
Smoked turkey, chipotle mayonnaise, field greens & onions

SMOKED TURKEY BREAST
ON COUNTRY
99% fat-free turkey

SMOKED HAM & SWISS
ON STONE-MILLED RYE
96% fat-free ham

MEDITERRANEAN VEGGIE
ON TOMATO BASIL
Zesty sweet Peppadew™ peppers, feta, cucumbers, lettuce, tomatoes, onions & cilantro hummus

CHICKEN SALAD
ON SESAME SEMOLINA
All white-meat chicken

TUNA SALAD
ON HONEY WHEAT
Our special recipe

Hot Panini

Grilling melds flavorful ingredients and fresh hearty bread.

Served with your choice of side, or substitute a small Fresh Fruit Cup for an additional charge.

SMOKEHOUSE TURKEY®
ON THREE CHEESE
Smoked turkey, bacon, cheddar & sun-dried tomato ale mustard

TURKEY ARTICHOKE
ON FOCACCIA
Smoked turkey, spinach artichoke spread, Asiago-Parmesan, tomatoes & caramelized onions

CHICKEN BACON DIJON
ON COUNTRY
All-natural, antibiotic-free chicken, Applewood-smoked bacon, Swiss & bacon-Dijon mustard

FRONTEGA CHICKEN®
ON FOCACCIA
Smoked pulled chicken, tomatoes, mozzarella, onions, fresh basil & chipotle mayo

TOMATO & MOZZARELLA
ON CIABATTA
Fresh mozzarella, roasted & fresh tomatoes, fresh basil & all-natural sun-dried tomato pesto

Side Choices

Select one of the following with your soup, sandwich, salad or You Pick Two:

- **PORTION OF FRENCH BAGUETTE**
- **PORTION OF WHOLE GRAIN BAGUETTE**
- **KETTLE-COOKED OR BAKED CHIPS**
- **APPLE**

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Hot Soups

SOUP
IN A SOURDOUGH BREAD BOWL
Choice of soup in a freshly baked Sourdough bread bowl

BOWL OF SOUP
Served with our freshly baked bread

SOUP FOR A GROUP (SERVES 3-4)
Choice of soup with portions of our French or Whole Grain baguette

*Additional charge for soup in a Sourdough Bread Bowl for "You Pick Two"

Soup Schedule

Additional soups available seasonally. Subject to change.

LOW-FAT VEGETARIAN BLACK BEAN
Served Sunday, Tuesday, Thursday & Saturday

FRENCH ONION
Served daily

LOW-FAT GARDEN VEGETABLE
Served Monday, Wednesday & Friday

CREAM OF CHICKEN & WILD RICE
Served Sunday, Tuesday & Thursday

BAKED POTATO
Served Monday, Wednesday & Saturday

LOW-FAT CHICKEN NOODLE
Served daily

BROCCOLI CHEDDAR
Served daily

NEW ENGLAND CLAM CHOWDER
Served Friday

You Pick Two®

Select two of the following:
CUP OF SOUP • HALF SANDWICH • HALF SALAD
***Additional charge for Signature Items**

Signature Salads

All salads served with your choice of side. All-natural, antibiotic-free chicken or tuna salad available on any salad for an additional charge.

GRILLED CHICKEN CAESAR
All-natural, antibiotic-free chicken, romaine, Asiago-Parmesan, Caesar dressing & homemade, freshly baked Asiago croutons

FUJI APPLE CHICKEN
All-natural citrus-herb chicken, mixed field greens, romaine lettuce, vine-ripened tomatoes, red onions, pecans, Gorgonzola, apple chips & white balsamic Fuji apple vinaigrette

ASIAN SESAME CHICKEN
All-natural, antibiotic-free chicken, romaine, cilantro, almonds, sesame seeds, wonton strips & reduced sugar Asian sesame vinaigrette

Cafe Salads

GREEK
Romaine, vine-ripened tomatoes, feta, onions, peperoncini, Kalamata olives, pepper & Greek dressing

CLASSIC
Field greens, romaine, vine-ripened tomatoes, cucumbers, onions, & our balsamic vinaigrette

CAESAR
Romaine, Asiago-Parmesan, Caesar dressing & homemade, freshly baked Asiago croutons

FRESH FRUIT CUP
Fresh honeydew melon, seedless grapes, cantaloupe & pineapple

Panera Kids™

Fresh, fun meal choices.

Sandwiches served on White Whole Grain bread with a squeezable organic yogurt.

PEANUT BUTTER & JELLY
All-natual peanut butter with grape jelly

KID'S DELI
Organic American cheese & your choice of smoked turkey breast, smoked ham or roast beef

GRILLED CHEESE
Organic American cheese

Frozen Coffee Drinks

Espresso blended with ice to frosty smoothness.

FROZEN CARAMEL
Creamy caramel & icy espresso, topped with whipped cream & caramel sauce

FROZEN MOCHA
Velvety chocolate & espresso, topped with whipped cream & chocolate sauce

Fruit Smoothies

MANGO SMOOTHIE
Sweet mango puree, topped with whipped cream & a raspberry sauce swirl

LOW-FAT STRAWBERRY SMOOTHIE
Strawberries & organic, low-fat vanilla yogurt

Iced Drinks

LEMONADE
BOTTLED WATER
JONES NATURALS & ORGANICS
ORGANIC APPLE JUICE
ICED GREEN TEA
JONES SODAS
ORANGE JUICE
ORGANIC MILK OR CHOCOLATE MILK

Pepsi-Cola and Dr. Pepper Fountain Drinks and Freshly Brewed Iced Tea also available.

Coffee & Tea

FRESHLY BREWED COFFEE
Light Roast • Dark Roast
Colombian Decaf • Hazelnut

HOT 'REPUBLIC OF TEA' TEAS

Espresso Bar Drinks

Available iced or hot, with decaf or skim milk.

Additional shots of espresso, flavored syrups or whipped cream available for an additional charge.

CAFFE MOCHA
Espresso, foamed milk & chocolate with whipped cream & chocolate sauce

CHAI TEA LATTE ICED OR HOT
Brewed black tea, honey, vanilla, cardamom, cinnamon, ginger & foamed milk

CAPPUCCINO
Espresso & foamed milk with a cap of foam

ESPRESSO

CARAMEL LATTE
Espresso, foamed milk & caramel with whipped cream & caramel sauce

CAFFE LATTE
Espresso & foamed milk

HOT CHOCOLATE
Foamed milk & chocolate whipped cream & chocolate sauce

Many of our products contain or may come into contact with common allergens, including wheat, peanuts, soy, tree nuts, milk, eggs, fish and shellfish. Please ask to speak with a manager for a list of ingredients in your order.

Bakery-Cafe Menu

WITH THE SKILL OF AN ARTISAN,
THE HEAT OF THE OVEN
AND A FEW FINE INGREDIENTS, OUR BAKERS
MAKE BREAD THAT IS SIMPLY DELICIOUS
— AND BAKED FRESH EVERY DAY.

About Our Menu

Panera Bread offers hand-crafted, artisan breads baked in each bakery-cafe every morning from fresh dough. We're committed to providing you with fresh, great-tasting food you can trust made from the highest quality ingredients and highlighted by antibiotic-free chicken, whole grain bread, select organic and all-natural ingredients and a menu with 0 grams added trans fat.

via panera. Catering

Panera Bread caters for five or more. Order your favorite sandwiches, salads, soups and sweets conveniently boxed for large groups. Delivery is available. Contact your local catering coordinator for details.

Panera Bread offers a menu with 0 grams aritficial trans fat per serving.

Call or fax ahead. We'll have your order waiting for you.
Visit www.panerabread.com/cafes to find the bakery-cafe nearest to you.

Hot Breakfast

Made fresh every morning. Available while they last!

Breakfast Sandwiches —
All-natural eggs cracked each morning, Vermont white cheddar, Applewood-smoked bacon and all-natural sausage. Grilled on our freshly baked Ciabatta.

EGG & CHEESE
BACON, EGG & CHEESE
SAUSAGE, EGG & CHEESE

Baked Egg Soufflés —
Savory ingredients and egg baked in our sweet French pastry.

TURKEY SAUSAGE & POTATOES
FOUR CHEESE
SPINACH & ARTICHOKE
SPINACH & BACON

Freshly Baked Bagels

Bagel packs are perfect for meetings & family gatherings.

Signature Bagels
With premium ingredients and delectable combinations of flavors, our signature bagel line is irresistible.
Asiago Cheese • Blueberry • French Toast Cinnamon Crunch • Chocolate Chip Dutch Apple & Raisin

Bagels
Everything • Plain • Sesame • Whole Grain

BAKER'S DOZEN (13 BAGELS)

BAGEL PACK (13 BAGELS, TWO TUBS OF SPREADS)
DOZEN & A HALF (18 BAGELS)
HALF DOZEN BAGELS
BAGEL & ANY SPREAD
BAGEL

Flavorful Spreads

Tantalizing tastes bring out the best in bagels & breads.
Ask about our featured bagel & spread. Also available in 8 oz. take-home containers.

PLAIN CREAM CHEESE
REDUCED FAT PLAIN CREAM CHEESE

FLAVORED REDUCED FAT CREAM CHEESE
Hazelnut • Honey Walnut • Raspberry Sun-Dried Tomato • Veggie

Strawberry Granola Parfait

Made with Stonyfield Farm® organic, low-fat vanilla yogurt, maples butter pecan granola with whole grain oats & fresh strawberries.

Pastries & Sweets

Our recipes use only the best ingredients.

ARTISAN PASTRIES
Pecan Braid • Chocolate Cherry • Cheese • Fresh Apple

SCONES
Wild Blueberry
Cinnamon Chip • Orange

MUFFINS & MUFFIES
Wild Blueberry • Carrot Walnut
Chocolate Chip • Pumpkin
Reduced Fat Wild Blueberry

SWEET ROLLS
Pecan Roll • Cinnamon Roll
Cobblestone • Bear Claw

BROWNIES
Caramel Pecan • Very Chocolate

COOKIES
Toffee Nut
Chocolate Chipper
Chocolate Duet with Walnuts
Oatmeal Raisin
Shortbread

MINI BUNDT CAKES
Pineapple Upside-Down
Lemon Poppyseed

Artisan Breads

Created with our own mild starter.

COUNTRY
A crisp crust & nutty flavor
Miche • Loaf

FRENCH
Slightly blistered crust, wine-like aroma
Miche • Baguette

STONE-MILLED RYE
Chopped rye kernels & caraway seeds
Miche • Loaf

THREE CHEESE
Parmesan, Romano & Asiago cheeses
Miche • Loaf • Demi

THREE SEED
Poppy, sesame & fennel seeds
Demi

SESAME SEMOLINA
Delicate, moist & aromatic, topped with sesame seeds
Miche • Loaf

FOCACCIA
Italian flatbread with olive oil & sea salt
Plain • Asiago Cheese

CIABATTA
Moist & chewy crumb, delicate flavor
Loaf

WHOLE GRAIN
Moist, hearty, sweetened with honey
Miche • Loaf • Baguette

Specialty Breads

SOURDOUGH
Our original sourdough starter
XL Loaf • Loaf • Baguette • Roll
Bread Bowl

ASIAGO CHEESE
Zesty Asiago cheese and our original sourdough starter
Loaf • Demi

HONEY WHEAT
With honey & molasses
Loaf

WHITE WHOLE GRAIN
Caramelized crust, soft crumb
Loaf

TOMATO BASIL
With tomatoes, basil & sweet walnut streusel topping
Loaf

CINNAMON RAISIN
With a sweet swirl of cinnamon, sugar & molasses
Loaf

Operation Dough-Nation®

We believe that the universal spirit of bread is sharing.® That's why we're committed to ensuring that every purchase at Panera Bread feeds back into the community through the following programs. With your help, we can make a world of difference.

- A portion of cash donations made in our bakery-cafes may be matched and donated to local hunger relief organizations.
- Unsold bread is donated at the day's end to local hunger relief agencies.
- We regularly donate our products and gift certificates to benefit a wide range of charitable organizations and causes.

Nutrition information for our products can be found on our website at www.panerabread.com/menu.

Signature Sandwiches

Crust and crumb inspire sandwich creativity.

Served with a pickle spear & your choice of side, or substitute a small Fresh Fruit Cup for an additional charge.

CHICKEN CAESAR
ON THREE CHEESE
All-natural, antibiotic-free chicken, Asiago-Parmesan, lettuce, tomatoes, onions & our Caesar dressing

BACON TURKEY BRAVO®
ON TOMATO BASIL
Smoked turkey, bacon, Gouda, lettuce, tomatoes & our signature spread

ITALIAN COMBO
ON CIABATTA
Roast beef, smoked turkey, ham, salami, Swiss, peperoncini, lettuce, tomatoes, onions & our special spread

CHIPOTLE CHICKEN
ON TOASTED FRENCH
All-natural, antibiotic-free chicken, Applewood-smoked bacon, cheddar, tomatoes & ancho chipotle spread

ASIAGO ROAST BEEF
ON ASIAGO CHEESE
Roast beef, smoked cheddar, lettuce, tomatoes, onions & our special spread

Cafe Sandwiches

Classic sandwiches become legendary on great bread.

Served with mayonnaise, spicy mustard, lettuce, tomatoes, red onions, salt & pepper, pickle & your choice of side, or substitute a small Fresh Fruit Cup for an additional charge.

SIERRA TURKEY
ON ASIAGO CHEESE FOCACCIA
Smoked turkey, chipotle mayonnaise, field greens & onions

SMOKED TURKEY BREAST
ON COUNTRY
99% fat-free turkey

SMOKED HAM & SWISS
ON STONE-MILLED RYE
96% fat-free ham

MEDITERRANEAN VEGGIE
ON TOMATO BASIL
Zesty sweet Peppadew™ peppers, feta, cucumbers, lettuce, tomatoes, onions & cilantro hummus

CHICKEN SALAD
ON SESAME SEMOLINA
All white-meat chicken

TUNA SALAD
ON HONEY WHEAT
Our special recipe

Hot Panini

Grilling melds flavorful ingredients and fresh hearty bread.

Served with your choice of side, or substitute a small Fresh Fruit Cup for an additional charge.

SMOKEHOUSE TURKEY®
ON THREE CHEESE
Smoked turkey, bacon, cheddar & sun-dried tomato ale mustard

TURKEY ARTICHOKE
ON FOCACCIA
Smoked turkey, spinach artichoke spread, Asiago-Parmesan, tomatoes & caramelized onions

CHICKEN BACON DIJON
ON COUNTRY
All-natural, antibiotic-free chicken, Applewood-smoked bacon, Swiss & bacon-Dijon mustard

FRONTEGA CHICKEN®
ON FOCACCIA
Smoked pulled chicken, tomatoes, mozzarella, onions, fresh basil & chipotle mayo

TOMATO & MOZZARELLA
ON CIABATTA
Fresh mozzarella, roasted & fresh tomatoes, fresh basil & all-natural sun-dried tomato pesto

Side Choices

Select one of the following with your soup, sandwich, salad or You Pick Two:

- **PORTION OF FRENCH BAGUETTE**
- **PORTION OF WHOLE GRAIN BAGUETTE**
- **KETTLE-COOKED OR BAKED CHIPS**
- **APPLE**

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Hot Soups

SOUP
IN A SOURDOUGH BREAD BOWL
Choice of soup in a freshly baked Sourdough bread bowl

BOWL OF SOUP
Served with our freshly baked bread

SOUP FOR A GROUP (SERVES 3-4)
Choice of soup with portions of our French or Whole Grain baguette

*Additional charge for soup in a Sourdough Bread Bowl for "You Pick Two"

Soup Schedule

Additional soups available seasonally. Subject to change.

LOW-FAT VEGETARIAN BLACK BEAN
Served Sunday, Tuesday, Thursday & Saturday

FRENCH ONION
Served daily

LOW-FAT GARDEN VEGETABLE
Served Monday, Wednesday & Friday

CREAM OF CHICKEN & WILD RICE
Served Sunday, Tuesday & Thursday

BAKED POTATO
Served Monday, Wednesday & Saturday

LOW-FAT CHICKEN NOODLE
Served daily

BROCCOLI CHEDDAR
Served daily

NEW ENGLAND CLAM CHOWDER
Served Friday

You Pick Two®

Select two of the following:
CUP OF SOUP • HALF SANDWICH • HALF SALAD
***Additional charge for Signature Items**

Signature Salads

All salads served with your choice of side. All-natural, antibiotic-free chicken or tuna salad available on any salad for an additional charge.

GRILLED CHICKEN CAESAR
All-natural, antibiotic-free chicken, romaine, Asiago-Parmesan, Caesar dressing & homemade, freshly baked Asiago croutons

FUJI APPLE CHICKEN
All-natural citrus-herb chicken, mixed field greens, romaine lettuce, vine-ripened tomatoes, red onions, pecans, Gorgonzola, apple chips & white balsamic Fuji apple vinaigrette

ASIAN SESAME CHICKEN
All-natural, antibiotic-free chicken, romaine, cilantro, almonds, sesame seeds, wonton strips & reduced sugar Asian sesame vinaigrette

Cafe Salads

GREEK
Romaine, vine-ripened tomatoes, feta, onions, peperoncini, Kalamata olives, pepper & Greek dressing

CLASSIC
Field greens, romaine, vine-ripened tomatoes, cucumbers, onions, & our balsamic vinaigrette

CAESAR
Romaine, Asiago-Parmesan, Caesar dressing & homemade, freshly baked Asiago croutons

FRESH FRUIT CUP
Fresh honeydew melon, seedless grapes, cantaloupe & pineapple

Panera Kids™

Fresh, fun meal choices.

Sandwiches served on White Whole Grain bread with a squeezable organic yogurt.

PEANUT BUTTER & JELLY
All-natual peanut butter with grape jelly

KID'S DELI
Organic American cheese & your choice of smoked turkey breast, smoked ham or roast beef

GRILLED CHEESE
Organic American cheese

Frozen Coffee Drinks

Espresso blended with ice to frosty smoothness.

FROZEN CARAMEL
Creamy caramel & icy espresso, topped with whipped cream & caramel sauce

FROZEN MOCHA
Velvety chocolate & espresso, topped with whipped cream & chocolate sauce

Fruit Smoothies

MANGO SMOOTHIE
Sweet mango puree, topped with whipped cream & a raspberry sauce swirl

LOW-FAT STRAWBERRY SMOOTHIE
Strawberries & organic, low-fat vanilla yogurt

Iced Drinks

LEMONADE
BOTTLED WATER
JONES NATURALS & ORGANICS
ORGANIC APPLE JUICE
ICED GREEN TEA
JONES SODAS
ORANGE JUICE
ORGANIC MILK OR CHOCOLATE MILK

Pepsi-Cola and Dr. Pepper Fountain Drinks and Freshly Brewed Iced Tea also available.

Coffee & Tea

FRESHLY BREWED COFFEE
Light Roast • Dark Roast
Colombian Decaf • Hazelnut

HOT 'REPUBLIC OF TEA' TEAS

Espresso Bar Drinks

Available iced or hot, with decaf or skim milk.

Additional shots of espresso, flavored syrups or whipped cream available for an additional charge.

CAFFE MOCHA
Espresso, foamed milk & chocolate with whipped cream & chocolate sauce

CHAI TEA LATTE ICED OR HOT
Brewed black tea, honey, vanilla, cardamom, cinnamon, ginger & foamed milk

CAPPUCCINO
Espresso & foamed milk with a cap of foam

ESPRESSO

CARAMEL LATTE
Espresso, foamed milk & caramel with whipped cream & caramel sauce

CAFFE LATTE
Espresso & foamed milk

HOT CHOCOLATE
Foamed milk & chocolate whipped cream & chocolate sauce

Many of our products contain or may come into contact with common allergens, including wheat, peanuts, soy, tree nuts, milk, eggs, fish and shellfish. Please ask to speak with a manager for a list of ingredients in your order.

Bakery-Cafe Menu

WITH THE SKILL OF AN ARTISAN,
THE HEAT OF THE OVEN
AND A FEW FINE INGREDIENTS, OUR BAKERS
MAKE BREAD THAT IS SIMPLY DELICIOUS
— AND BAKED FRESH EVERY DAY.

About Our Menu

Panera Bread offers hand-crafted, artisan breads baked in each bakery-cafe every morning from fresh dough. We're committed to providing you with fresh, great-tasting food you can trust made from the highest quality ingredients and highlighted by antibiotic-free chicken, whole grain bread, select organic and all-natural ingredients and a menu with 0 grams added trans fat.

via panera. Catering

Panera Bread caters for five or more. Order your favorite sandwiches, salads, soups and sweets conveniently boxed for large groups. Delivery is available. Contact your local catering coordinator for details.

Panera Bread offers a menu with 0 grams aritficial trans fat per serving.

Call or fax ahead. We'll have your order waiting for you.
Visit www.panerabread.com/cafes to find the bakery-cafe nearest to you.

Hot Breakfast

Made fresh every morning. Available while they last!

Breakfast Sandwiches —
All-natural eggs cracked each morning, Vermont white cheddar, Applewood-smoked bacon and all-natural sausage. Grilled on our freshly baked Ciabatta.

EGG & CHEESE
BACON, EGG & CHEESE
SAUSAGE, EGG & CHEESE

Baked Egg Soufflés —
Savory ingredients and egg baked in our sweet French pastry.

TURKEY SAUSAGE & POTATOES
FOUR CHEESE
SPINACH & ARTICHOKE
SPINACH & BACON

Freshly Baked Bagels

Bagel packs are perfect for meetings & family gatherings.

Signature Bagels
With premium ingredients and delectable combinations of flavors, our signature bagel line is irresistible.
Asiago Cheese • Blueberry • French Toast Cinnamon Crunch • Chocolate Chip Dutch Apple & Raisin

Bagels
Everything • Plain • Sesame • Whole Grain

BAKER'S DOZEN (13 BAGELS)

BAGEL PACK (13 BAGELS, TWO TUBS OF SPREADS)
DOZEN & A HALF (18 BAGELS)
HALF DOZEN BAGELS
BAGEL & ANY SPREAD
BAGEL

Flavorful Spreads

Tantalizing tastes bring out the best in bagels & breads.
Ask about our featured bagel & spread. Also available in 8 oz. take-home containers.

PLAIN CREAM CHEESE
REDUCED FAT PLAIN CREAM CHEESE

FLAVORED REDUCED FAT CREAM CHEESE
Hazelnut • Honey Walnut • Raspberry Sun-Dried Tomato • Veggie

Strawberry Granola Parfait

Made with Stonyfield Farm® organic, low-fat vanilla yogurt, maples butter pecan granola with whole grain oats & fresh strawberries.

Pastries & Sweets

Our recipes use only the best ingredients.

ARTISAN PASTRIES
Pecan Braid • Chocolate Cherry • Cheese • Fresh Apple

SCONES
Wild Blueberry
Cinnamon Chip • Orange

MUFFINS & MUFFIES
Wild Blueberry • Carrot Walnut
Chocolate Chip • Pumpkin
Reduced Fat Wild Blueberry

SWEET ROLLS
Pecan Roll • Cinnamon Roll
Cobblestone • Bear Claw

BROWNIES
Caramel Pecan • Very Chocolate

COOKIES
Toffee Nut
Chocolate Chipper
Chocolate Duet with Walnuts
Oatmeal Raisin
Shortbread

MINI BUNDT CAKES
Pineapple Upside-Down
Lemon Poppyseed

Artisan Breads

Created with our own mild starter.

COUNTRY
A crisp crust & nutty flavor
Miche • Loaf

FRENCH
Slightly blistered crust, wine-like aroma
Miche • Baguette

STONE-MILLED RYE
Chopped rye kernels & caraway seeds
Miche • Loaf

THREE CHEESE
Parmesan, Romano & Asiago cheeses
Miche • Loaf • Demi

THREE SEED
Poppy, sesame & fennel seeds
Demi

SESAME SEMOLINA
Delicate, moist & aromatic, topped with sesame seeds
Miche • Loaf

FOCACCIA
Italian flatbread with olive oil & sea salt
Plain • Asiago Cheese

CIABATTA
Moist & chewy crumb, delicate flavor
Loaf

WHOLE GRAIN
Moist, hearty, sweetened with honey
Miche • Loaf • Baguette

Specialty Breads

SOURDOUGH
Our original sourdough starter
XL Loaf • Loaf • Baguette • Roll
Bread Bowl

ASIAGO CHEESE
Zesty Asiago cheese and our original sourdough starter
Loaf • Demi

HONEY WHEAT
With honey & molasses
Loaf

WHITE WHOLE GRAIN
Caramelized crust, soft crumb
Loaf

TOMATO BASIL
With tomatoes, basil & sweet walnut streusel topping
Loaf

CINNAMON RAISIN
With a sweet swirl of cinnamon, sugar & molasses
Loaf

Operation Dough-Nation®

We believe that the universal spirit of bread is sharing.® That's why we're committed to ensuring that every purchase at Panera Bread feeds back into the community through the following programs. With your help, we can make a world of difference.

- A portion of cash donations made in our bakery-cafes may be matched and donated to local hunger relief organizations.
- Unsold bread is donated at the day's end to local hunger relief agencies.
- We regularly donate our products and gift certificates to benefit a wide range of charitable organizations and causes.

Nutrition information for our products can be found on our website at www.panerabread.com/menu.

Signature Sandwiches

Crust and crumb inspire sandwich creativity.

Served with a pickle spear & your choice of side, or substitute a small Fresh Fruit Cup for an additional charge.

CHICKEN CAESAR
ON THREE CHEESE
All-natural, antibiotic-free chicken, Asiago-Parmesan, lettuce, tomatoes, onions & our Caesar dressing

BACON TURKEY BRAVO®
ON TOMATO BASIL
Smoked turkey, bacon, Gouda, lettuce, tomatoes & our signature spread

ITALIAN COMBO
ON CIABATTA
Roast beef, smoked turkey, ham, salami, Swiss, peperoncini, lettuce, tomatoes, onions & our special spread

CHIPOTLE CHICKEN
ON TOASTED FRENCH
All-natural, antibiotic-free chicken, Applewood-smoked bacon, cheddar, tomatoes & ancho chipotle spread

ASIAGO ROAST BEEF
ON ASIAGO CHEESE
Roast beef, smoked cheddar, lettuce, tomatoes, onions & our special spread

Cafe Sandwiches

Classic sandwiches become legendary on great bread.

Served with mayonnaise, spicy mustard, lettuce, tomatoes, red onions, salt & pepper, pickle & your choice of side, or substitute a small Fresh Fruit Cup for an additional charge.

SIERRA TURKEY
ON ASIAGO CHEESE FOCACCIA
Smoked turkey, chipotle mayonnaise, field greens & onions

SMOKED TURKEY BREAST
ON COUNTRY
99% fat-free turkey

SMOKED HAM & SWISS
ON STONE-MILLED RYE
96% fat-free ham

MEDITERRANEAN VEGGIE
ON TOMATO BASIL
Zesty sweet Peppadew™ peppers, feta, cucumbers, lettuce, tomatoes, onions & cilantro hummus

CHICKEN SALAD
ON SESAME SEMOLINA
All white-meat chicken

TUNA SALAD
ON HONEY WHEAT
Our special recipe

Hot Panini

Grilling melds flavorful ingredients and fresh hearty bread.

Served with your choice of side, or substitute a small Fresh Fruit Cup for an additional charge.

SMOKEHOUSE TURKEY®
ON THREE CHEESE
Smoked turkey, bacon, cheddar & sun-dried tomato ale mustard

TURKEY ARTICHOKE
ON FOCACCIA
Smoked turkey, spinach artichoke spread, Asiago-Parmesan, tomatoes & caramelized onions

CHICKEN BACON DIJON
ON COUNTRY
All-natural, antibiotic-free chicken, Applewood-smoked bacon, Swiss & bacon-Dijon mustard

FRONTEGA CHICKEN®
ON FOCACCIA
Smoked pulled chicken, tomatoes, mozzarella, onions, fresh basil & chipotle mayo

TOMATO & MOZZARELLA
ON CIABATTA
Fresh mozzarella, roasted & fresh tomatoes, fresh basil & all-natural sun-dried tomato pesto

Side Choices

Select one of the following with your soup, sandwich, salad or You Pick Two:

- **PORTION OF FRENCH BAGUETTE**
- **PORTION OF WHOLE GRAIN BAGUETTE**
- **KETTLE-COOKED OR BAKED CHIPS**
- **APPLE**

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Hot Soups

SOUP
IN A SOURDOUGH BREAD BOWL
Choice of soup in a freshly baked Sourdough bread bowl

BOWL OF SOUP
Served with our freshly baked bread

SOUP FOR A GROUP (SERVES 3-4)
Choice of soup with portions of our French or Whole Grain baguette

*Additional charge for soup in a Sourdough Bread Bowl for "You Pick Two"

Soup Schedule

Additional soups available seasonally. Subject to change.

LOW-FAT VEGETARIAN BLACK BEAN
Served Sunday, Tuesday, Thursday & Saturday

FRENCH ONION
Served daily

LOW-FAT GARDEN VEGETABLE
Served Monday, Wednesday & Friday

CREAM OF CHICKEN & WILD RICE
Served Sunday, Tuesday & Thursday

BAKED POTATO
Served Monday, Wednesday & Saturday

LOW-FAT CHICKEN NOODLE
Served daily

BROCCOLI CHEDDAR
Served daily

NEW ENGLAND CLAM CHOWDER
Served Friday

You Pick Two®

Select two of the following:
CUP OF SOUP • HALF SANDWICH • HALF SALAD
***Additional charge for Signature Items**

Signature Salads

All salads served with your choice of side. All-natural, antibiotic-free chicken or tuna salad available on any salad for an additional charge.

GRILLED CHICKEN CAESAR
All-natural, antibiotic-free chicken, romaine, Asiago-Parmesan, Caesar dressing & homemade, freshly baked Asiago croutons

FUJI APPLE CHICKEN
All-natural citrus-herb chicken, mixed field greens, romaine lettuce, vine-ripened tomatoes, red onions, pecans, Gorgonzola, apple chips & white balsamic Fuji apple vinaigrette

ASIAN SESAME CHICKEN
All-natural, antibiotic-free chicken, romaine, cilantro, almonds, sesame seeds, wonton strips & reduced sugar Asian sesame vinaigrette

Cafe Salads

GREEK
Romaine, vine-ripened tomatoes, feta, onions, peperoncini, Kalamata olives, pepper & Greek dressing

CLASSIC
Field greens, romaine, vine-ripened tomatoes, cucumbers, onions, & our balsamic vinaigrette

CAESAR
Romaine, Asiago-Parmesan, Caesar dressing & homemade, freshly baked Asiago croutons

FRESH FRUIT CUP
Fresh honeydew melon, seedless grapes, cantaloupe & pineapple

Panera Kids™

Fresh, fun meal choices.

Sandwiches served on White Whole Grain bread with a squeezable organic yogurt.

PEANUT BUTTER & JELLY
All-natual peanut butter with grape jelly

KID'S DELI
Organic American cheese & your choice of smoked turkey breast, smoked ham or roast beef

GRILLED CHEESE
Organic American cheese

Frozen Coffee Drinks

Espresso blended with ice to frosty smoothness.

FROZEN CARAMEL
Creamy caramel & icy espresso, topped with whipped cream & caramel sauce

FROZEN MOCHA
Velvety chocolate & espresso, topped with whipped cream & chocolate sauce

Fruit Smoothies

MANGO SMOOTHIE
Sweet mango puree, topped with whipped cream & a raspberry sauce swirl

LOW-FAT STRAWBERRY SMOOTHIE
Strawberries & organic, low-fat vanilla yogurt

Iced Drinks

LEMONADE
BOTTLED WATER
JONES NATURALS & ORGANICS
ORGANIC APPLE JUICE
ICED GREEN TEA
JONES SODAS
ORANGE JUICE
ORGANIC MILK OR CHOCOLATE MILK

Pepsi-Cola and Dr. Pepper Fountain Drinks and Freshly Brewed Iced Tea also available.

Coffee & Tea

FRESHLY BREWED COFFEE
Light Roast • Dark Roast
Colombian Decaf • Hazelnut

HOT 'REPUBLIC OF TEA' TEAS

Espresso Bar Drinks

Available iced or hot, with decaf or skim milk.

Additional shots of espresso, flavored syrups or whipped cream available for an additional charge.

CAFFE MOCHA
Espresso, foamed milk & chocolate with whipped cream & chocolate sauce

CHAI TEA LATTE ICED OR HOT
Brewed black tea, honey, vanilla, cardamom, cinnamon, ginger & foamed milk

CAPPUCCINO
Espresso & foamed milk with a cap of foam

ESPRESSO

CARAMEL LATTE
Espresso, foamed milk & caramel with whipped cream & caramel sauce

CAFFE LATTE
Espresso & foamed milk

HOT CHOCOLATE
Foamed milk & chocolate whipped cream & chocolate sauce

Many of our products contain or may come into contact with common allergens, including wheat, peanuts, soy, tree nuts, milk, eggs, fish and shellfish. Please ask to speak with a manager for a list of ingredients in your order.

ROUTING SHEET TO POST REGISTRATION (PRU)

Registration Number: 2806259

Serial Number: 76413842

RAM Sale Number: 8322

RAM Accounting Date: 20091215

Total Fees: $1500

Note: Process in accordance with Post Registration Standard Operating Procedure (SOP)

Transaction	Fee Code	Transaction Date	Fee per Class	Number of Classes	Number of Classes Paid	Total Fee
§8 affidavit	7205	20091215	$100	5	5	$500
§15 affidavit	7208	20091215	$200	5	5	$1000

Physical Location: 900 - FILE REPOSITORY (FRANCONIA)

Lost Case Flag: False

In TICRS (AM-FLG-IN-TICRS): True

Transaction Date: 20091215

Start shopping by selecting a category from the menu

Home | FAQ's | Sizing Chart | Special Order | Contact Us | Shopping Cart | Log In

Quick Search

Go

Advanced Search

Product Categories

- Panera Merchandise
  - Dress Shirts
  - Casual Shirts
  - T-Shirts
  - Caps
  - Outerwear
  - Accessories
- Associate Recognition Pins
- Pink Ribbon Bagel® Merchandise
- Neighborhood Marketing
- Via Panera® Merchandise

: Panera Merchandise : Accessories : Stainless Steel Travel Mug (Case of 36)

Item #: PB752
Minimum Order: 1
Price: $89.64
Stainless steel travel mugs with Panera logo printed on side. Sold by the case.
(One case contains 36 travel mugs).

Size	Price	Quantity
Case of 36	$89.64	

Calculate

Total Quantity: 0
Sub-Total: $0.00
Total: $0.00

Add To Cart

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Advanced Search

Product Categories

- Panera Merchandise
- Associate Recognition Pins
- Pink Ribbon Bagel® Merchandise
- Neighborhood Marketing
  - Accessories
  - Ladies Apparel
  - Men's Apparel
  - T-Shirts
- Via Panera® Merchandise

: Neighborhood Marketing : Ladies Apparel : Panera Bread - Sport Shirt - Chocolate

Item #: PM705FD-CHOC
This item is made to order.

Cotton pique short sleeve polo. Panera logo embroidered on left chest.

Size	Price	Quantity
Small	$15.99	
Medium	$15.99	
Large	$15.99	
X-Large	$15.99	
2X-Large	$17.99	
3X-Large	$19.99	
4X-Large	$21.99	

Calculate

Total Quantity: 0
Sub-Total: $0.00
Total: $0.00

Add To Cart

A minimum of any combination of 12 Made to Order Sport Shirts and/or Fleece Jackets must be ordered at one time. All 12 items must have the same logo (i.e. all vertical Panera or all vertical Saint Louis Bread, etc.).

Please note, because these items are made to order they cannot be returned.

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Bakery-Cafe Menu

WITH THE SKILL OF AN ARTISAN,
THE HEAT OF THE OVEN
AND A FEW FINE INGREDIENTS, OUR BAKERS
MAKE BREAD THAT IS SIMPLY DELICIOUS
— AND BAKED FRESH EVERY DAY.

About Our Menu

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via panera. Catering

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Call or fax ahead. We'll have your order waiting for you.
Visit www.panerabread.com/cafes to find the bakery-cafe nearest to you.

Hot Breakfast

Made fresh every morning. Available while they last!

Breakfast Sandwiches —
All-natural eggs cracked each morning, Vermont white cheddar, Applewood-smoked bacon and all-natural sausage. Grilled on our freshly baked Ciabatta.

EGG & CHEESE
BACON, EGG & CHEESE
SAUSAGE, EGG & CHEESE

Baked Egg Soufflés —
Savory ingredients and egg baked in our sweet French pastry.

TURKEY SAUSAGE & POTATOES
FOUR CHEESE
SPINACH & ARTICHOKE
SPINACH & BACON

Freshly Baked Bagels

Bagel packs are perfect for meetings & family gatherings.

Signature Bagels
With premium ingredients and delectable combinations of flavors, our signature bagel line is irresistible.
Asiago Cheese • Blueberry • French Toast Cinnamon Crunch • Chocolate Chip Dutch Apple & Raisin

Bagels
Everything • Plain • Sesame • Whole Grain

BAKER'S DOZEN (13 BAGELS)

BAGEL PACK (13 BAGELS, TWO TUBS OF SPREADS)
DOZEN & A HALF (18 BAGELS)
HALF DOZEN BAGELS
BAGEL & ANY SPREAD
BAGEL

Flavorful Spreads

Tantalizing tastes bring out the best in bagels & breads.
Ask about our featured bagel & spread. Also available in 8 oz. take-home containers.

PLAIN CREAM CHEESE
REDUCED FAT PLAIN CREAM CHEESE

FLAVORED REDUCED FAT CREAM CHEESE
Hazelnut • Honey Walnut • Raspberry Sun-Dried Tomato • Veggie

Strawberry Granola Parfait

Made with Stonyfield Farm® organic, low-fat vanilla yogurt, maples butter pecan granola with whole grain oats & fresh strawberries.

Pastries & Sweets

Our recipes use only the best ingredients.

ARTISAN PASTRIES
Pecan Braid • Chocolate Cherry • Cheese • Fresh Apple

SCONES
Wild Blueberry
Cinnamon Chip • Orange

MUFFINS & MUFFIES
Wild Blueberry • Carrot Walnut
Chocolate Chip • Pumpkin
Reduced Fat Wild Blueberry

SWEET ROLLS
Pecan Roll • Cinnamon Roll
Cobblestone • Bear Claw

BROWNIES
Caramel Pecan • Very Chocolate

COOKIES
Toffee Nut
Chocolate Chipper
Chocolate Duet with Walnuts
Oatmeal Raisin
Shortbread

MINI BUNDT CAKES
Pineapple Upside-Down
Lemon Poppyseed

Artisan Breads

Created with our own mild starter.

COUNTRY
A crisp crust & nutty flavor
Miche • Loaf

FRENCH
Slightly blistered crust, wine-like aroma
Miche • Baguette

STONE-MILLED RYE
Chopped rye kernels & caraway seeds
Miche • Loaf

THREE CHEESE
Parmesan, Romano & Asiago cheeses
Miche • Loaf • Demi

THREE SEED
Poppy, sesame & fennel seeds
Demi

SESAME SEMOLINA
Delicate, moist & aromatic, topped with sesame seeds
Miche • Loaf

FOCACCIA
Italian flatbread with olive oil & sea salt
Plain • Asiago Cheese

CIABATTA
Moist & chewy crumb, delicate flavor
Loaf

WHOLE GRAIN
Moist, hearty, sweetened with honey
Miche • Loaf • Baguette

Specialty Breads

SOURDOUGH
Our original sourdough starter
XL Loaf • Loaf • Baguette • Roll
Bread Bowl

ASIAGO CHEESE
Zesty Asiago cheese and our original sourdough starter
Loaf • Demi

HONEY WHEAT
With honey & molasses
Loaf

WHITE WHOLE GRAIN
Caramelized crust, soft crumb
Loaf

TOMATO BASIL
With tomatoes, basil & sweet walnut streusel topping
Loaf

CINNAMON RAISIN
With a sweet swirl of cinnamon, sugar & molasses
Loaf

Operation Dough-Nation®

We believe that the universal spirit of bread is sharing.® That's why we're committed to ensuring that every purchase at Panera Bread feeds back into the community through the following programs. With your help, we can make a world of difference.

- A portion of cash donations made in our bakery-cafes may be matched and donated to local hunger relief organizations.
- Unsold bread is donated at the day's end to local hunger relief agencies.
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Nutrition information for our products can be found on our website at www.panerabread.com/menu.

Signature Sandwiches

Crust and crumb inspire sandwich creativity.

Served with a pickle spear & your choice of side, or substitute a small Fresh Fruit Cup for an additional charge.

CHICKEN CAESAR
ON THREE CHEESE
All-natural, antibiotic-free chicken, Asiago-Parmesan, lettuce, tomatoes, onions & our Caesar dressing

BACON TURKEY BRAVO®
ON TOMATO BASIL
Smoked turkey, bacon, Gouda, lettuce, tomatoes & our signature spread

ITALIAN COMBO
ON CIABATTA
Roast beef, smoked turkey, ham, salami, Swiss, peperoncini, lettuce, tomatoes, onions & our special spread

CHIPOTLE CHICKEN
ON TOASTED FRENCH
All-natural, antibiotic-free chicken, Applewood-smoked bacon, cheddar, tomatoes & ancho chipotle spread

ASIAGO ROAST BEEF
ON ASIAGO CHEESE
Roast beef, smoked cheddar, lettuce, tomatoes, onions & our special spread

Cafe Sandwiches

Classic sandwiches become legendary on great bread.

Served with mayonnaise, spicy mustard, lettuce, tomatoes, red onions, salt & pepper, pickle & your choice of side, or substitute a small Fresh Fruit Cup for an additional charge.

SIERRA TURKEY
ON ASIAGO CHEESE FOCACCIA
Smoked turkey, chipotle mayonnaise, field greens & onions

SMOKED TURKEY BREAST
ON COUNTRY
99% fat-free turkey

SMOKED HAM & SWISS
ON STONE-MILLED RYE
96% fat-free ham

MEDITERRANEAN VEGGIE
ON TOMATO BASIL
Zesty sweet Peppadew™ peppers, feta, cucumbers, lettuce, tomatoes, onions & cilantro hummus

CHICKEN SALAD
ON SESAME SEMOLINA
All white-meat chicken

TUNA SALAD
ON HONEY WHEAT
Our special recipe

Hot Panini

Grilling melds flavorful ingredients and fresh hearty bread.

Served with your choice of side, or substitute a small Fresh Fruit Cup for an additional charge.

SMOKEHOUSE TURKEY®
ON THREE CHEESE
Smoked turkey, bacon, cheddar & sun-dried tomato ale mustard

TURKEY ARTICHOKE
ON FOCACCIA
Smoked turkey, spinach artichoke spread, Asiago-Parmesan, tomatoes & caramelized onions

CHICKEN BACON DIJON
ON COUNTRY
All-natural, antibiotic-free chicken, Applewood-smoked bacon, Swiss & bacon-Dijon mustard

FRONTEGA CHICKEN®
ON FOCACCIA
Smoked pulled chicken, tomatoes, mozzarella, onions, fresh basil & chipotle mayo

TOMATO & MOZZARELLA
ON CIABATTA
Fresh mozzarella, roasted & fresh tomatoes, fresh basil & all-natural sun-dried tomato pesto

Side Choices

Select one of the following with your soup, sandwich, salad or You Pick Two:

- **PORTION OF FRENCH BAGUETTE**
- **PORTION OF WHOLE GRAIN BAGUETTE**
- **KETTLE-COOKED OR BAKED CHIPS**
- **APPLE**

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Hot Soups

SOUP
IN A SOURDOUGH BREAD BOWL
Choice of soup in a freshly baked Sourdough bread bowl

BOWL OF SOUP
Served with our freshly baked bread

SOUP FOR A GROUP (SERVES 3-4)
Choice of soup with portions of our French or Whole Grain baguette

*Additional charge for soup in a Sourdough Bread Bowl for "You Pick Two"

Soup Schedule

Additional soups available seasonally. Subject to change.

LOW-FAT VEGETARIAN BLACK BEAN
Served Sunday, Tuesday, Thursday & Saturday

FRENCH ONION
Served daily

LOW-FAT GARDEN VEGETABLE
Served Monday, Wednesday & Friday

CREAM OF CHICKEN & WILD RICE
Served Sunday, Tuesday & Thursday

BAKED POTATO
Served Monday, Wednesday & Saturday

LOW-FAT CHICKEN NOODLE
Served daily

BROCCOLI CHEDDAR
Served daily

NEW ENGLAND CLAM CHOWDER
Served Friday

You Pick Two®

Select two of the following:
CUP OF SOUP • HALF SANDWICH • HALF SALAD
***Additional charge for Signature Items**

Signature Salads

All salads served with your choice of side. All-natural, antibiotic-free chicken or tuna salad available on any salad for an additional charge.

GRILLED CHICKEN CAESAR
All-natural, antibiotic-free chicken, romaine, Asiago-Parmesan, Caesar dressing & homemade, freshly baked Asiago croutons

FUJI APPLE CHICKEN
All-natural citrus-herb chicken, mixed field greens, romaine lettuce, vine-ripened tomatoes, red onions, pecans, Gorgonzola, apple chips & white balsamic Fuji apple vinaigrette

ASIAN SESAME CHICKEN
All-natural, antibiotic-free chicken, romaine, cilantro, almonds, sesame seeds, wonton strips & reduced sugar Asian sesame vinaigrette

Cafe Salads

GREEK
Romaine, vine-ripened tomatoes, feta, onions, peperoncini, Kalamata olives, pepper & Greek dressing

CLASSIC
Field greens, romaine, vine-ripened tomatoes, cucumbers, onions, & our balsamic vinaigrette

CAESAR
Romaine, Asiago-Parmesan, Caesar dressing & homemade, freshly baked Asiago croutons

FRESH FRUIT CUP
Fresh honeydew melon, seedless grapes, cantaloupe & pineapple

Panera Kids™

Fresh, fun meal choices.

Sandwiches served on White Whole Grain bread with a squeezable organic yogurt.

PEANUT BUTTER & JELLY
All-natual peanut butter with grape jelly

KID'S DELI
Organic American cheese & your choice of smoked turkey breast, smoked ham or roast beef

GRILLED CHEESE
Organic American cheese

Frozen Coffee Drinks

Espresso blended with ice to frosty smoothness.

FROZEN CARAMEL
Creamy caramel & icy espresso, topped with whipped cream & caramel sauce

FROZEN MOCHA
Velvety chocolate & espresso, topped with whipped cream & chocolate sauce

Fruit Smoothies

MANGO SMOOTHIE
Sweet mango puree, topped with whipped cream & a raspberry sauce swirl

LOW-FAT STRAWBERRY SMOOTHIE
Strawberries & organic, low-fat vanilla yogurt

Iced Drinks

LEMONADE
BOTTLED WATER
JONES NATURALS & ORGANICS
ORGANIC APPLE JUICE
ICED GREEN TEA
JONES SODAS
ORANGE JUICE
ORGANIC MILK OR CHOCOLATE MILK

Pepsi-Cola and Dr. Pepper Fountain Drinks and Freshly Brewed Iced Tea also available.

Coffee & Tea

FRESHLY BREWED COFFEE
Light Roast • Dark Roast
Colombian Decaf • Hazelnut

HOT 'REPUBLIC OF TEA' TEAS

Espresso Bar Drinks

Available iced or hot, with decaf or skim milk.

Additional shots of espresso, flavored syrups or whipped cream available for an additional charge.

CAFFE MOCHA
Espresso, foamed milk & chocolate with whipped cream & chocolate sauce

CHAI TEA LATTE ICED OR HOT
Brewed black tea, honey, vanilla, cardamom, cinnamon, ginger & foamed milk

CAPPUCCINO
Espresso & foamed milk with a cap of foam

ESPRESSO

CARAMEL LATTE
Espresso, foamed milk & caramel with whipped cream & caramel sauce

CAFFE LATTE
Espresso & foamed milk

HOT CHOCOLATE
Foamed milk & chocolate whipped cream & chocolate sauce

Many of our products contain or may come into contact with common allergens, including wheat, peanuts, soy, tree nuts, milk, eggs, fish and shellfish. Please ask to speak with a manager for a list of ingredients in your order.

Bakery-Cafe Menu

WITH THE SKILL OF AN ARTISAN,
THE HEAT OF THE OVEN
AND A FEW FINE INGREDIENTS, OUR BAKERS
MAKE BREAD THAT IS SIMPLY DELICIOUS
— AND BAKED FRESH EVERY DAY.

About Our Menu

Panera Bread offers hand-crafted, artisan breads baked in each bakery-cafe every morning from fresh dough. We're committed to providing you with fresh, great-tasting food you can trust made from the highest quality ingredients and highlighted by antibiotic-free chicken, whole grain bread, select organic and all-natural ingredients and a menu with 0 grams added trans fat.

via panera. Catering

Panera Bread caters for five or more. Order your favorite sandwiches, salads, soups and sweets conveniently boxed for large groups. Delivery is available. Contact your local catering coordinator for details.

Panera Bread offers a menu with 0 grams aritficial trans fat per serving.

Call or fax ahead. We'll have your order waiting for you.
Visit www.panerabread.com/cafes to find the bakery-cafe nearest to you.

Hot Breakfast

Made fresh every morning. Available while they last!

Breakfast Sandwiches —
All-natural eggs cracked each morning, Vermont white cheddar, Applewood-smoked bacon and all-natural sausage. Grilled on our freshly baked Ciabatta.

EGG & CHEESE
BACON, EGG & CHEESE
SAUSAGE, EGG & CHEESE

Baked Egg Soufflés —
Savory ingredients and egg baked in our sweet French pastry.

TURKEY SAUSAGE & POTATOES
FOUR CHEESE
SPINACH & ARTICHOKE
SPINACH & BACON

Freshly Baked Bagels

Bagel packs are perfect for meetings & family gatherings.

Signature Bagels
With premium ingredients and delectable combinations of flavors, our signature bagel line is irresistible.
Asiago Cheese • Blueberry • French Toast Cinnamon Crunch • Chocolate Chip Dutch Apple & Raisin

Bagels
Everything • Plain • Sesame • Whole Grain

BAKER'S DOZEN (13 BAGELS)

BAGEL PACK (13 BAGELS, TWO TUBS OF SPREADS)
DOZEN & A HALF (18 BAGELS)
HALF DOZEN BAGELS
BAGEL & ANY SPREAD
BAGEL

Flavorful Spreads

Tantalizing tastes bring out the best in bagels & breads.
Ask about our featured bagel & spread. Also available in 8 oz. take-home containers.

PLAIN CREAM CHEESE
REDUCED FAT PLAIN CREAM CHEESE

FLAVORED REDUCED FAT CREAM CHEESE
Hazelnut • Honey Walnut • Raspberry Sun-Dried Tomato • Veggie

Strawberry Granola Parfait

Made with Stonyfield Farm® organic, low-fat vanilla yogurt, maples butter pecan granola with whole grain oats & fresh strawberries.

Pastries & Sweets

Our recipes use only the best ingredients.

ARTISAN PASTRIES
Pecan Braid • Chocolate Cherry • Cheese • Fresh Apple

SCONES
Wild Blueberry
Cinnamon Chip • Orange

MUFFINS & MUFFIES
Wild Blueberry • Carrot Walnut
Chocolate Chip • Pumpkin
Reduced Fat Wild Blueberry

SWEET ROLLS
Pecan Roll • Cinnamon Roll
Cobblestone • Bear Claw

BROWNIES
Caramel Pecan • Very Chocolate

COOKIES
Toffee Nut
Chocolate Chipper
Chocolate Duet with Walnuts
Oatmeal Raisin
Shortbread

MINI BUNDT CAKES
Pineapple Upside-Down
Lemon Poppyseed

Artisan Breads

Created with our own mild starter.

COUNTRY
A crisp crust & nutty flavor
Miche • Loaf

FRENCH
Slightly blistered crust, wine-like aroma
Miche • Baguette

STONE-MILLED RYE
Chopped rye kernels & caraway seeds
Miche • Loaf

THREE CHEESE
Parmesan, Romano & Asiago cheeses
Miche • Loaf • Demi

THREE SEED
Poppy, sesame & fennel seeds
Demi

SESAME SEMOLINA
Delicate, moist & aromatic, topped with sesame seeds
Miche • Loaf

FOCACCIA
Italian flatbread with olive oil & sea salt
Plain • Asiago Cheese

CIABATTA
Moist & chewy crumb, delicate flavor
Loaf

WHOLE GRAIN
Moist, hearty, sweetened with honey
Miche • Loaf • Baguette

Specialty Breads

SOURDOUGH
Our original sourdough starter
XL Loaf • Loaf • Baguette • Roll
Bread Bowl

ASIAGO CHEESE
Zesty Asiago cheese and our original sourdough starter
Loaf • Demi

HONEY WHEAT
With honey & molasses
Loaf

WHITE WHOLE GRAIN
Caramelized crust, soft crumb
Loaf

TOMATO BASIL
With tomatoes, basil & sweet walnut streusel topping
Loaf

CINNAMON RAISIN
With a sweet swirl of cinnamon, sugar & molasses
Loaf

Operation Dough-Nation®

We believe that the universal spirit of bread is sharing.® That's why we're committed to ensuring that every purchase at Panera Bread feeds back into the community through the following programs. With your help, we can make a world of difference.

- A portion of cash donations made in our bakery-cafes may be matched and donated to local hunger relief organizations.
- Unsold bread is donated at the day's end to local hunger relief agencies.
- We regularly donate our products and gift certificates to benefit a wide range of charitable organizations and causes.

Nutrition information for our products can be found on our website at www.panerabread.com/menu.

Signature Sandwiches

Crust and crumb inspire sandwich creativity.

Served with a pickle spear & your choice of side, or substitute a small Fresh Fruit Cup for an additional charge.

CHICKEN CAESAR
ON THREE CHEESE
All-natural, antibiotic-free chicken, Asiago-Parmesan, lettuce, tomatoes, onions & our Caesar dressing

BACON TURKEY BRAVO®
ON TOMATO BASIL
Smoked turkey, bacon, Gouda, lettuce, tomatoes & our signature spread

ITALIAN COMBO
ON CIABATTA
Roast beef, smoked turkey, ham, salami, Swiss, peperoncini, lettuce, tomatoes, onions & our special spread

CHIPOTLE CHICKEN
ON TOASTED FRENCH
All-natural, antibiotic-free chicken, Applewood-smoked bacon, cheddar, tomatoes & ancho chipotle spread

ASIAGO ROAST BEEF
ON ASIAGO CHEESE
Roast beef, smoked cheddar, lettuce, tomatoes, onions & our special spread

Cafe Sandwiches

Classic sandwiches become legendary on great bread.

Served with mayonnaise, spicy mustard, lettuce, tomatoes, red onions, salt & pepper, pickle & your choice of side, or substitute a small Fresh Fruit Cup for an additional charge.

SIERRA TURKEY
ON ASIAGO CHEESE FOCACCIA
Smoked turkey, chipotle mayonnaise, field greens & onions

SMOKED TURKEY BREAST
ON COUNTRY
99% fat-free turkey

SMOKED HAM & SWISS
ON STONE-MILLED RYE
96% fat-free ham

MEDITERRANEAN VEGGIE
ON TOMATO BASIL
Zesty sweet Peppadew™ peppers, feta, cucumbers, lettuce, tomatoes, onions & cilantro hummus

CHICKEN SALAD
ON SESAME SEMOLINA
All white-meat chicken

TUNA SALAD
ON HONEY WHEAT
Our special recipe

Hot Panini

Grilling melds flavorful ingredients and fresh hearty bread.

Served with your choice of side, or substitute a small Fresh Fruit Cup for an additional charge.

SMOKEHOUSE TURKEY®
ON THREE CHEESE
Smoked turkey, bacon, cheddar & sun-dried tomato ale mustard

TURKEY ARTICHOKE
ON FOCACCIA
Smoked turkey, spinach artichoke spread, Asiago-Parmesan, tomatoes & caramelized onions

CHICKEN BACON DIJON
ON COUNTRY
All-natural, antibiotic-free chicken, Applewood-smoked bacon, Swiss & bacon-Dijon mustard

FRONTEGA CHICKEN®
ON FOCACCIA
Smoked pulled chicken, tomatoes, mozzarella, onions, fresh basil & chipotle mayo

TOMATO & MOZZARELLA
ON CIABATTA
Fresh mozzarella, roasted & fresh tomatoes, fresh basil & all-natural sun-dried tomato pesto

Side Choices

Select one of the following with your soup, sandwich, salad or You Pick Two:

- **PORTION OF FRENCH BAGUETTE**
- **PORTION OF WHOLE GRAIN BAGUETTE**
- **KETTLE-COOKED OR BAKED CHIPS**
- **APPLE**

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Hot Soups

SOUP
IN A SOURDOUGH BREAD BOWL
Choice of soup in a freshly baked Sourdough bread bowl

BOWL OF SOUP
Served with our freshly baked bread

SOUP FOR A GROUP (SERVES 3-4)
Choice of soup with portions of our French or Whole Grain baguette

*Additional charge for soup in a Sourdough Bread Bowl for "You Pick Two"

Soup Schedule

Additional soups available seasonally. Subject to change.

LOW-FAT VEGETARIAN BLACK BEAN
Served Sunday, Tuesday, Thursday & Saturday

FRENCH ONION
Served daily

LOW-FAT GARDEN VEGETABLE
Served Monday, Wednesday & Friday

CREAM OF CHICKEN & WILD RICE
Served Sunday, Tuesday & Thursday

BAKED POTATO
Served Monday, Wednesday & Saturday

LOW-FAT CHICKEN NOODLE
Served daily

BROCCOLI CHEDDAR
Served daily

NEW ENGLAND CLAM CHOWDER
Served Friday

You Pick Two®

Select two of the following:
CUP OF SOUP • HALF SANDWICH • HALF SALAD
***Additional charge for Signature Items**

Signature Salads

All salads served with your choice of side. All-natural, antibiotic-free chicken or tuna salad available on any salad for an additional charge.

GRILLED CHICKEN CAESAR
All-natural, antibiotic-free chicken, romaine, Asiago-Parmesan, Caesar dressing & homemade, freshly baked Asiago croutons

FUJI APPLE CHICKEN
All-natural citrus-herb chicken, mixed field greens, romaine lettuce, vine-ripened tomatoes, red onions, pecans, Gorgonzola, apple chips & white balsamic Fuji apple vinaigrette

ASIAN SESAME CHICKEN
All-natural, antibiotic-free chicken, romaine, cilantro, almonds, sesame seeds, wonton strips & reduced sugar Asian sesame vinaigrette

Cafe Salads

GREEK
Romaine, vine-ripened tomatoes, feta, onions, peperoncini, Kalamata olives, pepper & Greek dressing

CLASSIC
Field greens, romaine, vine-ripened tomatoes, cucumbers, onions, & our balsamic vinaigrette

CAESAR
Romaine, Asiago-Parmesan, Caesar dressing & homemade, freshly baked Asiago croutons

FRESH FRUIT CUP
Fresh honeydew melon, seedless grapes, cantaloupe & pineapple

Panera Kids™

Fresh, fun meal choices.

Sandwiches served on White Whole Grain bread with a squeezable organic yogurt.

PEANUT BUTTER & JELLY
All-natual peanut butter with grape jelly

KID'S DELI
Organic American cheese & your choice of smoked turkey breast, smoked ham or roast beef

GRILLED CHEESE
Organic American cheese

Frozen Coffee Drinks

Espresso blended with ice to frosty smoothness.

FROZEN CARAMEL
Creamy caramel & icy espresso, topped with whipped cream & caramel sauce

FROZEN MOCHA
Velvety chocolate & espresso, topped with whipped cream & chocolate sauce

Fruit Smoothies

MANGO SMOOTHIE
Sweet mango puree, topped with whipped cream & a raspberry sauce swirl

LOW-FAT STRAWBERRY SMOOTHIE
Strawberries & organic, low-fat vanilla yogurt

Iced Drinks

LEMONADE
BOTTLED WATER
JONES NATURALS & ORGANICS
ORGANIC APPLE JUICE
ICED GREEN TEA
JONES SODAS
ORANGE JUICE
ORGANIC MILK OR CHOCOLATE MILK

Pepsi-Cola and Dr. Pepper Fountain Drinks and Freshly Brewed Iced Tea also available.

Coffee & Tea

FRESHLY BREWED COFFEE
Light Roast • Dark Roast
Colombian Decaf • Hazelnut

HOT 'REPUBLIC OF TEA' TEAS

Espresso Bar Drinks

Available iced or hot, with decaf or skim milk.

Additional shots of espresso, flavored syrups or whipped cream available for an additional charge.

CAFFE MOCHA
Espresso, foamed milk & chocolate with whipped cream & chocolate sauce

CHAI TEA LATTE ICED OR HOT
Brewed black tea, honey, vanilla, cardamom, cinnamon, ginger & foamed milk

CAPPUCCINO
Espresso & foamed milk with a cap of foam

ESPRESSO

CARAMEL LATTE
Espresso, foamed milk & caramel with whipped cream & caramel sauce

CAFFE LATTE
Espresso & foamed milk

HOT CHOCOLATE
Foamed milk & chocolate whipped cream & chocolate sauce

Many of our products contain or may come into contact with common allergens, including wheat, peanuts, soy, tree nuts, milk, eggs, fish and shellfish. Please ask to speak with a manager for a list of ingredients in your order.

Bakery-Cafe Menu

WITH THE SKILL OF AN ARTISAN,
THE HEAT OF THE OVEN
AND A FEW FINE INGREDIENTS, OUR BAKERS
MAKE BREAD THAT IS SIMPLY DELICIOUS
— AND BAKED FRESH EVERY DAY.

About Our Menu

Panera Bread offers hand-crafted, artisan breads baked in each bakery-cafe every morning from fresh dough. We're committed to providing you with fresh, great-tasting food you can trust made from the highest quality ingredients and highlighted by antibiotic-free chicken, whole grain bread, select organic and all-natural ingredients and a menu with 0 grams added trans fat.

via panera. Catering

Panera Bread caters for five or more. Order your favorite sandwiches, salads, soups and sweets conveniently boxed for large groups. Delivery is available. Contact your local catering coordinator for details.

Panera Bread offers a menu with 0 grams aritficial trans fat per serving.

Call or fax ahead. We'll have your order waiting for you.
Visit www.panerabread.com/cafes to find the bakery-cafe nearest to you.

Hot Breakfast

Made fresh every morning. Available while they last!

Breakfast Sandwiches —
All-natural eggs cracked each morning, Vermont white cheddar, Applewood-smoked bacon and all-natural sausage. Grilled on our freshly baked Ciabatta.

EGG & CHEESE
BACON, EGG & CHEESE
SAUSAGE, EGG & CHEESE

Baked Egg Soufflés —
Savory ingredients and egg baked in our sweet French pastry.

TURKEY SAUSAGE & POTATOES
FOUR CHEESE
SPINACH & ARTICHOKE
SPINACH & BACON

Freshly Baked Bagels

Bagel packs are perfect for meetings & family gatherings.

Signature Bagels
With premium ingredients and delectable combinations of flavors, our signature bagel line is irresistible.
Asiago Cheese • Blueberry • French Toast Cinnamon Crunch • Chocolate Chip Dutch Apple & Raisin

Bagels
Everything • Plain • Sesame • Whole Grain

BAKER'S DOZEN (13 BAGELS)

BAGEL PACK (13 BAGELS, TWO TUBS OF SPREADS)
DOZEN & A HALF (18 BAGELS)
HALF DOZEN BAGELS
BAGEL & ANY SPREAD
BAGEL

Flavorful Spreads

Tantalizing tastes bring out the best in bagels & breads.
Ask about our featured bagel & spread. Also available in 8 oz. take-home containers.

PLAIN CREAM CHEESE
REDUCED FAT PLAIN CREAM CHEESE

FLAVORED REDUCED FAT CREAM CHEESE
Hazelnut • Honey Walnut • Raspberry Sun-Dried Tomato • Veggie

Strawberry Granola Parfait

Made with Stonyfield Farm® organic, low-fat vanilla yogurt, maples butter pecan granola with whole grain oats & fresh strawberries.

Pastries & Sweets

Our recipes use only the best ingredients.

ARTISAN PASTRIES
Pecan Braid • Chocolate Cherry • Cheese • Fresh Apple

SCONES
Wild Blueberry
Cinnamon Chip • Orange

MUFFINS & MUFFIES
Wild Blueberry • Carrot Walnut
Chocolate Chip • Pumpkin
Reduced Fat Wild Blueberry

SWEET ROLLS
Pecan Roll • Cinnamon Roll
Cobblestone • Bear Claw

BROWNIES
Caramel Pecan • Very Chocolate

COOKIES
Toffee Nut
Chocolate Chipper
Chocolate Duet with Walnuts
Oatmeal Raisin
Shortbread

MINI BUNDT CAKES
Pineapple Upside-Down
Lemon Poppyseed

Artisan Breads

Created with our own mild starter.

COUNTRY
A crisp crust & nutty flavor
Miche • Loaf

FRENCH
Slightly blistered crust, wine-like aroma
Miche • Baguette

STONE-MILLED RYE
Chopped rye kernels & caraway seeds
Miche • Loaf

THREE CHEESE
Parmesan, Romano & Asiago cheeses
Miche • Loaf • Demi

THREE SEED
Poppy, sesame & fennel seeds
Demi

SESAME SEMOLINA
Delicate, moist & aromatic, topped with sesame seeds
Miche • Loaf

FOCACCIA
Italian flatbread with olive oil & sea salt
Plain • Asiago Cheese

CIABATTA
Moist & chewy crumb, delicate flavor
Loaf

WHOLE GRAIN
Moist, hearty, sweetened with honey
Miche • Loaf • Baguette

Specialty Breads

SOURDOUGH
Our original sourdough starter
XL Loaf • Loaf • Baguette • Roll
Bread Bowl

ASIAGO CHEESE
Zesty Asiago cheese and our original sourdough starter
Loaf • Demi

HONEY WHEAT
With honey & molasses
Loaf

WHITE WHOLE GRAIN
Caramelized crust, soft crumb
Loaf

TOMATO BASIL
With tomatoes, basil & sweet walnut streusel topping
Loaf

CINNAMON RAISIN
With a sweet swirl of cinnamon, sugar & molasses
Loaf

Operation Dough-Nation®

We believe that the universal spirit of bread is sharing.® That's why we're committed to ensuring that every purchase at Panera Bread feeds back into the community through the following programs. With your help, we can make a world of difference.

- A portion of cash donations made in our bakery-cafes may be matched and donated to local hunger relief organizations.
- Unsold bread is donated at the day's end to local hunger relief agencies.
- We regularly donate our products and gift certificates to benefit a wide range of charitable organizations and causes.

Nutrition information for our products can be found on our website at www.panerabread.com/menu.

Signature Sandwiches

Crust and crumb inspire sandwich creativity.

Served with a pickle spear & your choice of side, or substitute a small Fresh Fruit Cup for an additional charge.

CHICKEN CAESAR
ON THREE CHEESE
All-natural, antibiotic-free chicken, Asiago-Parmesan, lettuce, tomatoes, onions & our Caesar dressing

BACON TURKEY BRAVO®
ON TOMATO BASIL
Smoked turkey, bacon, Gouda, lettuce, tomatoes & our signature spread

ITALIAN COMBO
ON CIABATTA
Roast beef, smoked turkey, ham, salami, Swiss, peperoncini, lettuce, tomatoes, onions & our special spread

CHIPOTLE CHICKEN
ON TOASTED FRENCH
All-natural, antibiotic-free chicken, Applewood-smoked bacon, cheddar, tomatoes & ancho chipotle spread

ASIAGO ROAST BEEF
ON ASIAGO CHEESE
Roast beef, smoked cheddar, lettuce, tomatoes, onions & our special spread

Cafe Sandwiches

Classic sandwiches become legendary on great bread.

Served with mayonnaise, spicy mustard, lettuce, tomatoes, red onions, salt & pepper, pickle & your choice of side, or substitute a small Fresh Fruit Cup for an additional charge.

SIERRA TURKEY
ON ASIAGO CHEESE FOCACCIA
Smoked turkey, chipotle mayonnaise, field greens & onions

SMOKED TURKEY BREAST
ON COUNTRY
99% fat-free turkey

SMOKED HAM & SWISS
ON STONE-MILLED RYE
96% fat-free ham

MEDITERRANEAN VEGGIE
ON TOMATO BASIL
Zesty sweet Peppadew™ peppers, feta, cucumbers, lettuce, tomatoes, onions & cilantro hummus

CHICKEN SALAD
ON SESAME SEMOLINA
All white-meat chicken

TUNA SALAD
ON HONEY WHEAT
Our special recipe

Hot Panini

Grilling melds flavorful ingredients and fresh hearty bread.

Served with your choice of side, or substitute a small Fresh Fruit Cup for an additional charge.

SMOKEHOUSE TURKEY®
ON THREE CHEESE
Smoked turkey, bacon, cheddar & sun-dried tomato ale mustard

TURKEY ARTICHOKE
ON FOCACCIA
Smoked turkey, spinach artichoke spread, Asiago-Parmesan, tomatoes & caramelized onions

CHICKEN BACON DIJON
ON COUNTRY
All-natural, antibiotic-free chicken, Applewood-smoked bacon, Swiss & bacon-Dijon mustard

FRONTEGA CHICKEN®
ON FOCACCIA
Smoked pulled chicken, tomatoes, mozzarella, onions, fresh basil & chipotle mayo

TOMATO & MOZZARELLA
ON CIABATTA
Fresh mozzarella, roasted & fresh tomatoes, fresh basil & all-natural sun-dried tomato pesto

Side Choices

Select one of the following with your soup, sandwich, salad or You Pick Two:

- **PORTION OF FRENCH BAGUETTE**
- **PORTION OF WHOLE GRAIN BAGUETTE**
- **KETTLE-COOKED OR BAKED CHIPS**
- **APPLE**

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Hot Soups

SOUP
IN A SOURDOUGH BREAD BOWL
Choice of soup in a freshly baked Sourdough bread bowl

BOWL OF SOUP
Served with our freshly baked bread

SOUP FOR A GROUP (SERVES 3-4)
Choice of soup with portions of our French or Whole Grain baguette

*Additional charge for soup in a Sourdough Bread Bowl for "You Pick Two"

Soup Schedule

Additional soups available seasonally. Subject to change.

LOW-FAT VEGETARIAN BLACK BEAN
Served Sunday, Tuesday, Thursday & Saturday

FRENCH ONION
Served daily

LOW-FAT GARDEN VEGETABLE
Served Monday, Wednesday & Friday

CREAM OF CHICKEN & WILD RICE
Served Sunday, Tuesday & Thursday

BAKED POTATO
Served Monday, Wednesday & Saturday

LOW-FAT CHICKEN NOODLE
Served daily

BROCCOLI CHEDDAR
Served daily

NEW ENGLAND CLAM CHOWDER
Served Friday

You Pick Two®

Select two of the following:
CUP OF SOUP • HALF SANDWICH • HALF SALAD
***Additional charge for Signature Items**

Signature Salads

All salads served with your choice of side. All-natural, antibiotic-free chicken or tuna salad available on any salad for an additional charge.

GRILLED CHICKEN CAESAR
All-natural, antibiotic-free chicken, romaine, Asiago-Parmesan, Caesar dressing & homemade, freshly baked Asiago croutons

FUJI APPLE CHICKEN
All-natural citrus-herb chicken, mixed field greens, romaine lettuce, vine-ripened tomatoes, red onions, pecans, Gorgonzola, apple chips & white balsamic Fuji apple vinaigrette

ASIAN SESAME CHICKEN
All-natural, antibiotic-free chicken, romaine, cilantro, almonds, sesame seeds, wonton strips & reduced sugar Asian sesame vinaigrette

Cafe Salads

GREEK
Romaine, vine-ripened tomatoes, feta, onions, peperoncini, Kalamata olives, pepper & Greek dressing

CLASSIC
Field greens, romaine, vine-ripened tomatoes, cucumbers, onions, & our balsamic vinaigrette

CAESAR
Romaine, Asiago-Parmesan, Caesar dressing & homemade, freshly baked Asiago croutons

FRESH FRUIT CUP
Fresh honeydew melon, seedless grapes, cantaloupe & pineapple

Panera Kids™

Fresh, fun meal choices.

Sandwiches served on White Whole Grain bread with a squeezable organic yogurt.

PEANUT BUTTER & JELLY
All-natual peanut butter with grape jelly

KID'S DELI
Organic American cheese & your choice of smoked turkey breast, smoked ham or roast beef

GRILLED CHEESE
Organic American cheese

Frozen Coffee Drinks

Espresso blended with ice to frosty smoothness.

FROZEN CARAMEL
Creamy caramel & icy espresso, topped with whipped cream & caramel sauce

FROZEN MOCHA
Velvety chocolate & espresso, topped with whipped cream & chocolate sauce

Fruit Smoothies

MANGO SMOOTHIE
Sweet mango puree, topped with whipped cream & a raspberry sauce swirl

LOW-FAT STRAWBERRY SMOOTHIE
Strawberries & organic, low-fat vanilla yogurt

Iced Drinks

LEMONADE
BOTTLED WATER
JONES NATURALS & ORGANICS
ORGANIC APPLE JUICE
ICED GREEN TEA
JONES SODAS
ORANGE JUICE
ORGANIC MILK OR CHOCOLATE MILK

Pepsi-Cola and Dr. Pepper Fountain Drinks and Freshly Brewed Iced Tea also available.

Coffee & Tea

FRESHLY BREWED COFFEE
Light Roast • Dark Roast
Colombian Decaf • Hazelnut

HOT 'REPUBLIC OF TEA' TEAS

Espresso Bar Drinks

Available iced or hot, with decaf or skim milk.

Additional shots of espresso, flavored syrups or whipped cream available for an additional charge.

CAFFE MOCHA
Espresso, foamed milk & chocolate with whipped cream & chocolate sauce

CHAI TEA LATTE ICED OR HOT
Brewed black tea, honey, vanilla, cardamom, cinnamon, ginger & foamed milk

CAPPUCCINO
Espresso & foamed milk with a cap of foam

ESPRESSO

CARAMEL LATTE
Espresso, foamed milk & caramel with whipped cream & caramel sauce

CAFFE LATTE
Espresso & foamed milk

HOT CHOCOLATE
Foamed milk & chocolate whipped cream & chocolate sauce

Many of our products contain or may come into contact with common allergens, including wheat, peanuts, soy, tree nuts, milk, eggs, fish and shellfish. Please ask to speak with a manager for a list of ingredients in your order.

UNITED STATES
PATENT AND
TRADEMARK OFFICE

Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202-3514
www.uspto.gov

Oct 8, 2003

NOTICE OF PUBLICATION UNDER 12(a)

1. Serial No.:
76/413,842

2. Mark:
PANERA

3. International Class(es):
21, 25, 29, 30, 43

4. Publication Date:
Oct 28, 2003

5. Applicant:
Pumpernickel Associates, LLC

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.

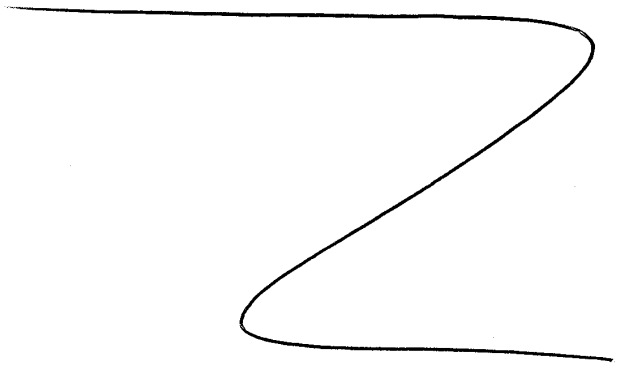
Copies of the trademark portion of the Official Gazette containing the publication of the mark may be obtained from:

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.

CHRISTINA L. MARTINI, ESQ.
PIPER RUDNICK
PO BOX 64807
CHICAGO IL 60664-0807

TMP&I



TRA[redacted] MARK EXAMINATION WORKS[redacted]ET

☐ AMENDMENT STAGE ☑ NO CHANGE ☐ PUBLICATION/REGISTRATION STAGE

Name: Ernest Marfo L.O. 108 Date 9/4/3 Serial No. 76/413842

INSTRUCTIONS: Place a check mark in the appropriate column and/or box to indicate which data elements have been amended/coded.

Legal Instrument Examiner (LIE)

	Amended	Data Element	
Class Data		☐ Prime/International Class	☐ Goods and Services
		☐ First Use Date	☐ First Use in Commerce Date
		☐ In Another Form	☐ Certification
		☐ 1b	
Mark Data		☐ Word Mark	☐ Pseudo Mark
		☐ Mark Drawing Code	☐ Design Search Code
		☐ Scan Drawing	
Misc. Mark Data		☐ Mark Description	☐ Disclaimer
		☐ Lining/Stippling	☐ Name/Portrait/Consent
		☐ Translation	
Section 2(f)		☐ Section 2(f) Entire Mark	
		☐ Section 2(f) Limitation Statement	☐ Section 2(f) in Part
		☐ Amended Register	☐ Amended Register Date
Foreign Reg. Data		☐ Foreign Country	☐ 44(d)
		☐ Foreign Application Number	☐ Foreign Application Filing Date
		☐ Foreign Registration Number	☐ Foreign Registration Date
		☐ Foreign Registration Expiration Date	☐ Foreign Renewal Reg. Number
		☐ Foreign Reg. Renewal Expiration Date	☐ Foreign Renewal Reg. Date
Owner Data		☐ Owner Name	☐ DBA/AKA/TA
		☐ Address 1	☐ Address 2
		☐ City	☐ State
		☐ Zip Code	
		☐ Citizenship	☐ Entity
		☐ Entity Statement	☐ Composed of
		☐ Assignment(s)/Name Change	
		☐ Amendment/Renewal	☐ Correction
		☐ Concurrent Use	☐ Restriction
		☐ Interference Statement	
Prior U.S. Reg.		☐ Prior Registration	
Correspondence		☐ Attorney	☐ Domestic Representative
		☐ Attorney Docket Number	
		☐ Correspondence Firm Name/Address	

I certify that all corrections have been entered in accordance with text editing guidelines.

[signature] LIE 9/4/3 DATE

Other:

AUG 20 2003

TRADEMARK EXAMINATION WORKSHEET

☑ AMENDMENT STAGE ☑ NO CHANGE ☐ PUBLICATION/REGISTRATION STAGE

Name: Ernest Marfo L.O. 108 Date 8/15/3 Serial No. 76/413842

INSTRUCTIONS: Place a check mark in the appropriate column and/or box to indicate which data elements have been amended/coded.

Legal Instrument Examiner (LIE)

	Amended	Data Element	
Class Data		☐ Prime/International Class	☐ Goods and Services
		☐ First Use Date	☐ First Use in Commerce Date
		☐ In Another Form	☐ Certification
		☐ 1b	
Mark Data		☐ Word Mark	☐ Pseudo Mark
		☐ Mark Drawing Code	☐ Design Search Code
		☐ Scan Drawing	
Misc. Mark Data		☐ Mark Description	☐ Disclaimer
		☐ Lining/Stippling	☐ Name/Portrait/Consent
		☐ Translation	
Section 2(f)		☐ Section 2(f) Entire Mark	
		☐ Section 2(f) Limitation Statement	☐ Section 2(f) in Part
		☐ Amended Register	☐ Amended Register Date
Foreign Reg. Data		☐ Foreign Country	☐ 44(d)
		☐ Foreign Application Number	☐ Foreign Application Filing Date
		☐ Foreign Registration Number	☐ Foreign Registration Date
		☐ Foreign Registration Expiration Date	☐ Foreign Renewal Reg. Number
		☐ Foreign Reg. Renewal Expiration Date	☐ Foreign Renewal Reg. Date
Owner Data		☐ Owner Name	☐ DBA/AKA/TA
		☐ Address 1	☐ Address 2
		☐ City	☐ State
		☐ Zip Code	
		☐ Citizenship	☐ Entity
		☐ Entity Statement	☐ Composed of
		☐ Assignment(s)/Name Change	
		☐ Amendment/Renewal	☐ Correction
		☐ Concurrent Use	☐ Restriction
		☐ Interference Statement	
Prior U.S. Reg.		☐ Prior Registration	
Correspondence		☐ Attorney	☐ Domestic Representative
		☐ Attorney Docket Number	
		☐ Correspondence Firm Name/Address	

I certify that all corrections have been entered in accordance with text editing guidelines.

LIE 8/15/3 DATE

Other:

UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 76/413842

MAY - 5 2003

APPLICANT: Pumpernickel Associates, LLC

CORRESPONDENT ADDRESS:
CHRISTINA L. MARTINI, ESQ.
PIPER RUDNICK
PO BOX 64807
CHICAGO IL 60664-0807

RETURN ADDRESS:
Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202-3514
ecom108@uspto.gov

If no fees are enclosed, the address should include the words "Box Responses - No Fee."

MARK: PANERA

CORRESPONDENT'S REFERENCE/DOCKET NO: N/A

CORRESPONDENT EMAIL ADDRESS:

Please provide in all correspondence:

1. Filing date, serial number, mark and applicant's name.
2. Date of this Office Action.
3. Examining Attorney's name and Law Office number.
4. Your telephone number and e-mail address.

RE: Serial Number 76/413842

NOTICE OF SUSPENSION

It is noted that an assignment involving this application is presently pending before the Office. Action is suspended on this application pending recordation of the assignment. This application will be removed from suspended status upon recordation of the assignment. Notification of recordation is normally done through Office channels. However, upon receipt of the reel and frame number of the assignment, applicant should advise the Examining Attorney. See 37 C.F.R. Part 3.

The refusal to register the applicant's mark under Trademark Law Section 2(d) is continued, pending assignment.

Samuel E. Sharper, Jr.
Trademark Examining Attorney
Law Office 108, (703) 308-9108 ext. 199
Ecom108@USPTO.GOV

Assignment Data Not Available

For Serial Number: 76413842

Search Results as of: 4/16/2003 6:34:25 A.M.

If you have any comments or questions concerning the data displayed, contact OPR / Assignments at 703-308-9723
Web interface last modified: Oct. 5, 2002

☐ AMENDMENT STAGE

TRADEMARK EXAMINATION WORKSHEET

☐ NO CHANGE ☐ PUBLICATION/REGISTRATION STAGE

Name: LA'SHAWN D.CAVE L.O. 108 Date 4/16/03 Serial No. 76/413842

INSTRUCTIONS: Place a check mark in the appropriate column and/or box to indicate which data elements have been amended/coded.

Legal Instrument Examiner (LIE)

	Amended	Data Element	
Class Data		☐ Prime/International Class	☐ Goods and Services
		☐ First Use Date	☐ First Use in Commerce Date
		☐ In Another Form	☐ Certification
		☐ 1b	
Mark Data		☐ Word Mark	☐ Pseudo Mark
		☐ Mark Drawing Code	☐ Design Search Code
		☐ Scan Sub Drawing	
Misc. Mark Data		☐ Mark Description	☐ Disclaimer
		☐ Lining/Stippling	☐ Name/Portrait/Consent
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Section 2(f)		☐ Section 2(f) Entire Mark	
		☐ Section 2(f) Limitation Statement	☐ Section 2(f) in Part
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		☐ Foreign Registration Number	☐ Foreign Registration Date
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Owner Data		☐ Owner Name	☐ DBA/AKA/TA
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		☐ City	☐ State
		☐ Zip Code	
		☐ Citizenship	☐ Entity
		☐ Entity Statement	☐ Composed of
		☐ Assignment(s)/Name Change	
Amd/Corr Restr.		☐ Concurrent Use	
Prior U.S. Reg.		☑ Prior Registration	
Correspondence		☐ Attorney	☐ Domestic Representative
		☐ Attorney Docket Number	
		☐ Correspondence Firm Name/Address	

I certify that all corrections have been entered in accordance with text editing guidelines.

LDC 4/16/03

LIE DATE

Other: _____

Incoming Correspondence Routing Sheet

To: TMEG LAW OFFICE 108 - AWAITING RESPONSE DOCKET

Word Mark: PANERA

Serial No: 76413842

Mail Date: 03242003

Doc. Type: Responses to Office Actions

No Fee

RAM Mail Date: 032403

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

TRADEMARK	:	**PANERA**
APPLICANT	:	**Pumpernickel Associates, LLC**
SERIAL NO.	:	**76/413842**
FILED	:	**05/24/02**
EXAMINER	:	**Samuel E. Sharper, Jr.**
LAW OFFICE	:	**101**

APR 15 2003

Assistant Commissioner for Trademarks
BOX RESPONSES
2900 Crystal Drive
Arlington, VA 22202-3513

Dear Madam:

RESPONSE TO OFFICE ACTION

In an Office Action dated September 24, 2002, the Examining Attorney raised various informalities and refused to register Applicant's mark on the basis that it is likely to be confused with prior registrations, Reg. Nos. 2,288,311; 2,288,314 and 2,299,040 owned by Saint Louis Bread Company, Inc. and Reg. Nos. 2,347,523; 2,354,029; and 2,574,024 owned by Panera, Inc. Reconsideration of this application is respectfully requested in view of the remarks set forth herein.

AMENDMENT

Please add the following sentence to the ~~Statement:~~

- The term PANERA is coined. In the Spanish language, however, the word denotes a large basket for carrying goods on the back of an animal or person.

REMARKS REGARDING REFUSAL UNDER SECTION 2(d)

Applicant submits that its mark is not likely to be confused with the cited registrations that were previously recorded as being owned by Saint Louis Bread Company or Panera, Inc. because Applicant is the current owner of the referenced marks.

The Examining Attorney cites registration Nos. 2,288,311; 2,288,314 and 2,299,040 as being owned by Saint Louis Bread Company, Inc. Saint Louis Bread Company, Inc. changed its name to Panera, Inc. on July 19, 1999. The change of name documents were recorded with the Assignment Branch on August 5, 1999 for Reg. No. 2,288,311 (Reel/Frame Nos. 1940/0573); and on January 13, 2000 for Reg. Nos. 2,288,314 and 2,299,040 (Reel/Frame Nos. 2018/0819).

Pursuant to a Certificate of Conversion, Panera, Inc. was converted from a corporation to a limited liability company, Panera, LLC, as of December 31, 2001. Panera, LLC then transferred certain assets, including all intellectual property rights (which includes all of the referenced marks), to Panera Enterprises, Inc. pursuant to a Capital Contribution and Asset Transfer Agreement, effective as of January 2, 2002. Panera Enterprises, Inc subsequently assigned certain assets, including all intellectual property rights, (which includes all the referenced marks), to Pumpernickel Associates, LLC, Applicant, pursuant to a Capital Contribution and Asset Transfer Agreement, effective as of January 7, 2002. The recordation forms for the foregoing chain of title were filed with the Assignment Branch on January 24, 2003 and copies are enclosed for the Examiner's reference.

Therefore, Applicant is the current owner of Reg. Nos. 2,288,311 for the trademark PANERA BREAD; Reg. No. 2,288,314 for the trademark PANERA BREAD and Design; Reg. No. 2,299,040 for the trademark PANERA BREAD and Design; Reg. No. 2,347,523 for the trademark PANERA BREAD; Reg. No. 2,354,029 for the trademark PANERA BREAD and Design; and Reg. No. 2,574,024 for the trademark PANERA BREAD and Design.

Thus, Applicant respectfully requests that the refusal to register its mark be withdrawn.

REMARKS REGARDING SIGNIFICANCE OF MARK

The Examining Attorney has also inquired as to whether the mark PANERA has any significance in the relevant trade, any geographical significance or any meaning in a foreign language. The mark PANERA is a coined term. In the Spanish language, however, the word denotes a large basket for carrying goods on the back of an animal or person. Applicant has amended its application to include a statement regarding the English translation.

CONCLUSION

In view of the foregoing amendment and accompanying remarks, Applicant submits that its application is now in condition for publication. An early publication date is respectfully requested.

Respectfully Submitted,

Christina L. Martini
Myla D. Barefield
Attorneys for Applicant

PIPER RUDNICK
203 N. LaSalle Street
Chicago, Illinois 60601
(312) 368-4000

CERTIFICATE OF MAILING

I hereby certify that this correspondence was deposited with the United States Postal Service as first-class mail in an envelope addressed to the Assistant Commissioner for Trademarks, BOX RESPONSES, 2900 Crystal Drive, Arlington, VA 22202-3513, on March 20, 2003.

Myla D. Barefield

March 20, 2003
Date

Form PTO-1594
(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

Tab settings ⇨ ⇨ ⇨ ▼ ▼ ▼ ▼ ▼ ▼ ▼

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Panera, Inc.

☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation-State Delaware
☐ Other _____

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

2. Name and address of receiving party(ies)

Name: Panera, LLC
Internal Address: _____
Street Address: 6710 Clayton Road
City: Richmond Heights State: MO Zip: 63117

☐ Individual(s) citizenship _____
☐ Association _____
☐ General Partnership _____
☐ Limited Partnership _____
☐ Corporation-State _____
☒ Other Delaware Limited Liability Company

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☒ No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? ☐ Yes ☒ No

3. Nature of conveyance:

☐ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☒ Other Certificate of Conversion
Execution Date: 12-28-01

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

NONE

B. Trademark Registration No.(s)

see Schedule A attached

Additional number(s) attached ☒ Yes ☐ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Christina L. Martini
Internal Address: Piper Rudnick
Street Address: P.O. Box 64807
City: Chicago State: Illinois Zip: 60664-0807

6. Total number of applications and registrations involved: 17

7. Total fee (37 CFR 3.41).....$ 440.00

☒ Enclosed
any additional fees are
☒ Authorized to be charged to deposit account

8. Deposit account number:

18-2284

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Christina L. Martini — Name of Person Signing
Signature
1/24/03 — Date

Total number of pages including cover sheet, attachments, and document: 8

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

SCHEDULE A

REGISTRATIONS:

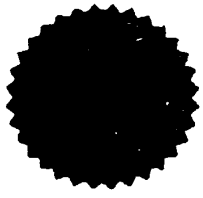
COUNTRY	MARK	REG. NO.	REG. DATE
USA	AHH SEE AHHH GO	2142817	3/10/98
USA	BREAD (and design)	2190023	9/15/98
USA	BREAD BREAK	2552422	3/26/02
USA	BRUMBIE	2293494	11/16/99
USA	COOLER THAN COFFEE	2183884	8/25/98
USA	DOUGH FOR FUNDS	2257452	6/29/99
USA	Mother Bread Design	2341776	4/11/00
USA	OPERATION DOUGH-NATION	1878878	2/14/95
USA	PANERA BREAD	2288311	10/19/99
USA	PANERA BREAD	2347523	5/2/00
USA	PANERA BREAD (with horizontal design with Mother Bread)	2288314	10/19/99
USA	PANERA BREAD (with vertical design with Mother Bread)	2299040	12/7/99
USA	PANERA BREAD (with vertical design with Mother Bread)	2354029	5/30/00
USA	PANERA BREAD (with horizontal design with Mother Bread)	2574024	5/28/02
USA	SAINT LOUIS BREAD COMPANY	2026248	12/31/96
USA	SO GOOD YOU'LL SAY AHH TWICE	2142796	3/10/98
USA	THE UNIVERSAL SPIRIT OF BREAD IS SHARING	2267376	8/3/99

Delaware

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "PANERA, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "PANERA, INC." TO "PANERA, LLC.", FILED IN THIS OFFICE ON THE TWENTY-EIGHTH DAY OF DECEMBER, A.D. 2001, AT 12:30 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF CONVERSION IS THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2001.



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

2358973 8100V

010673585

AUTHENTICATION: 1530951

DATE: 12-28-01

STATE OF DELAWARE
SECRETARY OF STATE
DIVISION OF CORPORATIONS
FILED 12:30 PM 12/28/2001
010673585 - 2338973

CERTIFICATE OF CONVERSION TO LIMITED LIABILITY COMPANY OF PANERA, INC.

(Pursuant to Section 266 of the Delaware General Corporation Law and Section 18-214 of the Delaware Limited Liability Company Act)

THE UNDERSIGNED HEREBY CERTIFY:

1. Panera, Inc., a Delaware corporation (the "Corporation") was originally incorporated on November 10, 1993 in the State of Delaware, and the name under which it was originally incorporated was ABP Acquisition Corp.

2. The Corporation's name immediately prior to the filing of this Certificate of Conversion to Limited Liability Company is Panera, Inc. and its state of incorporation is Delaware.

3. The name of the Delaware limited liability company to which the Corporation shall be converted, and as set forth in the Delaware limited liability company's certificate of formation, is Panera, LLC.

4. The conversion of the Corporation to a Delaware limited liability company has been duly approved and authorized in accordance with Section 266 of the Delaware General Corporation Law and has been consented to in writing by the sole stockholder of the Corporation in accordance with Section 228 of the Delaware General Corporation Law.

5. The conversion of the Corporation to a Delaware limited liability company pursuant to this Certificate of Conversion to Limited Liability Company shall be effective at 11:59 p.m. on December 31, 2001.

[the next page is the signature page]

IN WITNESS WHEREOF, the undersigned have executed this certificate as of December 28, 2001.

PANERA, INC., a Delaware corporation

By: _____
Name: Ronald M. Shaich
Title: Chairman and Chief Executive Officer

By: _____
Name: Ronald M. Shaich
Authorized Person

SCHEDULE A

REGISTRATIONS:

COUNTRY	MARK	REG. NO.	REG. DATE
Chile	Mother Bread Design	590669	2/22/01
Chile	PANERA BREAD	590670	2/22/01
State of Georgia	SAINT LOUIS BREAD COMPANY (and design)	S14084	11/4/94
State of Georgia	THE ORIGINAL SAINT LOUIS SOURDOUGH BREAD COMPANY	S13703	6/17/94
State of Georgia	THE ORIGINAL SAINT LOUIS SOURDOUGH BREAD COMPANY	S13702	6/17/94
Japan*	SAINT LOUIS BREAD (and design)	4136818	4/17/98
Mexico	PANERA BREAD	671267	7/24/00
USA	AHH SEE AHHH GO	2142817	3/10/98
USA	BREAD (and design)	2190023	9/15/98
USA	BRUMBIE	2293494	11/16/99
USA	COOLER THAN COFFEE	2183884	8/25/98
USA	DOUGH FOR FUNDS	2257452	6/29/99
USA	Mother Bread Design	2341776	4/11/00
USA	OPERATION DOUGH-NATION	1878878	2/14/95
USA	PANERA BREAD	2288311	10/19/99
USA	PANERA BREAD	2347523	5/2/00
USA	PANERA BREAD (with horizontal design with Mother Bread)	2288314	10/19/99
USA	PANERA BREAD (with vertical design with Mother Bread)	2299040	12/7/99
USA	PANERA BREAD (with vertical design with Mother Bread)	2354029	5/30/00

COUNTRY	MARK	REG. NO.	REG. DATE
USA	SAINT LOUIS BREAD COMPANY	2026248	12/31/96
USA	SAINT LOUIS BREAD COMPANY OPERATION DOUGH-NATION (and design)	1964955	4/2/96
USA	SO GOOD YOU'LL SAY AHH TWICE	2142796	3/10/98
USA	THE UNIVERSAL SPIRIT OF BREAD IS SHARING	2267376	8/3/99

*currently in the name of Saint Louis Bread Co.

APPLICATIONS:

COUNTRY	MARK	SERIAL NO.	FILING DATE
Brazil	Mother Bread Design	823089053	8/21/00
Brazil	PANERA BREAD	823089061	8/21/00
Canada	Mother Bread Design	1064439	6/23/00
Canada	PANERA BREAD	1064440	6/23/00
Mexico	Mother Bread Design	437949	7/24/00
USA	BREAD BREAK	76/235322	4/4/01
USA	PANERA BREAD (with horizontal design with Mother Bread)	75/415601	1/9/98
USA	YOU PICK TWO	75/848492	11/15/99

COMMON LAW TRADEMARKS:

A Loaf Of Bread In Every Arm
Asiago Sunrise Trio
Artisan Breads
Bacon Turkey Bravo
Bakery Buzzing
Baguette University
Baguette University Design
Blueberry Razz Trio
Breaducation
Breaducation Design
Breadwise
Bread Bash
Cinn-ful Crunch Trio
Coffee Now
Custom Selected Harvest To Cup
Day End Dough-Nations
Fandango
Festiago Chicken
Fresh Baked Bliss
Fresh Bread Makes Friends
Fresh From The Oven
Frontega Chicken
Fruitcake Trade-In
Fruitcake Wake
Good Breadfellows
Knead to Know
Morning Glory
Mother Bread
Panera
Panera Baker's Notes
Planet Bread
Rectangle Design
Santa's Cookie Kit
Share The Bread
Saint Louis Bread Company Design
Sierra Turkey

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

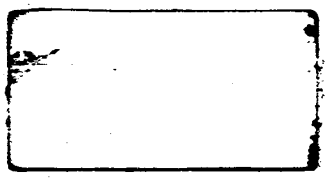
Client:	Pumpernickel Associates LLC
Mark:	AHH SEE AHHH GO (and various others)
Reg. No.:	2,142,817 (and various others)
Our Ref. No.:	306481-000002
Atty./Para:	Christina L. Martini/Deborah L. Donovan

Enclosures:

1. Recordation Form Cover Sheet
2. Schedule A
3. Check for $440.00 to cover fee
4. Certificate of Conversion
5. Return Receipt Postcard

Mailed via First Class Mail on Jan 24, 2003

ENTERED
JAN 29 2003
PIPER RUDNICK



Piper Rudnick
203 N. LaSALLE ST.
CHICAGO, IL 60601
312-368-4000

AMERICAN NATIONAL BANK AND TRUST CO. OF CHICAGO

2-77

No. R- 065141

JANUARY 24, 2003

$ 440.00

PAY FOUR HUNDRED FORTY AND 00/100---------- DOLLARS

TO THE ORDER OF COMMISSIONER FOR TRADEMARKS

Piper Rudnick
REAL ESTATE
NON-NEGOTIABLE

Piper Rudnick LLP and related entities including an Illinois General Partnership

⑈065141⑈ ⑆071000078⑆ 2003702153⑈

DATA PROCESSING

01	30641 CLIENT #	2 MATTER #
02	01 MO	24 DAY 03 YEAR
03	$ 440	¢ 00
04	20403	DLD

CLIENT: Personal / Interpersonal

MATTER:

DATE: 1/24/03

AMOUNT: 440.00

REAL ESTATE

INITIALS

05 011

CHECK NO.
06 R- 065141

ACCOUNTING CODES
07 VOUCHER
08 DEBIT
09 CREDIT

COST CODES

☐ 011	Filing/Recording Fees	☐ 040	Postage	☐ 616	On-Line Researching
☐ 012	Transcripts	☐ 306	Court Costs	☐ 619	Oversized Document
☐ 016	Documents from Court Files	☐ 307	Aerial Photographs	☐ 627	Process Server
☐ 018	Witness Expenses	☐ 602	Patent & Trademark Fees	☐ 628	Court Reporter
☐ 019	Expert Witness/Consulting Fees	☐ 603	Court Filings	☐ 636	Duplicating
☐ 020	State Registration Fees	☐ 604	Court Research	☐ 641	Document Retrieval
☐ 025	Certified Copies/Certificate	☐ 606	Legalization Fees		

EXPLAIN UNDER DESCRIPTION

DESCRIPTION
Recording Certificate of
Correction for Personal, Inc.

CK R 3/02

Form PTO-1594
(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

Tab settings ⇨ ⇨ ⇨ ▼ ▼ ▼ ▼ ▼ ▼ ▼

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Panera Enterprises, Inc.

☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation-State Delaware
☐ Other _____

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

2. Name and address of receiving party(ies)

Name: Pumpernickel Associates, LLC
Internal Address: _____
Street Address: 6710 Clayton Road
City: Richmond Heights State: MO Zip: 63117

☐ Individual(s) citizenship _____
☐ Association _____
☐ General Partnership _____
☐ Limited Partnership _____
☐ Corporation-State _____
☒ Other Delaware Limited Liability Company

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☒ No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? ☐ Yes ☒ No

3. Nature of conveyance:

☐ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☒ Other Capital Contribution & Asset Transfer Agreement
Execution Date: 1-7-02

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

NONE

B. Trademark Registration No.(s)

see Schedule A attached

Additional number(s) attached ☒ Yes ☐ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Christina L. Martini
Internal Address: Piper Rudnick
Street Address: P.O. Box 64807
City: Chicago State: Illinois Zip: 60664-0807

6. Total number of applications and registrations involved: 17

7. Total fee (37 CFR 3.41).....$ 440.00

☒ Enclosed
☒ Authorized to be charged to deposit account

8. Deposit account number:

18-2284

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Christina L. Martini — Name of Person Signing
Signature
1/24/03 — Date

Total number of pages including cover sheet, attachments, and document: 9

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

SCHEDULE A

REGISTRATIONS:

COUNTRY	MARK	REG. NO.	REG. DATE
USA	AHH SEE AHHH GO	2142817	3/10/98
USA	BREAD (and design)	2190023	9/15/98
USA	BREAD BREAK	2552422	3/26/02
USA	BRUMBIE	2293494	11/16/99
USA	COOLER THAN COFFEE	2183884	8/25/98
USA	DOUGH FOR FUNDS	2257452	6/29/99
USA	Mother Bread Design	2341776	4/11/00
USA	OPERATION DOUGH-NATION	1878878	2/14/95
USA	PANERA BREAD	2288311	10/19/99
USA	PANERA BREAD	2347523	5/2/00
USA	PANERA BREAD (with horizontal design with Mother Bread)	2288314	10/19/99
USA	PANERA BREAD (with vertical design with Mother Bread)	2299040	12/7/99
USA	PANERA BREAD (with vertical design with Mother Bread)	2354029	5/30/00
USA	PANERA BREAD (with horizontal design with Mother Bread)	2574024 V	5/28/02
USA	SAINT LOUIS BREAD COMPANY	2026248	12/31/96
USA	SO GOOD YOU'LL SAY AHH TWICE	2142796	3/10/98
USA	THE UNIVERSAL SPIRIT OF BREAD IS SHARING	2267376	8/3/99

CAPITAL CONTRIBUTION AND
ASSET TRANSFER AGREEMENT BETWEEN
PANERA ENTERPRISES, INC
AND
PUMPERNICKEL ASSOCIATES, LLC

This is a Capital Contribution and Asset Transfer Agreement ("Agreement") intended to qualify under Section 351 of the Internal Revenue Code of 1986, as amended, dated and to be effective as of the 7th day of January, 2002, by and between Panera Enterprises, Inc., a Delaware corporation ("Transferor"), and Pumpernickel Associates, LLC, a Delaware limited liability company ("Transferee").

The parties to this Agreement, in exchange for the mutual promises made herein and intending to be legally bound hereby, agree as follows:

1. Transfer of Intellectual Property Rights.

(a) For purposes of this Agreement "Intellectual Property Rights" means any and all rights existing now or in the future under patent law, copyright law, industrial design rights law, semiconductor chip and mask work protection law, moral rights law, trade secret law, trademark law, unfair competition law, publicity rights law, privacy rights law, and any and all similar proprietary rights, and any and all renewals, extensions, and restorations thereof, now or hereafter in force and effect worldwide, including, without limitation, in the United States.

(b) Transferor agrees to transfer and does hereby transfer the all of its Intellectual Property Rights including, but not limited to the Intellectual Property Rights listed on Schedule A (attached hereto) and operating cash to Transferee, as a contribution to the capital of Transferee.

(c) The Transferor shall execute all necessary and appropriate additional assignment documentation, together with such other written instruments and accompanying documentation as may be necessary or appropriate to give effect to the assignment of the Intellectual Property Rights from Transferor to Transferee.

2. Agreement as to Valuation. Transferor and Transferee agree that the value of the limited liability company interests to be issued by Transferee hereunder is equal to the financial statement carrying value of the Intellectual Property Rights and operating cash, if any.

3. Warranties of the Parties.

(a) Transferor hereby warrants in connection with the execution of this Agreement and the transfers contemplated hereunder, as follows:

(i) That it is a duly organized and validly existing corporation under the laws of the State of Delaware.

(ii) That it is now in good standing in the State of Delaware, is qualified and in good standing in all jurisdictions in which it does business and that there are no legal proceedings or other actions pending to limit or impair any of its powers, rights or privileges in the ordinary conduct of its business.

(iii) That it has full power and right to enter into this Agreement and that the officer executing this Agreement on its behalf has been duly authorized to do so.

(iv) That the execution and performance of this Agreement does not violate or constitute a breach or default under any agreement to which it is a party or by which it is bound.

(b) Transferee warrants in connection with the execution of this Agreement and the transfers contemplated hereunder, as follows:

(i) That it is a duly organized and validly existing limited liability company under the laws of the state of Delaware

(ii) That it is now in good standing in Delaware, is qualified and in good standing in all jurisdictions in which it does business and that there are no legal proceedings or other actions pending to limit or impair any of its powers, rights or privileges in the ordinary conduct of its business.

(iii) That it has full power and right to enter into this Agreement and that the officer executing this Agreement on its behalf has been duly authorized to do so.

(iv) That the execution and performance of this Agreement does not violate or constitute a breach or default under any agreement to which it is a party or by which it is bound.

4. Parties Familiar with Operations of Each Other. Each party acknowledges:

(a) This Agreement and all other agreements made in connection with this Agreement are each the result of direct negotiation and communication between the parties, and each such agreement represents a mutual and voluntary meeting of the minds.

(b) Each party is familiar with the operations of the other party, and has been provided access to or has been furnished with all materials and information which have been requested and which pertain to the operational or financial structure or condition of such other party and is fully capable of evaluating all risks attendant to the performance of this Agreement.

(c) Each party is fully capable of bearing any economic or financial risk which may be occasioned by the transactions contained in, connected with or necessary to carry out the purposes of this Agreement.

5. Additional Papers and Documents. At or subsequent to the closing of the transactions described herein, each party shall execute and deliver such additional papers and documents as may be necessary or appropriate in order to perfect title to any property to be transferred hereby or to carry out any other activity which is necessary for the purposes of this Agreement.

6. No Assignment. This Agreement shall not be assigned by either party without the prior written consent of the other party, which consent may be given or withheld in the other party's sole discretion, and may be amended only by a written amendment signed by both parties.

7. Missouri Law. This agreement shall be construed and enforced in accordance with the internal laws of the State of Missouri.

8. Entire Contract - Binding upon Successors. This Agreement embodies the entire agreement between the parties and supersedes any prior contract, agreement or understanding which may have existed between any of the parties, whether oral or written, with respect to the subject matter hereof and shall be binding upon any permitted successors or assigns of the parties.

9. Counterparts. This Agreement may be executed in one or more counterparts, each of which shall be deemed to be an original but all of which together shall constitute one and the same instrument.

The parties have caused this Agreement to be duly executed as of the date first written above.

PANERA ENTERPRISES, INC, Transferor:

By: _____
Name: Kenneth Puzder
Title: President

PUMPERNICKEL ASSOCIATES, LLC, Transferee:

By: _____
Name: Ronald M. Shaich
Title: Chairman and Chief Executive Officer

SCHEDULE A

All Transferors Intellectual Property Rights

SCHEDULE A

REGISTRATIONS:

COUNTRY	MARK	REG. NO.	REG. DATE
Chile	Mother Bread Design	590669	2/22/01
Chile	PANERA BREAD	590670	2/22/01
State of Georgia	SAINT LOUIS BREAD COMPANY (and design)	S14084	11/4/94
State of Georgia	THE ORIGINAL SAINT LOUIS SOURDOUGH BREAD COMPANY	S13703	6/17/94
State of Georgia	THE ORIGINAL SAINT LOUIS SOURDOUGH BREAD COMPANY	S13702	6/17/94
Japan*	SAINT LOUIS BREAD (and design)	4136818	4/17/98
Mexico	PANERA BREAD	671267	7/24/00
USA	AHH SEE AHHH GO	2142817	3/10/98
USA	BREAD (and design)	2190023	9/15/98
USA	BRUMBIE	2293494	11/16/99
USA	COOLER THAN COFFEE	2183884	8/25/98
USA	DOUGH FOR FUNDS	2257452	6/29/99
USA	Mother Bread Design	2341776	4/11/00
USA	OPERATION DOUGH-NATION	1878878	2/14/95
USA	PANERA BREAD	2288311	10/19/99
USA	PANERA BREAD	2347523	5/2/00
USA	PANERA BREAD (with horizontal design with Mother Bread)	2288314	10/19/99
USA	PANERA BREAD (with vertical design with Mother Bread)	2299040	12/7/99
USA	PANERA BREAD (with vertical design with Mother Bread)	2354029	5/30/00

EXHIBIT 2

Vol. 2

COUNTRY	MARK	REG. NO.	REG. DATE
USA	SAINT LOUIS BREAD COMPANY	2026248	12/31/96
USA	SAINT LOUIS BREAD COMPANY OPERATION DOUGH-NATION (and design)	1964955	4/2/96
USA	SO GOOD YOU'LL SAY AHH TWICE	2142796	3/10/98
USA	THE UNIVERSAL SPIRIT OF BREAD IS SHARING	2267376	8/3/99

*currently in the name of Saint Louis Bread Co.

APPLICATIONS:

COUNTRY	MARK	SERIAL NO.	FILING DATE
Brazil	Mother Bread Design	823089053	8/21/00
Brazil	PANERA BREAD	823089061	8/21/00
Canada	Mother Bread Design	1064439	6/23/00
Canada	PANERA BREAD	1064440	6/23/00
Mexico	Mother Bread Design	437949	7/24/00
USA	BREAD BREAK	76/235322	4/4/01
USA	PANERA BREAD (with horizontal design with Mother Bread)	75/415601	1/9/98
USA	YOU PICK TWO	75/848492	11/15/99

COMMON LAW TRADEMARKS:

A Loaf Of Bread In Every Arm
Asiago Sunrise Trio
Artisan Breads
Bacon Turkey Bravo
Bakery Buzzing
Baguette University
Baguette University Design
Blueberry Razz Trio
Breaducation
Breaducation Design
Breadwise
Bread Bash
Cinn-ful Crunch Trio
Coffee Now
Custom Selected Harvest To Cup
Day End Dough-Nations
Fandango
Festiago Chicken
Fresh Baked Bliss
Fresh Bread Makes Friends
Fresh From The Oven
Frontega Chicken
Fruitcake Trade-In
Fruitcake Wake
Good Breadfellows
Knead to Know
Morning Glory
Mother Bread
Panera
Panera Baker's Notes
Planet Bread
Rectangle Design
Santa's Cookie Kit
Share The Bread
Saint Louis Bread Company Design
Sierra Turkey

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Client:	Pumpernickel Associates LLC
Mark:	AHH SEE AHHH GO (and various others)
Reg. No.:	2,142,817 (and various others)
Our Ref. No.:	306481-000002
Atty./Para:	Christina L. Martini/Deborah L. Donovan

Enclosures:

1. Recordation Form Cover Sheet
2. Schedule A
3. Check for $440.00 to cover fee
4. Capital Contribution and Asset Transfer Agreement Between Panera Enterprises, Inc. and Pumpernickel Associates, LLC
5. Return Receipt Postcard

Mailed via First Class Mail on Jan 24, 2003

ENTERED
JAN 29 2003
PIPER RUDNICK

Piper Rudnick

223 N. LaSALLE ST.
CHICAGO, IL 60601
312-368-4000

MIDWEST NATIONAL BANK AND TRUST CO. OF CHICAGO

No. R- 065140

JANUARY 24, 2003

$ 440.00

PAY FOUR HUNDRED FORTY AND 00/100---------- DOLLARS

TO THE ORDER OF COMMISSIONER FOR TRADEMARKS

Piper Rudnick
REAL ESTATE

NON-NEGOTIABLE

Piper Rudnick LLP and related entities including an Illinois General Partnership

⑈065140⑈ ⑆071000778⑆ 0511713417⑈

DATA PROCESSING

01	30648.1 CLIENT #	2 MATTER #
02	01 MO	24 DAY	03 YEAR
03	$ 440	¢ 00
04	20403	DLD

CLIENT: Purchase Money

MATTER:

DATE: 1/24/03

AMOUNT: $440.00

INITIALS

REAL ESTATE

05 011

COST CODES

☐ 011	Filing/Recording Fees	☐ 040	Postage	☐ 616	On-Line Researching
☐ 012	Transcripts	☐ 306	Court Costs	☐ 619	Oversized Document
☐ 016	Documents from Court Files	☐ 307	Aerial Photographs	☐ 627	Process Server
☐ 018	Witness Expenses	☐ 602	Patent & Trademark Fees	☐ 628	Court Reporter
☐ 019	Expert Witness/Consulting Fees	☐ 603	Court Filings	☐ 636	Duplicating
☐ 020	State Registration Fees	☐ 604	Court Research	☐ 641	Document Retrieval
☐ 025	Certified Copies/Certificate	☐ 606	Legalization Fees		

EXPLAIN UNDER DESCRIPTION

06 CHECK NO. R- 065140

DESCRIPTION Recording Copy of Security Agreement & Cover Sheet for Commissioner of Patents & Trademarks

07 ACCOUNTING

VOUCHER

08 DEBIT

09 CREDIT

CK R 3/02

Form PTO-1594
(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)
Tab settings ⇨⇨⇨ ▼ ▼ ▼ ▼ ▼ ▼ ▼

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Panera, LLC

☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☐ Corporation-State
☒ Other Delaware Limited Liability Company

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

2. Name and address of receiving party(ies)

Name: Panera Enterprises, Inc.
Internal Address: TK House Suite 117 at Bayside Executive Park
Street Address: West Bay Street & Blake Road
City: Nassau State: Bahamas Zip:

☐ Individual(s) citizenship
☐ Association
☐ General Partnership
☐ Limited Partnership
☒ Corporation-State Delaware
☐ Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☒ No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? ☐ Yes ☒ No

3. Nature of conveyance:

☐ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☒ Other Capital Contribution and Asset Transfer Agreement

Execution Date: 1-2-02

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

NONE

B. Trademark Registration No.(s)

see Schedule A attached

Additional number(s) attached ☒ Yes ☐ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Christina L. Martini
Internal Address: Piper Rudnick
Street Address: P.O. Box 64807
City: Chicago State: Illinois Zip: 60664-0807

6. Total number of applications and registrations involved: 17

7. Total fee (37 CFR 3.41).....$ 440.00

☒ Enclosed
any additional fees are
☒ Authorized to be charged to deposit account

8. Deposit account number:

18-2284

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Christina L. Martini
Name of Person Signing

Signature

1/24/03
Date

Total number of pages including cover sheet, attachments, and document: 9

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

SCHEDULE A

REGISTRATIONS:

COUNTRY	MARK	REG. NO.	REG. DATE
USA	AHH SEE AHHH GO	2142817	3/10/98
USA	BREAD (and design)	2190023	9/15/98
USA	BREAD BREAK	2552422	3/26/02
USA	BRUMBIE	2293494	11/16/99
USA	COOLER THAN COFFEE	2183884	8/25/98
USA	DOUGH FOR FUNDS	2257452	6/29/99
USA	Mother Bread Design	2341776	4/11/00
USA	OPERATION DOUGH-NATION	1878878	2/14/95
USA	PANERA BREAD	2288311	10/19/99
USA	PANERA BREAD	2347523	5/2/00
USA	PANERA BREAD (with horizontal design with Mother Bread)	2288314	10/19/99
USA	PANERA BREAD (with vertical design with Mother Bread)	2299040	12/7/99
USA	PANERA BREAD (with vertical design with Mother Bread)	2354029	5/30/00
USA	PANERA BREAD (with horizontal design with Mother Bread)	2574024	5/28/02
USA	SAINT LOUIS BREAD COMPANY	2026248	12/31/96
USA	SO GOOD YOU'LL SAY AHH TWICE	2142796	3/10/98
USA	THE UNIVERSAL SPIRIT OF BREAD IS SHARING	2267376	8/3/99

CAPITAL CONTRIBUTION AND
ASSET TRANSFER AGREEMENT BETWEEN
PANERA, LLC AND
PANERA ENTERPRISES, INC

This is a Capital Contribution and Asset Transfer Agreement ("Agreement") intended to qualify under Section 351 of the Internal Revenue Code of 1986, as amended, dated and to be effective as of the 2nd day of January, 2002, by and between Panera, LLC, a Delaware Limited Liability Company ("Transferor"), and Panera Enterprises, Inc, a Delaware corporation ("Transferee").

The parties to this Agreement, in exchange for the mutual promises made herein and intending to be legally bound hereby, agree as follows:

1. Transfer of Intellectual Property Rights.

(a) For purposes of this Agreement "Intellectual Property Rights" means any and all rights existing now or in the future under patent law, copyright law, industrial design rights law, semiconductor chip and mask work protection law, moral rights law, trade secret law, trademark law, unfair competition law, publicity rights law, privacy rights law, and any and all similar proprietary rights, and any and all renewals, extensions, and restorations thereof, now or hereafter in force and effect worldwide, including, without limitation, in the United States.

(b) Transferor agrees to transfer and does hereby transfer the all of its Intellectual Property Rights including, but not limited to the Intellectual Property Rights listed on Schedule A (attached hereto) and operating cash to Transferee, as a contribution to the capital of Transferee.

(c) The Transferor shall execute all necessary and appropriate additional assignment documentation, together with such other written instruments and accompanying documentation as may be necessary or appropriate to give effect to the assignment of the Intellectual Property Rights from Transferor to Transferee.

2. Agreement as to Valuation. Transferor and Transferee agree that the value of the stock to be issued by Transferee hereunder is equal to the financial statement carrying value of the Intellectual Property Rights noted in Exhibit A and operating cash, if any.

3. Warranties of the Parties.

(a) Transferor hereby warrants in connection with the execution of this Agreement and the transfers contemplated hereunder, as follows:

(i) That it is a duly organized and validly existing limited liability company under the laws of the State of Delaware.

(ii) That it is now in good standing in the State of Delaware, is qualified and in good standing in all jurisdictions in which it does business and that there are no legal proceedings or other actions pending to limit or impair any of its powers, rights or privileges in the ordinary conduct of its business.

(iii) That it has full power and right to enter into this Agreement and that the officer executing this Agreement on its behalf has been duly authorized to do so.

(iv) That the execution and performance of this Agreement does not violate or constitute a breach or default under any agreement to which it is a party or by which it is bound.

(b) Transferee warrants in connection with the execution of this Agreement and the transfers contemplated hereunder, as follows:

(i) That it is a duly organized and validly existing corporation under the laws of the state of Delaware

(ii) That it is now in good standing in Delaware, is qualified and in good standing in all jurisdictions in which it does business and that there are no legal proceedings or other actions pending to limit or impair any of its powers, rights or privileges in the ordinary conduct of its business.

(iii) That it has full power and right to enter into this Agreement and that the officer executing this Agreement on its behalf has been duly authorized to do so.

(iv) That the execution and performance of this Agreement does not violate or constitute a breach or default under any agreement to which it is a party or by which it is bound.

4. Parties Familiar with Operations of Each Other. Each party acknowledges:

(a) This Agreement and all other agreements made in connection with this Agreement are each the result of direct negotiation and communication between the parties, and each such agreement represents a mutual and voluntary meeting of the minds.

(b) Each party is familiar with the operations of the other party, and has been provided access to or has been furnished with all materials and information which have been requested and which pertain to the operational or financial structure or condition of such other party and is fully capable of evaluating all risks attendant to the performance of this Agreement.

(c) Each party is fully capable of bearing any economic or financial risk which may be occasioned by the transactions contained in, connected with or necessary to carry out the purposes of this Agreement.

5. Additional Papers and Documents. At or subsequent to the closing of the transactions described herein, each party shall execute and deliver such additional papers and documents as may be necessary or appropriate in order to perfect title to any property to be transferred hereby or to carry out any other activity which is necessary for the purposes of this Agreement.

6. No Assignment. This Agreement shall not be assigned by either party without the prior written consent of the other party, which consent may be given or withheld in the other party's sole discretion, and may be amended only by a written amendment signed by both parties.

7. Missouri Law. This agreement shall be construed and enforced in accordance with the internal laws of the State of Missouri.

8. Entire Contract - Binding upon Successors. This Agreement embodies the entire agreement between the parties and supersedes any prior contract, agreement or understanding which may have existed between any of the parties, whether oral or written, with respect to the subject matter hereof and shall be binding upon any permitted successors or assigns of the parties.

9. Counterparts. This Agreement may be executed in one or more counterparts, each of which shall be deemed to be an original but all of which together shall constitute one and the same instrument.

The parties have caused this Agreement to be duly executed as of the date first written above.

PANERA, LLC, Transferor:

By: _____
Name: Ronald M. Shaich
Title: Chairman and Chief Executive Officer

PANERA ENTERPRISES, INC, Transferee:

By: _____
Name: Kenneth D. Puzder
Title: President

SCHEDULE A

All Transferors Intellectual Property Rights

SCHEDULE A

REGISTRATIONS:

COUNTRY	MARK	REG. NO.	REG. DATE
Chile	Mother Bread Design	590669	2/22/01
Chile	PANERA BREAD	590670	2/22/01
State of Georgia	SAINT LOUIS BREAD COMPANY (and design)	S14084	11/4/94
State of Georgia	THE ORIGINAL SAINT LOUIS SOURDOUGH BREAD COMPANY	S13703	6/17/94
State of Georgia	THE ORIGINAL SAINT LOUIS SOURDOUGH BREAD COMPANY	S13702	6/17/94
Japan*	SAINT LOUIS BREAD (and design)	4136818	4/17/98
Mexico	PANERA BREAD	671267	7/24/00
USA	AHH SEE AHHH GO	2142817	3/10/98
USA	BREAD (and design)	2190023	9/15/98
USA	BRUMBIE	2293494	11/16/99
USA	COOLER THAN COFFEE	2183884	8/25/98
USA	DOUGH FOR FUNDS	2257452	6/29/99
USA	Mother Bread Design	2341776	4/11/00
USA	OPERATION DOUGH-NATION	1878878	2/14/95
USA	PANERA BREAD	2288311	10/19/99
USA	PANERA BREAD	2347523	5/2/00
USA	PANERA BREAD (with horizontal design with Mother Bread)	2288314	10/19/99
USA	PANERA BREAD (with vertical design with Mother Bread)	2299040	12/7/99
USA	PANERA BREAD (with vertical design with Mother Bread)	2354029	5/30/00

COUNTRY	MARK	REG. NO.	REG. DATE
USA	SAINT LOUIS BREAD COMPANY	2026248	12/31/96
USA	SAINT LOUIS BREAD COMPANY OPERATION DOUGH-NATION (and design)	1964955	4/2/96
USA	SO GOOD YOU'LL SAY AHH TWICE	2142796	3/10/98
USA	THE UNIVERSAL SPIRIT OF BREAD IS SHARING	2267376	8/3/99

*currently in the name of Saint Louis Bread Co.

APPLICATIONS:

COUNTRY	MARK	SERIAL NO.	FILING DATE
Brazil	Mother Bread Design	823089053	8/21/00
Brazil	PANERA BREAD	823089061	8/21/00
Canada	Mother Bread Design	1064439	6/23/00
Canada	PANERA BREAD	1064440	6/23/00
Mexico	Mother Bread Design	437949	7/24/00
USA	BREAD BREAK	76/235322	4/4/01
USA	PANERA BREAD (with horizontal design with Mother Bread)	75/415601	1/9/98
USA	YOU PICK TWO	75/848492	11/15/99

COMMON LAW TRADEMARKS:

A Loaf Of Bread In Every Arm
Asiago Sunrise Trio
Artisan Breads
Bacon Turkey Bravo
Bakery Buzzing
Baguette University
Baguette University Design
Blueberry Razz Trio
Breaducation
Breaducation Design
Breadwise
Bread Bash
Cinn-ful Crunch Trio
Coffee Now
Custom Selected Harvest To Cup
Day End Dough-Nations
Fandango
Festiago Chicken
Fresh Baked Bliss
Fresh Bread Makes Friends
Fresh From The Oven
Frontega Chicken
Fruitcake Trade-In
Fruitcake Wake
Good Breadfellows
Knead to Know
Morning Glory
Mother Bread
Panera
Panera Baker's Notes
Planet Bread
Rectangle Design
Santa's Cookie Kit
Share The Bread
Saint Louis Bread Company Design
Sierra Turkey

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Client:	Pumpernickel Associates LLC
Mark:	AHH SEE AHHH GO (and various others)
Reg. No.:	2,142,817 (and various others)
Our Ref. No.:	306481-000002
Atty./Para:	Christina L. Martini/Deborah L. Donovan

Enclosures:

1. Recordation Form Cover Sheet
2. Schedule A
3. Check for $440.00 to cover fee
4. Capital Contribution and Asset Transfer Agreement Between Panera, LLC and Panera Enterprises, Inc.
5. Return Receipt Postcard

Mailed via First Class Mail on Jan 24, 2003

ENTE
JAN 2 9
PIPER RUD

Piper Rudnick
203 N. LaSalle St.
Chicago, IL 60601
312-368-4000

AMERICAN NATIONAL BANK AND TRUST CO OF CHICAGO

No. 065139

JANUARY 24, 20[illegible]

$ 440.00

PAY FOUR HUNDRED FORTY AND 00/100---------- DOLLARS

TO THE ORDER OF COMMISSIONER FOR TRADEMARKS

Piper Rudnick
REAL ESTATE
NON-NEGOTIABLE

Piper Rudnick LLP and related entities including an Illinois General Partnership

⑆065139⑆ ⑈[illegible]⑈ ⑆[illegible]⑆

DATA PROCESSING

01	CLIENT # 306481	MATTER # 2
02	MO 01 DAY 24 YEAR 03	
03	$ 440 ¢ 00	
04	2094 3	DLD

CLIENT: Pomeroy/Kimpenickel

MATTER:

DATE: 1/24/03

AMOUNT: $440.00

REAL ESTATE

05 FIRM 011

CHECK NO. 06 R- 065139

07 ACCT

VOUCHER

08 DEBIT

09 CREDIT

INITIALS

COST CODES

☐	011	Filing/Recording Fees	☐	040	Postage	☐	616	On-Line Researching
☐	012	Transcripts	☐	306	Court Costs	☐	619	Oversized Document
☐	016	Documents from Court Files	☐	307	Aerial Photographs	☐	627	Process Server
☐	018	Witness Expenses	☐	602	Patent & Trademark Fees	☐	628	Court Reporter
☐	019	Expert Witness/Consulting Fees	☐	603	Court Filings	☐	636	Duplicating
☐	020	State Registration Fees	☐	604	Court Research	☐	641	Document Retrieval
☐	025	Certified Copies/Certificate	☐	606	Legalization Fees			

EXPLAIN UNDER DESCRIPTION

DESCRIPTION

Recordal of [illegible] Assignment from [illegible] Pomeroy LLC

CK R 3/02

UNITED STATES PATENT AND TRADEMARK OFFICE

SEP 24 2002

SERIAL NO: 76/413842

APPLICANT: Pumpernickel Associates, LLC

CORRESPONDENT ADDRESS:
CHRISTINA L. MARTINI, ESQ.
PIPER RUDNICK
PO BOX 64807
CHICAGO IL 60664-0807

RETURN ADDRESS:
Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202-3513
ecom101@uspto.gov

MARK: PANERA

CORRESPONDENT'S REFERENCE/DOCKET NO: N/A

CORRESPONDENT EMAIL ADDRESS:
N/A

Please provide in all correspondence:

1. Filing date, serial number, mark and applicant's name.
2. Date of this Office Action.
3. Examining Attorney's name and Law Office number.
4. Your telephone number and e-mail address.

OFFICE ACTION

TO AVOID ABANDONMENT, WE MUST RECEIVE A PROPER RESPONSE TO THIS OFFICE ACTION WITHIN 6 MONTHS OF OUR MAILING OR E-MAILING DATE.

RE: Serial Number 76/413842

The assigned examining attorney has reviewed the referenced application and determined the following.

The examining attorney refuses registration under Trademark Act Section 2(d), 15 U.S.C. §1052(d), because the applicant's mark, when used on or in connection with the identified goods/services, so resembles the marks in U.S. Registration Nos. 2,288,311; 2,288,314; 2,299,040; 2,347,523; 2,354,029; and 2,574,024 as to be likely to cause confusion, or to cause mistake, or to deceive. TMEP §§1207.01 *et seq*. See the enclosed registrations.

The Court in *In re E. I. DuPont de Nemours & Co.*, 476 F.2d 1357, 177 USPQ 563 (C.C.P.A. 1973), listed the principal factors to be considered in determining whether there is a likelihood of confusion under Section 2(d). Any one of the factors listed may be dominant in any given case, depending upon the evidence of record. In this case, the following factors are the most relevant: similarity of the marks, similarity of the goods and services, and similarity of trade channels of the goods and services. TMEP §§1207.01 *et seq*.

Applicant's mark is 'PANERA'. The registrant's marks are PANERA BREAD, PANERA BREAD and design, PANERA BREAD and design, PANERA BREAD and PANERA BREAD and design. Those marks are similar in meaning, appearance and connotation because they share identical dominant feature (PANERA), which creates a common commercial impression that the applicant's goods and services and the registrant's goods and services originate from a common source or sponsor.

The examining attorney must look at the marks in their entireties under Section 2(d). Nevertheless, one feature of a mark may be recognized as more significant in creating a commercial impression. Greater weight is given to that dominant feature in determining whether there is a likelihood of confusion. *In re National Data Corp.*, 224 USPQ 749 (Fed. Cir. 1985); *Tektronix, Inc. v. Daktronics, Inc.*, 534 F.2d 915, 189 USPQ 693 (C.C.P.A. 1976). *In re J.M. Originals Inc.*, 6 USPQ2d 1393 (TTAB 1988). TMEP §1207.01(b)(viii).

The registrant's marks in U.S. Registration Nos. 2,288,314; 2,299,040; 2,354,029 and 2,574,024 contain a design feature. When a mark consists of a word portion and a design portion, the word portion is more likely to be impressed upon a purchaser's memory and to be used in calling for the goods or services. *In re Appetito Provisions Co.*, 3 USPQ2d 1553 (TTAB 1987); *Amoco Oil Co. v. Amerco, Inc.*, 192 USPQ 729 (TTAB 1976). TMEP §1207.01(c)(ii).

The literal portions of both marks are nearly identical in appearance, sound and meaning. The addition of the design element does not obviate the similarity between the marks. *Coca-Cola Bottling Co. v. Joseph E. Seagram & Sons, Inc.*, 526 F.2d 556, 188 USPQ 105 (C.C.P.A. 1975). TMEP §§1207.01(b)(viii) and 1207.01(c)(ii).

The registrant's marks also contain a disclaimer. While the examining attorney cannot ignore a disclaimed portion of a mark and must view marks in their entireties, one feature of a mark may be more significant in creating a commercial impression. *Tektronix, Inc. v. Daktronics, Inc.*, 534 F.2d 915, 189 USPQ 693 (C.C.P.A. 1976); *In re El Torito Restaurants Inc.*, 9 USPQ2d 2002 (TTAB 1988); *In re Equitable Bancorporation,* 229 USPQ 709 (TTAB 1986). Disclaimed matter is typically less significant or less dominant. Thus, the dominant feature of the marks (PANERA), at issue, is identical in sound, meaning, appearance and connotation.

The examining attorney must compare the marks for similarities in sound, appearance, meaning or connotation. *In re E. I. DuPont de Nemours & Co.*, 476 F.2d 1357, 177 USPQ 563 (C.C.P.A. 1973). Similarity in any one of these elements is sufficient to find a likelihood of confusion. *In re Mack*, 197 USPQ 755 (TTAB 1977). TMEP §§1207.01(b) *et seq*.

The applicant's goods and services and the registrant's goods and services are closely related, and in some instance the goods and services identical. The applicant's goods and services are coffee mugs and plastic drinking cups, clothing, namely, caps, shirts, t-shirts, sweat shirts, hats, jellies, jams, edible vegetable oils, soups, vegetable and garden salads, bakery goods, coffee and sandwiches, restaurant and catering services. The registrant's goods and services are jellies, jams, edible vegetable oils, soups, vegetable and garden salads, bakery goods, coffee drinks, sandwiches, cream cheese, coffee mugs, plastic drinking cups, t-shirts, clothing, namely, caps, shirts, sweat shirts, hats, restaurant and catering services. Those goods and services are identical.

The goods and services of the parties need not be identical or directly competitive to find a likelihood of confusion. They need only be related in some manner, or the conditions surrounding their marketing be such, that they could be encountered by the same purchasers under circumstances that could give rise to the mistaken belief that the goods and services come from a common source. *In re Martin's Famous Pastry Shoppe, Inc.*, 748 F.2d 1565, 223 USPQ 1289 (Fed. Cir. 1984); *In re Corning Glass Works*, 229 USPQ 65 (TTAB 1985); *In re Rexel Inc.*, 223 USPQ 830 (TTAB 1984); *Guardian Products Co., Inc. v. Scott Paper Co.*, 200 USPQ 738 (TTAB 1978); *In re International Telephone & Telegraph Corp.*, 197 USPQ 910 (TTAB 1978). TMEP §1207.01(a)(i).

Consumers confronted with similar marks, as described above, on identical goods and services in the same channels of trade will be confused as to the proper source of origin of those goods and services.

If the applicant chooses to respond to the refusal to register, the applicant must also respond to the following informality.

The applicant must indicate whether "PANERA" has any significance in the relevant trade, any geographical significance, or any meaning in a foreign language. If the term has an English translation, applicant must submit it for the record. 37 C.F.R. §2.61(b).

Further action awaits response by the applicant to the above.

Samuel E. Sharper, Jr.
Examining Attorney
Law Office 101, (703) 308-9101 ext. 118

How to respond to this Office Action:

To respond formally using the Office's Trademark Electronic Application System (TEAS), visit **http://www.uspto.gov/teas/index.html** and follow the instructions.

To respond formally via E-mail, visit **http://www.uspto.gov/web/trademarks/tmelecresp.htm** and follow the instructions.

To respond formally via regular mail, your response should be sent to the mailing Return Address listed above and include the serial number, law office and examining attorney's name on the upper right corner of each page of your response.

To check the status of your application at any time, visit the Office's Trademark Applications and Registrations Retrieval (TARR) system at **http://tarr.uspto.gov/**

For general and other useful information about trademarks, you are encouraged to visit the Office's web site at **http://www.uspto.gov/main/trademarks.htm**

FOR INQUIRIES OR QUESTIONS ABOUT THIS OFFICE ACTION, PLEASE CONTACT THE ASSIGNED EXAMINING ATTORNEY.

[Typed Drawing]

Mark
PANERA BREAD

Goods and Services
IC 029. US 046. G & S: Jellies, jams, edible vegetable oils, soups, vegetable and garden salads. FIRST USE: 19971100. FIRST USE IN COMMERCE: 19971100

IC 030. US 046. G & S: Bakery goods, coffee drinks and sandwiches. FIRST USE: 19980100. FIRST USE IN COMMERCE: 19980100

IC 042. US 100 101. G & S: Restaurant and catering services. FIRST USE: 19971200. FIRST USE IN COMMERCE: 19971200

Mark Drawing Code
(1) TYPED DRAWING

Serial Number
75978462

Filing Date
October 16, 1997

Filed ITU
FILED AS ITU

Publication for Opposition Date
September 8, 1998

Registration Number
2288311

Registration Date
October 19, 1999

Owner Name and Address
(REGISTRANT) SAINT LOUIS BREAD COMPANY, INC. CORPORATION DELAWARE 7930 Big Bend Boulevard Webster Groves MISSOURI 63119

Assignment Recorded
ASSIGNMENT RECORDED

Disclaimer Statement
NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BREAD" APART FROM THE MARK AS SHOWN

Type of Mark
TRADEMARK. SERVICE MARK

Register
PRINCIPAL

Live Dead Indicator
LIVE

*** User: ssharper *** Serial Number: 75978462 ***

Attorney of Record
PAUL F KILMER

*** Search: 6 *** Document Number: 7 ***

Mark
PANERA BREAD

Goods and Services
IC 029. US 046. G & S: cream cheese. FIRST USE: 19971100. FIRST USE IN COMMERCE: 19971100

IC 042. US 100 101. G & S: Restaurant and catering services. FIRST USE: 19971200. FIRST USE IN COMMERCE: 19971200

Mark Drawing Code
(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Code
020301 020302 020324 080101 260301 261103

Serial Number
75978485

Filing Date
January 9, 1998

Filed ITU
FILED AS ITU

Publication for Opposition Date
October 6, 1998

Registration Number
2288314

Registration Date
October 19, 1999

Owner Name and Address
(REGISTRANT) SAINT LOUIS BREAD COMPANY, INC. CORPORATION DELAWARE 7930 Big Bend Boulevard Webster Groves MISSOURI 63119

Assignment Recorded
ASSIGNMENT RECORDED

Disclaimer Statement
NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BREAD" as to classes 30 & 42 APART FROM THE MARK AS SHOWN

Description of Mark
The stippling shown in the drawing is for shading purposes only and does not indicate color.

*** User: ssharper *** Serial Number: 75978485 ***

Type of Mark
TRADEMARK. SERVICE MARK

Register
PRINCIPAL

Live Dead Indicator
LIVE

Attorney of Record
PAUL F KILMER

*** Search: 6 *** Document Number: 6 ***

Mark
PANERA BREAD

Translation
The term "PANERA" is coined. However, in the Spanish language, the word denotes a large basket for carrying goods on the back of an animal or person.

Goods and Services
IC 029. US 046. G & S: Jellies, jams, edible vegetable oils, soups, cream cheese, vegetable and garden salads. FIRST USE: 19971100. FIRST USE IN COMMERCE: 19971100

IC 030. US 046. G & S: Bakery goods, coffee drinks and sandwiches. FIRST USE: 19980100. FIRST USE IN COMMERCE: 19980100

IC 042. US 100 101. G & S: Restaurant and catering services. FIRST USE: 19971200. FIRST USE IN COMMERCE: 19971200

Mark Drawing Code
(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Code
020301 020302 020324 080101 260301 261103

Serial Number
75978585

Filing Date
January 9, 1998

Filed ITU
FILED AS ITU

Publication for Opposition Date
October 6, 1998

Registration Number

*** User: ssharper *** Serial Number: 75978585 ***

2299040

Registration Date
December 7, 1999

Owner Name and Address
(REGISTRANT) SAINT LOUIS BREAD COMPANY, INC. CORPORATION DELAWARE 7930 Big Bend Boulevard Webster Groves MISSOURI 63119

Assignment Recorded
ASSIGNMENT RECORDED

Disclaimer Statement
NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BREAD", The disclaimer only applies to classes 30 and 42 APART FROM THE MARK AS SHOWN

Description of Mark
The stippling shown in the drawing is for shading purposes only and does not indicate color

Type of Mark
TRADEMARK. SERVICE MARK

Register
PRINCIPAL

Live Dead Indicator
LIVE

Attorney of Record
PAUL F KILMER

*** User: ssharper *** Serial Number: 75374266 *** 9/17/02 3:22:58 PM ***

[Typed Drawing]

Mark
PANERA BREAD

Goods and Services
IC 021. US 002 013 023 029 030 033 040 050. G & S: Coffee mugs and plastics drinking cups. FIRST USE: 19971100. FIRST USE IN COMMERCE: 19971100

IC 025. US 022 039. G & S: T-shirts. FIRST USE: 19971100. FIRST USE IN COMMERCE: 19971100

Mark Drawing Code
(1) TYPED DRAWING

Serial Number
75374266

Filing Date
October 16, 1997

Filed ITU
FILED AS ITU

Publication for Opposition Date
September 8, 1998

Registration Number
2347523

Registration Date
May 2, 2000

Owner Name and Address
(REGISTRANT) PANERA, INC. CORPORATION DELAWARE 7930 BIG BEND BOULEVARD WEBSTER GROVES MISSOURI 63119

Assignment Recorded
ASSIGNMENT RECORDED

Disclaimer Statement
NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BREAD" APART FROM THE MARK AS SHOWN

Type of Mark
TRADEMARK

Register
PRINCIPAL

Live Dead Indicator
LIVE

Attorney of Record
PAUL F KILMER

*** Search: 6 *** Document Number: 12 ***

Mark
PANERA BREAD

Translation
The term "PANERA" is coined. However, in the Spanish language, the word denotes a large basket for carrying goods on the back of an animal or person.

Goods and Services
IC 021. US 002 013 023 029 030 033 040 050. G & S: Coffee mugs and plastic drinking cups. FIRST USE: 19971100. FIRST USE IN COMMERCE: 19971100

IC 025. US 022 039. G & S: Clothing, namely, caps, shirts, sweat shirts, and hats. FIRST USE: 19971100. FIRST USE IN COMMERCE: 19971100

Mark Drawing Code
(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Code
020301 020302 020324 080101 260301 261103

Serial Number
75415602

Filing Date
January 9, 1998

Filed ITU
FILED AS ITU

Publication for Opposition Date
October 6, 1998

Registration Number
2354029

Registration Date

*** User: ssharper *** Serial Number: 75415602 ***

May 30, 2000

Owner Name and Address
(REGISTRANT) Panera, Inc. CORPORATION DELAWARE 7930 Big Bend Blvd Webster Groves MISSOURI 63119

Assignment Recorded
ASSIGNMENT RECORDED

Disclaimer Statement
NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BREAD", The disclaimer only applies to classes 30 and 42 APART FROM THE MARK AS SHOWN

Description of Mark
The stippling shown in the drawing is for shading purposes only and does not indicate color.

Type of Mark
TRADEMARK

Register
PRINCIPAL

Live Dead Indicator
LIVE

Attorney of Record
PAUL F KILMER

Mark
PANERA BREAD

Goods and Services
IC 021. US 002 013 023 029 030 033 040 050. G & S: Coffee mugs and plastic drinking cups. FIRST USE: 19971201. FIRST USE IN COMMERCE: 19971201

IC 025. US 022 039. G & S: Clothing, namely, caps, shirts, sweat shirts, and hats. FIRST USE: 19971201. FIRST USE IN COMMERCE: 19971201

IC 030. US 046. G & S: Bakery goods, coffee drinks and sandwiches. FIRST USE: 19971201. FIRST USE IN COMMERCE: 19971201

Mark Drawing Code
(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Code
020301 020302 020324 080101 260301 261103

Serial Number
75415601

Filing Date
January 9, 1998

Filed ITU
FILED AS ITU

Publication for Opposition Date
October 6, 1998

Registration Number
2574024

Registration Date
May 28, 2002

Owner Name and Address
(REGISTRANT) PANERA, INC. CORPORATION DELAWARE 7930 BIG BEND BOULEVARD WEBSTER GROVES MISSOURI 63119

Assignment Recorded
ASSIGNMENT RECORDED

*** User: ssharper *** Serial Number: 75415601 ***

Disclaimer Statement
NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BREAD" as to classes 30 & 42 APART FROM THE MARK AS SHOWN

Description of Mark
The stippling shown in the drawing is for shading purposes only and does not indicate color.

Type of Mark
TRADEMARK

Register
PRINCIPAL

Live Dead Indicator
LIVE

Attorney of Record
PAUL F KILMER

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICATION FOR REGISTRATION OF MARK
ON PRINCIPAL REGISTER BASED ON USE

To the Assistant Commissioner for Trademarks:

"Express Mail" mailing label no. EL284768095US
Date of Deposit: 5/24/02
I hereby certify that this correspondence is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to the Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, Virginia 22202-3513.
Irene Boyer
Name (typed or printed)
Irene Boyer
Signature

MARK: PANERA

INTERNATIONAL CLASS NOS.: 21, 25, 29, 30 and 43

APPLICANT: Pumpernickel Associates, LLC

BUSINESS ADDRESS: 6710 Clayton Road
Richmond Heights, MO 63117

NATURE OF ENTITY: Limited Liability Company
Organized Under the Laws of
the State of Delaware

Applicant requests registration of the above-identified mark shown in the accompanying drawing in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 for coffee mugs and plastic drinking cups in Class 21; for clothing, namely, caps, shirts, t-shirts, sweat shirts, and hats in Class 25; for jellies, jams, edible vegetable oils, soups, vegetable and garden salads, and cream cheese in Class 29; for bakery goods, coffee and sandwiches in Class 30; and for restaurant and catering services in Class 43.

Applicant has adopted and is now using the mark in commerce on or in connection with the above-identified goods/services (15 U.S.C. §1051(a)).

The mark was first used in Class 21 anywhere at least as early as November, 1997.

The mark was first used in Class 21 in commerce at least as early as November, 1997.

The mark was first used in Class 25 anywhere at least as early as November, 1997.

The mark was first used in Class 25 in commerce at least as early as November, 1997.

The mark was first used in Class 29 anywhere at least as early as November, 1997.

The mark was first used in Class 29 in commerce at least as early as November, 1997.

The mark was first used in Class 30 anywhere at least as early as January, 1998.

The mark was first used in Class 30 in commerce at least as early as January, 1998.

The mark was first used in Class 43 anywhere at least as early as December, 1997.

The mark was first used in Class 43 in commerce at least as early as December, 1997.

The fee of $325 per class is enclosed.

Applicant hereby appoints Mark I. Feldman, James P. Ryther, Monica L. Thompson, Keith W. Medansky, Jefferson Perkins, Christina L. Martini, Linda Urbanik Johnson, Thomas W. Ryan, Myla D. Barefield, Micah R. Onixt and Gina L. Durham, all attorneys admitted to practice before the Supreme Court of the State of Illinois, of the law firm of Piper Rudnick, P.O. Box 64807, Chicago, Illinois 60664-0807, Telephone No. (312) 368-4000, its attorneys, to prosecute this application to register, with full power of substitution and revocation, to transact all business in the Patent and Trademark Office in connection therewith, and to receive the Certificate of Registration.

The undersigned declarant, being hereby warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. §1001, and that any willful false statements may jeopardize the validity of this application or any resulting registration, declares that the undersigned is authorized to execute this instrument on behalf of the applicant; declarant believes the applicant to be the owner of the mark sought to be registered; to the best of declarant's knowledge and belief, no other person, firm, corporation or association has the right to use the above-identified mark in commerce, either in the identical form or in such near

resemblance thereto as to be likely, when applied to the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of declarant's own knowledge are true and all statements made on information and belief are believed to be true.

PUMPERNICKEL ASSOCIATES, LLC

By: Diane L. Parsons-Salem
Name: Diane L. Parsons-Salem
Title: Vice President

Date: April 22, 2002

Piper Rudnick

203 North LaSalle Street, Suite 1800
Chicago, Illinois 60601-1293
main 312.368.4000 *fax* 312.236.7516

CHRISTINA L. MARTINI
christina.martini@piperrudnick.com
direct 312.368.7025 *fax* 312.236-7516

May 24, 2002

EL284768095US

VIA EXPRESS MAIL

BOX NEW APP FEE
Assistant Commissioner for Trademarks
2900 Crystal Drive
Arlington, Virginia 22202-3513

Re: ***Use-Based Application for Trademark/Service Mark***
PANERA in Classes 21, 25, 29, 30 and 43
By Pumpernickel Associates, LLC

Sir:

Enclosed is a use-based application for federal registration of the above trademark/service mark on behalf of Pumpernickel Associates, LLC, one specimen per class showing use of the mark on the goods/services and a check in the amount of $1625.00 to cover the filing fees. Any additional fees should be charged to our Deposit Account No. 18-2284.

Please direct all correspondence to:

Christina L. Martini, Esq.
Piper Rudnick
P.O. Box 64807
Chicago, Illinois 60664-0807
312/368-4000

Very truly yours,

PIPER RUDNICK

Christina L. Martini

CLM/DLD/
Enclosures
cc: Ms. Linda K. Latham
Erik Wulff, Esq., D.C.
Mark I. Feldman, Esq.

76413842

TRADEMARK APPLICATION SERIAL NO.

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
FEE RECORD SHEET

06/10/2002 HPETTY 00000208 76413842
01 FC:361 1625.00 OP

PTO-1555
(5/87)

*U.S. Government Printing Office: 2000 — 466-232/29119

TRADEMARK ASSIGNMENT QUERY AS OF 8/25/2003 2:13:58
REEL/FRAME DATA

REEL: 2669
FRAME: 0293

NUMBER OF PAGES: 009

ELECTRONIC SUBMISSION: N
PTAS SUBMISSION: Y

DATE LAST UPDATED: 06/18/2003
DATE IN SYSTEM:
DATE KEYED IN:
RECORDATION DATE: 01/27/2003
DATE MAILED: 06/18/2003
ASSIGNMENT RECEIPT DATE: 02/12/2003
CONVEY EFFECTIVE DATE:

CORRESPONDENCE
NAME: PIPER RUDNICK
CHRISTINA L. MARTINI
P.O. BOX 64807
CHICAGO, IL 60664-0807

BRIEF CODE: 40
BRIEF TEXT: CAPITAL CONTRIBUTION & ASSET TRANSFER AGREEMENT

CONVEYING PARTY DATA

ENTRY: 001
NAME: PANERA ENTERPRISES, INC.
FORMERLY:
ENTITY: 03 - CORPORATION
ENTITY TEXT:
CITIZENSHIP: DE - DELAWARE
EXECUTION DATE: 01/07/2002

RECEIVING PARTY DATA

ENTRY: 600
NAME: PUMPERNICKEL ASSOCIATES, LLC
COMPOSED OF:
DBA/AKA/TA:
ADDRESS: 6710 CLAYTON ROAD
RICHMOND HEIGHTS
STE/CTRY CODE: MO - MISSOURI
ZIP CODE: 63117
ENTITY: 99 - OTHER
ENTITY TEXT: DELAWARE LIMITED LIABILITY COMPANY
CITIZENSHIP: -

DOMESTIC REPRESENTATIVE DATA

NAME:

PROPERTY DATA

SERIAL NUMBER: 75282595 **FILING DATE:** 04/24/1997
REGISTRATION NUMBER: 2142817 **ISSUE DATE:** 03/10/1998
WORD MARK: AHH SEE AHHH GO
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 03/12/98
EXAMINER: FOSDICK, GEOFFREY A

SERIAL NUMBER: 75977497 **FILING DATE:** 04/23/1997
REGISTRATION NUMBER:2190023 **ISSUE DATE:** 09/15/1998
WORD MARK: BREAD
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS AND DESIGN
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 10/30/98
EXAMINER: SHARPER JR, SAMUEL E

SERIAL NUMBER: 76235322 **FILING DATE:** 04/04/2001
REGISTRATION NUMBER:2552422 **ISSUE DATE:** 03/26/2002
WORD MARK: BREAD BREAK
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 04/05/02
EXAMINER: BUTLER, MIDGE F

SERIAL NUMBER: 75421871 **FILING DATE:** 01/16/1998
REGISTRATION NUMBER:2293494 **ISSUE DATE:** 11/16/1999
WORD MARK: BRUMBIE
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 01/18/00
EXAMINER: LORENZO, ROBERT

SERIAL NUMBER: 75316935 **FILING DATE:** 06/30/1997
REGISTRATION NUMBER:2183884 **ISSUE DATE:** 08/25/1998
WORD MARK: COOLER THAN COFFEE
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 10/29/98
EXAMINER: WILSON, ANGELA B

SERIAL NUMBER: 75083466 **FILING DATE:** 04/04/1996
REGISTRATION NUMBER:2257452 **ISSUE DATE:** 06/29/1999
WORD MARK: DOUGH FOR FUNDS
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 09/22/99
EXAMINER: GAST, PAUL F

SERIAL NUMBER: 75410670 **FILING DATE:** 12/24/1997
REGISTRATION NUMBER:2341776 **ISSUE DATE:** 04/11/2000
WORD MARK:
MARK DESCRIPTION: MISCELLANEOUS DESIGN
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 04/10/03
EXAMINER: MARSH JR, JOHN W

SERIAL NUMBER: 74495905 **FILING DATE:** 03/02/1994
REGISTRATION NUMBER:1878878 **ISSUE DATE:** 02/14/1995
WORD MARK: OPERATION DOUGH-NATION
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 10/23/00
EXAMINER: LEETZOW, KAREN

SERIAL NUMBER: 75978462 **FILING DATE:** 10/16/1997

REGISTRATION NUMBER:2288314 **ISSUE DATE:** 10/19/1999
WORD MARK: PANERA BREAD
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 10/29/99
EXAMINER: MARSH JR, JOHN W

SERIAL NUMBER: 75374266 **FILING DATE:** 10/16/1997
REGISTRATION NUMBER:2347523 **ISSUE DATE:** 05/02/2000
WORD MARK: PANERA BREAD
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 05/09/00
EXAMINER: MARSH JR, JOHN W

SERIAL NUMBER: 75978485 **FILING DATE:** 01/09/1998
REGISTRATION NUMBER:2288314 **ISSUE DATE:** 10/19/1999
WORD MARK: PANERA BREAD
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS AND DESIGN
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 04/10/03
EXAMINER: MARSH JR, JOHN W

SERIAL NUMBER: 75978585 **FILING DATE:** 01/09/1998
REGISTRATION NUMBER:2299040 **ISSUE DATE:** 12/07/1999
WORD MARK: PANERA BREAD
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS AND DESIGN
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 04/10/03
EXAMINER: MARSH JR, JOHN W

SERIAL NUMBER: 75415602 **FILING DATE:** 01/09/1998
REGISTRATION NUMBER:2354029 **ISSUE DATE:** 05/30/2000
WORD MARK: PANERA BREAD
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS AND DESIGN
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 04/10/03
EXAMINER: MARSH JR, JOHN W

SERIAL NUMBER: 75415601 **FILING DATE:** 01/09/1998
REGISTRATION NUMBER:2574024 **ISSUE DATE:** 05/28/2002
WORD MARK: PANERA BREAD
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS AND DESIGN
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 04/09/03
EXAMINER: MACIOL, GENE V

SERIAL NUMBER: 74478670 **FILING DATE:** 01/12/1994
REGISTRATION NUMBER:2026248 **ISSUE DATE:** 12/31/1996
WORD MARK: SAINT LOUIS BREAD COMPANY
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 08/15/03
EXAMINER: LEETZOW, KAREN

SERIAL NUMBER: 75277999 **FILING DATE:** 04/17/1997
REGISTRATION NUMBER:2142796 **ISSUE DATE:** 03/10/1998
WORD MARK: SO GOOD YOU'LL SAY AHH TWICE

MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 03/12/98
EXAMINER: FOSDICK, GEOFFREY A

SERIAL NUMBER: 75546588 **FILING DATE:** 09/01/1998
REGISTRATION NUMBER:2267376 **ISSUE DATE:** 08/03/1999
WORD MARK: THE UNIVERSAL SPIRIT OF BREAD IS SHARING
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 08/09/99
EXAMINER: BAKER, CHRISTINE M

END OF DATA

NOTE: Assignments prior to 01/01/1955 are not contained in this data base.

TRADEMARK ASSIGNMENT QUERY AS OF 8/25/2003 2:12:38
REEL/FRAME DATA

REEL:	2669	**DATE LAST UPDATED:**	06/18/2003
FRAME:	0293	**DATE IN SYSTEM:**	
		DATE KEYED IN:	
NUMBER OF PAGES:	009	**RECORDATION DATE:**	01/27/2003
		DATE MAILED:	06/18/2003
ELECTRONIC SUBMISSION:	N	**ASSIGNMENT RECEIPT DATE:**	02/12/2003
PTAS SUBMISSION:	Y	**CONVEY EFFECTIVE DATE:**	

CORRESPONDENCE
NAME: PIPER RUDNICK
CHRISTINA L. MARTINI
P.O. BOX 64807
CHICAGO, IL 60664-0807

BRIEF CODE: 40
BRIEF TEXT: CAPITAL CONTRIBUTION & ASSET TRANSFER AGREEMENT

CONVEYING PARTY DATA

ENTRY: 001
NAME: PANERA ENTERPRISES, INC.
FORMERLY:
ENTITY: 03 - CORPORATION
ENTITY TEXT:
CITIZENSHIP: DE - DELAWARE
EXECUTION DATE: 01/07/2002

RECEIVING PARTY DATA

ENTRY: 600
NAME: PUMPERNICKEL ASSOCIATES, LLC
COMPOSED OF:
DBA/AKA/TA:
ADDRESS: 6710 CLAYTON ROAD
RICHMOND HEIGHTS
STE/CTRY CODE: MO - MISSOURI
ZIP CODE: 63117
ENTITY: 99 - OTHER
ENTITY TEXT: DELAWARE LIMITED LIABILITY COMPANY
CITIZENSHIP: -

DOMESTIC REPRESENTATIVE DATA

NAME:

PROPERTY DATA

SERIAL NUMBER: 75282595 **FILING DATE:** 04/24/1997
REGISTRATION NUMBER: 2142817 **ISSUE DATE:** 03/10/1998
WORD MARK: AHH SEE AHHH GO
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 03/12/98
EXAMINER: FOSDICK, GEOFFREY A

SERIAL NUMBER: 75977497 **FILING DATE:** 04/23/1997
REGISTRATION NUMBER:2190023 **ISSUE DATE:** 09/15/1998
WORD MARK: BREAD
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS AND DESIGN
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 10/30/98
EXAMINER: SHARPER JR, SAMUEL E

SERIAL NUMBER: 76235322 **FILING DATE:** 04/04/2001
REGISTRATION NUMBER:2552422 **ISSUE DATE:** 03/26/2002
WORD MARK: BREAD BREAK
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 04/05/02
EXAMINER: BUTLER, MIDGE F

SERIAL NUMBER: 75421871 **FILING DATE:** 01/16/1998
REGISTRATION NUMBER:2293494 **ISSUE DATE:** 11/16/1999
WORD MARK: BRUMBIE
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 01/18/00
EXAMINER: LORENZO, ROBERT

SERIAL NUMBER: 75316935 **FILING DATE:** 06/30/1997
REGISTRATION NUMBER:2183884 **ISSUE DATE:** 08/25/1998
WORD MARK: COOLER THAN COFFEE
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 10/29/98
EXAMINER: WILSON, ANGELA B

SERIAL NUMBER: 75083466 **FILING DATE:** 04/04/1996
REGISTRATION NUMBER:2257452 **ISSUE DATE:** 06/29/1999
WORD MARK: DOUGH FOR FUNDS
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 09/22/99
EXAMINER: GAST, PAUL F

SERIAL NUMBER: 75410670 **FILING DATE:** 12/24/1997
REGISTRATION NUMBER:2341776 **ISSUE DATE:** 04/11/2000
WORD MARK:
MARK DESCRIPTION: MISCELLANEOUS DESIGN
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 04/10/03
EXAMINER: MARSH JR, JOHN W

SERIAL NUMBER: 74495905 **FILING DATE:** 03/02/1994
REGISTRATION NUMBER:1878878 **ISSUE DATE:** 02/14/1995
WORD MARK: OPERATION DOUGH-NATION
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 10/23/00
EXAMINER: LEETZOW, KAREN

SERIAL NUMBER: 75978462 **FILING DATE:** 10/16/1997

REGISTRATION NUMBER:2288314 **ISSUE DATE:** 10/19/1999
WORD MARK: PANERA BREAD
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 10/29/99
EXAMINER: MARSH JR, JOHN W

SERIAL NUMBER: 75374266 **FILING DATE:** 10/16/1997
REGISTRATION NUMBER:2347523 **ISSUE DATE:** 05/02/2000
WORD MARK: PANERA BREAD
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 05/09/00
EXAMINER: MARSH JR, JOHN W

SERIAL NUMBER: 75978485 **FILING DATE:** 01/09/1998
REGISTRATION NUMBER:2288314 **ISSUE DATE:** 10/19/1999
WORD MARK: PANERA BREAD
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS AND DESIGN
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 04/10/03
EXAMINER: MARSH JR, JOHN W

SERIAL NUMBER: 75978585 **FILING DATE:** 01/09/1998
REGISTRATION NUMBER:2299040 **ISSUE DATE:** 12/07/1999
WORD MARK: PANERA BREAD
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS AND DESIGN
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 04/10/03
EXAMINER: MARSH JR, JOHN W

SERIAL NUMBER: 75415602 **FILING DATE:** 01/09/1998
REGISTRATION NUMBER:2354029 **ISSUE DATE:** 05/30/2000
WORD MARK: PANERA BREAD
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS AND DESIGN
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 04/10/03
EXAMINER: MARSH JR, JOHN W

SERIAL NUMBER: 75415601 **FILING DATE:** 01/09/1998
REGISTRATION NUMBER:2574024 **ISSUE DATE:** 05/28/2002
WORD MARK: PANERA BREAD
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS AND DESIGN
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 04/09/03
EXAMINER: MACIOL, GENE V

SERIAL NUMBER: 74478670 **FILING DATE:** 01/12/1994
REGISTRATION NUMBER:2026248 **ISSUE DATE:** 12/31/1996
WORD MARK: SAINT LOUIS BREAD COMPANY
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 08/15/03
EXAMINER: LEETZOW, KAREN

SERIAL NUMBER: 75277999 **FILING DATE:** 04/17/1997
REGISTRATION NUMBER:2142796 **ISSUE DATE:** 03/10/1998
WORD MARK: SO GOOD YOU'LL SAY AHH TWICE

MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 03/12/98
EXAMINER: FOSDICK, GEOFFREY A

SERIAL NUMBER: 75546588 **FILING DATE:** 09/01/1998
REGISTRATION NUMBER:2267376 **ISSUE DATE:** 08/03/1999
WORD MARK: THE UNIVERSAL SPIRIT OF BREAD IS SHARING
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 08/09/99
EXAMINER: BAKER, CHRISTINE M

END OF DATA

NOTE: Assignments prior to 01/01/1955 are not contained in this data base.

TRADEMARK ASSIGNMENT QUERY AS OF 8/25/2003 2:17:22
REEL/FRAME DATA

REEL: 2669
FRAME: 0713

NUMBER OF PAGES: 009

ELECTRONIC SUBMISSION: N
PTAS SUBMISSION: Y

DATE LAST UPDATED: 06/18/2003
DATE IN SYSTEM:
DATE KEYED IN:
RECORDATION DATE: 01/27/2003
DATE MAILED: 06/18/2003
ASSIGNMENT RECEIPT DATE: 02/12/2003
CONVEY EFFECTIVE DATE:

CORRESPONDENCE
NAME: CHRISTINA L. MARTINI
PIPER RUDNICK
P.O. BOX 64807
CHICAGO, IL 60664-0807

BRIEF CODE: 40
BRIEF TEXT: CAPITAL CONTRIBUTION AND ASSET TRANSFER AGREEMENT

CONVEYING PARTY DATA

ENTRY: 001
NAME: PANERA, LLC
FORMERLY:
ENTITY: 99 - OTHER
ENTITY TEXT: DELAWARE LIMITED LIABILITY COMPANY
CITIZENSHIP: -
EXECUTION DATE: 01/02/2002

RECEIVING PARTY DATA

ENTRY: 600
NAME: PANERA ENTERPRISES, INC.
COMPOSED OF:
DBA/AKA/TA:
ADDRESS: WEST BAY STREET & BLAKE ROAD
TK HOUSE SUITE 117 AT BAYSIDE EXECUTIVE PARK
NASSAU
STE/CTRY CODE: BSX - BAHAMAS
ZIP CODE:
ENTITY: 03 - CORPORATION
ENTITY TEXT:
CITIZENSHIP: DE - DELAWARE

DOMESTIC REPRESENTATIVE DATA

NAME:

PROPERTY DATA

SERIAL NUMBER: 75282595 **FILING DATE:** 04/24/1997
REGISTRATION NUMBER: 2142817 **ISSUE DATE:** 03/10/1998
WORD MARK: AHH SEE AHHH GO
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 03/12/98

EXAMINER: FOSDICK, GEOFFRE[redacted]

SERIAL NUMBER: 75977497 **FILING DATE:** 04/23/1997
REGISTRATION NUMBER:2190023 **ISSUE DATE:** 09/15/1998
WORD MARK: BREAD
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS AND DESIGN
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 10/30/98
EXAMINER: SHARPER JR, SAMUEL E

SERIAL NUMBER: 76235322 **FILING DATE:** 04/04/2001
REGISTRATION NUMBER:2552422 **ISSUE DATE:** 03/26/2002
WORD MARK: BREAD BREAK
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 04/05/02
EXAMINER: BUTLER, MIDGE F

SERIAL NUMBER: 75421871 **FILING DATE:** 01/16/1998
REGISTRATION NUMBER:2293494 **ISSUE DATE:** 11/16/1999
WORD MARK: BRUMBIE
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 01/18/00
EXAMINER: LORENZO, ROBERT

SERIAL NUMBER: 75083466 **FILING DATE:** 04/04/1996
REGISTRATION NUMBER:2257452 **ISSUE DATE:** 06/29/1999
WORD MARK: DOUGH FOR FUNDS
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 09/22/99
EXAMINER: GAST, PAUL F

SERIAL NUMBER: 75410670 **FILING DATE:** 12/24/1997
REGISTRATION NUMBER:2341776 **ISSUE DATE:** 04/11/2000
WORD MARK:
MARK DESCRIPTION: MISCELLANEOUS DESIGN
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 04/10/03
EXAMINER: MARSH JR, JOHN W

SERIAL NUMBER: 74495905 **FILING DATE:** 03/02/1994
REGISTRATION NUMBER:1878878 **ISSUE DATE:** 02/14/1995
WORD MARK: OPERATION DOUGH-NATION
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 10/23/00
EXAMINER: LEETZOW, KAREN

SERIAL NUMBER: 75978462 **FILING DATE:** 10/16/1997
REGISTRATION NUMBER:2288311 **ISSUE DATE:** 10/19/1999
WORD MARK: PANERA BREAD
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 10/29/99
EXAMINER: MARSH JR, JOHN W

SERIAL NUMBER: 75374266 **FILING DATE:** 10/16/1997
REGISTRATION NUMBER:2347523 **ISSUE DATE:** 05/02/2000
WORD MARK: PANERA BREAD
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 05/09/00
EXAMINER: MARSH JR, JOHN W

SERIAL NUMBER: 75978485 **FILING DATE:** 01/09/1998
REGISTRATION NUMBER:2288314 **ISSUE DATE:** 10/19/1999
WORD MARK: PANERA BREAD
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS AND DESIGN
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 04/10/03
EXAMINER: MARSH JR, JOHN W

SERIAL NUMBER: 75978585 **FILING DATE:** 01/09/1998
REGISTRATION NUMBER:2299040 **ISSUE DATE:** 12/07/1999
WORD MARK: PANERA BREAD
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS AND DESIGN
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 04/10/03
EXAMINER: MARSH JR, JOHN W

SERIAL NUMBER: 75415602 **FILING DATE:** 01/09/1998
REGISTRATION NUMBER:2354029 **ISSUE DATE:** 05/30/2000
WORD MARK: PANERA BREAD
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS AND DESIGN
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 04/10/03
EXAMINER: MARSH JR, JOHN W

SERIAL NUMBER: 75415601 **FILING DATE:** 01/09/1998
REGISTRATION NUMBER:2574024 **ISSUE DATE:** 05/28/2002
WORD MARK: PANERA BREAD
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS AND DESIGN
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 04/09/03
EXAMINER: MACIOL, GENE V

SERIAL NUMBER: 74478670 **FILING DATE:** 01/12/1994
REGISTRATION NUMBER:2026248 **ISSUE DATE:** 12/31/1996
WORD MARK: SAINT LOUIS BREAD COMPANY
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 08/15/03
EXAMINER: LEETZOW, KAREN

SERIAL NUMBER: 75277999 **FILING DATE:** 04/17/1997
REGISTRATION NUMBER:2142796 **ISSUE DATE:** 03/10/1998
WORD MARK: SO GOOD YOU'LL SAY AHH TWICE
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 03/12/98
EXAMINER: FOSDICK, GEOFFREY A

SERIAL NUMBER: 75546588 **FILING DATE:** 09/01/1998
REGISTRATION NUMBER:2267376 **ISSUE DATE:** 08/03/1999

WORD MARK: THE UNIVERSAL SPIRIT OF BREAD IS SHARING
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 08/09/99
EXAMINER: BAKER, CHRISTINE M

END OF DATA

NOTE: Assignments prior to 01/01/1955 are not contained in this data base.

TRADEMARK ASSIGNMENT QUERY AS OF 8/25/2003 2:11:35
REEL/FRAME DATA

REEL:	2669	**DATE LAST UPDATED:**	06/18/2003
FRAME:	0699	**DATE IN SYSTEM:**	
		DATE KEYED IN:	
NUMBER OF PAGES:	008	**RECORDATION DATE:**	01/27/2003
		DATE MAILED:	06/18/2003
ELECTRONIC SUBMISSION:	N	**ASSIGNMENT RECEIPT DATE:**	02/12/2003
PTAS SUBMISSION:	Y	**CONVEY EFFECTIVE DATE:**	

CORRESPONDENCE
NAME: PIPER RUDNICK
CHRISTINA L. MARTINI
P.O. BOX 64807
CHICAGO, IL 60664-0807

BRIEF CODE: 40
BRIEF TEXT: CERTIFICATE OF CONVERSION

CONVEYING PARTY DATA

ENTRY: 001
NAME: PANERA, INC.
FORMERLY:
ENTITY: 03 - CORPORATION
ENTITY TEXT:
CITIZENSHIP: DE - DELAWARE
EXECUTION DATE: 12/28/2001

RECEIVING PARTY DATA

ENTRY: 600
NAME: PANERA, LLC
COMPOSED OF:
DBA/AKA/TA:
ADDRESS: 6710 CLAYTON ROAD
RICHMOND HEIGHTS
STE/CTRY CODE: MO - MISSOURI
ZIP CODE: 63117
ENTITY: 99 - OTHER
ENTITY TEXT: DELAWARE LIMITED LIABILITY COMPANY
CITIZENSHIP: -

DOMESTIC REPRESENTATIVE DATA

NAME:

PROPERTY DATA

SERIAL NUMBER: 75282595 **FILING DATE:** 04/24/1997
REGISTRATION NUMBER: 2142817 **ISSUE DATE:** 03/10/1998
WORD MARK: AHH SEE AHHH GO
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 03/12/98
EXAMINER: FOSDICK, GEOFFREY A

SERIAL NUMBER: 75977497 **FILING DATE:** 04/23/1997
REGISTRATION NUMBER:2190023 **ISSUE DATE:** 09/15/1998
WORD MARK: BREAD
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS AND DESIGN
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 10/30/98
EXAMINER: SHARPER JR, SAMUEL E

SERIAL NUMBER: 76235322 **FILING DATE:** 04/04/2001
REGISTRATION NUMBER:2552422 **ISSUE DATE:** 03/26/2002
WORD MARK: BREAD BREAK
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 04/05/02
EXAMINER: BUTLER, MIDGE F

SERIAL NUMBER: 75421871 **FILING DATE:** 01/16/1998
REGISTRATION NUMBER:2293494 **ISSUE DATE:** 11/16/1999
WORD MARK: BRUMBIE
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 01/18/00
EXAMINER: LORENZO, ROBERT

SERIAL NUMBER: 75316935 **FILING DATE:** 06/30/1997
REGISTRATION NUMBER:2183884 **ISSUE DATE:** 08/25/1998
WORD MARK: COOLER THAN COFFEE
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 10/29/98
EXAMINER: WILSON, ANGELA B

SERIAL NUMBER: 75083466 **FILING DATE:** 04/04/1996
REGISTRATION NUMBER:2257452 **ISSUE DATE:** 06/29/1999
WORD MARK: DOUGH FOR FUNDS
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 09/22/99
EXAMINER: GAST, PAUL F

SERIAL NUMBER: 75410670 **FILING DATE:** 12/24/1997
REGISTRATION NUMBER:2341776 **ISSUE DATE:** 04/11/2000
WORD MARK:
MARK DESCRIPTION: MISCELLANEOUS DESIGN
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 04/10/03
EXAMINER: MARSH JR, JOHN W

SERIAL NUMBER: 74495905 **FILING DATE:** 03/02/1994
REGISTRATION NUMBER:1878878 **ISSUE DATE:** 02/14/1995
WORD MARK: OPERATION DOUGH-NATION
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 10/23/00
EXAMINER: LEETZOW, KAREN

SERIAL NUMBER: 75978462 **FILING DATE:** 10/16/1997

REGISTRATION NUMBER:2288311 **ISSUE DATE:** 10/19/1999
WORD MARK: PANERA BREAD
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 10/29/99
EXAMINER: MARSH JR, JOHN W

SERIAL NUMBER: 75374266 **FILING DATE:** 10/16/1997
REGISTRATION NUMBER:2347523 **ISSUE DATE:** 05/02/2000
WORD MARK: PANERA BREAD
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 05/09/00
EXAMINER: MARSH JR, JOHN W

SERIAL NUMBER: 75978485 **FILING DATE:** 01/09/1998
REGISTRATION NUMBER:2288314 **ISSUE DATE:** 10/19/1999
WORD MARK: PANERA BREAD
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS AND DESIGN
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 04/10/03
EXAMINER: MARSH JR, JOHN W

SERIAL NUMBER: 75978585 **FILING DATE:** 01/09/1998
REGISTRATION NUMBER:2299040 **ISSUE DATE:** 12/07/1999
WORD MARK: PANERA BREAD
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS AND DESIGN
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 04/10/03
EXAMINER: MARSH JR, JOHN W

SERIAL NUMBER: 75415602 **FILING DATE:** 01/09/1998
REGISTRATION NUMBER:2354029 **ISSUE DATE:** 05/30/2000
WORD MARK: PANERA BREAD
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS AND DESIGN
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 04/10/03
EXAMINER: MARSH JR, JOHN W

SERIAL NUMBER: 75415601 **FILING DATE:** 01/09/1998
REGISTRATION NUMBER:2574024 **ISSUE DATE:** 05/28/2002
WORD MARK: PANERA BREAD
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS AND DESIGN
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 04/09/03
EXAMINER: MACIOL, GENE V

SERIAL NUMBER: 74478670 **FILING DATE:** 01/12/1994
REGISTRATION NUMBER:2026248 **ISSUE DATE:** 12/31/1996
WORD MARK: SAINT LOUIS BREAD COMPANY
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 08/15/03
EXAMINER: LEETZOW, KAREN

SERIAL NUMBER: 75277999 **FILING DATE:** 04/17/1997
REGISTRATION NUMBER:2142796 **ISSUE DATE:** 03/10/1998
WORD MARK: SO GOOD YOU'LL SAY AHH TWICE

MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 03/12/98
EXAMINER: FOSDICK, GEOFFREY A

SERIAL NUMBER: 75546588 **FILING DATE:** 09/01/1998
REGISTRATION NUMBER:2267376 **ISSUE DATE:** 08/03/1999
WORD MARK: THE UNIVERSAL SPIRIT OF BREAD IS SHARING
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM
LOCATION: 900 - FILE REPOSITORY (FRANCONIA)
LOCATION DATE: 08/09/99
EXAMINER: BAKER, CHRISTINE M

END OF DATA

NOTE: Assignments prior to 01/01/1955 are not contained in this data base.

U.S. Patent & TMOfc/TM Mail Rcpt Dt. DP 900
05-24-2002

Applicant's Name:	Pumpernickel Associates, LLC
Applicant's Address:	6710 Clayton Road Richmond Heights, MO 63117
Goods/Services in Class 21:	coffee mugs and plastic drinking cups
Date of First Use Anywhere In Class 21:	At least as early November, 1997
Date of First Use in Commerce In Class 21:	At least as early as November, 1997
Goods/Services in Class 25:	clothing, namely, caps, shirts, t-shirts, sweat shirts, and hats
Date of First Use Anywhere In Class 25:	At least as early November, 1997
Date of First Use in Commerce In Class 25:	At least as early as November, 1997

(Goods/Services continued on next page)

PANERA

PIPER RUDNICK
Attorneys for Applicant
P.O. Box 64807
Chicago, Illinois 60664-0807
(312) 368-4000

PUBLISHED
10/28/03

U.S. Patent & TMOfc/TM
76413842

Applicant's Name:	Pumpernickel Associates, LLC
Applicant's Address:	6710 Clayton Road Richmond Heights, MO 63117
Goods/Services in Class 29:	jellies, jams, edible vegetable oils, soups, vegetable and garden salads, and cream cheese
Date of First Use Anywhere In Class 29:	At least as early as November, 1997
Date of First Use in Commerce In Class 29:	At least as early as November, 1997
Goods/Services in Class 30:	bakery goods, coffee and sandwiches
Date of First Use Anywhere In Class 30:	At least as early as January, 1998
Date of First Use in Commerce In Class 30:	At least as early as January, 1998
Goods/Services in Class 43:	restaurant and catering services
Date of First Use Anywhere In Class 43:	At least as early as December, 1997
Date of First Use in Commerce In Class 43:	At least as early as December, 1997

PIPER RUDNICK
Attorneys for Applicant
P.O. Box 64807
Chicago, Illinois 60664-0807
(312) 368-4000

*** User: ssharper ***

#	Total Marks	Dead Marks	Live Viewed Docs	Live Viewed Images	Status/ Search Duration	Search
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02	1491	N/A	0	0	0:01	*bask*[bi,ti]
03	595	N/A	0	0	0:01	*carry*[bi,ti]
04	6926	N/A	0	0	0:01	*back*[bi,ti]
05	1676	N/A	0	0	0:01	*animal*[bi,ti]
06	5929	N/A	0	0	0:01	*person*[bi,ti]
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09	6	N/A	0	0	0:01	2 and (3 or 4 or 5 or 6) not 7
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11	7	4	3	2	0:01	3 and (4 or 5 or 6) not7
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13	5	0	4	2	0:01	4 and (5 or 6) not 7
14	3094	N/A	0	0	0:02	(5 nad 6) not 7
15	7	0	2	0	0:01	(5 and 6) not 7
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Session finished 4/30/03 11:54:45 AM
Total search duration 0 minutes 23 seconds
Session duration 6 minutes 22 seconds

Default NEAR limit= 1 ADJ limit= 1

Sent to TICRS as Serial Number: 76413842

*** User: ssharper ***

#	Total Marks	Dead Marks	Live Viewed Docs	Live Viewed Images	Status/ Search Duration	Search
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03	1	1	0	0	0:01	*panir*[bi,ti]
04	481	N/A	0	0	0:02	dead[bi,ti]
05	1736193	N/A	0	0	0:05	dead[ld]
06	14	0	14	6	0:01	2 not 5

Session started 9/17/02 3:10:41 PM
Session finished 9/17/02 3:23:13 PM
Total search duration 0 minutes 11 seconds
Session duration 12 minutes 32 seconds

Default NEAR limit= 1 ADJ limit= 1

Trademark

U.S. Patent & TMOfc/TM

76413842

Serial Number
(Bar Code)

NEW CASE DELIVERED
SEP 10 2002
LAW OFFICE 101

PROSECUTION HISTORY

	Entry	Date	Initials
1.		SEP 24 2002	
2.	Amdt to Allege	3/24/03	APR 22 2003 WDM
3.		MAY - 5 2003	
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NOP
10/28/03

❑ See inside of file for additional entries.

Post Registration

Section 8 Accepted		Renewal Granted	
(Signature)	(Date)	(Initials)	(Date)

Section 15
Acknowledged (Signature)

Cancelled - Section 8 (Date)

Expired - Section 9 (Date)

9/15/20

FORM PTO-102
5/99

Trademark

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

76-413842

REG NUM: 2806259
REG DT: 01/20/2004
S/N 76/413842

FILING DATE
May 24, 2002

ORIGINAL APPLICANT
Pumpernickel Associates, LLC

GOODS/SERVICES (CLASS 021)
coffee mugs and plastic drinking cups

GOODS/SERVICES (CLASS 025)
clothing, namely, caps, shirts, t-shirts (ETC)

GOODS/SERVICES (CLASS 029)
jellies, jams, edible vegetable oils, so (ETC)

SEE APPLICATION FOR OTHER CLASS(ES)

FILING BASIS
USE

ORIGINAL CORRESPONDENT
CHRISTINA L. MARTINI, ESQ.

PANERA

PANERA

PRINCIPAL

LAW OFFICE 101

ATTORNEY ADVISOR: Samuel E. Sharper, Jr.

76-413842

Approved for Publication (Principal Register) (Signature/Date)

Approved for Registration (Section 1(d)) (Signature/Date)

Approved for Registration (Supplemental Register) (Signature/Date)

PUBLISHED
10/28/03

NOA

☐ Abandoned

(Date)

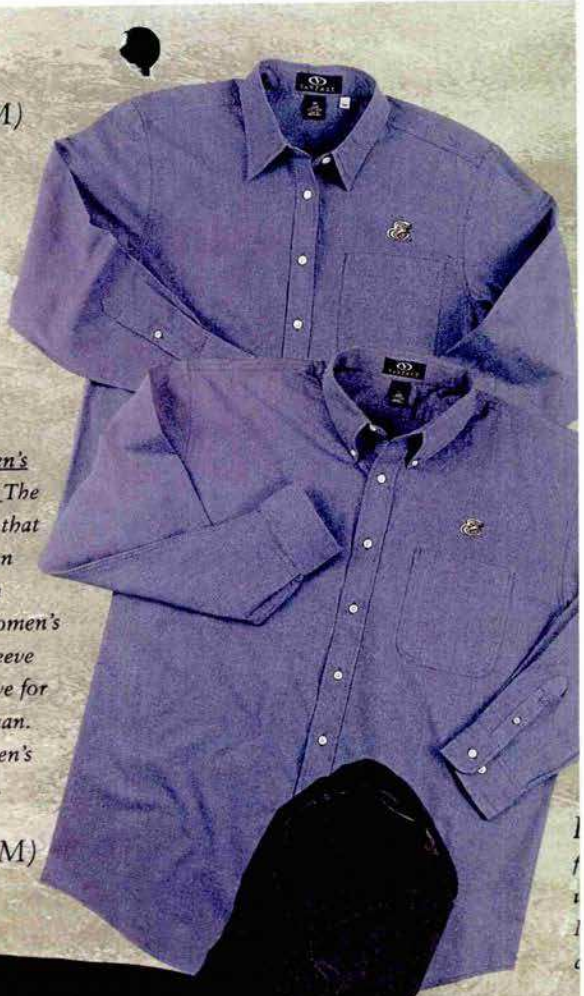
Applicant's Name:	Pumpernickel Associates, LLC
Applicant's Address:	6710 Clayton Road Richmond Heights, MO 63117
Class No.	21

ONE SPECIMEN IS ATTACHED TO THIS SHEET

Applicant's Name:	Pumpernickel Associates, LLC
Applicant's Address:	6710 Clayton Road Richmond Heights, MO 63117
Class No.	25

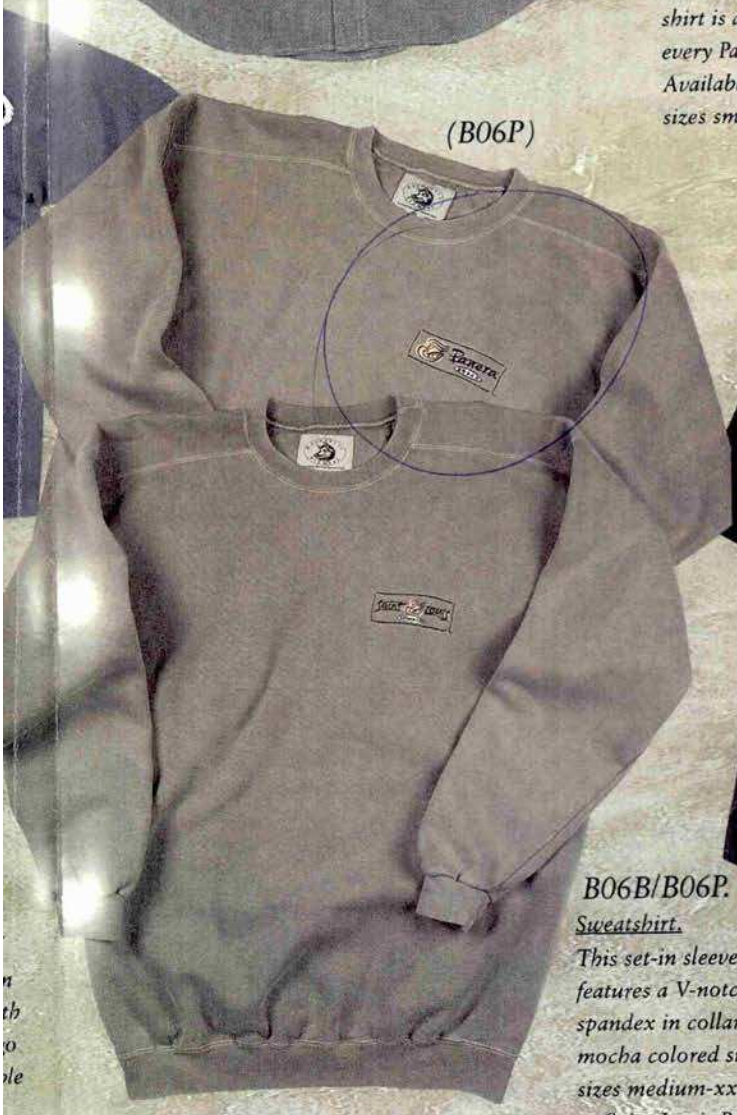
ONE SPECIMEN IS ATTACHED TO THIS SHEET

(B09BM)

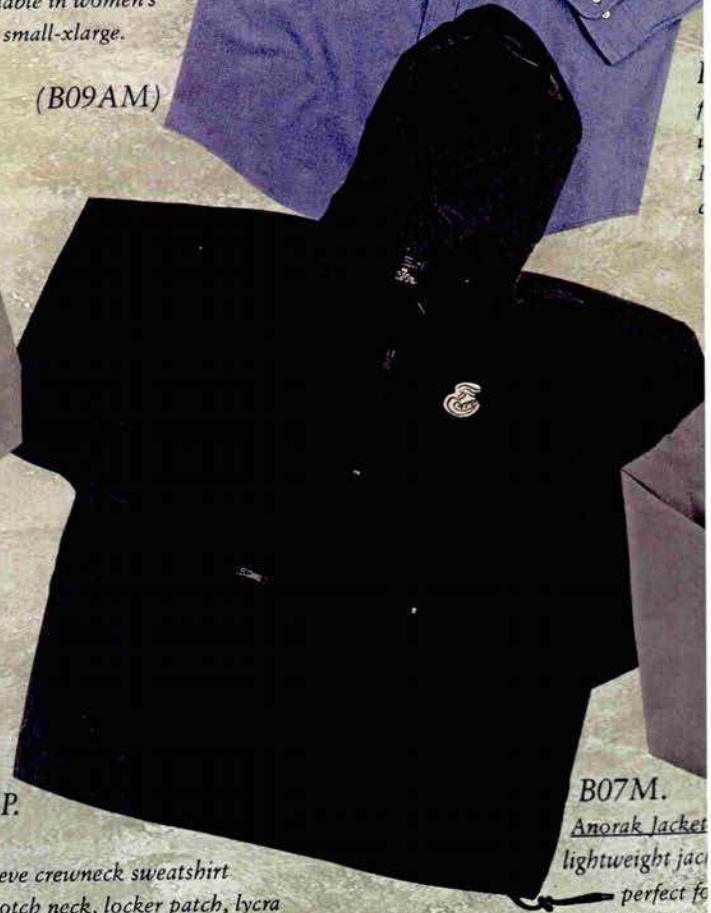


B09BM. Women's French Blue Shirt. The trendsetting shirt that is available for men is also available in complimenting women's sizes. This long sleeve shirt is a must have for every Panera woman. Available in women's sizes small-xlarge.

(B09AM)



(B06P)



B06B/B06P. Sweatshirt. This set-in sleeve crewneck sweatshirt features a V-notch neck, locker patch, lycra spandex in collar, cuffs and waistband. This mocha colored sweatshirt is available in sizes medium-xxlarge. Specify Panera (B06P) or Saint Louis Bread Company (B06B) logo.

B07M. Anorak Jacket lightweight jac perfect fo early fall outing. over nylon jacket with a 1/2 zipper avail black with the Mother Bread® Logo emb Available in sizes medium-xxlarge.

Applicant's Name: Pumpernickel Associates, LLC

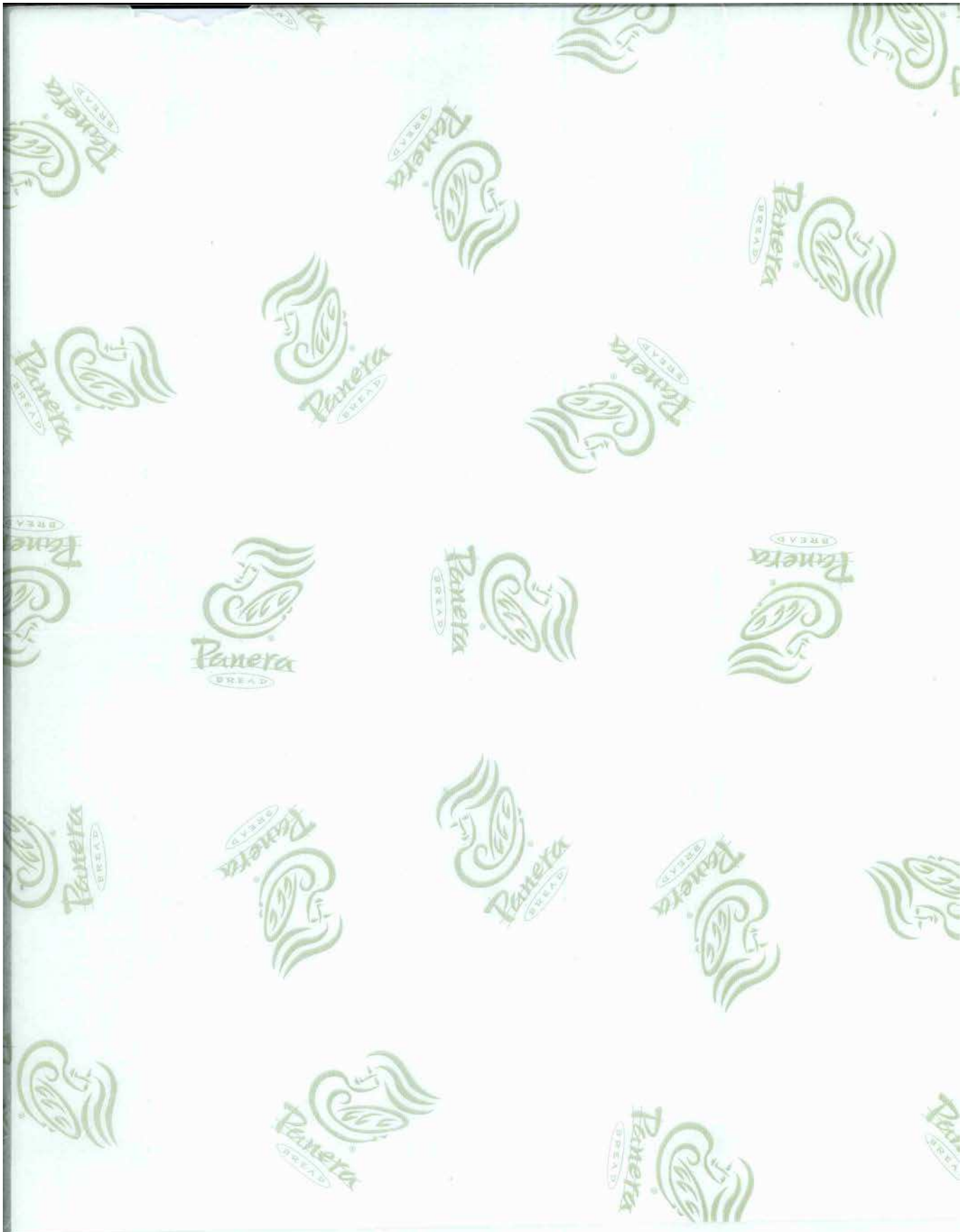
Applicant's Address: 6710 Clayton Road
Richmond Heights, MO 63117

Class No. 29

ONE SPECIMEN IS ATTACHED TO THIS SHEET

Panera
BREAD
TM

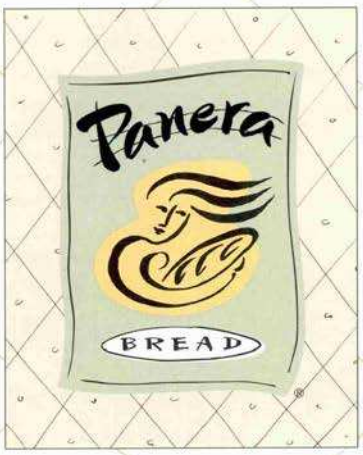
Panera
BREAD
TM


Panera
BREAD

Applicant's Name:	Pumpernickel Associates, LLC
Applicant's Address:	6710 Clayton Road Richmond Heights, MO 63117
Class No.	30

ONE SPECIMEN IS ATTACHED TO THIS SHEET

Bakery-Cafe Menu



Freshly Baked Breads

We bake fresh every day, but not all breads are available every day. Please ask about today's selection.

Sourdough
Made from an original sourdough starter, this soft, tangy bread features a golden, crackled crust. It contains no fat, oil, sugar, or cholesterol.
XL Loaf, Loaf, Baguette, Bread Bowl, Roll

Country
A grape starter gives this bread a crisp crust and nutty flavor.
Miche, Loaf, Demi

French
Crisp, slightly blistered crust, nutty flavor and wine-like aroma.
Miche, Baguette

Stone-Milled Rye
Traditional rye made with chopped rye kernels and caraway seeds.
Miche, Loaf

Pumpernickel
A dark, mild rye bread topped with sesame seeds for extra flavor and texture.
XL Loaf

Tomato Basil
Our original sourdough bread made with tomatoes and basil, then topped with sweet walnut streusel.
XL Loaf

Cinnamon Raisin
A light breakfast raisin bread made perfect with a swirl of cinnamon, sugar, and molasses. It makes great French toast.
Loaf

Raisin Pecan
Dark and golden raisins, pecans, and molasses make this a wonderful breakfast bread.
Boule

Asiago Cheese
We add chunks of zesty Asiago cheese to our original sourdough, sprinkle some more on top, and allow its wonderful flavor to bake right in. This bread is one of our favorites! Try it today!
Loaf, Demi

Focaccia
A traditional Italian flatbread made with olive oil and zesty Asiago cheese baked in the dough.
Asiago Cheese, Basil Pesto, Rosemary & Onion

Multigrain
Nine grains, molasses, and sesame, poppy, and fennel seeds give this hearth-baked bread its nutty, sweet flavor.
Miche, Loaf

Honey Wheat
Honey and molasses give this soft, mild wheat bread its slightly sweet flavor.
Loaf

Sesame Semolina
Delicate and moist with an aroma reminiscent of pasta and a crisp crust topped with sesame seeds.
Miche, Loaf, Demi

Three Cheese
The savory aroma of Parmesan, Romano, and Asiago cheeses complement a crisp, blistered crust.
Miche, Loaf, Demi

Kalamata Olive
A blend of organic and all-natural flours, Kalamata olives, roasted garlic, and fresh rosemary.
Loaf, Demi

Three Seed
Poppy, sesame, and fennel seeds make this hearth-baked bread a hearty accompaniment to soup, salads, or stew.
Demi

Pastries

Brownies
Caramel Pecan, Chocolate Cream Cheese, Very Chocolate

Cookies
Chocolate Chipper, Chocolate Duet with Walnuts, Nutty Chocolate Chipper, Nutty Oatmeal Raisin, Shortbread

Croissants
Apple, Cheese, Chocolate, French, Raspberry Cheese

Danish
Cheese, German Chocolate, Assorted Fruit Flavors

Mini Bundt Cakes
Carrot Walnut, Lemon Poppyseed, Pineapple Upside-Down

Muffins & Muffies
Banana Nut, Blueberry, Chocolate Chip, Low Fat Tripleberry, Pumpkin

Scones
Cinnamon Chip, Orange

Specialty Pastries
Bear Claw, Cinnamon Roll, Pecan Roll, Coffee Cake

Strudel
Apple, Cherry

Freshly Baked Sourdough Bagels

- Asiago Cheese
- Blueberry
- Cinnamon Crunch
- Dutch Apple & Raisin
- Everything
- French Toast
- Nine Grain
- Plain
- Sesame
- Featured Chocolate

Baker's Dozen (13 bagels) $6.99

Bagel Bunch (18 bagels) $8.99

Bagel Pack (13 bagels, two tubs of spreads) $10.49

Bagel & Any Spread $1.89

Bagel ..... 69¢

Bagel & Preserves $1.19

Spreads

Take-Home Containers $2.49

Plain & Reduced Fat Plain Cream Cheese

Reduced Fat Flavored Cream Cheese

Hazelnut • Honey Walnut • Raspberry • Smoked Salmon • Sun-Dried Tomato • Veggie

Roasted Garlic Hummus

Ask about our featured bagel and spread.

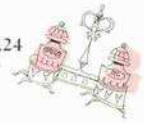
Bagel Trios

Bagel, Cream Cheese, & Grande Coffee $3.24

Asiago Sunrise Trio
Asiago Cheese Bagel
Sun-Dried Tomato Cream Cheese
Grande Coffee

Blueberry Razz Trio
Blueberry Bagel
Raspberry Cream Cheese
Grande Coffee

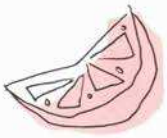
Cinn-ful Crunch Trio
Cinnamon Crunch Bagel
Hazelnut Cream Cheese
Grande Coffee



Operation Dough-Nation®

We believe that the universal spirit of bread is sharing. That's why we're committed to ensuring that every purchase at Panera Bread feeds back into the community through the following programs. With your help, we can make a world of difference.

- Cash donations made in our bakery-cafes are matched and donated to local hunger relief and other charitable organizations.
- All unsold bread is donated at the day's end to local hunger relief agencies.
- Through our *Dough For Funds®* program, fund-raising groups sell special coupons for our products and keep half the proceeds.
- We regularly donate our products and gift certificates to benefit a wide range of charitable organizations and causes.



We gladly accept Visa, MasterCard, American Express, Diner's Club, and Discover.

www.panerabread.com

Visit Our Bakery-Cafes in the Northern Virginia Area:

- **Fairfax, VA** - Fairfax Towne Center
  Phone (703) 246-0056 Fax (703) 246-0059
- **Reston, VA** - Reston Town Center
  Phone (703) 437-6022 Fax (703) 437-6590
- **Falls Church, VA**
  Phone (703) 241-5954 Fax (703) 241-7960
- **Vienna, VA** - Tysons Corner in the Pike 7 Plaza
  Phone (703) 556-3700 Fax (703) 556-3706
- **Manassas, VA** - West Gate Shopping Center
  Phone (703) 393-2249 Fax (703) 393-1497

Visit Our Bakery-Cafe in the Alexandria, Virginia Area:

- **Alexandria, VA** - in Kingstowne Center
  Phone (703) 719-9302 Fax (703) 719-9370
- **Alexandria, VA** - Hechinger Commons Center
  Phone (703) 751-1800 Fax (703) 751-3088

Visit Our Bakery-Cafe in the Richmond, Virginia Area:

- **Glen Allen, VA** - North of Circuit City Headquarters
  Phone (804) 270-2266 Fax (804) 270-5411

Opening Soon: Arlington, Baileys Crossroads and Woodbridge

#10-695A 2/02

Panera BREAD. *At Panera Bread, we use only the highest quality ingredients and bake fresh every day, using no preservatives. Our ovens are fired all day long in the tradition of the European neighborhood bakery, where the creation of freshly baked breads is measured by the hour...not by the day.*

Hot Panini Sandwiches

Inspired by Italy, panini are sandwiches with fresh ingredients held between hearty bread and pressed on a hot grill.

Turkey Artichoke $5.75
Smoked turkey, spinach artichoke spread, Asiago-Parmesan cheese, caramelized onions and tomato, grilled hot on our Basil Pesto focaccia.

Frontega Chicken $5.95
Smoked, pulled white meat chicken, red onion, mozzarella cheese, tomato, fresh chopped basil and our Chipotle mayonnaise, grilled hot on our Rosemary & Onion focaccia.

Portobello & Mozzarella $5.75
Garlic-roasted portobello mushrooms marinated in our balsamic vinaigrette with fresh mozzarella, caramelized onions and fresh chopped basil, grilled hot on our Rosemary & Onion focaccia.

Panini Sandwiches are served with chips.

Signature Sandwiches

Sierra Turkey $5.95
Sliced turkey breast with our smoky Chipotle mayonnaise, field greens and red onion, on our Asiago Cheese focaccia.

Tuscan Chicken $5.85
Chargrilled chicken breast with pesto mayonnaise, mixed field greens, tomato, red onion and our balsamic vinaigrette, on our Rosemary & Onion focaccia.

Asiago Roast Beef $5.95
Oven-roasted beef, smoked cheddar, leaf lettuce, tomato, red onion and our creamy horseradish sauce, on our Asiago Cheese demi.

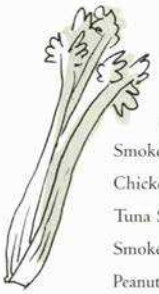
Bacon Turkey Bravo $5.75
Sliced turkey breast, smoked bacon, smoked Gouda, leaf lettuce, tomato and our signature dressing, on our Tomato Basil bread.

Italian Combo $6.25
Roast beef, turkey, ham, salami, Swiss cheese, peperoncini, lettuce, tomato, red onion and our special sauce. Served on our freshly baked French baguette.

Mediterranean Veggie $4.99
Roasted red peppers, cucumbers, feta cheese, lettuce, tomato, caramelized onions and our roasted garlic hummus, on our Multigrain bread.

Party Sandwich (Serves 6-8) $28.95
Two-foot long version of Italian Combo, Mediterranean Veggie or Turkey sandwich served on our freshly baked French baguette with pickle spears and chips.

Signature Sandwiches are served with a pickle spear and chips.



Cafe Sandwiches

Prepared with mayonnaise, spicy mustard, lettuce, red onion, tomato, sprouts, salt & pepper.

Smoked Turkey Breast on Country (99% fat-free turkey) $4.99

Chicken Salad on Sesame Semolina (all white meat) $4.99

Tuna Salad on Multigrain (our special recipe) $4.99

Smoked Ham & Cheese on Stone-Milled Rye (96% fat-free ham) $4.99

Peanut Butter & Jelly on French (with chips, choice of soft drink or milk).. $3.25

Cafe Sandwiches are served with a pickle spear and chips.

Soup Schedule

Sunday	Monday	Tuesday
Broccoli Cheddar	*Broccoli Cheddar*	*Broccoli Cheddar*
Low Fat Chicken Noodle	*Low Fat Chicken Noodle*	*Low Fat Chicken Noodle*
French Onion	*French Onion*	*French Onion*
Cream of Chicken & Wild Rice	*Baked Potato*	*Cream of Chicken & Wild Rice*
Low Fat Vegetarian Black Bean	*Low Fat Vegetarian Garden Vegetable*	*Low Fat Vegetarian Black Bean*

Wednesday	Thursday	Friday
Broccoli Cheddar	*Broccoli Cheddar*	*Broccoli Cheddar*
Low Fat Chicken Noodle	*Low Fat Chicken Noodle*	*Low Fat Chicken Noodle*
French Onion	*French Onion*	*French Onion*
Baked Potato	*Cream of Chicken & Wild Rice*	*Boston Clam Chowder*
Low Fat Vegetarian Garden Vegetable	*Low Fat Vegetarian Black Bean*	*Low Fat Vegetarian Garden Vegetable*

Saturday
Broccoli Cheddar *Low Fat Chicken Noodle* *French Onion*
Baked Potato *Low Fat Vegetarian Black Bean*

Additional soups available seasonally. Subject to change.

Soups

Bowl of Soup $2.95
Choose from our soup selections, served with a generous portion of our French baguette.

Soup in a Sourdough Bread Bowl $4.50
Generous portion of our soup selections, served in our freshly baked Sourdough bread bowl.

French Onion Soup in a Sourdough Bread Bowl $4.50
Topped with croutons and Asiago-Parmesan cheese, served in our freshly baked Sourdough bread bowl.

You Pick Two℠ - $5.85

Select two of the following:

- Any Bowl of Soup
- Any Half Sandwich
- Any Half Salad

Additional charge for select sandwiches and salads.

Salads

Asian Sesame Chicken Salad $5.75
Grilled chicken strips tossed with romaine lettuce, fresh cilantro, sliced almonds, sesame seeds, green onions, crispy wonton strips and our Asian sesame vinaigrette.

Grilled Chicken Caesar Salad $5.95
Grilled chicken strips tossed with romaine lettuce, Asiago-Parmesan cheese, homemade Asiago Cheese croutons and our Caesar dressing.

Caesar Salad $4.70

Fandango Salad $5.25
Mixed field greens and romaine lettuce with toasted walnuts, gorgonzola cheese, Mandarin orange slices and our fat-free raspberry dressing.

Greek Salad $4.95
Romaine lettuce, tomato, feta cheese, red onions, peperoncini, Kalamata olives, cracked pepper and our Greek dressing.

Classic Cafe Salad $4.50
Romaine lettuce and mixed field greens topped with tomato, cucumber, red onion and our balsamic vinaigrette.

Grilled chicken available on any salad for an additional $1.25.
All salads accompanied by a generous portion of our French baguette.

Call or fax ahead. We'll have your order waiting for you.
Prices exclude tax and may vary. Menu subject to change without notice.

Frozen Beverages

Espresso drinks blended into frosty, creamy treats.

tall ..... $2.25 grande ... $2.95 largo $3.45

I.C. Java *Rich blended espresso.*
I.C. Mocha *Velvety chocolate and espresso.*
I.C. Spice *Honey, cinnamon, nutmeg, vanilla, and espresso.*

Cafe Beverages

Mocha Blast® tall ..... $2.25 grande ..... $2.95 largo $3.45
Espresso, chocolate, and milk served over ice and topped with whipped cream.

Home Style Lemonade $1.50
Old-fashioned lemonade, all natural and freshly prepared.

Dr. Brown's Sodas/IBC Root Beer $1.50
Clearly Canadian Bottled Water $1.50
Bottled Water $1.25
Orange Juice ..... sm $1.35 lg $1.95
Apple Juice $1.35
Milk or Chocolate Milk ..... 99¢
Hot Teas $1.15
Hot Chocolate $1.50

Pepsi-Cola and Dr Pepper Fountain Beverages and Freshly Brewed Iced Tea also available.

Specialty Coffees

Freshly Brewed Coffee tall .. $1.25 grande .. $1.35 (dine-in) largo. . $1.55
Cafe Blend, Hazelnut House Blend, Featured Coffee, Colombian Decaf

Espresso Beverages

Espresso $1.20
Espresso roast, expertly brewed.

Cappuccino $2.80
Espresso with steamed milk, topped with a cap of foam.

Caffe Latte $2.80
Espresso with steamed milk.

House Latte $3.10
Espresso with steamed milk, prepared with natural honey, vanilla, spices, and topped with whipped cream.

Caffe Mocha $3.10
Espresso with steamed milk, prepared with chocolate and topped with whipped cream and chocolate sprinkles.

Whipped cream or additional shots of espresso or flavored syrup: 50¢ each.
All drinks available with decaffeinated espresso, skim milk, or over ice.

Applicant's Name:	Pumpernickel Associates, LLC
Applicant's Address:	6710 Clayton Road Richmond Heights, MO 63117
Class No.	43

ONE SPECIMEN IS ATTACHED TO THIS SHEET

Int. Cls.: 21, 25, 29, 30 and 43

Prior U.S. Cls.: 2, 13, 22, 23, 29, 30, 33, 39, 40, 46, 50, 100 and 101

United States Patent and Trademark Office

Reg. No. 2,806,259

Registered Jan. 20, 2004

TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER

PANERA

PUMPERNICKEL ASSOCIATES, LLC (DELAWARE LIMITED LIABILITY COMPANY)
6710 CLAYTON ROAD
RICHMOND HEIGHTS, MO 63117

FOR: COFFEE MUGS AND PLASTIC DRINKING CUPS, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 11-0-1997; IN COMMERCE 11-0-1997.

FOR: CLOTHING, NAMELY, CAPS, SHIRTS, T-SHIRTS, SWEAT SHIRTS, AND HATS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 11-0-1997; IN COMMERCE 11-0-1997.

FOR: JELLIES, JAMS, EDIBLE VEGETABLE OILS, SOUPS, VEGETABLE AND GARDEN SALADS, AND CREAM CHEESE, IN CLASS 29 (U.S. CL. 46).

FIRST USE 11-0-1997; IN COMMERCE 11-0-1997.

FOR: BAKERY GOODS, COFFEE AND SANDWICHES, IN CLASS 30 (U.S. CL. 46).

FIRST USE 1-0-1998; IN COMMERCE 1-0-1998.

FOR: RESTAURANT AND CATERING SERVICES, IN CLASS 43 (U.S. CLS. 100 AND 101).

FIRST USE 12-0-1997; IN COMMERCE 12-0-1997.

OWNER OF U.S. REG. NOS. 2,288,311, 2,574,024 AND OTHERS.

IN THE SPANISH LANGUAGE "PANERA" DENOTES A LARGE BASKET OF CARRYING GOODS ON THE BACK OF AN ANIMAL OR PERSON.

SER. NO. 76-413,842, FILED 5-24-2002.

SAMUEL E. SHARPER JR., EXAMINING ATTORNEY

Int. Cls.: 21, 25, 29, 30 and 43

Prior U.S. Cls.: 2, 13, 22, 23, 29, 30, 33, 39, 40, 46, 50, 100 and 101

Reg. No. 2,806,259

United States Patent and Trademark Office **Registered Jan. 20, 2004**

TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER

PANERA

PUMPERNICKEL ASSOCIATES, LLC (DELAWARE LIMITED LIABILITY COMPANY)
6710 CLAYTON ROAD
RICHMOND HEIGHTS, MO 63117

FOR: COFFEE MUGS AND PLASTIC DRINKING CUPS, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 11-0-1997; IN COMMERCE 11-0-1997.

FOR: CLOTHING, NAMELY, CAPS, SHIRTS, T-SHIRTS, SWEAT SHIRTS, AND HATS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 11-0-1997; IN COMMERCE 11-0-1997.

FOR: JELLIES, JAMS, EDIBLE VEGETABLE OILS, SOUPS, VEGETABLE AND GARDEN SALADS, AND CREAM CHEESE, IN CLASS 29 (U.S. CL. 46).

FIRST USE 11-0-1997; IN COMMERCE 11-0-1997.

FOR: BAKERY GOODS, COFFEE AND SANDWICHES, IN CLASS 30 (U.S. CL. 46).

FIRST USE 1-0-1998; IN COMMERCE 1-0-1998.

FOR: RESTAURANT AND CATERING SERVICES, IN CLASS 43 (U.S. CLS. 100 AND 101).

FIRST USE 12-0-1997; IN COMMERCE 12-0-1997.

OWNER OF U.S. REG. NOS. 2,288,311, 2,574,024 AND OTHERS.

IN THE SPANISH LANGUAGE "PANERA" DENOTES A LARGE BASKET OF CARRYING GOODS ON THE BACK OF AN ANIMAL OR PERSON.

SER. NO. 76-413,842, FILED 5-24-2002.

SAMUEL E. SHARPER JR., EXAMINING ATTORNEY

Commissioner for Trademarks
2900 Crystal Drive
Arlington , VA 22202-3514
www.uspto.gov

Oct 8, 2003

NOTICE OF PUBLICATION UNDER 12(a)

1. Serial No.:
76/413,842

2. Mark:
PANERA

3. International Class(es):
21, 25, 29, 30, 43

4. Publication Date:
Oct 28, 2003

5. Applicant:
Pumpernickel Associates, LLC

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.

Correspondence Address:

CHRISTINA L. MARTINI, ESQ.
PIPER RUDNICK
PO BOX 64807
CHICAGO IL 60664-0807

TMP&I

Incoming Correspondence Routing Sheet

To: TMEG LAW OFFICE 108 - EXAMINING ATTORNEY ASSIGN

Word Mark: PANERA

Serial No: 76413842

Mail Date: 07182003

Doc. Type: Responses to Office Actions

No Fee

RAM Mail Date: 071803

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

To the Commissioner for Trademarks:

MARK:	PANERA
SERIAL NO.:	76/413842
FILING DATE:	May 24, 2002
CLASS NOS.:	21, 25, 29, 30 and 43
APPLICANT:	Pumpernickel Associates, LLC
EXAMINER:	Samuel E. Sharper, Jr.
LAW OFFICE:	108

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to the Commissioner for Trademarks, 2900 Crystal Drive, Arlington, Virginia 22202-3514

July 15, 2003
Date

LaTonya Bryant-Taylor
Name (typed or printed)

LaTonya Bryant-Taylor
Signature of person mailing paper or fee

2003 JUL 15 P 1:08
M.E.O. LAW OFFICE 108

REQUEST FOR REMOVAL OF SUSPENSION

This is in response to the Patent and Trademark Office correspondence dated May 5, 2003, suspending the above-referenced application on the grounds of alleged confusing similarity with Reg. Nos. 2288311; 2288314; 2299040; 2347523; 2354029 and 2574024.

The Assignment Branch records now show that Applicant owns all of the cited registrations. More specifically, these registrations were all assigned from Panera, Inc. to Panera, LLC at Reel/Frame Nos. 2669/0699; then from Panera, LLC to Panera Enterprises, Inc. at Reel/Frame Nos. 2669/0713; and then from Panera Enterprises, Inc. to (Applicant) Pumpernickel Associates, LLC at Reel/Frame Nos. 2669/0293, with recordal dates of January 27, 2003 for all transactions.

Applicant therefore respectfully requests that this application be removed from suspended status and that the application proceed to publication.

07-18-2003
U.S. Patent & TMOfc/TM Mail Rcpt Dt. #11

~CHGO1:30323743.v1

An early publication date is requested.

Respectfully submitted,

Mark I. Feldman
Attorney for Applicant

PIPER RUDNICK
P.O. Box 64807
Chicago, Illinois 60664-0807
(312) 368-4000

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

To the Commissioner for Trademarks:

MARK:	PANERA
SERIAL NO.:	76/413842
FILING DATE:	May 24, 2002
CLASS NOS.:	21, 25, 29, 30 and 43
APPLICANT:	Pumpernickel Associates, LLC
EXAMINER:	Samuel E. Sharper, Jr.
LAW OFFICE:	108

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Signature of person mailing paper or fee

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07-18-2003
U.S. Patent & TMOfc/TM Mail Rcpt Dt. #11

An early publication date is requested.

Respectfully submitted,

Mark I. Feldman
Attorney for Applicant

PIPER RUDNICK
P.O. Box 64807
Chicago, Illinois 60664-0807
(312) 368-4000

*** User: ssharper ***

#	Total Marks	Dead Marks	Live Viewed Docs	Live Viewed Images	Status/ Search Duration	Search
01	964	N/A	0	0	0:02	*larg*[bi,ti]
02	1491	N/A	0	0	0:01	*bask*[bi,ti]
03	595	N/A	0	0	0:01	*carry*[bi,ti]
04	6926	N/A	0	0	0:01	*back*[bi,ti]
05	1676	N/A	0	0	0:01	*animal*[bi,ti]
06	5929	N/A	0	0	0:01	*person*[bi,ti]
07	1847767	N/A	0	0	0:06	dead[ld]
08	6	0	6	3	0:01	1 and (2 or 3 or 4 or 5 or 6) not 7
09	6	N/A	0	0	0:01	2 and (3 or 4 or 5 or 6) not 7
10	3	0	3	1	0:01	9 not 8
11	7	4	3	2	0:01	3 and (4 or 5 or 6) not7
12	3	0	3	2	0:01	3 and (4 or 5 or 6) not 7
13	5	0	4	2	0:01	4 and (5 or 6) not 7
14	3094	N/A	0	0	0:02	(5 nad 6) not 7
15	7	0	2	0	0:01	(5 and 6) not 7
16	0	0	0	0	0:01	15 not (8 or 9 or 10 or 11 or 12 or 13 or 14)

Session started 4/30/03 11:48:23 AM
Session finished 4/30/03 11:54:41 AM
Total search duration 0 minutes 23 seconds
Session duration 6 minutes 18 seconds

Default NEAR limit= 1 ADJ limit= 1

Sent to TICRS as Serial Number: 76413842

UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 76/413842

APPLICANT: Pumpernickel Associates, LLC

CORRESPONDENT ADDRESS:
CHRISTINA L. MARTINI, ESQ.
PIPER RUDNICK
PO BOX 64807
CHICAGO IL 60664-0807

RETURN ADDRESS:
Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202-3514
ecom108@uspto.gov

If no fees are enclosed, the address should include the words "Box Responses - No Fee."

MARK: PANERA

CORRESPONDENT'S REFERENCE/DOCKET NO : N/A

CORRESPONDENT EMAIL ADDRESS:

Please provide in all correspondence:

1. Filing date, serial number, mark and applicant's name.
2. Date of this Office Action.
3. Examining Attorney's name and Law Office number.
4. Your telephone number and e-mail address.

Serial Number 76/413842

NOTICE OF SUSPENSION

It is noted that an assignment involving this application is presently pending before the Office. Action is suspended on this application pending recordation of the assignment. This application will be removed from suspended status upon recordation of the assignment. Notification of recordation is normally done through Office channels. However, upon receipt of the reel and frame number of the assignment, applicant should advise the Examining Attorney. See 37 C.F.R. Part 3.

The refusal to register the applicant's mark under Trademark Law Section 2(d) is continued, pending assignment.

Samuel E. Sharper, Jr.
Trademark Examining Attorney
Law Office 108, (703) 308-9108 ext. 199
Ecom108@USPTO.GOV

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

TRADEMARK	:	**PANERA**
APPLICANT	:	**Pumpernickel Associates, LLC**
SERIAL NO.	:	**76/413842**
FILED	:	**05/24/02**
EXAMINER	:	**Samuel E. Sharper, Jr.**
LAW OFFICE	:	**101**

Assistant Commissioner for Trademarks
BOX RESPONSES
2900 Crystal Drive
Arlington, VA 22202-3513

Dear Madam:

RESPONSE TO OFFICE ACTION

In an Office Action dated September 24, 2002, the Examining Attorney raised various informalities and refused to register Applicant's mark on the basis that it is likely to be confused with prior registrations, Reg. Nos. 2,288,311; 2,288,314 and 2,299,040 owned by Saint Louis Bread Company, Inc. and Reg. Nos. 2,347,523; 2,354,029; and 2,574,024 owned by Panera, Inc. Reconsideration of this application is respectfully requested in view of the remarks set forth herein.

AMENDMENT

Please add the following sentence to the Statement:

> - The term PANERA is coined. In the Spanish language, however, the word denotes a large basket for carrying goods on the back of an animal or person.

REMARKS REGARDING REFUSAL UNDER SECTION 2(d)

Applicant submits that its mark is not likely to be confused with the cited registrations that were previously recorded as being owned by Saint Louis Bread Company or Panera, Inc. because Applicant is the current owner of the referenced marks.

The Examining Attorney cites registration Nos. 2,288,311; 2,288,314 and 2,299,040 as being owned by Saint Louis Bread Company, Inc. Saint Louis Bread Company, Inc. changed its name to Panera, Inc. on July 19, 1999. The change of name documents were recorded with the Assignment Branch on August 5, 1999 for Reg. No. 2,288,311 (Reel/Frame Nos. 1940/0573); and on January 13, 2000 for Reg. Nos. 2,288,314 and 2,299,040 (Reel/Frame Nos. 2018/0819).

Pursuant to a Certificate of Conversion, Panera, Inc. was converted from a corporation to a limited liability company, Panera, LLC, as of December 31, 2001. Panera, LLC then transferred certain assets, including all intellectual property rights (which includes all of the referenced marks), to Panera Enterprises, Inc. pursuant to a Capital Contribution and Asset Transfer Agreement, effective as of January 2, 2002. Panera Enterprises, Inc subsequently assigned certain assets, including all intellectual property rights, (which includes all the referenced marks), to Pumpernickel Associates, LLC, Applicant, pursuant to a Capital Contribution and Asset Transfer Agreement, effective as of January 7, 2002. The recordation forms for the foregoing chain of title were filed with the Assignment Branch on January 24, 2003 and copies are enclosed for the Examiner's reference.

Therefore, Applicant is the current owner of Reg. Nos. 2,288,311 for the trademark PANERA BREAD; Reg. No. 2,288,314 for the trademark PANERA BREAD and Design; Reg. No. 2,299,040 for the trademark PANERA BREAD and Design; Reg. No. 2,347,523 for the trademark PANERA BREAD; Reg. No. 2,354,029 for the trademark PANERA BREAD and Design; and Reg. No. 2,574,024 for the trademark PANERA BREAD and Design.

Thus, Applicant respectfully requests that the refusal to register its mark be withdrawn.

REMARKS REGARDING SIGNIFICANCE OF MARK

The Examining Attorney has also inquired as to whether the mark PANERA has any significance in the relevant trade, any geographical significance or any meaning in a foreign language. The mark PANERA is a coined term. In the Spanish language, however, the word denotes a large basket for carrying goods on the back of an animal or person. Applicant has amended its application to include a statement regarding the English translation.

CONCLUSION

In view of the foregoing amendment and accompanying remarks, Applicant submits that its application is now in condition for publication. An early publication date is respectfully requested.

Respectfully Submitted,

Christina L. Martini
Myla D. Barefield
Attorneys for Applicant

PIPER RUDNICK
203 N. LaSalle Street
Chicago, Illinois 60601
(312) 368-4000

CERTIFICATE OF MAILING

I hereby certify that this correspondence was deposited with the United States Postal Service as first-class mail in an envelope addressed to the Assistant Commissioner for Trademarks, BOX RESPONSES, 2900 Crystal Drive, Arlington, VA 22202-3513, on March 20, 2003.

Myla D. Barefield

March 20, 2003
Date

Form PTO-1594
(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

Tab settings ⇨ ⇨ ⇨ ▼ ▼ ▼ ▼ ▼ ▼ ▼

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Panera, Inc.

☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation-State Delaware
☐ Other _____

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

2. Name and address of receiving party(ies)

Name: Panera, LLC
Internal Address: _____
Street Address: 6710 Clayton Road
City: Richmond Heights State: MO Zip: 63117

☐ Individual(s) citizenship _____
☐ Association _____
☐ General Partnership _____
☐ Limited Partnership _____
☐ Corporation-State _____
☒ Other Delaware Limited Liability Company

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☒ No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? ☐ Yes ☒ No

3. Nature of conveyance:

☐ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☒ Other Certificate of Conversion

Execution Date: 12-28-01

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

NONE

B. Trademark Registration No.(s)

see Schedule A attached

Additional number(s) attached ☒ Yes ☐ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Christina L. Martini
Internal Address: Piper Rudnick
Street Address: P.O. Box 64807
City: Chicago State: Illinois Zip: 60664-0807

6. Total number of applications and registrations involved: 17

7. Total fee (37 CFR 3.41)..... $ 440.00

☒ Enclosed
☒ any additional fees are Authorized to be charged to deposit account

8. Deposit account number:

18-2284

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Christina L. Martini
Name of Person Signing

Christina L. Martini
Signature

1/24/03
Date

Total number of pages including cover sheet, attachments, and document: 8

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

SCHEDULE A

REGISTRATIONS:

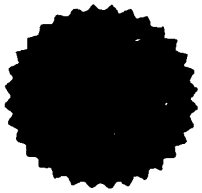
COUNTRY	MARK	REG. NO.	REG. DATE
USA	AHH SEE AHHH GO	2142817	3/10/98
USA	BREAD (and design)	2190023	9/15/98
USA	BREAD BREAK	2552422	3/26/02
USA	BRUMBIE	2293494	11/16/99
USA	COOLER THAN COFFEE	2183884	8/25/98
USA	DOUGH FOR FUNDS	2257452	6/29/99
USA	Mother Bread Design	2341776	4/11/00
USA	OPERATION DOUGH-NATION	1878878	2/14/95
USA	PANERA BREAD	2288311	10/19/99
USA	PANERA BREAD	2347523	5/2/00
USA	PANERA BREAD (with horizontal design with Mother Bread)	2288314	10/19/99
USA	PANERA BREAD (with vertical design with Mother Bread)	2299040	12/7/99
USA	PANERA BREAD (with vertical design with Mother Bread)	2354029	5/30/00
USA	PANERA BREAD (with horizontal design with Mother Bread)	2574024	5/28/02
USA	SAINT LOUIS BREAD COMPANY	2026248	12/31/96
USA	SO GOOD YOU'LL SAY AHH TWICE	2142796	3/10/98
USA	THE UNIVERSAL SPIRIT OF BREAD IS SHARING	2267376	8/3/99

Delaware

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "PANERA, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "PANERA, INC." TO "PANERA, LLC.", FILED IN THIS OFFICE ON THE TWENTY-EIGHTH DAY OF DECEMBER, A.D. 2001, AT 12:30 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF CONVERSION IS THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2001.



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

2358973 8100V

010673585

AUTHENTICATION: 1530951

DATE: 12-28-01

STATE OF DELAWARE
SECRETARY OF STATE
DIVISION OF CORPORATIONS
FILED 12:30 PM 12/28/2001
010673585 - 2358973

CERTIFICATE OF CONVERSION
TO
LIMITED LIABILITY COMPANY
OF
PANERA, INC.

(Pursuant to Section 266 of the Delaware General Corporation Law and Section 18-214 of the Delaware Limited Liability Company Act)

THE UNDERSIGNED HEREBY CERTIFY:

1. Panera, Inc., a Delaware corporation (the "Corporation") was originally incorporated on November 10, 1993 in the State of Delaware, and the name under which it was originally incorporated was ABP Acquisition Corp.

2. The Corporation's name immediately prior to the filing of this Certificate of Conversion to Limited Liability Company is Panera, Inc. and its state of incorporation is Delaware.

3. The name of the Delaware limited liability company to which the Corporation shall be converted, and as set forth in the Delaware limited liability company's certificate of formation, is Panera, LLC.

4. The conversion of the Corporation to a Delaware limited liability company has been duly approved and authorized in accordance with Section 266 of the Delaware General Corporation Law and has been consented to in writing by the sole stockholder of the Corporation in accordance with Section 228 of the Delaware General Corporation Law.

5. The conversion of the Corporation to a Delaware limited liability company pursuant to this Certificate of Conversion to Limited Liability Company shall be effective at 11:59 p.m. on December 31, 2001.

[the next page is the signature page]

IN WITNESS WHEREOF, the undersigned have executed this certificate as of December 28, 2001.

PANERA, INC., a Delaware corporation

By: _____
Name: Ronald M. Shaich
Title: Chairman and Chief Executive Officer

By: _____
Name: Ronald M. Shaich
Authorized Person

SCHEDULE A

REGISTRATIONS:

COUNTRY	MARK	REG. NO.	REG. DATE
Chile	Mother Bread Design	590669	2/22/01
Chile	PANERA BREAD	590670	2/22/01
State of Georgia	SAINT LOUIS BREAD COMPANY (and design)	S14084	11/4/94
State of Georgia	THE ORIGINAL SAINT LOUIS SOURDOUGH BREAD COMPANY	S13703	6/17/94
State of Georgia	THE ORIGINAL SAINT LOUIS SOURDOUGH BREAD COMPANY	S13702	6/17/94
Japan*	SAINT LOUIS BREAD (and design)	4136818	4/17/98
Mexico	PANERA BREAD	671267	7/24/00
USA	AHH SEE AHHH GO	2142817	3/10/98
USA	BREAD (and design)	2190023	9/15/98
USA	BRUMBIE	2293494	11/16/99
USA	COOLER THAN COFFEE	2183884	8/25/98
USA	DOUGH FOR FUNDS	2257452	6/29/99
USA	Mother Bread Design	2341776	4/11/00
USA	OPERATION DOUGH-NATION	1878878	2/14/95
USA	PANERA BREAD	2288311	10/19/99
USA	PANERA BREAD	2347523	5/2/00
USA	PANERA BREAD (with horizontal design with Mother Bread)	2288314	10/19/99
USA	PANERA BREAD (with vertical design with Mother Bread)	2299040	12/7/99
USA	PANERA BREAD (with vertical design with Mother Bread)	2354029	5/30/00

COUNTRY	MARK	REG. NO.	REG. DATE
USA	SAINT LOUIS BREAD COMPANY	2026248	12/31/96
USA	SAINT LOUIS BREAD COMPANY OPERATION DOUGH-NATION (and design)	1964955	4/2/96
USA	SO GOOD YOU'LL SAY AHH TWICE	2142796	3/10/98
USA	THE UNIVERSAL SPIRIT OF BREAD IS SHARING	2267376	8/3/99

*currently in the name of Saint Louis Bread Co.

APPLICATIONS:

COUNTRY	MARK	SERIAL NO.	FILING DATE
Brazil	Mother Bread Design	823089053	8/21/00
Brazil	PANERA BREAD	823089061	8/21/00
Canada	Mother Bread Design	1064439	6/23/00
Canada	PANERA BREAD	1064440	6/23/00
Mexico	Mother Bread Design	437949	7/24/00
USA	BREAD BREAK	76/235322	4/4/01
USA	PANERA BREAD (with horizontal design with Mother Bread)	75/415601	1/9/98
USA	YOU PICK TWO	75/848492	11/15/99

COMMON LAW TRADEMARKS:

A Loaf Of Bread In Every Arm
Asiago Sunrise Trio
Artisan Breads
Bacon Turkey Bravo
Bakery Buzzing
Baguette University
Baguette University Design
Blueberry Razz Trio
Breaducation
Breaducation Design
Breadwise
Bread Bash
Cinn-ful Crunch Trio
Coffee Now
Custom Selected Harvest To Cup
Day End Dough-Nations
Fandango
Festiago Chicken
Fresh Baked Bliss
Fresh Bread Makes Friends
Fresh From The Oven
Frontega Chicken
Fruitcake Trade-In
Fruitcake Wake
Good Breadfellows
Knead to Know
Morning Glory
Mother Bread
Panera
Panera Baker's Notes
Planet Bread
Rectangle Design
Santa's Cookie Kit
Share The Bread
Saint Louis Bread Company Design
Sierra Turkey

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

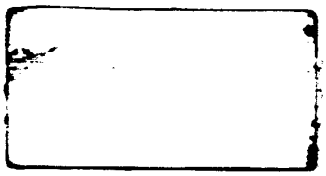
Client:	Pumpernickel Associates LLC
Mark:	AHH SEE AHHH GO (and various others)
Reg. No.:	2,142,817 (and various others)
Our Ref. No.:	306481-000002
Atty./Para:	Christina L. Martini/Deborah L. Donovan

Enclosures:

1. Recordation Form Cover Sheet
2. Schedule A
3. Check for $440.00 to cover fee
4. Certificate of Conversion
5. Return Receipt Postcard

Mailed via First Class Mail on Jan 24, 2003

ENTERED
JAN 29 2003
PIPER RUDNICK



Piper Rudnick

203 N. LaSALLE ST.
CHICAGO, IL
312-368-4000

AMERICAN NATIONAL BANK AND TRUST CO. OF CHICAGO

2-77

No. R- 065141

JANUARY 24, 20

$ [redacted]

PAY FOUR HUNDRED FORTY AND 00/100---------- DOLLARS

TO THE ORDER OF COMMISSIONER FOR TRADEMARKS

Piper Rudnick
REAL ESTATE
NON-NEGOTIABLE

Piper Rudnick LLP and related entities including an Illinois General Partnership

[redacted]

DATA PROCESSING

01	CLIENT # 36141	MATTER # 2
02	MO 1	DAY 24 YEAR 3
03	$ 440	¢ 00
04	2140	

CLIENT: [redacted]

MATTER:

DATE: 1/24/03

AMOUNT: 440.00

INITIALS: DLD

REAL ESTATE

05: 0 1 1

COST CODES

☐ 011	Filing/Recording Fees	☐ 040	Postage	☐ 616	On-Line Researching
☐ 012	Transcripts	☐ 306	Court Costs	☐ 619	Oversized Document
☐ 016	Documents from Court Files	☐ 307	Aerial Photographs	☐ 627	Process Server
☐ 018	Witness Expenses	☐ 602	Patent & Trademark Fees	☐ 628	Court Reporter
☐ 019	Expert Witness/Consulting Fees	☐ 603	Court Filings	☐ 636	Duplicating
☐ 020	State Registration Fees	☐ 604	Court Research	☐ 641	Document Retrieval
☐ 025	Certified Copies/Certificate	☐ 606	Legalization Fees		

EXPLAIN UNDER DESCRIPTION

06 CHECK NO. R- 065141

DESCRIPTION: Recording Certificate of Change of Name

07 ACCOUNT

VOUCHER

DEBIT

CREDIT

CK R 3/02

Form PTO-1594
(Rev. 03/01)
OMB No 0651-0027 (exp. 5/31/2002)

Tab settings ⇨ ⇨ ⇨ ▼ ▼ ▼ ▼ ▼ ▼ ▼

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Panera Enterprises, Inc.

☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation-State Delaware
☐ Other _____

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

2. Name and address of receiving party(ies)

Name: Pumpernickel Associates, LLC
Internal Address: _____
Street Address: 6710 Clayton Road
City: Richmond Heights State: MO Zip: 63117

☐ Individual(s) citizenship _____
☐ Association _____
☐ General Partnership _____
☐ Limited Partnership _____
☐ Corporation-State _____
☒ Other Delaware Limited Liability Company

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☒ No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? ☐ Yes ☒ No

3. Nature of conveyance:

☐ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☒ Other Capital Contribution & Asset Transfer Agreement
Execution Date: 1-7-02

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

NONE

B. Trademark Registration No.(s)

see Schedule A attached

Additional number(s) attached ☒ Yes ☐ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Christina L. Martini
Internal Address: Piper Rudnick
Street Address: P.O. Box 64807
City: Chicago State: Illinois Zip: 60664-0807

6. Total number of applications and registrations involved: 17

7. Total fee (37 CFR 3.41).....$ 440.00

☒ Enclosed
any additional fees are
☒ Authorized to be charged to deposit account

8. Deposit account number:

18-2284

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Christina L. Martini
Name of Person Signing

Signature

1/24/03
Date

Total number of pages including cover sheet, attachments, and document: 9

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

SCHEDULE A

REGISTRATIONS:

COUNTRY	MARK	REG. NO.	REG. DATE
USA	AHH SEE AHHH GO	2142817	3/10/98
USA	BREAD (and design)	2190023	9/15/98
USA	BREAD BREAK	2552422	3/26/02
USA	BRUMBIE	2293494	11/16/99
USA	COOLER THAN COFFEE	2183884	8/25/98
USA	DOUGH FOR FUNDS	2257452	6/29/99
USA	Mother Bread Design	2341776	4/11/00
USA	OPERATION DOUGH-NATION	1878878	2/14/95
USA	PANERA BREAD	2288311	10/19/99
USA	PANERA BREAD	2347523	5/2/00
USA	PANERA BREAD (with horizontal design with Mother Bread)	2288314	10/19/99
USA	PANERA BREAD (with vertical design with Mother Bread)	2299040	12/7/99
USA	PANERA BREAD (with vertical design with Mother Bread)	2354029	5/30/00
USA	PANERA BREAD (with horizontal design with Mother Bread)	2574024	5/28/02
USA	SAINT LOUIS BREAD COMPANY	2026248	12/31/96
USA	SO GOOD YOU'LL SAY AHH TWICE	2142796	3/10/98
USA	THE UNIVERSAL SPIRIT OF BREAD IS SHARING	2267376	8/3/99

CAPITAL CONTRIBUTION AND
ASSET TRANSFER AGREEMENT BETWEEN
PANERA ENTERPRISES, INC
AND
PUMPERNICKEL ASSOCIATES, LLC

This is a Capital Contribution and Asset Transfer Agreement ("Agreement") intended to qualify under Section 351 of the Internal Revenue Code of 1986, as amended, dated and to be effective as of the 7th day of January, 2002, by and between Panera Enterprises, Inc., a Delaware corporation ("Transferor"), and Pumpernickel Associates, LLC, a Delaware limited liability company ("Transferee").

The parties to this Agreement, in exchange for the mutual promises made herein and intending to be legally bound hereby, agree as follows:

1. Transfer of Intellectual Property Rights.

(a) For purposes of this Agreement "Intellectual Property Rights" means any and all rights existing now or in the future under patent law, copyright law, industrial design rights law, semiconductor chip and mask work protection law, moral rights law, trade secret law, trademark law, unfair competition law, publicity rights law, privacy rights law, and any and all similar proprietary rights, and any and all renewals, extensions, and restorations thereof, now or hereafter in force and effect worldwide, including, without limitation, in the United States.

(b) Transferor agrees to transfer and does hereby transfer the all of its Intellectual Property Rights including, but not limited to the Intellectual Property Rights listed on Schedule A (attached hereto) and operating cash to Transferee, as a contribution to the capital of Transferee.

(c) The Transferor shall execute all necessary and appropriate additional assignment documentation, together with such other written instruments and accompanying documentation as may be necessary or appropriate to give effect to the assignment of the Intellectual Property Rights from Transferor to Transferee.

2. Agreement as to Valuation. Transferor and Transferee agree that the value of the limited liability company interests to be issued by Transferee hereunder is equal to the financial statement carrying value of the Intellectual Property Rights and operating cash, if any.

3. Warranties of the Parties.

(a) Transferor hereby warrants in connection with the execution of this Agreement and the transfers contemplated hereunder, as follows:

(i) That it is a duly organized and validly existing corporation under the laws of the State of Delaware.

(ii) That it is now in good standing in the State of Delaware, is qualified and in good standing in all jurisdictions in which it does business and that there are no legal proceedings or other actions pending to limit or impair any of its powers, rights or privileges in the ordinary conduct of its business.

(iii) That it has full power and right to enter into this Agreement and that the officer executing this Agreement on its behalf has been duly authorized to do so.

(iv) That the execution and performance of this Agreement does not violate or constitute a breach or default under any agreement to which it is a party or by which it is bound.

(b) Transferee warrants in connection with the execution of this Agreement and the transfers contemplated hereunder, as follows:

(i) That it is a duly organized and validly existing limited liability company under the laws of the state of Delaware

(ii) That it is now in good standing in Delaware, is qualified and in good standing in all jurisdictions in which it does business and that there are no legal proceedings or other actions pending to limit or impair any of its powers, rights or privileges in the ordinary conduct of its business.

(iii) That it has full power and right to enter into this Agreement and that the officer executing this Agreement on its behalf has been duly authorized to do so.

(iv) That the execution and performance of this Agreement does not violate or constitute a breach or default under any agreement to which it is a party or by which it is bound.

4. Parties Familiar with Operations of Each Other. Each party acknowledges:

(a) This Agreement and all other agreements made in connection with this Agreement are each the result of direct negotiation and communication between the parties, and each such agreement represents a mutual and voluntary meeting of the minds.

(b) Each party is familiar with the operations of the other party, and has been provided access to or has been furnished with all materials and information which have been requested and which pertain to the operational or financial structure or condition of such other party and is fully capable of evaluating all risks attendant to the performance of this Agreement.

(c) Each party is fully capable of bearing any economic or financial risk which may be occasioned by the transactions contained in, connected with or necessary to carry out the purposes of this Agreement.

5. Additional Papers and Documents. At or subsequent to the closing of the transactions described herein, each party shall execute and deliver such additional papers and documents as may be necessary or appropriate in order to perfect title to any property to be transferred hereby or to carry out any other activity which is necessary for the purposes of this Agreement.

6. No Assignment. This Agreement shall not be assigned by either party without the prior written consent of the other party, which consent may be given or withheld in the other party's sole discretion, and may be amended only by a written amendment signed by both parties.

7. Missouri Law. This agreement shall be construed and enforced in accordance with the internal laws of the State of Missouri.

8. Entire Contract - Binding upon Successors. This Agreement embodies the entire agreement between the parties and supersedes any prior contract, agreement or understanding which may have existed between any of the parties, whether oral or written, with respect to the subject matter hereof and shall be binding upon any permitted successors or assigns of the parties.

9. Counterparts. This Agreement may be executed in one or more counterparts, each of which shall be deemed to be an original but all of which together shall constitute one and the same instrument.

The parties have caused this Agreement to be duly executed as of the date first written above.

PANERA ENTERPRISES, INC, Transferor:

By: _____
Name: Kenneth Puzder
Title: President

PUMPERNICKEL ASSOCIATES, LLC, Transferee:

By: _____
Name: Ronald M. Shaich
Title: Chairman and Chief Executive Officer

SCHEDULE A

All Transferors Intellectual Property Rights

SCHEDULE A

REGISTRATIONS:

COUNTRY	MARK	REG. NO.	REG. DATE
Chile	Mother Bread Design	590669	2/22/01
Chile	PANERA BREAD	590670	2/22/01
State of Georgia	SAINT LOUIS BREAD COMPANY (and design)	S14084	11/4/94
State of Georgia	THE ORIGINAL SAINT LOUIS SOURDOUGH BREAD COMPANY	S13703	6/17/94
State of Georgia	THE ORIGINAL SAINT LOUIS SOURDOUGH BREAD COMPANY	S13702	6/17/94
Japan*	SAINT LOUIS BREAD (and design)	4136818	4/17/98
Mexico	PANERA BREAD	671267	7/24/00
USA	AHH SEE AHHH GO	2142817	3/10/98
USA	BREAD (and design)	2190023	9/15/98
USA	BRUMBIE	2293494	11/16/99
USA	COOLER THAN COFFEE	2183884	8/25/98
USA	DOUGH FOR FUNDS	2257452	6/29/99
USA	Mother Bread Design	2341776	4/11/00
USA	OPERATION DOUGH-NATION	1878878	2/14/95
USA	PANERA BREAD	2288311	10/19/99
USA	PANERA BREAD	2347523	5/2/00
USA	PANERA BREAD (with horizontal design with Mother Bread)	2288314	10/19/99
USA	PANERA BREAD (with vertical design with Mother Bread)	2299040	12/7/99
USA	PANERA BREAD (with vertical design with Mother Bread)	2354029	5/30/00

COUNTRY	MARK	REG. NO.	REG. DATE
USA	SAINT LOUIS BREAD COMPANY	2026248	12/31/96
USA	SAINT LOUIS BREAD COMPANY OPERATION DOUGH-NATION (and design)	1964955	4/2/96
USA	SO GOOD YOU'LL SAY AHH TWICE	2142796	3/10/98
USA	THE UNIVERSAL SPIRIT OF BREAD IS SHARING	2267376	8/3/99

*currently in the name of Saint Louis Bread Co.

APPLICATIONS:

COUNTRY	MARK	SERIAL NO.	FILING DATE
Brazil	Mother Bread Design	823089053	8/21/00
Brazil	PANERA BREAD	823089061	8/21/00
Canada	Mother Bread Design	1064439	6/23/00
Canada	PANERA BREAD	1064440	6/23/00
Mexico	Mother Bread Design	437949	7/24/00
USA	BREAD BREAK	76/235322	4/4/01
USA	PANERA BREAD (with horizontal design with Mother Bread)	75/415601	1/9/98
USA	YOU PICK TWO	75/848492	11/15/99

COMMON LAW TRADEMARKS:

A Loaf Of Bread In Every Arm
Asiago Sunrise Trio
Artisan Breads
Bacon Turkey Bravo
Bakery Buzzing
Baguette University
Baguette University Design
Blueberry Razz Trio
Breaducation
Breaducation Design
Breadwise
Bread Bash
Cinn-ful Crunch Trio
Coffee Now
Custom Selected Harvest To Cup
Day End Dough-Nations
Fandango
Festiago Chicken
Fresh Baked Bliss
Fresh Bread Makes Friends
Fresh From The Oven
Frontega Chicken
Fruitcake Trade-In
Fruitcake Wake
Good Breadfellows
Knead to Know
Morning Glory
Mother Bread
Panera
Panera Baker's Notes
Planet Bread
Rectangle Design
Santa's Cookie Kit
Share The Bread
Saint Louis Bread Company Design
Sierra Turkey

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Client:	Pumpernickel Associates LLC
Mark:	AHH SEE AHHH GO (and various others)
Reg. No.:	2,142,817 (and various others)
Our Ref. No.:	306481-000002
Atty./Para:	Christina L. Martini/Deborah L. Donovan

Enclosures:

1. Recordation Form Cover Sheet
2. Schedule A
3. Check for $440.00 to cover fee
4. Capital Contribution and Asset Transfer Agreement Between Panera Enterprises, Inc. and Pumpernickel Associates, LLC
5. Return Receipt Postcard

Mailed via First Class Mail on Jan 24, 2003

ENTERED
JAN 29 2003
PIPER RUDNICK

Piper Rudnick

203 N. LaSALLE ST.
CHICAGO, IL 60601
312-368-4000

SWISS NATIONAL BANK AND TRUST CO. OF CHICAGO

No. R 065140

January 24, 2002

PAY FOUR HUNDRED FORTY AND 00/100---------- DOLLARS $ 440.00

TO THE ORDER OF COMMISSIONER FOR TRADEMARKS

Piper Rudnick
REAL ESTATE

NON-NEGOTIABLE

Piper Rudnick LLP and related entities including an Illinois General Partnership

⑈065140⑈ ⑆071000288⑆ 7007782⑈

DATA PROCESSING

CLIENT #	MATTER #
30645-1	2

CLIENT: Kappos Intellectual

MATTER:

DATE: MO 1 DAY 4 YEAR 2 — 1/4/02

AMOUNT: $ 440 ¢ 00 — $440.00

INITIALS: DLD

REAL ESTATE

011

CHECK NO. R- 065140

VOUCHER

DEBIT

CREDIT

COST CODES

- ☐ 011 Filing/Recording Fees
- ☐ 012 Transcripts
- ☐ 016 Documents from Court Files
- ☐ 018 Witness Expenses
- ☐ 019 Expert Witness/Consulting Fees
- ☐ 020 State Registration Fees
- ☐ 025 Certified Copies/Certificate
- ☐ 040 Postage
- ☐ 306 Court Costs
- ☐ 307 Aerial Photographs
- ☐ 602 Patent & Trademark Fees
- ☐ 603 Court Filings
- ☐ 604 Court Research
- ☐ 606 Legalization Fees
- ☐ 616 On-Line Researching
- ☐ 619 Oversized Document
- ☐ 627 Process Server
- ☐ 628 Court Reporter
- ☐ 636 Duplicating
- ☐ 641 Document Retrieval

EXPLAIN UNDER DESCRIPTION

DESCRIPTION

Recording Cover Sheet re Change of Name of Owner

CK R 3/02

Form PTO-1594
(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)

Tab settings ⇨ ⇨ ⇨ ▼ ▼ ▼ ▼ ▼ ▼ ▼

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Panera, LLC

☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☐ Corporation-State
☒ Other Delaware Limited Liability Company

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

2. Name and address of receiving party(ies)

Name: Panera Enterprises, Inc.
Internal Address: TK House Suite 117 at Bayside Executive Park
Street Address: West Bay Street & Blake Road
City: Nassau State: Bahamas Zip:

☐ Individual(s) citizenship
☐ Association
☐ General Partnership
☐ Limited Partnership
☒ Corporation-State Delaware
☐ Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☒ No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? ☐ Yes ☒ No

3. Nature of conveyance:

☐ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☒ Other Capital Contribution and Asset Transfer Agreement

Execution Date: 1-2-02

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

NONE

B. Trademark Registration No.(s)

see Schedule A attached

Additional number(s) attached ☒ Yes ☐ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Christina L. Martini
Internal Address: Piper Rudnick

Street Address: P.O. Box 64807

City: Chicago State: Illinois Zip: 60664-0807

6. Total number of applications and registrations involved: 17

7. Total fee (37 CFR 3.41).....$ 440.00

☒ Enclosed
any additional fees are
☒ Authorized to be charged to deposit account

8. Deposit account number:

18-2284

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Christina L. Martini
Name of Person Signing

Signature

1/24/03
Date

Total number of pages including cover sheet, attachments, and document: 9

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

SCHEDULE A

REGISTRATIONS:

COUNTRY	MARK	REG. NO.	REG. DATE
USA	AHH SEE AHHH GO	2142817	3/10/98
USA	BREAD (and design)	2190023	9/15/98
USA	BREAD BREAK	2552422	3/26/02
USA	BRUMBIE	2293494	11/16/99
USA	COOLER THAN COFFEE	2183884	8/25/98
USA	DOUGH FOR FUNDS	2257452	6/29/99
USA	Mother Bread Design	2341776	4/11/00
USA	OPERATION DOUGH-NATION	1878878	2/14/95
USA	PANERA BREAD	2288311	10/19/99
USA	PANERA BREAD	2347523	5/2/00
USA	PANERA BREAD (with horizontal design with Mother Bread)	2288314	10/19/99
USA	PANERA BREAD (with vertical design with Mother Bread)	2299040	12/7/99
USA	PANERA BREAD (with vertical design with Mother Bread)	2354029	5/30/00
USA	PANERA BREAD (with horizontal design with Mother Bread)	2574024	5/28/02
USA	SAINT LOUIS BREAD COMPANY	2026248	12/31/96
USA	SO GOOD YOU'LL SAY AHH TWICE	2142796	3/10/98
USA	THE UNIVERSAL SPIRIT OF BREAD IS SHARING	2267376	8/3/99

CAPITAL CONTRIBUTION AND
ASSET TRANSFER AGREEMENT BETWEEN
PANERA, LLC AND
PANERA ENTERPRISES, INC

This is a Capital Contribution and Asset Transfer Agreement ("Agreement") intended to qualify under Section 351 of the Internal Revenue Code of 1986, as amended, dated and to be effective as of the 2nd day of January, 2002, by and between Panera, LLC, a Delaware Limited Liability Company ("Transferor"), and Panera Enterprises, Inc, a Delaware corporation ("Transferee").

The parties to this Agreement, in exchange for the mutual promises made herein and intending to be legally bound hereby, agree as follows:

1. Transfer of Intellectual Property Rights.

(a) For purposes of this Agreement "Intellectual Property Rights" means any and all rights existing now or in the future under patent law, copyright law, industrial design rights law, semiconductor chip and mask work protection law, moral rights law, trade secret law, trademark law, unfair competition law, publicity rights law, privacy rights law, and any and all similar proprietary rights, and any and all renewals, extensions, and restorations thereof, now or hereafter in force and effect worldwide, including, without limitation, in the United States.

(b) Transferor agrees to transfer and does hereby transfer the all of its Intellectual Property Rights including, but not limited to the Intellectual Property Rights listed on Schedule A (attached hereto) and operating cash to Transferee, as a contribution to the capital of Transferee.

(c) The Transferor shall execute all necessary and appropriate additional assignment documentation, together with such other written instruments and accompanying documentation as may be necessary or appropriate to give effect to the assignment of the Intellectual Property Rights from Transferor to Transferee.

2. Agreement as to Valuation. Transferor and Transferee agree that the value of the stock to be issued by Transferee hereunder is equal to the financial statement carrying value of the Intellectual Property Rights noted in Exhibit A and operating cash, if any.

3. Warranties of the Parties.

(a) Transferor hereby warrants in connection with the execution of this Agreement and the transfers contemplated hereunder, as follows:

(i) That it is a duly organized and validly existing limited liability company under the laws of the State of Delaware.

(ii) That it is now in good standing in the State of Delaware, is qualified and in good standing in all jurisdictions in which it does business and that there are no legal proceedings or other actions pending to limit or impair any of its powers, rights or privileges in the ordinary conduct of its business.

(iii) That it has full power and right to enter into this Agreement and that the officer executing this Agreement on its behalf has been duly authorized to do so.

(iv) That the execution and performance of this Agreement does not violate or constitute a breach or default under any agreement to which it is a party or by which it is bound.

(b) Transferee warrants in connection with the execution of this Agreement and the transfers contemplated hereunder, as follows:

(i) That it is a duly organized and validly existing corporation under the laws of the state of Delaware

(ii) That it is now in good standing in Delaware, is qualified and in good standing in all jurisdictions in which it does business and that there are no legal proceedings or other actions pending to limit or impair any of its powers, rights or privileges in the ordinary conduct of its business.

(iii) That it has full power and right to enter into this Agreement and that the officer executing this Agreement on its behalf has been duly authorized to do so.

(iv) That the execution and performance of this Agreement does not violate or constitute a breach or default under any agreement to which it is a party or by which it is bound.

4. Parties Familiar with Operations of Each Other. Each party acknowledges:

(a) This Agreement and all other agreements made in connection with this Agreement are each the result of direct negotiation and communication between the parties, and each such agreement represents a mutual and voluntary meeting of the minds.

(b) Each party is familiar with the operations of the other party, and has been provided access to or has been furnished with all materials and information which have been requested and which pertain to the operational or financial structure or condition of such other party and is fully capable of evaluating all risks attendant to the performance of this Agreement.

(c) Each party is fully capable of bearing any economic or financial risk which may be occasioned by the transactions contained in, connected with or necessary to carry out the purposes of this Agreement.

5. Additional Papers and Documents. At or subsequent to the closing of the transactions described herein, each party shall execute and deliver such additional papers and documents as may be necessary or appropriate in order to perfect title to any property to be transferred hereby or to carry out any other activity which is necessary for the purposes of this Agreement.

6. No Assignment. This Agreement shall not be assigned by either party without the prior written consent of the other party, which consent may be given or withheld in the other party's sole discretion, and may be amended only by a written amendment signed by both parties.

7. Missouri Law. This agreement shall be construed and enforced in accordance with the internal laws of the State of Missouri.

8. Entire Contract - Binding upon Successors. This Agreement embodies the entire agreement between the parties and supersedes any prior contract, agreement or understanding which may have existed between any of the parties, whether oral or written, with respect to the subject matter hereof and shall be binding upon any permitted successors or assigns of the parties.

9. Counterparts. This Agreement may be executed in one or more counterparts, each of which shall be deemed to be an original but all of which together shall constitute one and the same instrument.

The parties have caused this Agreement to be duly executed as of the date first written above.

PANERA, LLC, Transferor:

By: _____
Name: Ronald M. Shaich
Title: Chairman and Chief Executive Officer

PANERA ENTERPRISES, INC, Transferee:

By: _____
Name: Kenneth D. Puzder
Title: President

SCHEDULE A

All Transferors Intellectual Property Rights

SCHEDULE A

REGISTRATIONS:

COUNTRY	MARK	REG. NO.	REG. DATE
Chile	Mother Bread Design	590669	2/22/01
Chile	PANERA BREAD	590670	2/22/01
State of Georgia	SAINT LOUIS BREAD COMPANY (and design)	S14084	11/4/94
State of Georgia	THE ORIGINAL SAINT LOUIS SOURDOUGH BREAD COMPANY	S13703	6/17/94
State of Georgia	THE ORIGINAL SAINT LOUIS SOURDOUGH BREAD COMPANY	S13702	6/17/94
Japan*	SAINT LOUIS BREAD (and design)	4136818	4/17/98
Mexico	PANERA BREAD	671267	7/24/00
USA	AHH SEE AHHH GO	2142817	3/10/98
USA	BREAD (and design)	2190023	9/15/98
USA	BRUMBIE	2293494	11/16/99
USA	COOLER THAN COFFEE	2183884	8/25/98
USA	DOUGH FOR FUNDS	2257452	6/29/99
USA	Mother Bread Design	2341776	4/11/00
USA	OPERATION DOUGH-NATION	1878878	2/14/95
USA	PANERA BREAD	2288311	10/19/99
USA	PANERA BREAD	2347523	5/2/00
USA	PANERA BREAD (with horizontal design with Mother Bread)	2288314	10/19/99
USA	PANERA BREAD (with vertical design with Mother Bread)	2299040	12/7/99
USA	PANERA BREAD (with vertical design with Mother Bread)	2354029	5/30/00

COUNTRY	MARK	REG. NO.	REG. DATE
USA	SAINT LOUIS BREAD COMPANY	2026248	12/31/96
USA	SAINT LOUIS BREAD COMPANY OPERATION DOUGH-NATION (and design)	1964955	4/2/96
USA	SO GOOD YOU'LL SAY AHH TWICE	2142796	3/10/98
USA	THE UNIVERSAL SPIRIT OF BREAD IS SHARING	2267376	8/3/99

*currently in the name of Saint Louis Bread Co.

APPLICATIONS:

COUNTRY	MARK	SERIAL NO.	FILING DATE
Brazil	Mother Bread Design	823089053	8/21/00
Brazil	PANERA BREAD	823089061	8/21/00
Canada	Mother Bread Design	1064439	6/23/00
Canada	PANERA BREAD	1064440	6/23/00
Mexico	Mother Bread Design	437949	7/24/00
USA	BREAD BREAK	76/235322	4/4/01
USA	PANERA BREAD (with horizontal design with Mother Bread)	75/415601	1/9/98
USA	YOU PICK TWO	75/848492	11/15/99

COMMON LAW TRADEMARKS:

A Loaf Of Bread In Every Arm
Asiago Sunrise Trio
Artisan Breads
Bacon Turkey Bravo
Bakery Buzzing
Baguette University
Baguette University Design
Blueberry Razz Trio
Breaducation
Breaducation Design
Breadwise
Bread Bash
Cinn-ful Crunch Trio
Coffee Now
Custom Selected Harvest To Cup
Day End Dough-Nations
Fandango
Festiago Chicken
Fresh Baked Bliss
Fresh Bread Makes Friends
Fresh From The Oven
Frontega Chicken
Fruitcake Trade-In
Fruitcake Wake
Good Breadfellows
Knead to Know
Morning Glory
Mother Bread
Panera
Panera Baker's Notes
Planet Bread
Rectangle Design
Santa's Cookie Kit
Share The Bread
Saint Louis Bread Company Design
Sierra Turkey

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

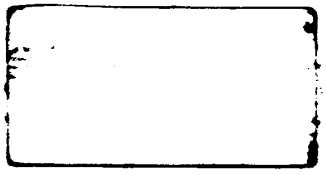
Client:	Pumpernickel Associates LLC
Mark:	AHH SEE AHHH GO (and various others)
Reg. No.:	2,142,817 (and various others)
Our Ref. No.:	306481-000002
Atty./Para:	Christina L. Martini/Deborah L. Donovan

Enclosures:

1. Recordation Form Cover Sheet
2. Schedule A
3. Check for $440.00 to cover fee
4. Capital Contribution and Asset Transfer Agreement Between Panera, LLC and Panera Enterprises, Inc.
5. Return Receipt Postcard

Mailed via First Class Mail on Jan 24, 2003

ENTER
JAN 2 9
PIPER



Piper Rudnick
203 N. LaSALLE ST.
CHICAGO, IL 60601
312-368-4000

AMERICAN NATIONAL BANK AND TRUST CO. OF CHICAGO

No. 065139

JANUARY 24, 20[illegible]

$ 440.00

PAY FOUR HUNDRED FORTY AND 00/100---------- DOLLARS

TO THE ORDER OF COMMISSIONER FOR TRADEMARKS

Piper Rudnick
REAL ESTATE
NON-NEGOTIABLE

Piper Rudnick LLP and related entities including an Illinois General Partnership

⑈065139⑈ ⑆071000013⑆ 3577[illegible]⑈

DATA PROCESSING

30641	2
CLIENT #	MATTER #

MO 1	DAY 24	YEAR 03

$ 440 ¢ 00

2113

REAL ESTATE

011

CHECK NO. R- 065139

AC

VOUCHER

DEBIT

CREDIT

CLIENT: Piper Rudnick

MATTER:

DATE: 1/24/03

AMOUNT: $440.00

DLD

INITIALS

COST CODES

☐	011	Filing/Recording Fees	☐	040	Postage	☐	616	On-Line Researching
☐	012	Transcripts	☐	306	Court Costs	☐	619	Oversized Document
☐	016	Documents from Court Files	☐	307	Aerial Photographs	☐	627	Process Server
☐	018	Witness Expenses	☐	602	Patent & Trademark Fees	☐	628	Court Reporter
☐	019	Expert Witness/Consulting Fees	☐	603	Court Filings	☐	636	Duplicating
☐	020	State Registration Fees	☐	604	Court Research	☐	641	Document Retrieval
☐	025	Certified Copies/Certificate	☐	606	Legalization Fees			

EXPLAIN UNDER DESCRIPTION

DESCRIPTION

Recordal [illegible]

4 Class [illegible]

Piper [illegible]

CK R 3/02

U.S. Patent & TMOfc/TM Mail Rcpt Dt. DP 900
05-24-2002

Applicant's Name:	Pumpernickel Associates, LLC
Applicant's Address:	6710 Clayton Road Richmond Heights, MO 63117
Goods/Services in Class 21:	coffee mugs and plastic drinking cups
Date of First Use Anywhere In Class 21:	At least as early November, 1997
Date of First Use in Commerce In Class 21:	At least as early as November, 1997
Goods/Services in Class 25:	clothing, namely, caps, shirts, t-shirts, sweat shirts, and hats
Date of First Use Anywhere In Class 25:	At least as early November, 1997
Date of First Use in Commerce In Class 25:	At least as early as November, 1997

(Goods/Services continued on next page)

PANERA

PIPER RUDNICK
Attorneys for Applicant
P.O. Box 64807
Chicago, Illinois 60664-0807
(312) 368-4000

U.S. Patent & TMOfc/TM
76413842

Applicant's Name:	Pumpernickel Associates, LLC
Applicant's Address:	6710 Clayton Road Richmond Heights, MO 63117
Goods/Services in Class 29:	jellies, jams, edible vegetable oils, soups, vegetable and garden salads, and cream cheese
Date of First Use Anywhere In Class 29:	At least as early as November, 1997
Date of First Use in Commerce In Class 29:	At least as early as November, 1997
Goods/Services in Class 30:	bakery goods, coffee and sandwiches
Date of First Use Anywhere In Class 30:	At least as early as January, 1998
Date of First Use in Commerce In Class 30:	At least as early as January, 1998
Goods/Services in Class 43:	restaurant and catering services
Date of First Use Anywhere In Class 43:	At least as early as December, 1997
Date of First Use in Commerce In Class 43:	At least as early as December, 1997

PIPER RUDNICK
Attorneys for Applicant
P.O. Box 64807
Chicago, Illinois 60664-0807
(312) 368-4000

76413842

TRADEMARK APPLICATION SERIAL NO.

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
FEE RECORD SHEET

06/10/2002 MPETTY 00000288 76413842
01 FC:361 1625.00 OP

PTO-1555
(5/87)

*U.S. Government Printing Office: 2000 — 466-232/29119

Piper Rudnick

203 North LaSalle Street, Suite 1800
Chicago, Illinois 60601-1293
main 312.368.4000 *fax* 312.236.7516

CHRISTINA L. MARTINI
christina.martini@piperrudnick.com
direct 312.368.7025 *fax* 312.236-7516

May 24, 2002

EL284768095US

VIA EXPRESS MAIL

BOX NEW APP FEE
Assistant Commissioner for Trademarks
2900 Crystal Drive
Arlington, Virginia 22202-3513

Re: ***Use-Based Application for Trademark/Service Mark***
PANERA in Classes 21, 25, 29, 30 and 43
By Pumpernickel Associates, LLC

Sir:

Enclosed is a use-based application for federal registration of the above trademark/service mark on behalf of Pumpernickel Associates, LLC, one specimen per class showing use of the mark on the goods/services and a check in the amount of $1625.00 to cover the filing fees. Any additional fees should be charged to our Deposit Account No. 18-2284.

Please direct all correspondence to:

Christina L. Martini, Esq.
Piper Rudnick
P.O. Box 64807
Chicago, Illinois 60664-0807
312/368-4000

Very truly yours,

PIPER RUDNICK

Christina L. Martini

CLM/DLD/
Enclosures
cc: Ms. Linda K. Latham
Erik Wulff, Esq., D.C.
Mark I. Feldman, Esq.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICATION FOR REGISTRATION OF MARK ON PRINCIPAL REGISTER BASED ON USE

To the Assistant Commissioner for Trademarks:

"Express Mail" mailing label no. EL284768095US
Date of Deposit: 5/24/02
I hereby certify that this correspondence is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to the Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, Virginia 22202-3513.
Irene Boyer
Name (typed or printed)
Irene Boyer
Signature

MARK: PANERA

INTERNATIONAL CLASS NOS.: 21, 25, 29, 30 and 43

APPLICANT: Pumpernickel Associates, LLC

BUSINESS ADDRESS: 6710 Clayton Road
Richmond Heights, MO 63117

NATURE OF ENTITY: Limited Liability Company
Organized Under the Laws of
the State of Delaware

Applicant requests registration of the above-identified mark shown in the accompanying drawing in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 for coffee mugs and plastic drinking cups in Class 21; for clothing, namely, caps, shirts, t-shirts, sweat shirts, and hats in Class 25; for jellies, jams, edible vegetable oils, soups, vegetable and garden salads, and cream cheese in Class 29; for bakery goods, coffee and sandwiches in Class 30; and for restaurant and catering services in Class 43.

Applicant has adopted and is now using the mark in commerce on or in connection with the above-identified goods/services (15 U.S.C. §1051(a)).

The mark was first used in Class 21 anywhere at least as early as November, 1997.

The mark was first used in Class 21 in commerce at least as early as November, 1997.

The mark was first used in Class 25 anywhere at least as early as November, 1997.

The mark was first used in Class 25 in commerce at least as early as November, 1997.

The mark was first used in Class 29 anywhere at least as early as November, 1997.

The mark was first used in Class 29 in commerce at least as early as November, 1997.

The mark was first used in Class 30 anywhere at least as early as January, 1998.

The mark was first used in Class 30 in commerce at least as early as January, 1998.

The mark was first used in Class 43 anywhere at least as early as December, 1997.

The mark was first used in Class 43 in commerce at least as early as December, 1997.

The fee of $325 per class is enclosed.

Applicant hereby appoints Mark I. Feldman, James P. Ryther, Monica L. Thompson, Keith W. Medansky, Jefferson Perkins, Christina L. Martini, Linda Urbanik Johnson, Thomas W. Ryan, Myla D. Barefield, Micah R. Onixt and Gina L. Durham, all attorneys admitted to practice before the Supreme Court of the State of Illinois, of the law firm of Piper Rudnick, P.O. Box 64807, Chicago, Illinois 60664-0807, Telephone No. (312) 368-4000, its attorneys, to prosecute this application to register, with full power of substitution and revocation, to transact all business in the Patent and Trademark Office in connection therewith, and to receive the Certificate of Registration.

The undersigned declarant, being hereby warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. §1001, and that any willful false statements may jeopardize the validity of this application or any resulting registration, declares that the undersigned is authorized to execute this instrument on behalf of the applicant; declarant believes the applicant to be the owner of the mark sought to be registered; to the best of declarant's knowledge and belief, no other person, firm, corporation or association has the right to use the above-identified mark in commerce, either in the identical form or in such near

resemblance thereto as to be likely, when applied to the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of declarant's own knowledge are true and all statements made on information and belief are believed to be true.

PUMPERNICKEL ASSOCIATES, LLC

By: Diane L. Parsons-Salem

Name: Diane L. Parsons-Salem

Title: Vice President

Date: April 22, 2002

U.S. Patent & TMOfc/TM Mail Rcpt Dt. DP 900
05-24-2002

Applicant's Name:	Pumpernickel Associates, LLC
Applicant's Address:	6710 Clayton Road Richmond Heights, MO 63117
Goods/Services in Class 21:	coffee mugs and plastic drinking cups
Date of First Use Anywhere In Class 21:	At least as early November, 1997
Date of First Use in Commerce In Class 21:	At least as early as November, 1997
Goods/Services in Class 25:	clothing, namely, caps, shirts, t-shirts, sweat shirts, and hats
Date of First Use Anywhere In Class 25:	At least as early November, 1997
Date of First Use in Commerce In Class 25:	At least as early as November, 1997

(Goods/Services continued on next page)

PANERA

PIPER RUDNICK
Attorneys for Applicant
P.O. Box 64807
Chicago, Illinois 60664-0807
(312) 368-4000

U.S. Patent & TMOfc/TM
76413842

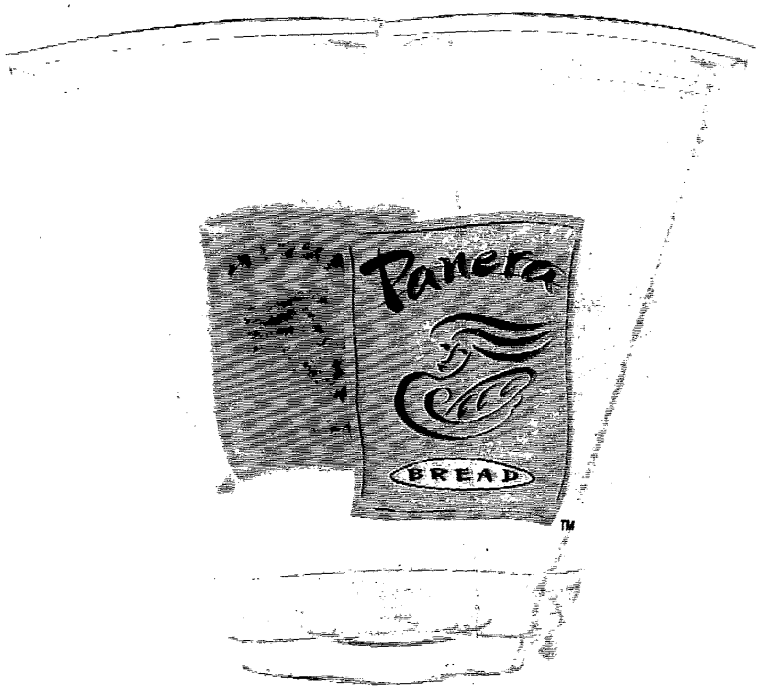
Applicant's Name:	Pumpernickel Associates, LLC
Applicant's Address:	6710 Clayton Road Richmond Heights, MO 63117
Goods/Services in Class 29:	jellies, jams, edible vegetable oils, soups, vegetable and garden salads, and cream cheese
Date of First Use Anywhere In Class 29:	At least as early as November, 1997
Date of First Use in Commerce In Class 29:	At least as early as November, 1997
Goods/Services in Class 30:	bakery goods, coffee and sandwiches
Date of First Use Anywhere In Class 30:	At least as early as January, 1998
Date of First Use in Commerce In Class 30:	At least as early as January, 1998
Goods/Services in Class 43:	restaurant and catering services
Date of First Use Anywhere In Class 43:	At least as early as December, 1997
Date of First Use in Commerce In Class 43:	At least as early as December, 1997

PIPER RUDNICK
Attorneys for Applicant
P.O. Box 64807
Chicago, Illinois 60664-0807
(312) 368-4000

Applicant's Name:	Pumpernickel Associates, LLC
Applicant's Address:	6710 Clayton Road Richmond Heights, MO 63117
Class No.	21

ONE SPECIMEN IS ATTACHED TO THIS SHEET

BREAD
TM


Panera
BREAD
TM

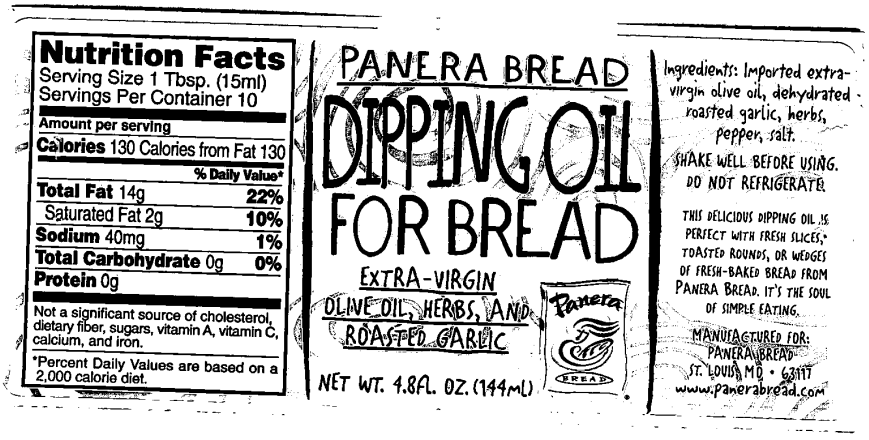
Applicant's Name:	Pumpernickel Associates, LLC
Applicant's Address:	6710 Clayton Road Richmond Heights, MO 63117
Class No.	25

ONE SPECIMEN IS ATTACHED TO THIS SHEET

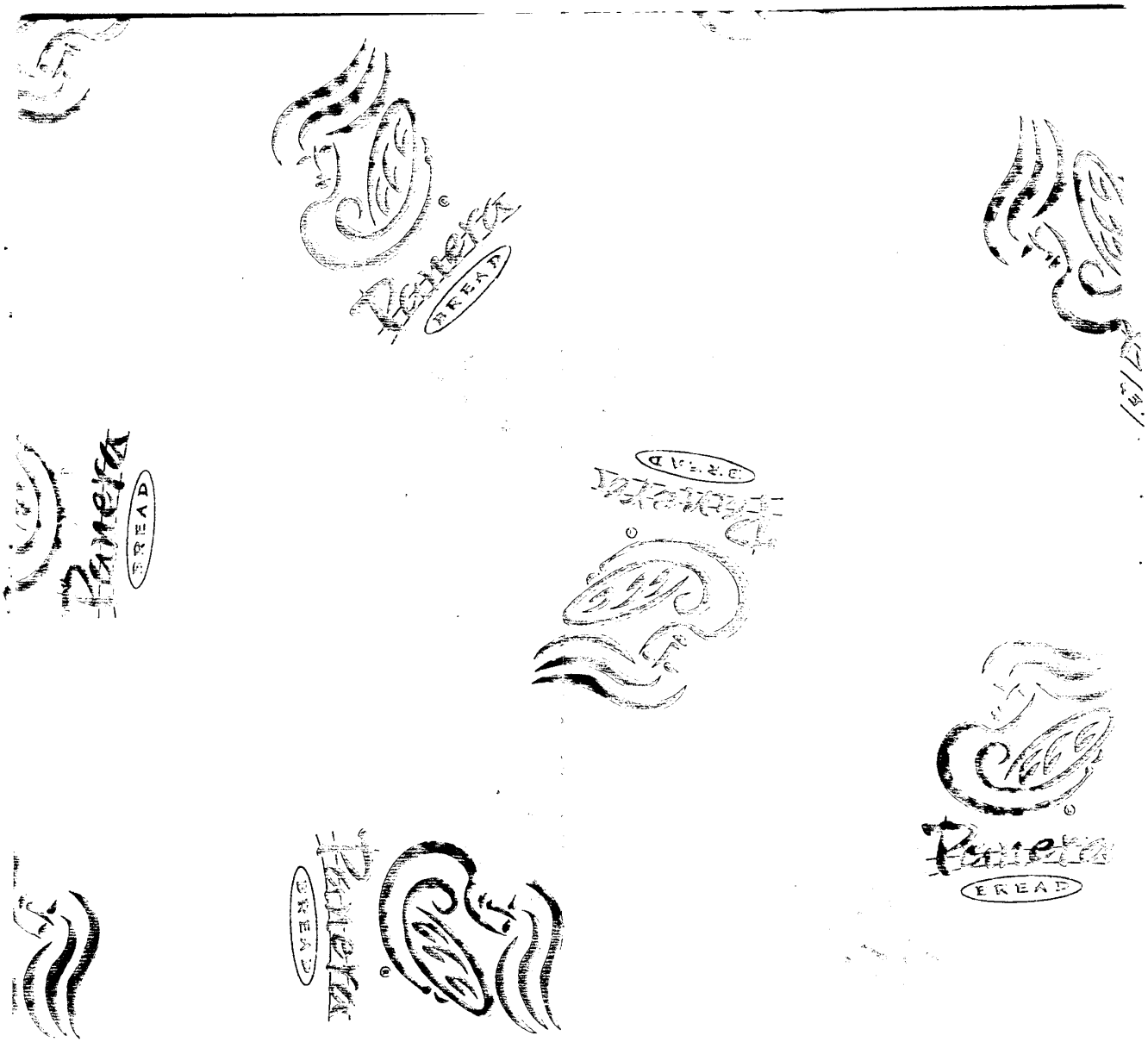
(B09BM)
B09B.M. Women's French Blue Shirt. The trendsetting shirt that is available for men is also available in complimenting women's sizes. This long sleeve shirt is a must have for every Panera woman. Available in women's sizes small-xlarge.
(B09AM)
(B06P)
B06B/B06P Sweatshirt. This set-in sleeve crewneck sweatshirt features a V-notch neck, locker patch, lycra spandex in collar, cuffs and waistband. This mocha colored sweatshirt is available in sizes medium-xxlarge. Specify Panera (B06P) or Saint Louis Bread Company (B06B) logo.
B07M Anorak Jacket. Lightweight jac perfect fo early fall outing. over nylon jacket with 1/2 zipper avail black with the Mother Bread® Logo emb Available in sizes medium-xxlarge.

Applicant's Name:	Pumpernickel Associates, LLC
Applicant's Address:	6710 Clayton Road Richmond Heights, MO 63117
Class No.	29

ONE SPECIMEN IS ATTACHED TO THIS SHEET



Applicant's Name:	Pumpernickel Associates, LLC
Applicant's Address:	6710 Clayton Road Richmond Heights, MO 63117
Class No.	30



Applicant's Name: Pumpernickel Associates, LLC

Applicant's Address: 6710 Clayton Road
Richmond Heights, MO 63117

Class No. 43

CHGO1:30130

EXHIBIT 3

Vol. 1

Generated on: This page was generated by TSDR on 2024-04-21 16:12:36 EDT

Mark: PANERA

PANERA

US Serial Number: 86344805

Application Filing Date: Jul. 22, 2014

US Registration Number: 4934852

Registration Date: Apr. 12, 2016

Register: Principal

Mark Type: Trademark, Service Mark

TM5 Common Status Descriptor:

LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: A partial Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Aug. 12, 2022

Publication Date: Jan. 26, 2016

Mark Information

Mark Literal Elements: PANERA

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

Translation: The English translation of "PANERA" in the mark is "a large basket for carrying goods on the back of an animal or person".

Related Properties Information

International Registration Number: 1237860, 1722079

International Application(s) /Registration(s) Based on this Property: A0044194/1237860, A0129445/1722079

Claimed Ownership of US Registrations: 2288311, 2288314, 2299040

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: Nutritionally fortified beverages and vitamin fortified beverages

International Class(es): 005 - Primary Class

U.S Class(es): 006, 018, 044, 046, 051, 052

Class Status: SECTION 8 - CANCELLED

Basis: 1(a)

First Use: Nov. 1997

Use in Commerce: Nov. 1997

For: Magnetically encoded loyalty cards, incentive cards, reward cards, and gift cards that may be redeemed for or used towards the

purchase of menu items; downloadable mobile application for ordering food

International Class(es): 009 - Primary Class **U.S Class(es):** 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 31, 2009 **Use in Commerce:** Mar. 31, 2009

For: Soups, vegetable and garden salads, tuna fish salad, stews, potato chips, cream cheese, meat, poultry, pork, beef; salmon, not live; yogurt-based beverages, fruit salads, milk-based beverages with high milk content, egg soufflés; prepackaged meals consisting primarily of meat, seafood or poultry

International Class(es): 029 - Primary Class **U.S Class(es):** 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 1997 **Use in Commerce:** Nov. 1997

For: Bakery goods, coffee, coffee and tea drinks, coffee and tea based beverages, chocolate based beverages, brownies, prepared pastas, egg sandwiches, hot and cold sandwiches, pasta, bread, bagels, pastries, panini, cookies, muffins, oatmeal, granola, parfaits, salad dressings

International Class(es): 030 - Primary Class **U.S Class(es):** 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 1998 **Use in Commerce:** Jan. 1998

For: Beverages, namely, fruit and/or vegetable juices, drinks, or smoothies; frozen fruit beverages and frozen fruit-based beverages

International Class(es): 032 - Primary Class **U.S Class(es):** 045, 046, 048

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 1997 **Use in Commerce:** Nov. 1997

For: Franchising, namely, providing technical and business management assistance in the establishment and/or operation of restaurants and cafes; computerized online ordering services in the field of restaurant take-out and delivery; administration of a customer loyalty program which provides registered customers with free and discounted menu items; customer loyalty services and customer club services for commercial, promotional and/or advertising purposes

International Class(es): 035 - Primary Class **U.S Class(es):** 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 15, 1998 **Use in Commerce:** Apr. 15, 1998

For: Restaurant, cafe and catering services; take-out restaurant services; restaurants featuring delivery; food preparation; preparation of carry out foods and beverages

International Class(es): 043 - Primary Class **U.S Class(es):** 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 1997 **Use in Commerce:** Dec. 1997

Basis Information (Case Level)

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

Current Owner(s) Information

Owner Name: Pumpernickel Associates, LLC

Owner Address: 3630 S. Geyer Road
St. Louis, MISSOURI UNITED STATES 63127

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Hope V. Shovein

Docket Number: PNRA0442TUS

Attorney Primary Email Address: trademarks@brookskushman.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Hope V. Shovein
BROOKS KUSHMAN P.C.
1000 Town Center, 22nd Floor
SOUTHFIELD, MICHIGAN UNITED STATES 48075-1238

Phone: (248) 358-4400

Fax: (248) 358-3351

Correspondent e-mail: trademarks@brookskushman.com hshovein@brookskushman.com lnye@brookskushman.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Aug. 12, 2022	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Aug. 12, 2022	REGISTERED - PARTIAL SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Jul. 13, 2022	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Jun. 04, 2022	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	
Dec. 15, 2021	TEAS SECTION 8 & 15 RECEIVED	
Apr. 12, 2021	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Mar. 24, 2021	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
May 27, 2020	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
May 20, 2020	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Jul. 26, 2017	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Apr. 12, 2016	REGISTERED-PRINCIPAL REGISTER	
Jan. 26, 2016	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jan. 26, 2016	PUBLISHED FOR OPPOSITION	
Jan. 06, 2016	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Dec. 21, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	
Dec. 12, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 04, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	
Dec. 03, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Dec. 03, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jul. 18, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
Jul. 18, 2015	NON-FINAL ACTION E-MAILED	
Jul. 18, 2015	NON-FINAL ACTION WRITTEN	
Jul. 13, 2015	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Jun. 30, 2015	WITHDRAWN FROM PUB - OG REVIEW QUERY	
Jun. 18, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	
Jun. 18, 2015	ASSIGNED TO LIE	
Jun. 01, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
May 08, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	
May 07, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	

May 07, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED
Nov. 07, 2014	NOTIFICATION OF NON-FINAL ACTION E-MAILED
Nov. 07, 2014	NON-FINAL ACTION E-MAILED
Nov. 07, 2014	NON-FINAL ACTION WRITTEN
Nov. 03, 2014	ASSIGNED TO EXAMINER
Oct. 02, 2014	TEAS AMENDMENT ENTERED BEFORE ATTORNEY ASSIGNED
Oct. 02, 2014	TEAS VOLUNTARY AMENDMENT RECEIVED
Jul. 30, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED
Jul. 25, 2014	NEW APPLICATION ENTERED

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: Not Found **Date in Location:** Aug. 12, 2022

Assignment Abstract Of Title Information

Summary

Total Assignments: 7 **Registrant:** Pumpernickel Associates, LLC

Assignment 1 of 7

Conveyance: INTELLECTUAL PROPERTY SECURITY AGREEMENT

Reel/Frame: 6107/0818 **Pages:** 16

Date Recorded: Jul. 18, 2017

Supporting Documents: assignment-tm-6107-0818.pdf

Assignor

Name: PUMPERNICKEL ASSOCIATES, LLC **Execution Date:** Jul. 18, 2017

Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** No Place Where Organized Found

Name: PARADISE BAKERY & CAFÉ, INC. **Execution Date:** Jul. 18, 2017

Legal Entity Type: CORPORATION **State or Country Where Organized:** No Place Where Organized Found

Assignee

Name: JPMORGAN CHASE BANK, N.A.

Legal Entity Type: BANK **State or Country Where Organized:** ALABAMA

Address: CIB DMO WLO -MAIL CODE NY1-C413
4 CMC
BROOKLYN, NEW YORK 11245-0001

Correspondent

Correspondent Name: SEAN MCCLAY

Correspondent Address: WEIL, GOTSHAL & MANGES LLP
767 FIFTH AVENUE
NEW YORK, NY 10153

Domestic Representative - Not Found

Assignment 2 of 7

Conveyance: INTELLECTUAL PROPERTY SECURITY AGREEMENT

Reel/Frame: 6939/0589 **Pages:** 21

Date Recorded: May 15, 2020

Supporting Documents: assignment-tm-6939-0589.pdf

Assignor

Name: PANERA BREAD COMPANY **Execution Date:** May 14, 2020

Legal Entity Type: CORPORATION
State or Country Where Organized: DELAWARE

Name: PANERA, LLC
Execution Date: May 14, 2020
Legal Entity Type: LIMITED LIABILITY COMPANY
State or Country Where Organized: DELAWARE

Name: PARADISE BAKERY & CAFE, INC.
Execution Date: May 14, 2020
Legal Entity Type: CORPORATION
State or Country Where Organized: DELAWARE

Name: PUMPERNICKEL ASSOCIATES, LLC
Execution Date: May 14, 2020
Legal Entity Type: LIMITED LIABILITY COMPANY
State or Country Where Organized: DELAWARE

Name: ABP CORPORATION
Execution Date: May 14, 2020
Legal Entity Type: CORPORATION
State or Country Where Organized: DELAWARE

Assignee

Name: JPMORGAN CHASE BANK, N.A.
Legal Entity Type: NATIONAL BANKING ASSOCIATION
State or Country Where Organized: ALABAMA
Address: 383 MADISON AVENUE
NEW YORK, NEW YORK 10179

Correspondent

Correspondent Name: ALAN WEN
Correspondent Address: WEIL, GOTSHAL & MANGES LLP
767 FIFTH AVENUE
NEW YORK, NY 10153

Domestic Representative - Not Found

Assignment 3 of 7

Conveyance: INTELLECTUAL PROPERTY SECURITY AGREEMENT
Reel/Frame: 6944/0148
Pages: 21
Date Recorded: May 21, 2020
Supporting Documents: assignment-tm-6944-0148.pdf

Assignor

Name: PANERA BREAD COMPANY
Execution Date: May 21, 2020
Legal Entity Type: CORPORATION
State or Country Where Organized: DELAWARE

Name: PANERA, LLC
Execution Date: May 21, 2020
Legal Entity Type: LIMITED LIABILITY COMPANY
State or Country Where Organized: DELAWARE

Name: PARADISE BAKERY & CAFÉ, INC.
Execution Date: May 21, 2020
Legal Entity Type: CORPORATION
State or Country Where Organized: DELAWARE

Name: PUMPERNICKEL ASSOCIATES, LLC
Execution Date: May 21, 2020
Legal Entity Type: LIMITED LIABILITY COMPANY
State or Country Where Organized: DELAWARE

Name: ABP CORPORATION
Execution Date: May 21, 2020
Legal Entity Type: CORPORATION
State or Country Where Organized: DELAWARE

Assignee

Name: COÖPERATIEVE RABOBANK U.A., NEW YORK BRANCH
Legal Entity Type: BANK
State or Country Where Organized: NETHERLANDS

Address: 245 PARK AVE
36TH FLOOR
NEW YORK, NEW YORK 10167

Correspondent

Correspondent Name: KYLE BRUMM

Correspondent Address: WEIL, GOTSHAL & MANGES LLP
NEW YORK, NY 10153

Domestic Representative - Not Found

Assignment 4 of 7

Conveyance: TERMINATION AND RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY

Reel/Frame: 7228/0073 **Pages:** 18

Date Recorded: Mar. 16, 2021

Supporting Documents: assignment-tm-7228-0073.pdf

Assignor

Name: COÖPERATIEVE RABOBANK U.A., NEW YORK BRANCH **Execution Date:** Mar. 15, 2021

Legal Entity Type: BANK **State or Country Where Organized:** No Place Where Organized Found

Assignee

Name: PANERA BREAD COMPANY

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

Address: 3630 S. GEYER RD.
#100
ST. LOUIS, MISSOURI 63127

Name: PANERA, LLC

Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** DELAWARE

Address: 3630 S. GEYER RD.
#100
ST. LOUIS, MISSOURI 63127

Name: PARADISE BAKERY & CAFÉ, INC.

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

Address: 3630 S. GEYER RD.
#100
ST. LOUIS, MISSOURI 63127

Name: PUMPERNICKEL ASSOCIATES, LLC

Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** DELAWARE

Address: 3630 S. GEYER RD.
#100
ST. LOUIS, MISSOURI 63127

Name: ABP CORPORATION

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

Address: ONE AU BON PAIN WAY
BOSTON, MASSACHUSETTS 02210

Correspondent

Correspondent Name: MICHAEL DENTON

Correspondent Address: WEIL, GOTSHAL & MANGES LLP
767 FIFTH AVENUE
NEW YORK, NY 10153

Domestic Representative - Not Found

Assignment 5 of 7

Conveyance: NOTICE OF RELEASE OF SECURITY INTEREST IN TRADEMARKS

Reel/Frame: 7225/0298 **Pages:** 15

Date Recorded: Mar. 18, 2021

Supporting Documents: assignment-tm-7225-0298.pdf

Assignor

Name: JPMORGAN CHASE BANK, N.A., AS ADMINISTRATIVE AGENT **Execution Date:** Mar. 16, 2021

Legal Entity Type: BANK **State or Country Where Organized:** No Place Where Organized Found

Assignee

Name: RYE PARENT CORP.

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

Address: 3630 S. GEYER RD.
#100
ST. LOUIS, MISSOURI 63127

Name: PANERA BREAD COMPANY

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

Address: 3630 S. GEYER RD.
#100
ST. LOUIS, MISSOURI 63127

Correspondent

Correspondent Name: CLAUDIA STANTZYK-GUZEK

Correspondent Address: WEIL, GOTSHAL & MANGES LLP
767 FIFTH AVENUE
NEW YORK, NY 10153

Domestic Representative - Not Found

Assignment 6 of 7

Conveyance: NOTICE OF RELEASE OF SECURITY INTEREST IN TRADEMARKS - RELEASE OF REEL/FRAME NO. 6107/0818

Reel/Frame: 7753/0306 **Pages:** 15

Date Recorded: Jun. 15, 2022

Supporting Documents: assignment-tm-7753-0306.pdf

Assignor

Name: JPMORGAN CHASE BANK, N.A., AS COLLATERAL AGENT **Execution Date:** Jun. 15, 2022

Legal Entity Type: NATIONAL BANKING ASSOCIATION **State or Country Where Organized:** ALABAMA

Assignee

Name: PUMPERNICKEL ASSOCIATES, LLC

Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** DELAWARE

Address: 3630 S. GEYER RD., #100
ST. LOUIS, MISSOURI 63127

Name: PARADISE BAKERY & CAFÉ, INC.

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

Address: 3630 S. GEYER RD., #100
ST. LOUIS, MISSOURI 63127

Correspondent

Correspondent Name: YILONG LIU

Correspondent Address:	WEIL, GOTSHAL & MANGES LLP 201 REDWOOD SHORES PARKWAY REDWOOD SHORES, CA 94065-1134

Domestic Representative - Not Found

Assignment 7 of 7

Conveyance:	INTELLECTUAL PROPERTY SECURITY AGREEMENT		
Reel/Frame:	7753/0389	**Pages:**	46
Date Recorded:	Jun. 15, 2022		
Supporting Documents:	assignment-tm-7753-0389.pdf		

Assignor

Name:	PUMPERNICKEL ASSOCIATES, LLC	**Execution Date:**	Jun. 15, 2022
Legal Entity Type:	LIMITED LIABILITY COMPANY	**State or Country Where Organized:**	No Place Where Organized Found
Name:	PANERA, LLC	**Execution Date:**	Jun. 15, 2022
Legal Entity Type:	LIMITED LIABILITY COMPANY	**State or Country Where Organized:**	No Place Where Organized Found
Name:	PARADISE BAKERY & CAFÉ, INC.	**Execution Date:**	Jun. 15, 2022
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	No Place Where Organized Found
Name:	EINSTEIN NOAH RESTAURANT GROUP, INC.	**Execution Date:**	Jun. 15, 2022
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	No Place Where Organized Found
Name:	BRUEGGER'S ENTERPRISES, INC.	**Execution Date:**	Jun. 15, 2022
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	No Place Where Organized Found
Name:	ARABICA FUNDING, INC.	**Execution Date:**	Jun. 15, 2022
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	No Place Where Organized Found
Name:	NOAH'S NEW YORK BAGELS COMPANY	**Execution Date:**	Jun. 15, 2022
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	No Place Where Organized Found
Name:	MANHATTAN BAGEL COMPANY, INC.	**Execution Date:**	Jun. 15, 2022
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	No Place Where Organized Found
Name:	EINSTEIN AND NOAH CORP.	**Execution Date:**	Jun. 15, 2022
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	No Place Where Organized Found
Name:	CHESAPEAKE BAGEL FRANCHISE CORP.	**Execution Date:**	Jun. 15, 2022
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	No Place Where Organized Found
Name:	CARIBOU COFFEE COMPANY, INC.	**Execution Date:**	Jun. 15, 2022
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 BANKING ASSOCIATION	**State or Country Where Organized:**	ALABAMA
Address:	CIB DMO WLO - MAIL CODE NY1-C413 4 CMC C/O JPMORGAN CHASE & CO. BROOKLYN, NEW YORK 11245-0001		

Correspondent

Correspondent	YILONG LIU

Name:

Correspondent Address: WEIL, GOTSHAL & MANGES LLP
201 REDWOOD SHORES PARKWAY
REDWOOD SHORES, CA 94065-1134

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings: 2

Type of Proceeding: Opposition

Proceeding Number: 91272857 **Filing Date:** Nov 10, 2021

Status: Pending **Status Date:** Feb 20, 2024

Interlocutory Attorney: ANDREW P BAXLEY

Defendant

Name: Ningbo Panera Lighting Co., Ltd.

Correspondent Address: NAZLY AILEEN BAYRAMOGLU
BAYRAMOGLU LAW OFFICES LLC
1540 WEST WARM SPRINGS ROAD SUITE 100
HENDERSON NV UNITED STATES , 89014

Correspondent e-mail: tm@bayramoglu-legal.com , nazly@bayramoglu-legal.com , alex@bayramoglu-legal.com , deniz@bayramoglu-legal.com , gokalp@bayramoglu-legal.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
PANERALUX		90165765	
PANERALUX		90165881	

Plaintiff(s)

Name: Pumpernickel Associates, LLC

Correspondent Address: ROBYN LEDERMAN
BROOKS KUSHMAN
1000 TOWN CENTER, 22ND FLOOR
SOUTHFIELD MI UNITED STATES , 48075

Correspondent e-mail: trademarks@brookskushman.com , rlederman@brookskushman.com , Lnye@brookskushman.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
PANERA BREAD		75978462	2288311
PANERA		76413842	2806259
PANERA		86344805	4934852

Prosecution History

Entry Number	History Text	Date	Due Date
27	TRIAL DATES RESET	Feb 20, 2024	
26	SUSP PEND DISP OF OUTSTNDNG MOT	Feb 08, 2024	
25	D REQ FOR RECON OF BD ORDER	Feb 07, 2024	
24	TRIAL DATES RESET	Jan 09, 2024	
23	D REPLY IN SUPPORT OF MOTION	Nov 29, 2023	
22	P OPP/RESP TO MOTION	Nov 09, 2023	
21	SUSP PEND DISP OF OUTSTNDNG MOT	Oct 23, 2023	
20	D MOT TO STRIKE	Oct 20, 2023	
19	EXTENSION OF TIME GRANTED	Jun 23, 2023	
18	P MOT FOR EXT W/ CONSENT	Jun 23, 2023	
17	EXTENSION OF TIME GRANTED	May 10, 2023	

16	P MOT FOR EXT W/ CONSENT	May 10, 2023	
15	P NOTICE OF EXPERT DISCLOSURES	Apr 18, 2023	
14	SUSPENDED	Oct 04, 2022	
13	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Oct 04, 2022	
12	SUSPENDED	Sep 04, 2022	
11	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Sep 04, 2022	
10	SUSPENDED	Jun 06, 2022	
9	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Jun 06, 2022	
8	SUSPENDED	Apr 02, 2022	
7	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Apr 01, 2022	
6	SUSPENDED	Feb 10, 2022	
5	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Feb 10, 2022	
4	ANSWER	Dec 17, 2021	
3	INSTITUTED	Nov 10, 2021	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Nov 10, 2021	Dec 20, 2021
1	FILED AND FEE	Nov 10, 2021	

Type of Proceeding: Opposition

Proceeding Number: 91246884 **Filing Date:** Mar 11, 2019

Status: Terminated **Status Date:** Aug 14, 2019

Interlocutory Attorney: KATIE W MCKNIGHT

Defendant

Name: Forneria, LLC

Correspondent Address: NICOLAS CUETARA
WEINKLE ABERGEL
605 LINCOLN ROAD 250
MIAMI BEACH FL UNITED STATES , 33139

Correspondent e-mail: nicolas@waplawgroup.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
PANERIA		87847535	

Plaintiff(s)

Name: Panera, LLC, and Pumpernickel Associates, LLC

Correspondent Address: HOPE V SHOVEIN
BROOKS KUSHMAN PC
1000 TOWN CENTER, 22ND FLOOR
SOUTHFIELD MI UNITED STATES , 49075-1238

Correspondent e-mail: hshovein@brookskushman.com , lnye@brookskushman.com , trademarks@brookskushman.com , rlederman@brookskushman.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
PANERA BREAD		75978462	2288311
PANERA		76413842	2806259
PANERA		86344805	4934852

Prosecution History

Entry Number	History Text	Date	Due Date
10	TERMINATED	Aug 14, 2019	
9	BD DECISION: OPP SUSTAINED	Aug 14, 2019	
8	NOTICE OF DEFAULT	Jul 01, 2019	
7	EXTENSION OF TIME GRANTED	May 20, 2019	
6	P MOT FOR EXT W/ CONSENT	May 20, 2019	
5	EXTENSION OF TIME GRANTED	Apr 22, 2019	

4	P MOT FOR EXT W/ CONSENT	Apr 22, 2019	
3	PENDING, INSTITUTED	Mar 11, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 11, 2019	Apr 20, 2019
1	FILED AND FEE	Mar 11, 2019	

From: TMOfficialNotices@USPTO.GOV
Sent: Friday, August 12, 2022 11:04 PM
To: XXXX
Cc: XXXX; XXXX
Subject: Official USPTO Notice of Acceptance/Acknowledgement Sections 8 and 15: U.S. Trademark RN 4934852: PANERA: Docket/Reference No. PNRA0442TUS

U.S. Serial Number: 86344805
U.S. Registration Number: 4934852
U.S. Registration Date: Apr 12, 2016
Mark: PANERA
Owner: Pumpernickel Associates, LLC

Aug 12, 2022

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):
009, 029, 030, 032, 035, 043

HEMBRY, DAWN MARIE
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=86344805&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=86344805&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.**

PTO- 1583
Approved for use through 10/31/2021. OMB 0651-0055
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number

Combined Declaration of Use and Incontestability under Sections 8 & 15

The table below presents the data as entered.

Input Field	Entered
REGISTRATION NUMBER	4934852
REGISTRATION DATE	04/12/2016
SERIAL NUMBER	86344805
MARK SECTION	
MARK	PANERA (see, mark)
ATTORNEY INFORMATION (current)	
NAME	Hope V. Shovein
ATTORNEY BAR MEMBERSHIP NUMBER	NOT SPECIFIED
YEAR OF ADMISSION	NOT SPECIFIED
U.S. STATE/ COMMONWEALTH/ TERRITORY	NOT SPECIFIED
FIRM NAME	BROOKS KUSHMAN P.C.
STREET	1000 TOWN CTR FL 22
CITY	SOUTHFIELD
STATE	Michigan
POSTAL CODE	48075-1183
COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
PHONE	(248) 358-4400
FAX	(248) 358-3351
EMAIL	trademarks@brookskushman.com
DOCKET/REFERENCE NUMBER	PNRA 0442 TU
ATTORNEY INFORMATION (proposed)	
NAME	Hope V. Shovein
ATTORNEY BAR MEMBERSHIP NUMBER	XXX
YEAR OF ADMISSION	XXXX
U.S. STATE/ COMMONWEALTH/ TERRITORY	XX
FIRM NAME	BROOKS KUSHMAN P.C.
STREET	1000 Town Center, 22nd Floor
CITY	SOUTHFIELD
STATE	Michigan
POSTAL CODE	48075-1238
COUNTRY/REGION/JURISDICTION/U.S.	

TERRITORY	United States
PHONE	(248) 358-4400
FAX	(248) 358-3351
EMAIL	trademarks@brookskushman.com
DOCKET/REFERENCE NUMBER	PNRA0442TUS
OTHER APPOINTED ATTORNEY	Robyn S. Lederman, Elizabeth F. Janda, Molly Mack Crandall, Anna K. Robinson, Rebecca J. Cantor, Erica D. Klein, Mark A. Cantor, Lena Haidous, Chanille Carswell, Amy C. Leshan, Maria F. Angileri, Jennifer K. Ziegler
CORRESPONDENCE INFORMATION (current)	
NAME	HOPE V. SHOVEIN
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	trademarks@brookskushman.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	NOT PROVIDED
DOCKET/REFERENCE NUMBER	PNRA 0442 TU
CORRESPONDENCE INFORMATION (proposed)	
NAME	Hope V. Shovein
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	trademarks@brookskushman.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	hshovein@brookskushman.com; lnye@brookskushman.com
DOCKET/REFERENCE NUMBER	PNRA0442TUS
GOODS AND/OR SERVICES SECTION	
INTERNATIONAL CLASS	005
GOODS OR SERVICES	DELETE ENTIRE CLASS
WEBPAGE URL	None Provided
WEBPAGE DATE OF ACCESS	None Provided
INTERNATIONAL CLASS	009
GOODS OR SERVICES	Magnetically encoded loyalty cards, incentive cards, reward cards, and gift cards that may be redeemed for or used towards the purchase of menu items; downloadable mobile application for ordering food
SPECIMEN FILE NAME(S)	
JPG FILE(S)	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2 \ 8150002.JPG
	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150006.JPG
	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150007.JPG
ORIGINAL PDF FILE	SPN1-2-216150233122-20211 215155030567493_._Class_9 _Specimen_2.pdf
CONVERTED PDF FILE(S) (3 pages)	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150003.JPG

	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150004.JPG
	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150005.JPG
SPECIMEN DESCRIPTION	photograph of gift card bearing the mark, screenshot from app store where mobile application can be downloaded, and screenshots from mobile application bearing the mark
WEBPAGE URL	https://apps.apple.com/us/app/panera-bread/id692365393
WEBPAGE DATE OF ACCESS	11/10/2021
INTERNATIONAL CLASS	029
GOODS OR SERVICES	Soups, vegetable and garden salads, tuna fish salad, stews, potato chips, cream cheese, meat, poultry, pork, beef; salmon, not live; yogurt-based beverages, fruit salads, milk-based beverages with high milk content, egg soufflés; prepackaged meals consisting primarily of meat, seafood or poultry
SPECIMEN FILE NAME(S)	
JPG FILE(S)	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2 \ 8150018.JPG
ORIGINAL PDF FILE	SPN2-216150233122-2021121 5155030567493_._Class_29_ Specimen_1.pdf
CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150008.JPG
ORIGINAL PDF FILE	SPN2-216150233122-2021121 5155030567493_._Class_29_ Specimen_2.pdf
CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150009.JPG
ORIGINAL PDF FILE	SPN2-216150233122-2021121 5155030567493_._Class_29_ Specimen_3.pdf
CONVERTED PDF FILE(S) (8 pages)	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150010.JPG
	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150011.JPG
	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150012.JPG
	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150013.JPG
	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150014.JPG
	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150015.JPG
	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150016.JPG
	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150017.JPG
SPECIMEN DESCRIPTION	screenshots of Registrant's online menu, copy of catering menu, and photograph of drive-thru menu board at a bakery-café, all showing use of

	the mark in association with the goods
WEBPAGE URL	https://www.panerabread.com/en-us/home.html
WEBPAGE DATE OF ACCESS	11/10/2021
WEBPAGE URL	https://www.panerabread.com/en-us/menu/categories/salads.html
WEBPAGE DATE OF ACCESS	11/10/2021
INTERNATIONAL CLASS	030
GOODS OR SERVICES	Bakery goods, coffee, coffee and tea drinks, coffee and tea based beverages, chocolate based beverages, brownies, prepared pastas, egg sandwiches, hot and cold sandwiches, pasta, bread, bagels, pastries, panini, cookies, muffins, oatmeal, granola, parfaits, salad dressings
SPECIMEN FILE NAME(S)	
JPG FILE(S)	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2 \ 8150029.JPG
ORIGINAL PDF FILE	SPN3-216150233242-2021121 5155030567493_._Class_30_ Specimen_1.pdf
CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150019.JPG
ORIGINAL PDF FILE	SPN3-216150233242-2021121 5155030567493_._Class_30_ Specimen_2.pdf
CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150020.JPG
ORIGINAL PDF FILE	SPN3-216150233122-2021121 5155030567493_._Class_30_ Specimen_3.pdf
CONVERTED PDF FILE(S) (8 pages)	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150021.JPG
	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150022.JPG
	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150023.JPG
	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150024.JPG
	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150025.JPG
	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150026.JPG
	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150027.JPG
	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150028.JPG
SPECIMEN DESCRIPTION	screenshots of Registrant's online menu, copy of catering menu, and photograph of drive-thru menu board at a bakery-café, all showing use of the mark in association with the goods
WEBPAGE URL	https://www.panerabread.com/en-us/home.html
WEBPAGE DATE OF ACCESS	11/10/2021

WEBPAGE URL	https://www.panerabread.com/en-us/menu/categories/bakery.html
WEBPAGE DATE OF ACCESS	11/10/2021
INTERNATIONAL CLASS	032
GOODS OR SERVICES	Beverages, namely, fruit and/or vegetable juices, drinks, or smoothies; frozen fruit beverages and frozen fruit-based beverages
SPECIMEN FILE NAME(S)	
JPG FILE(S)	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2 \ 8150032.JPG
ORIGINAL PDF FILE	SPN4-216150233122-2021121 5155030567493_._Class_32_ Specimen_1.pdf
CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150030.JPG
ORIGINAL PDF FILE	SPN4-216150233122-2021121 5155030567493_._Class_32_ Specimen_2.pdf
CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150031.JPG
SPECIMEN DESCRIPTION	screenshots of Registrant's online menu and photograph of drive-thru menu board at a bakery-café, both showing use of the mark in association with the goods
WEBPAGE URL	https://www.panerabread.com/en-us/home.html
WEBPAGE DATE OF ACCESS	11/10/2021
WEBPAGE URL	https://www.panerabread.com/en-us/menu/categories/beverages.html
WEBPAGE DATE OF ACCESS	11/10/2021
INTERNATIONAL CLASS	035
GOODS OR SERVICES	Franchising, namely, providing technical and business management assistance in the establishment and/or operation of restaurants and cafes; computerized online ordering services in the field of restaurant take-out and delivery; administration of a customer loyalty program which provides registered customers with free and discounted menu items; customer loyalty services and customer club services for commercial, promotional and/or advertising purposes
SPECIMEN FILE NAME(S)	
ORIGINAL PDF FILE	SPN5-216150233122-2021121 5155030567493_._Class_35_ Specimen_1.pdf
CONVERTED PDF FILE(S) (2 pages)	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150033.JPG
	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150034.JPG
ORIGINAL PDF FILE	SPN5-216150233122-2021121 5155030567493_._Class_35_ Specimen_2.pdf
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	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150036.JPG
	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\

	8150037.JPG
SPECIMEN DESCRIPTION	screenshots from Registrant's website showing use of the mark in connection with the services
WEBPAGE URL	https://www.panerabread.com/en-us/app/menu.html
WEBPAGE DATE OF ACCESS	11/10/2021
WEBPAGE URL	https://www.panerabread.com/content/panerabread_com/en-us/mypanera/sign-up-with-mypanera.html
WEBPAGE DATE OF ACCESS	11/10/2021
INTERNATIONAL CLASS	043
GOODS OR SERVICES	Restaurant, cafe and catering services; take-out restaurant services; restaurants featuring delivery; food preparation; preparation of carry out foods and beverages
SPECIMEN FILE NAME(S)	
JPG FILE(S)	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2 \ 8150038.JPG
	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150044.JPG
ORIGINAL PDF FILE	SPN6-216150233122-2021121 5155030567493_._Class_43_ Specimen_2.pdf
CONVERTED PDF FILE(S) (5 pages)	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150039.JPG
	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150040.JPG
	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150041.JPG
	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150042.JPG
	\\TICRS\EXPORT18\IMAGEOUT 18\863\448\86344805\xml2\ 8150043.JPG
SPECIMEN DESCRIPTION	photograph of a bakery-café with signage bearing the mark, screenshot from Registrant's website, and photograph of drive-thru menu board at a bakery-café bearing the mark, all showing use of the mark in connection with the services
WEBPAGE URL	https://catering.panerabread.com/
WEBPAGE DATE OF ACCESS	11/10/2021
OWNER SECTION (current)	
NAME	Pumpernickel Associates, LLC
MAILING ADDRESS	3630 S. Geyer Road
CITY	St. Louis
STATE	Missouri
ZIP/POSTAL CODE	63127
COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
OWNER SECTION (proposed)	

NAME	Pumpernickel Associates, LLC
MAILING ADDRESS	3630 S. Geyer Road
CITY	St. Louis
STATE	Missouri
ZIP/POSTAL CODE	63127
COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
EMAIL	XXXX
LEGAL ENTITY SECTION (current)	
TYPE	limited liability company
STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY WHERE LEGALLY ORGANIZED	Delaware
PAYMENT SECTION	
NUMBER OF CLASSES	7
NUMBER OF CLASSES PAID	6
COMBINED §§ 8 & 15 FILING FEE PER CLASS	2550
TOTAL FEE PAID	2550
SIGNATURE SECTION	
SIGNATURE	/hope v shovein/
SIGNATORY'S NAME	Hope V. Shovein
SIGNATORY'S POSITION	Attorney of Record, Michigan Bar Member
DATE SIGNED	12/15/2021
SIGNATORY'S PHONE NUMBER	248-358-4400
SIGNATURE METHOD	Sent to third party for signature
PAYMENT METHOD	DA
FILING INFORMATION	
SUBMIT DATE	Wed Dec 15 17:55:42 ET 2021
TEAS STAMP	USPTO/S08N15-XXX.XXX.XXX.XXX-20211215175542017815-4934852-781ea111a72e38e8d27a66958c5a3fc9b8d5284edf8c6ad4252dfa185f32ac0c6-DA-55393312-20211215155030567493

PTO- 1583
Approved for use through 10/31/2021. OMB 0651-0055
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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Combined Declaration of Use and Incontestability under Sections 8 & 15

To the Commissioner for Trademarks:

REGISTRATION NUMBER: 4934852
REGISTRATION DATE: 04/12/2016

MARK: PANERA

Current: The owner, Pumpernickel Associates, LLC, a limited liability company legally organized under the laws of Delaware, having an address of
3630 S. Geyer Road
St. Louis, Missouri 63127
United States

Proposed: The owner, Pumpernickel Associates, LLC, a limited liability company legally organized under the laws of Delaware, having an address of
3630 S. Geyer Road
St. Louis, Missouri 63127
United States
XXXX
is filing a Combined Declaration of Use and Incontestability under Sections 8 & 15.

For International Class 005, this filing does **not** cover this specific class. This entire class is to be permanently **deleted** from the registration.

Webpage URL: None Provided
Webpage Date of Access: None Provided
For International Class 009, 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: Magnetically encoded loyalty cards, incentive cards, reward cards, and gift cards that may be redeemed for or used towards the purchase of menu items; downloadable mobile application for ordering food; **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) photograph of gift card bearing the mark, screenshot from app store where mobile application can be downloaded, and screenshots from mobile application bearing the mark.
JPG file(s):
Specimen File1
Specimen File2
Specimen File3
Original PDF file:
SPN1-2-216150233122-20211 215155030567493_._Class_9 _Specimen_2.pdf
Converted PDF file(s) (3 pages)
Specimen File1
Specimen File2
Specimen File3

Webpage URL: https://apps.apple.com/us/app/panera-bread/id692365393
Webpage Date of Access: 11/10/2021
For International Class 029, 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: Soups, vegetable and garden salads, tuna fish salad, stews, potato chips, cream cheese, meat, poultry, pork, beef; salmon, not live; yogurt-based beverages, fruit salads, milk-

based beverages with high milk content, egg soufflés; prepackaged meals consisting primarily of meat, seafood or poultry; **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 Registrant's online menu, copy of catering menu, and photograph of drive-thru menu board at a bakery-café, all showing use of the mark in association with the goods.
JPG file(s):
Specimen File1
Original PDF file:
SPN2-216150233122-2021121 5155030567493_._Class_29_ Specimen_1.pdf
Converted PDF file(s) (1 page)
Specimen File1
Original PDF file:
SPN2-216150233122-2021121 5155030567493_._Class_29_ Specimen_2.pdf
Converted PDF file(s) (1 page)
Specimen File1
Original PDF file:
SPN2-216150233122-2021121 5155030567493_._Class_29_ Specimen_3.pdf
Converted PDF file(s) (8 pages)
Specimen File1
Specimen File2
Specimen File3
Specimen File4
Specimen File5
Specimen File6
Specimen File7
Specimen File8

Webpage URL: https://www.panerabread.com/en-us/home.html
Webpage Date of Access: 11/10/2021
Webpage URL: https://www.panerabread.com/en-us/menu/categories/salads.html
Webpage Date of Access: 11/10/2021
For International Class 030, 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: Bakery goods, coffee, coffee and tea drinks, coffee and tea based beverages, chocolate based beverages, brownies, prepared pastas, egg sandwiches, hot and cold sandwiches, pasta, bread, bagels, pastries, panini, cookies, muffins, oatmeal, granola, parfaits, salad dressings; **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 Registrant's online menu, copy of catering menu, and photograph of drive-thru menu board at a bakery-café, all showing use of the mark in association with the goods.
JPG file(s):
Specimen File1
Original PDF file:
SPN3-216150233242-2021121 5155030567493_._Class_30_ Specimen_1.pdf
Converted PDF file(s) (1 page)
Specimen File1
Original PDF file:
SPN3-216150233242-2021121 5155030567493_._Class_30_ Specimen_2.pdf
Converted PDF file(s) (1 page)
Specimen File1

Original PDF file:
SPN3-216150233122-2021121 5155030567493_._Class_30_ Specimen_3.pdf
Converted PDF file(s) (8 pages)
Specimen File1
Specimen File2
Specimen File3
Specimen File4
Specimen File5
Specimen File6
Specimen File7
Specimen File8

Webpage URL: https://www.panerabread.com/en-us/home.html
Webpage Date of Access: 11/10/2021
Webpage URL: https://www.panerabread.com/en-us/menu/categories/bakery.html
Webpage Date of Access: 11/10/2021
For International Class 032, 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: Beverages, namely, fruit and/or vegetable juices, drinks, or smoothies; frozen fruit beverages and frozen fruit-based beverages; **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 Registrant's online menu and photograph of drive-thru menu board at a bakery-café, both showing use of the mark in association with the goods.
JPG file(s):
Specimen File1
Original PDF file:
SPN4-216150233122-2021121 5155030567493_._Class_32_ Specimen_1.pdf
Converted PDF file(s) (1 page)
Specimen File1
Original PDF file:
SPN4-216150233122-2021121 5155030567493_._Class_32_ Specimen_2.pdf
Converted PDF file(s) (1 page)
Specimen File1

Webpage URL: https://www.panerabread.com/en-us/home.html
Webpage Date of Access: 11/10/2021
Webpage URL: https://www.panerabread.com/en-us/menu/categories/beverages.html
Webpage Date of Access: 11/10/2021
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: Franchising, namely, providing technical and business management assistance in the establishment and/or operation of restaurants and cafes; computerized online ordering services in the field of restaurant take-out and delivery; administration of a customer loyalty program which provides registered customers with free and discounted menu items; customer loyalty services and customer club services for commercial, promotional and/or advertising purposes; **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 from Registrant's website showing use of the mark in connection with the services.

Original PDF file:
SPN5-216150233122-2021121 5155030567493_._Class_35_ Specimen_1.pdf

Converted PDF file(s) (2 pages)
Specimen File1
Specimen File2
Original PDF file:
SPN5-216150233122-2021121 5155030567493_._Class_35_ Specimen_2.pdf
Converted PDF file(s) (3 pages)
Specimen File1
Specimen File2
Specimen File3

Webpage URL: https://www.panerabread.com/en-us/app/menu.html
Webpage Date of Access: 11/10/2021
Webpage URL: https://www.panerabread.com/content/panerabread_com/en-us/mypanera/sign-up-with-mypanera.html
Webpage Date of Access: 11/10/2021
For International Class 043, 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: Restaurant, cafe and catering services; take-out restaurant services; restaurants featuring delivery; food preparation; preparation of carry out foods and beverages; **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) photograph of a bakery-café with signage bearing the mark, screenshot from Registrant's website, and photograph of drive-thru menu board at a bakery-café bearing the mark, all showing use of the mark in connection with the services.
JPG file(s):
Specimen File1
Specimen File2
Original PDF file:
SPN6-216150233122-2021121 5155030567493_._Class_43_ Specimen_2.pdf
Converted PDF file(s) (5 pages)
Specimen File1
Specimen File2
Specimen File3
Specimen File4
Specimen File5

Webpage URL: https://catering.panerabread.com/
Webpage Date of Access: 11/10/2021
The owner's/holder's current attorney information: Hope V. Shovein. Hope V. Shovein of BROOKS KUSHMAN P.C., is located at

1000 TOWN CTR FL 22
SOUTHFIELD, Michigan 48075-1183
United States

The docket/reference number is PNRA 0442 TU.

The phone number is (248) 358-4400.

The fax number is (248) 358-3351.

The email address is trademarks@brookskushman.com

The owner's/holder's proposed attorney information: Hope V. Shovein. Other appointed attorneys are Robyn S. Lederman, Elizabeth F. Janda, Molly Mack Crandall, Anna K. Robinson, Rebecca J. Cantor, Erica D. Klein, Mark A. Cantor, Lena Haidous, Chanille Carswell, Amy C. Leshan, Maria F. Angileri, Jennifer K. Ziegler. Hope V. Shovein of BROOKS KUSHMAN P.C., is a member of the XX bar, admitted to the bar in XXXX, bar membership no. XXX, and the attorney(s) is located at

1000 Town Center, 22nd Floor

SOUTHFIELD, Michigan 48075-1238
United States
The docket/reference number is PNRA0442TUS.

The phone number is (248) 358-4400.

The fax number is (248) 358-3351.

The email address is trademarks@brookskushman.com

Hope V. Shovein 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):
HOPE V. SHOVEIN
PRIMARY EMAIL FOR CORRESPONDENCE: trademarks@brookskushman.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): NOT PROVIDED

The docket/reference number is PNRA 0442 TU.

Correspondence Information (proposed):
Hope V. Shovein
PRIMARY EMAIL FOR CORRESPONDENCE: trademarks@brookskushman.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): hshovein@brookskushman.com; lnye@brookskushman.com

The docket/reference number is PNRA0442TUS.

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 $2550 will be submitted with the form, representing payment for 6 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: /hope v shovein/ Date: 12/15/2021
Signatory's Name: Hope V. Shovein
Signatory's Position: Attorney of Record, Michigan Bar Member
Signatory's Phone: 248-358-4400
Signature method: Sent to third party for signature

Mailing Address **(current):**
BROOKS KUSHMAN P.C.
1000 TOWN CTR FL 22
SOUTHFIELD, Michigan 48075-1183

Mailing Address **(proposed):**
BROOKS KUSHMAN P.C.
1000 Town Center, 22nd Floor
SOUTHFIELD, Michigan 48075-1238

Serial Number: 86344805
Internet Transmission Date: Wed Dec 15 17:55:42 ET 2021
TEAS Stamp: USPTO/S08N15-XXX.XXX.XXX.XXX-20211215175
542017815-4934852-781ea111a72e38e8d27a66
958c5a3fc9b8d5284edf8c6ad4252dfa185f32ac
0c6-DA-55393312-20211215155030567493

Panera
BREAD
GIFT CARD

Store Mac iPad iPhone Watch TV Music Support

App Store Preview

Open the Mac App Store to buy and download apps.

Panera Bread 4+

Order Ahead, Pick-Up, Rewards

Panera Bread

Designed for iPhone

#18 in Food & Drink

★★★★★ 4.9 • 1.1M Ratings

Free

iPhone Screenshots

more

What's New

Version History

Version iOS App 4.56.1

The Fall flavors you've been craving are here! Try a melty Grilled Mac & Cheese Sandwich or our new Sausage & Pepperoni Flatbread Pizza. Don't forget a caffeine boost with the new Cinnamon Crunch Latte, served hot or iced.

Plus, ordering in the Panera app just got even better. Our new Order Status Tracker lets you track your orders in real time as we make your meal. Try it out today when you order your Panera favorites.

Ratings and Reviews

See All

4.9

out of 5

1.1M Ratings

★★★★★

SherryLF, 10/30/2020

Only One Thing Needs Changing

I love this app with one exception. It only asks for the description of one car. You need to be able to put in the description

more

App Privacy

See Details

The developer, **Panera Bread**, indicated that the app's privacy practices may include handling of data as described below. For more information, see the developer's privacy policy.

Data Linked to You

The following data may be collected and linked to your identity:

- Purchases
- Contact Info
- Usage Data
- Financial Info
- Identifiers
- Diagnostics

Data Not Linked to You

The following data may be collected but it is not linked to your identity:

- Location

Privacy practices may vary, for example, based on the features you use or your age. Learn More

Information

Seller
Panera, LLC

Size
139.7 MB

Category
Food & Drink

Compatibility
iPhone
Requires iOS 13.0 or later.

iPod touch
Requires iOS 13.0 or later.

Mac
Requires macOS 11.0 or later and a Mac with Apple M1 chip.

Languages
English

Age Rating
4+

Location
This app may use your location even when it isn't open, which can decrease battery life.

Copyright
Copyright ©2021 Panera Bread. All rights reserved.

Price
Free

Developer Website ↗
App Support ↗
Privacy Policy ↗

Supports

Wallet
Get all of your passes, tickets, cards, and more in one place.

Family Sharing
With Family Sharing set up, up to six family members can use this app.

You Might Also Like

See All

Five Guys Burgers & Fries
Food & Drink

Noodles and Company
Food & Drink

Cold Stone
Food & Drink

CAVA | Order Online
Food & Drink

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Verizon LTE
2:43 PM
100%
Panera
BREAD

Verizon LTE 2:44 PM 100%

Join Now or Sign In

$1 Delivery on any order

WHAT'S NEW AT PANERA?

Start New Order

My+ Sip unlimited premium coffee in any size, any flavor. Get FREE coffee thru 2021.

Panera BREAD

Our Menu

BROWSE BY CATEGORY

- Recents & Favorites
- You Pick Two — Choose two half entrees.
- Sandwiches
- Salads
- Soups & Mac
- Pizza
- Add&Save Flatbread Pizza
- Bakery
- Beverages
- Breakfast — Available before 10:30 am
- Family Feast Value Meals
- Value Duets
- New & Seasonal
- Warm Bowls
- Add&Save Warm Bowls
- Kids
- Sides & Spreads

2,000 Calories a day is used for general nutrition advice, but calorie needs may vary. Additional nutritional information available upon request. Customization of your order may impact the accuracy and/or completeness of the available nutritional information. Nutrition and Allergy Statement

The Cool Food Meal badge, used by Panera Bread in connection with select U.S. menu items, designates that a menu item has low food-related greenhouse gas emissions, as determined in accordance with the rules, procedures and requirements established by World Resources Institute. For more information about Panera Bread's Cool Food Meals, visit Panerabread.com/CoolFoodMeals. For more information about World Resource Institute's Cool Food Meal program and related rules, procedures and requirements, visit coolfood.org/consumer.

My+ Sip unlimited premium coffee in any size, any flavor. Get FREE coffee thru 2021.

Panera

Salads Warm Bowls

Salads

Green Goddess Cobb Salad with Chicken

Whole • $11.59 · 500 Cal

Add to Cart

Customize

· Nutrition

Fuji Apple Salad with Chicken

Whole • $10.39 · 560 Cal

Add to Cart

Customize

· Nutrition

Caesar Salad with Chicken

Whole • $10.39 · 440 Cal

Add to Cart

Customize

· Nutrition

Southwest Chile Lime Ranch Salad with Chicken

Whole • $11.59 · 670 Cal

Add to Cart

Customize

· Nutrition

Asian Sesame Salad with Chicken

Whole • $10.39 · 410 Cal

Greek Salad

Whole • $8.09 · 390 Cal

Add to Cart

Caesar Salad

Whole • $8.09 · 330 Cal

Add to Cart

BBQ Chicken Salad

Whole •

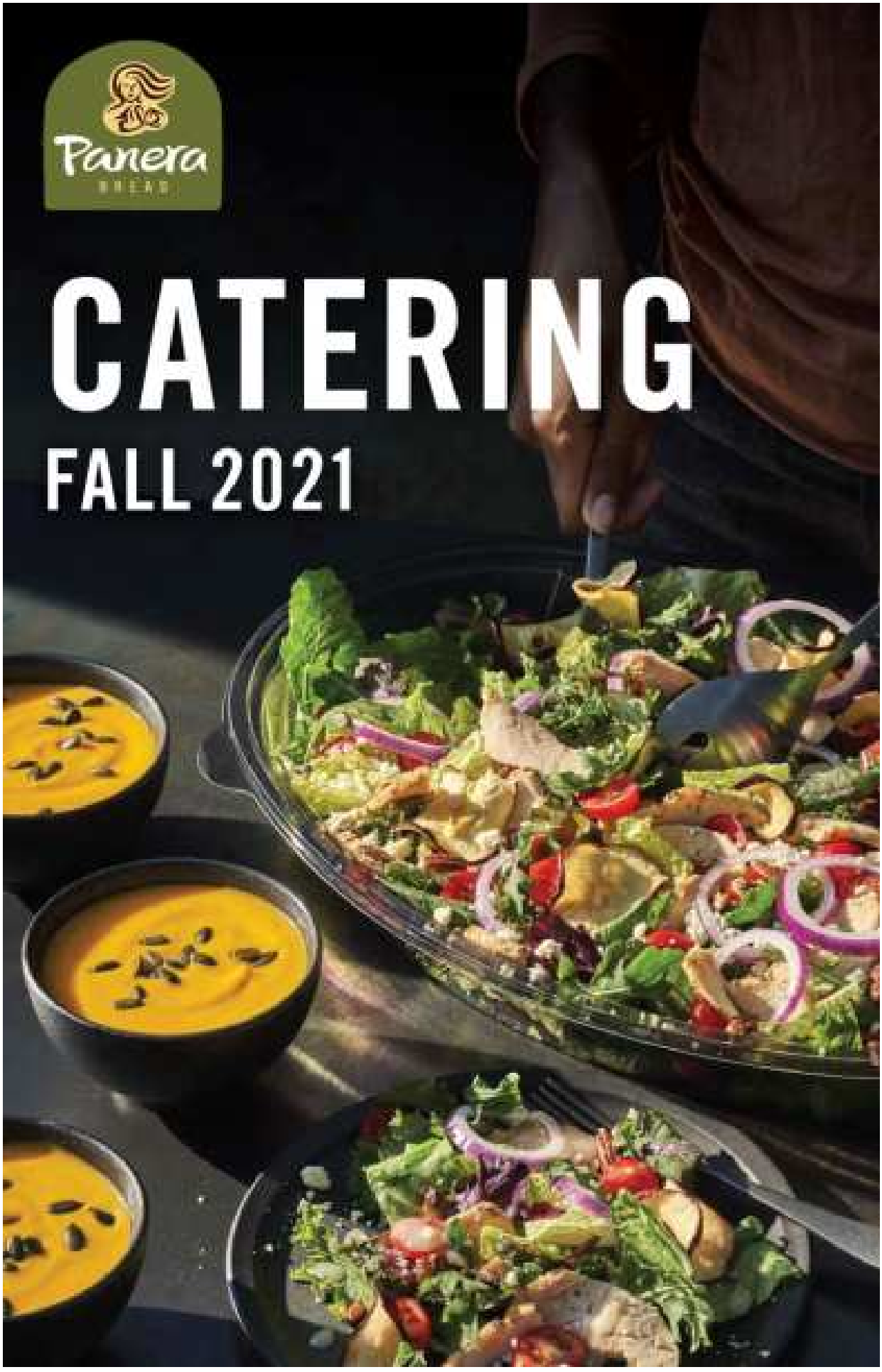
Filters

Add to Cart

Panera
BREAD

CATERING

FALL 2021



BREAKFAST ASSORTMENTS

MORNING CONTINENTAL

PLAIN BAGEL	280 CAL	CHOCOLATE CROISSANT	380 CAL
ASIAGO CHEESE BAGEL	320 CAL	ORANGE SCONE	540 CAL
CINNAMON CRUNCH BAGEL	420 CAL	VANILLA CINNAMON ROLL	620 CAL
EVERYTHING BAGEL	290 CAL	PECAN BRAID	490 CAL
BEAR CLAW	500 CAL	BLUEBERRY MUFFIN WITH FRESH BLUEBERRIES	460 CAL

Served with Cream Cheese Spread and Butter (35 CAL/EA.), plus Orange Juice and Coffee. Serves 8–10.

MORNING PASTRIES

BLUEBERRY SCONE	460 CAL	CRANBERRY ORANGE MUFFIN	480 CAL
PECAN BRAID	490 CAL	VANILLA CINNAMON ROLL	620 CAL
BEAR CLAW	500 CAL	ORANGE SCONE	540 CAL
PUMPKIN MUFFIN	550 CAL	BUTTER CROISSANT	260 CAL
CHOCOLATE CROISSANT	380 CAL	BLUEBERRY MUFFIN WITH FRESH BLUEBERRIES	460 CAL

Served with Butter (35 CAL/EA.). Serves 8–10.

BAGELS & MORNING PASTRIES

PLAIN BAGEL	280 CAL	BEAR CLAW	500 CAL
ASIAGO CHEESE BAGEL	320 CAL	CHOCOLATE CROISSANT	380 CAL
CINNAMON CRUNCH BAGEL	420 CAL	VANILLA CINNAMON ROLL	620 CAL
EVERYTHING BAGEL	290 CAL	ORANGE SCONE	540 CAL
PECAN BRAID	490 CAL	BLUEBERRY MUFFIN WITH FRESH BLUEBERRIES	460 CAL

Served with Cream Cheese Spread and Butter (35 CAL/EA.). Serves 8–10.

BAGELS & BAGEL COMBOS

BAGEL PACK
Choose 13 Bagels and 2 tubs of Cream Cheese Spread.

DOZEN & A HALF BAGELS
Choose 18 Bagels. Cream Cheese sold separately.

BAGELS

PLAIN	280 CAL	CHOCOLATE CHIP	330 CAL	CINNAMON SWIRL & RAISIN	310 CAL
EVERYTHING	290 CAL	BLUEBERRY	290 CAL	CINNAMON CRUNCH	420 CAL
SESAME	290 CAL	CHERRY VANILLA	360 CAL	ASIAGO CHEESE	320 CAL
SPROUTED GRAIN FLAT	180 CAL				

Cream Cheese Spreads (80–110 CAL/1 oz serving) are also available. See cafe for full selection.

2,000 CALORIES A DAY IS USED FOR GENERAL NUTRITION ADVICE, BUT CALORIE NEEDS VARY.
ADDITIONAL NUTRITIONAL INFORMATION AVAILABLE UPON REQUEST.

Contains peanuts and/or tree nuts

BREAKFAST

SANDWICHES

Made with Scrambled or Over-Easy Egg.

BACON, EGG & CHEESE	470/450 CAL
SAUSAGE, EGG & CHEESE	550/530 CAL
AVOCADO, EGG WHITE & SPINACH	350 CAL
EGG & CHEESE	400/380 CAL

BOXED BREAKFASTS

Served with Bottled Water* and an Apple**.

BREAKFAST SANDWICH BOX
- Bacon, Egg & Cheese
- Sausage, Egg & Cheese
- Avocado, Egg White & Spinach
- Egg & Cheese

BAGEL BOX
Any variety & served with Plain Cream Cheese.

BREAKFAST WRAP BOX
- Chipotle Chicken, Scrambled Egg & Avocado
- Bacon, Scrambled Egg & Tomato

SOUFFLÉ BOX
- Four Cheese
- Spinach & Artichoke
- Spinach & Bacon

*Bottled Orange Juice or Passion Papaya Green Tea available for an additional charge.
**Fruit Cup (60 CAL) available for an additional charge.

FLAVOR WITH SAUCES

Sauces are served on the side in a bulk container for 10 Sandwiches.

MUSTARD HORSERADISH • 45 CAL/SERVING

CHIPOTLE AIOLI • 90 CAL/SERVING

WRAPS

BACON, SCRAMBLED EGG & TOMATO	450 CAL
CHIPOTLE CHICKEN, SCRAMBLED EGG & AVOCADO	470 CAL

SOUFFLÉS

FOUR CHEESE	470 CAL
SPINACH & BACON	550 CAL
SPINACH & ARTICHOKE	530 CAL

OATMEAL, YOGURT & FRUIT

STEEL-CUT OATMEAL WITH STRAWBERRIES & PECANS with Cinnamon Crunch Topping	360 CAL
GREEK YOGURT WITH MIXED BERRIES	240 CAL
FRUIT CUP	60 CAL
GREEK YOGURT WITH MIXED BERRIES	240 CAL/ SERVING SERVES 10
FRUIT BOWL	
SM	390 CAL/SERVES 5
LG	790 CAL/SERVES 10

Contains peanuts and/or tree nuts

LUNCH ASSORTMENTS

DELUXE ASSORTED SANDWICHES

ASSORTMENT OF 10 HALF SANDWICHES
5 whole Sandwiches sliced in half, individually wrapped and labeled. Serves 5–7.

SERVED WITH:
Choice of any Cafe Salad to share, 5 bags of Potato Chips, 5 Pickle Spears, an assortment of 5 Cookies, freshly baked Baguette.

Salad or Sweet upgrade available for an additional charge.

ASSORTED SANDWICHES

ASSORTMENT OF 10 HALF SANDWICHES
5 whole Sandwiches sliced in half, individually wrapped and labeled. Serves 5–7.

SERVED WITH:
5 bags of Potato Chips, 5 Pickle Spears.

BOXED LUNCHES

SANDWICH BOX
Served with a whole Sandwich, a bag of Potato Chips, a Pickle Spear and a Cookie.

Premium Signature
Signature
Cafe

SALAD BOX
Served with a whole Salad, piece of Baguette and a Cookie.

Premium Signature
Signature
Cafe

HALF SANDWICH, HALF SALAD BOX
Served with a half Sandwich, half Salad, piece of Baguette and a Cookie.

Premium Signature*
Signature*
Cafe

*additional charge to the cafe price

Side options: Chips (150 CAL), Apple (80 CAL), or piece of Baguette (180 CAL).

Substitute Tomato Basil Cucumber Salad (90 CAL), Fruit Cup (60 CAL), or Brownie (490 CAL) for an additional charge.

2,000 CALORIES A DAY IS USED FOR GENERAL NUTRITION ADVICE, BUT CALORIE NEEDS VARY. ADDITIONAL NUTRITIONAL INFORMATION AVAILABLE UPON REQUEST.

CATERED TO EVERYONE

V VEGETARIAN
To qualify for our vegetarian category, each item must not include meat, fish and shellfish. Milk and egg products, and enzymes or rennet from animal sources are allowed.

GC GLUTEN CONSCIOUS
Given the likelihood of cross-contamination in our bakery-cafe environment, this list is not suitable for people with Celiac Disease, a heightened gluten sensitivity or a wheat allergy.

NUT ALLERGY
Contains peanuts and/or tree nuts.

PREMIUM SIGNATURE

HALF		WHOLE	
STEAK & ARUGULA	290 CAL	STEAK & ARUGULA	570 CAL
ROASTED TURKEY & AVOCADO BLT	430 CAL	ROASTED TURKEY & AVOCADO BLT	850 CAL

SIGNATURE

HALF		WHOLE	
SMOKEHOUSE BBQ CHICKEN	380 CAL	SMOKEHOUSE BBQ CHICKEN	750 CAL
BACON TURKEY BRAVO*	430 CAL	BACON TURKEY BRAVO*	860 CAL
NAPA ALMOND CHICKEN SALAD	270 CAL	NAPA ALMOND CHICKEN SALAD	550 CAL
SIERRA TURKEY	390 CAL	SIERRA TURKEY	790 CAL

CAFE

HALF		WHOLE	
MEDITERRANEAN VEGGIE	270 CAL	MEDITERRANEAN VEGGIE	540 CAL
TUNA SALAD	370 CAL	TUNA SALAD	740 CAL
TURKEY*	180 CAL	TURKEY*	360 CAL

All Sandwiches served with a Pickle Spear (5 CAL/EA.). *Mayo and Spicy Mustard provided on the side.

DRINK TOTES

HOT COFFEE	100–140 CAL/TOTE	ICED TEA	80 CAL/TOTE
HOT TEA	0 CAL/TOTE	PRICKLY PEAR HIBISCUS FRESCA	700 CAL/TOTE
SIGNATURE HOT CHOCOLATE	4180 CAL/TOTE	PLUM GINGER HIBISCUS ICED TEA	0 CAL/TOTE
PASSION PAPAYA GREEN TEA	920 CAL/TOTE	PREMIUM ORANGE JUICE	1780 CAL/TOTE
AGAVE LEMONADE	1130 CAL/TOTE		

INDIVIDUAL DRINKS

BOTTLED WATER	0 CAL	ORANGE JUICE	160 CAL
BOTTLED PASSION PAPAYA GREEN TEA	110 CAL/16 FL OZ	PEPSI-COLA	
		12 FL OZ CANS	0–150 CAL
		2 LITER	0–150 CAL/12 FL OZ

2,000 CALORIES A DAY IS USED FOR GENERAL NUTRITION ADVICE, BUT CALORIE NEEDS VARY. ADDITIONAL NUTRITIONAL INFORMATION AVAILABLE UPON REQUEST.

Contains peanuts and/or tree nuts

PREMIUM SIGNATURE

Serves 10.

SOUTHWEST CHILI LIME RANCH WITH CHICKEN	3480 CAL	GREEN GODDESS COBB WITH CHICKEN	2600 CAL

SIGNATURE

Serves 10.

BBQ CHICKEN	2670 CAL	CAESAR WITH CHICKEN	2430 CAL
ASIAN SESAME WITH CHICKEN	2170 CAL	FUJI APPLE WITH CHICKEN	2810 CAL

CAFE

Serves 10.

CAESAR	1870 CAL	GREEK	2190 CAL
SEASONAL GREENS	1620 CAL		

All Salads served with freshly baked Baguette (1060 CAL).

SOUP

TURKEY CHILI	700 CAL	SOUP FOR A GROUP	220–830 CAL

MAC & CHEESE

BROCCOLI CHEDDAR MAC & CHEESE	1540 CAL	MAC & CHEESE	1890 CAL

Soups & Mac served with freshly baked Baguette (1060 CAL), serves 4.
ASK A CATERING LEAD FOR TODAY'S SOUP SELECTIONS OR VISIT PANERABREAD.COM.

TOMATO BASIL CUCUMBER SALAD		FRUIT BOWL	
SM	380 CAL/SERVES 5	SM	390 CAL/SERVES 5
LG	750 CAL/SERVES 10	LG	790 CAL/SERVES 10
		FRUIT CUP	
		SM	60 CAL/SERVES 1

Contains peanuts and/or tree nuts

SWEETS

BROWNIES — 490 CAL/EA.
A pack of 12 Brownies.

COOKIES
An assortment of 12 freshly baked Cookies.
Your choice of:

CHOCOLATE CHIPPER	390 CAL/EA.
LEMON DROP	430 CAL/EA.
CANDY	410 CAL/EA.
OATMEAL RAISIN WITH BERRIES	340 CAL/EA.

COOKIES & BROWNIES — 340–490 CAL/EA.
An assortment of 8 freshly baked Cookies and 4 Brownies.

PETITE COOKIES* — 100 CAL/EA.
A pack of 12 Petite Chocolate Chippers.

CINNAMON CRUMB COFFEE CAKE — 520 CAL/SLICE
Serves 10.

PASTRY RING — 2510 CAL
Serves 12.

MINI SCONES VARIETY PACK — 150/180 CAL/EA.
A pack of 9 freshly baked Mini Scones:
6 Blueberry and 3 Orange.

Additional pastry and muffin options can be found online at Catering.PaneraBread.com.
*For pricing and availability, contact your local cafe or order online at Catering.Panerabread.com.

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ADDITIONAL NUTRITIONAL INFORMATION AVAILABLE UPON REQUEST.

Menu subject to change without notice.

ALLERGEN INFORMATION

Many of our products contain or may come in contact with common allergens, including wheat, peanuts, soy, tree nuts, milk, eggs, fish and shellfish. Before placing your order, please contact your local cafe or catering manager if a person in your party has a food allergy so that a manager can, at your request, provide you a list of ingredients in your order.

EARN $20 IN REWARDS FOR EVERY $500 YOU SPEND ON CATERING.

HERE'S HOW IT WORKS:

JOIN MYPANERA.
Sign up at Catering.PaneraBread.com.

ORDER CATERING.
Be sure to use your MyPanera account.

GET REWARDED.
Use your rewards on catering orders or individual orders just for you.

LEARN MORE AT CATERING.PANERABREAD.COM

MEET. EAT. ENJOY.

PANERA CONNECTS

Get fast, convenient delivery for your virtual meetings and events with Panera Connects, our meal service for online gatherings.*

SAME DAY ORDERS

We're here to help. Just give us two hours' advance notice and we'll be ready with your order—even on the same day.**

SERVING YOU SAFELY

Our team is happy to work with you to align with any new safety requirements you may have to ensure your event is a success.

WE DELIVER

You've got enough on your plate. We'll bring your order right to your event.**

ORDERING IS EASY

1. Order online at Catering.PaneraBread.com or call a Catering Lead.
2. Choose delivery or pick-up.
3. Select a date and time.
4. Tell us how many guests will be there.
5. Customize a menu that you and your guests will love.

Please check with your local bakery-cafe for services.

*The Panera Connects virtual event catering program ("Program") is available at participating U.S. Panera Bread bakery cafes for online delivery (where available), in-cafe, kiosk and pick-up orders only. Drive thru orders excluded. Purchases of Panera Connects virtual event codes do not count towards MyPanera catering rewards. Virtual event codes are not redeemable to purchase Panera Bread gift cards or for orders made on third party delivery sites. Other requirements and restrictions apply. Speak with your Catering Sales Manager or Visit panerabread.com/paneraconnects for complete details. To participate in the Panera Connects Virtual Event Catering Program, customer must have an active corporate catering account (CCA) or a valid credit card saved to their MyPanera profile. To request a CCA account, email paneraconnects@panerabread.com. To set up a MyPanera account visit Catering.panerabread.com.
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**Orders placed within 24 hours are subject to product and delivery availability. Cancellation must be made 4 hours prior to pick-up or delivery time or cancellation charges may apply. If canceling an online order, please call the bakery-cafe. For orders over 100 people, changes to the order or cancelation must be made 3 business days prior to pick-up or delivery time. Delivery charges apply. Our delivery charge is not a tip or gratuity to the driver.

Catering.PaneraBread.com

Menu subject to change without notice.

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C421 PB CTR-DIG-NOP

SANDWICHES
BOWLS & SALADS
STACKED MAC
NEW
Grilled Mac & Cheese
FROZEN DRINKS
BREAKFAST WRAPS
COLD DRINKS
BREAKFAST SANDWICHES
BREAKFAST CLASSICS
SOUFFLÉS
STEEL-CUT OATMEAL
YOGURT
SOUPS
ANYTIME TREATS
SPECIALTY BEVERAGES
BAGELS & SPREADS
BAGELS
CREAM CHEESE
BAGELS TO SHARE
COFFEE
MAC & CHEESE
FLATBREAD PIZZAS
PANERA KIDS
Panera
BREAD

My+ Sip unlimited premium coffee in any size, any flavor. Get FREE coffee thru 2021.

Panera BREAD

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- Salads
- Soups & Mac
- Pizza
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- Family Feast Value Meals
- Value Duets
- New & Seasonal
- Warm Bowls
- Add&Save Warm Bowls
- Kids
- Sides & Spreads

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My+ Sip unlimited premium coffee in any size, any flavor. Get FREE coffee thru 2021.

Panera BREAD

Bagels

Cherry Vanilla Bagel

$1.49 · 360 Cal

Add to Cart

Customize

· Nutrition

Cinnamon Crunch Bagel

$1.49 · 420 Cal

Add to Cart

Customize

· Nutrition

Asiago Bagel

$1.49 · 320 Cal

Add to Cart

Customize

· Nutrition

Plain Bagel

$1.49 · 280 Cal

Add to Cart

Customize

· Nutrition

Everything Bagel

$1.49 · 290 Cal

Add to Cart

Customize

· Nutrition

Blueberry Bagel

$1.49 · 290 Cal

Add to Cart

Customize

· Nutrition

Cinnamon Swirl Bagel

$1.49 · 310 Cal

Add to Cart

Customize

· Nutrition

Chocolate Chip Bagel

$1.49 · 330 Cal

Add to Cart

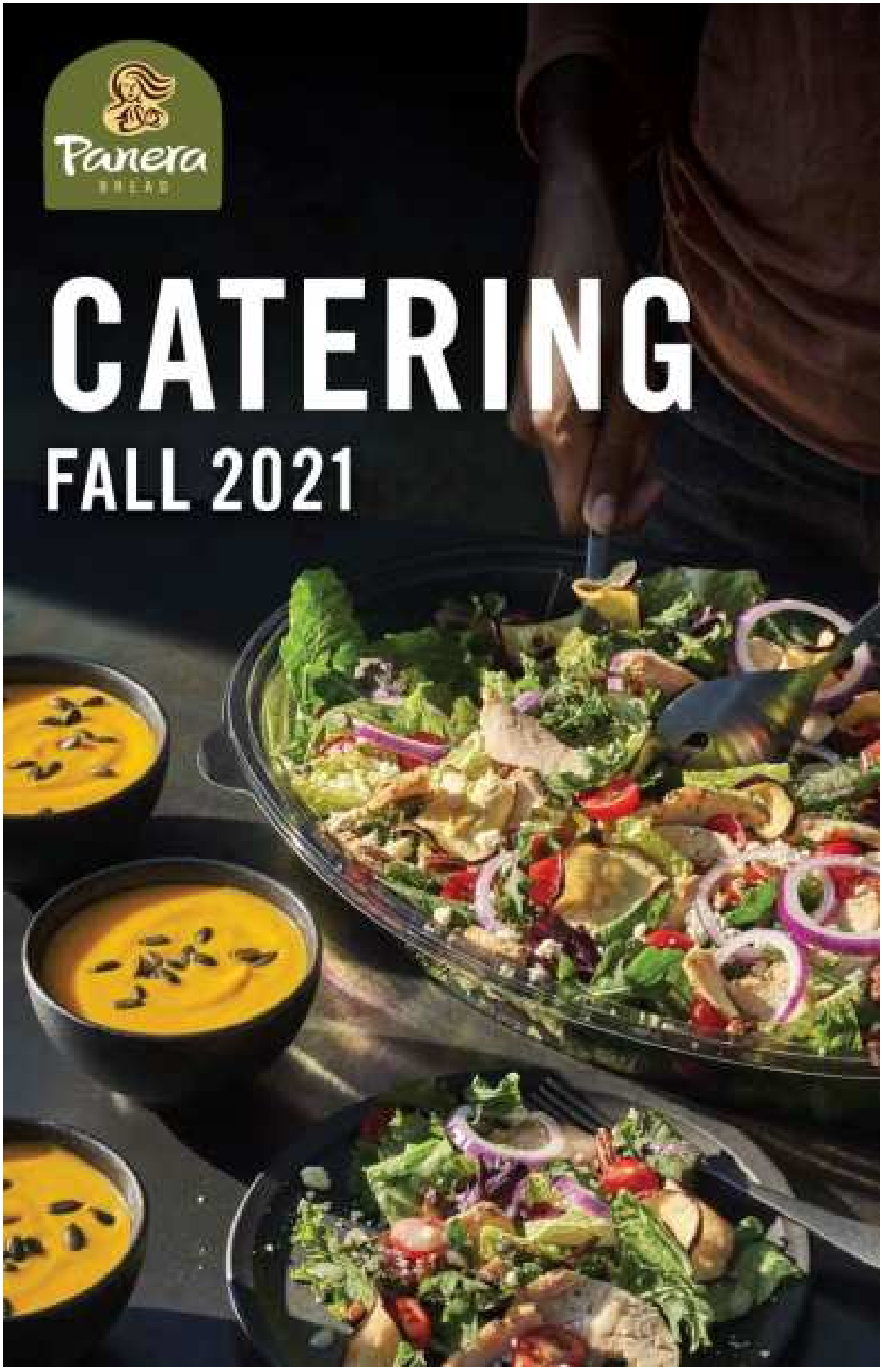
Filters

· Nutrition

Panera
BREAD

CATERING

FALL 2021



BREAKFAST ASSORTMENTS

MORNING CONTINENTAL

PLAIN BAGEL	280 CAL	CHOCOLATE CROISSANT	380 CAL
ASIAGO CHEESE BAGEL	320 CAL	ORANGE SCONE	540 CAL
CINNAMON CRUNCH BAGEL	420 CAL	VANILLA CINNAMON ROLL	620 CAL
EVERYTHING BAGEL	290 CAL	PECAN BRAID	490 CAL
BEAR CLAW	500 CAL	BLUEBERRY MUFFIN WITH FRESH BLUEBERRIES	460 CAL

Served with Cream Cheese Spread and Butter (35 CAL/EA.), plus Orange Juice and Coffee. Serves 8–10.

MORNING PASTRIES

BLUEBERRY SCONE	460 CAL	CRANBERRY ORANGE MUFFIN	480 CAL
PECAN BRAID	490 CAL	VANILLA CINNAMON ROLL	620 CAL
BEAR CLAW	500 CAL	ORANGE SCONE	540 CAL
PUMPKIN MUFFIN	550 CAL	BUTTER CROISSANT	260 CAL
CHOCOLATE CROISSANT	380 CAL	BLUEBERRY MUFFIN WITH FRESH BLUEBERRIES	460 CAL

Served with Butter (35 CAL/EA.). Serves 8–10.

BAGELS & MORNING PASTRIES

PLAIN BAGEL	280 CAL	BEAR CLAW	500 CAL
ASIAGO CHEESE BAGEL	320 CAL	CHOCOLATE CROISSANT	380 CAL
CINNAMON CRUNCH BAGEL	420 CAL	VANILLA CINNAMON ROLL	620 CAL
EVERYTHING BAGEL	290 CAL	ORANGE SCONE	540 CAL
PECAN BRAID	490 CAL	BLUEBERRY MUFFIN WITH FRESH BLUEBERRIES	460 CAL

Served with Cream Cheese Spread and Butter (35 CAL/EA.). Serves 8–10.

BAGELS & BAGEL COMBOS

BAGEL PACK
Choose 13 Bagels and 2 tubs of Cream Cheese Spread.

DOZEN & A HALF BAGELS
Choose 18 Bagels. Cream Cheese sold separately.

BAGELS

PLAIN	280 CAL	CHOCOLATE CHIP	330 CAL	CINNAMON SWIRL & RAISIN	310 CAL
EVERYTHING	290 CAL	BLUEBERRY	290 CAL	CINNAMON CRUNCH	420 CAL
SESAME	290 CAL	CHERRY VANILLA	360 CAL	ASIAGO CHEESE	320 CAL
SPROUTED GRAIN FLAT	180 CAL				

Cream Cheese Spreads (80–110 CAL/1 oz serving) are also available. See cafe for full selection.

2,000 CALORIES A DAY IS USED FOR GENERAL NUTRITION ADVICE, BUT CALORIE NEEDS VARY.
ADDITIONAL NUTRITIONAL INFORMATION AVAILABLE UPON REQUEST.

Contains peanuts and/or tree nuts

BREAKFAST

SANDWICHES

Made with Scrambled or Over-Easy Egg.

BACON, EGG & CHEESE	470/450 CAL
SAUSAGE, EGG & CHEESE	550/530 CAL
AVOCADO, EGG WHITE & SPINACH	350 CAL
EGG & CHEESE	400/380 CAL

BOXED BREAKFASTS

Served with Bottled Water* and an Apple**.

BREAKFAST SANDWICH BOX
- Bacon, Egg & Cheese
- Sausage, Egg & Cheese
- Avocado, Egg White & Spinach
- Egg & Cheese

BAGEL BOX
Any variety & served with Plain Cream Cheese.

BREAKFAST WRAP BOX
- Chipotle Chicken, Scrambled Egg & Avocado
- Bacon, Scrambled Egg & Tomato

SOUFFLÉ BOX
- Four Cheese
- Spinach & Artichoke
- Spinach & Bacon

*Bottled Orange Juice or Passion Papaya Green Tea available for an additional charge.
**Fruit Cup (60 CAL) available for an additional charge.

FLAVOR WITH SAUCES

Sauces are served on the side in a bulk container for 10 Sandwiches.

MUSTARD HORSERADISH • 45 CAL/SERVING

CHIPOTLE AIOLI • 90 CAL/SERVING

WRAPS

BACON, SCRAMBLED EGG & TOMATO	450 CAL
CHIPOTLE CHICKEN, SCRAMBLED EGG & AVOCADO	470 CAL

SOUFFLÉS

FOUR CHEESE	470 CAL
SPINACH & BACON	550 CAL
SPINACH & ARTICHOKE	530 CAL

OATMEAL, YOGURT & FRUIT

STEEL-CUT OATMEAL WITH STRAWBERRIES & PECANS with Cinnamon Crunch Topping	360 CAL
GREEK YOGURT WITH MIXED BERRIES	240 CAL
FRUIT CUP	60 CAL
GREEK YOGURT WITH MIXED BERRIES	240 CAL/ SERVING SERVES 10
FRUIT BOWL	
SM	390 CAL/SERVES 5
LG	790 CAL/SERVES 10

Contains peanuts and/or tree nuts

LUNCH ASSORTMENTS

DELUXE ASSORTED SANDWICHES

ASSORTMENT OF 10 HALF SANDWICHES
5 whole Sandwiches sliced in half, individually wrapped and labeled. Serves 5–7.

SERVED WITH:
Choice of any Cafe Salad to share, 5 bags of Potato Chips, 5 Pickle Spears, an assortment of 5 Cookies, freshly baked Baguette.

Salad or Sweet upgrade available for an additional charge.

ASSORTED SANDWICHES

ASSORTMENT OF 10 HALF SANDWICHES
5 whole Sandwiches sliced in half, individually wrapped and labeled. Serves 5–7.

SERVED WITH:
5 bags of Potato Chips, 5 Pickle Spears.

BOXED LUNCHES

SANDWICH BOX
Served with a whole Sandwich, a bag of Potato Chips, a Pickle Spear and a Cookie.

Premium Signature
Signature
Cafe

SALAD BOX
Served with a whole Salad, piece of Baguette and a Cookie.

Premium Signature
Signature
Cafe

HALF SANDWICH, HALF SALAD BOX
Served with a half Sandwich, half Salad, piece of Baguette and a Cookie.

Premium Signature*
Signature*
Cafe

*additional charge to the cafe price

Side options: Chips (150 CAL), Apple (80 CAL), or piece of Baguette (180 CAL).

Substitute Tomato Basil Cucumber Salad (90 CAL), Fruit Cup (60 CAL), or Brownie (490 CAL) for an additional charge.

2,000 CALORIES A DAY IS USED FOR GENERAL NUTRITION ADVICE, BUT CALORIE NEEDS VARY. ADDITIONAL NUTRITIONAL INFORMATION AVAILABLE UPON REQUEST.

CATERED TO EVERYONE

V VEGETARIAN
To qualify for our vegetarian category, each item must not include meat, fish and shellfish. Milk and egg products, and enzymes or rennet from animal sources are allowed.

GC GLUTEN CONSCIOUS
Given the likelihood of cross-contamination in our bakery-cafe environment, this list is not suitable for people with Celiac Disease, a heightened gluten sensitivity or a wheat allergy.

NUT ALLERGY
Contains peanuts and/or tree nuts.

PREMIUM SIGNATURE

HALF		WHOLE	
STEAK & ARUGULA	290 CAL	STEAK & ARUGULA	570 CAL
ROASTED TURKEY & AVOCADO BLT	430 CAL	ROASTED TURKEY & AVOCADO BLT	850 CAL

SIGNATURE

HALF		WHOLE	
SMOKEHOUSE BBQ CHICKEN	380 CAL	SMOKEHOUSE BBQ CHICKEN	750 CAL
BACON TURKEY BRAVO*	430 CAL	BACON TURKEY BRAVO*	860 CAL
NAPA ALMOND CHICKEN SALAD	270 CAL	NAPA ALMOND CHICKEN SALAD	550 CAL
SIERRA TURKEY	390 CAL	SIERRA TURKEY	790 CAL

CAFE

HALF		WHOLE	
MEDITERRANEAN VEGGIE	270 CAL	MEDITERRANEAN VEGGIE	540 CAL
TUNA SALAD	370 CAL	TUNA SALAD	740 CAL
TURKEY*	180 CAL	TURKEY*	360 CAL

All Sandwiches served with a Pickle Spear (5 CAL/EA.). *Mayo and Spicy Mustard provided on the side.

DRINK TOTES

HOT COFFEE	100–140 CAL/TOTE	ICED TEA	80 CAL/TOTE
HOT TEA	0 CAL/TOTE	PRICKLY PEAR HIBISCUS FRESCA	700 CAL/TOTE
SIGNATURE HOT CHOCOLATE	4180 CAL/TOTE	PLUM GINGER HIBISCUS ICED TEA	0 CAL/TOTE
PASSION PAPAYA GREEN TEA	920 CAL/TOTE	PREMIUM ORANGE JUICE	1780 CAL/TOTE
AGAVE LEMONADE	1130 CAL/TOTE		

INDIVIDUAL DRINKS

BOTTLED WATER	0 CAL	ORANGE JUICE	160 CAL
BOTTLED PASSION PAPAYA GREEN TEA	110 CAL/16 FL OZ	PEPSI-COLA	
		12 FL OZ CANS	0–150 CAL
		2 LITER	0–150 CAL/12 FL OZ

2,000 CALORIES A DAY IS USED FOR GENERAL NUTRITION ADVICE, BUT CALORIE NEEDS VARY. ADDITIONAL NUTRITIONAL INFORMATION AVAILABLE UPON REQUEST.

Contains peanuts and/or tree nuts

PREMIUM SIGNATURE

Serves 10.

SOUTHWEST CHILI LIME RANCH WITH CHICKEN	3480 CAL	GREEN GODDESS COBB WITH CHICKEN	2600 CAL

SIGNATURE

Serves 10.

BBQ CHICKEN	2670 CAL	CAESAR WITH CHICKEN	2430 CAL
ASIAN SESAME WITH CHICKEN	2170 CAL	FUJI APPLE WITH CHICKEN	2810 CAL

CAFE

Serves 10.

CAESAR	1870 CAL	GREEK	2190 CAL
SEASONAL GREENS	1620 CAL		

All Salads served with freshly baked Baguette (1060 CAL).

SOUP

TURKEY CHILI	700 CAL	SOUP FOR A GROUP	220–830 CAL

MAC & CHEESE

BROCCOLI CHEDDAR MAC & CHEESE	1540 CAL	MAC & CHEESE	1890 CAL

Soups & Mac served with freshly baked Baguette (1060 CAL), serves 4.
ASK A CATERING LEAD FOR TODAY'S SOUP SELECTIONS OR VISIT PANERABREAD.COM.

TOMATO BASIL CUCUMBER SALAD		FRUIT BOWL	
SM	380 CAL/SERVES 5	SM	390 CAL/SERVES 5
LG	750 CAL/SERVES 10	LG	790 CAL/SERVES 10
		FRUIT CUP	
		SM	60 CAL/SERVES 1

Contains peanuts and/or tree nuts

SWEETS

BROWNIES — 490 CAL/EA.
A pack of 12 Brownies.

COOKIES
An assortment of 12 freshly baked Cookies.
Your choice of:

CHOCOLATE CHIPPER	390 CAL/EA.
LEMON DROP	430 CAL/EA.
CANDY	410 CAL/EA.
OATMEAL RAISIN WITH BERRIES	340 CAL/EA.

COOKIES & BROWNIES — 340–490 CAL/EA.
An assortment of 8 freshly baked Cookies and 4 Brownies.

PETITE COOKIES* — 100 CAL/EA.
A pack of 12 Petite Chocolate Chippers.

CINNAMON CRUMB COFFEE CAKE — 520 CAL/SLICE
Serves 10.

PASTRY RING — 2510 CAL
Serves 12.

MINI SCONES VARIETY PACK — 150/180 CAL/EA.
A pack of 9 freshly baked Mini Scones:
6 Blueberry and 3 Orange.

Additional pastry and muffin options can be found online at Catering.PaneraBread.com.
*For pricing and availability, contact your local cafe or order online at Catering.Panerabread.com.

2,000 CALORIES A DAY IS USED FOR GENERAL NUTRITION ADVICE, BUT CALORIE NEEDS VARY.
ADDITIONAL NUTRITIONAL INFORMATION AVAILABLE UPON REQUEST.

Menu subject to change without notice.

ALLERGEN INFORMATION

Many of our products contain or may come in contact with common allergens, including wheat, peanuts, soy, tree nuts, milk, eggs, fish and shellfish. Before placing your order, please contact your local cafe or catering manager if a person in your party has a food allergy so that a manager can, at your request, provide you a list of ingredients in your order.

EARN $20 IN REWARDS FOR EVERY $500 YOU SPEND ON CATERING.

HERE'S HOW IT WORKS:

JOIN MYPANERA.
Sign up at Catering.PaneraBread.com.

ORDER CATERING.
Be sure to use your MyPanera account.

GET REWARDED.
Use your rewards on catering orders or individual orders just for you.

LEARN MORE AT CATERING.PANERABREAD.COM

MEET. EAT. ENJOY.

PANERA CONNECTS

Get fast, convenient delivery for your virtual meetings and events with Panera Connects, our meal service for online gatherings.*

SAME DAY ORDERS

We're here to help. Just give us two hours' advance notice and we'll be ready with your order—even on the same day.**

SERVING YOU SAFELY

Our team is happy to work with you to align with any new safety requirements you may have to ensure your event is a success.

WE DELIVER

You've got enough on your plate. We'll bring your order right to your event.**

ORDERING IS EASY

1. Order online at Catering.PaneraBread.com or call a Catering Lead.
2. Choose delivery or pick-up.
3. Select a date and time.
4. Tell us how many guests will be there.
5. Customize a menu that you and your guests will love.

Please check with your local bakery-cafe for services.

*The Panera Connects virtual event catering program ("Program") is available at participating U.S. Panera Bread bakery cafes for online delivery (where available), in-cafe, kiosk and pick-up orders only. Drive thru orders excluded. Purchases of Panera Connects virtual event codes do not count towards MyPanera catering rewards. Virtual event codes are not redeemable to purchase Panera Bread gift cards or for orders made on third party delivery sites. Other requirements and restrictions apply. Speak with your Catering Sales Manager or Visit panerabread.com/paneraconnects for complete details. To participate in the Panera Connects Virtual Event Catering Program, customer must have an active corporate catering account (CCA) or a valid credit card saved to their MyPanera profile. To request a CCA account, email paneraconnects@panerabread.com. To set up a MyPanera account visit Catering.panerabread.com.
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**Orders placed within 24 hours are subject to product and delivery availability. Cancellation must be made 4 hours prior to pick-up or delivery time or cancellation charges may apply. If canceling an online order, please call the bakery-cafe. For orders over 100 people, changes to the order or cancelation must be made 3 business days prior to pick-up or delivery time. Delivery charges apply. Our delivery charge is not a tip or gratuity to the driver.

Catering.PaneraBread.com

Menu subject to change without notice.

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C421 PB CTR-DIG-NOP

SANDWICHES
BOWLS & SALADS
STACKED MAC
NEW
Grilled Mac & Cheese
FROZEN DRINKS
BREAKFAST WRAPS
COLD DRINKS
BREAKFAST SANDWICHES
BREAKFAST CLASSICS
SOUFFLÉS
STEEL-CUT OATMEAL
YOGURT
SOUPS
ANYTIME TREATS
SPECIALTY BEVERAGES
BAGELS & SPREADS
BAGELS
CREAM CHEESE
BAGELS TO SHARE
COFFEE
MAC & CHEESE
FLATBREAD PIZZAS
PANERA KIDS
Panera
BREAD

My+ Sip unlimited premium coffee in any size, any flavor. Get FREE coffee thru 2021.

Panera BREAD

Our Menu

BROWSE BY CATEGORY

- Recents & Favorites
- You Pick Two — Choose two half entrees.
- Sandwiches
- Salads
- Soups & Mac
- Pizza
- Add&Save Flatbread Pizza
- Bakery
- Beverages
- Breakfast — Available before 10:30 am
- Family Feast Value Meals
- Value Duets
- New & Seasonal
- Warm Bowls
- Add&Save Warm Bowls
- Kids
- Sides & Spreads

2,000 Calories a day is used for general nutrition advice, but calorie needs may vary. Additional nutritional information available upon request. Customization of your order may impact the accuracy and/or completeness of the available nutritional information. Nutrition and Allergy Statement

The Cool Food Meal badge, used by Panera Bread in connection with select U.S. menu items, designates that a menu item has low food-related greenhouse gas emissions, as determined in accordance with the rules, procedures and requirements established by World Resources Institute. For more information about Panera Bread's Cool Food Meals, visit Panerabread.com/CoolFoodMeals. For more information about World Resource Institute's Cool Food Meal program and related rules, procedures and requirements, visit coolfood.org/consumer.

My+ Sip unlimited premium coffee in any size, any flavor. Get FREE coffee thru 2021.

Panera

Menu | Beverages

Frozen Drinks and Smoothies

Strawberry Banana Smoothie

$5.39 · 250 Cal

Add to Cart

Green Passion Smoothie

$5.39 · 250 Cal

Add to Cart

Mango Smoothie

$5.39 · 290 Cal

Add to Cart

Peach & Blueberry Smoothie with Almondmilk

$5.39 · 210 Cal

Add to Cart

Strawberry Smoothie

$5.39 · 270 Cal

Add to Cart

Frozen Caramel Cold Brew

$4.89 · 470 Cal

Add to Cart

Customize

Frozen Chocolate Cold Brew

$4.89 · 440 Cal

Add to Cart

Customize

Filters

SANDWICHES
BOWLS & SALADS
STACKED MAC
NEW
Grilled Mac & Cheese
FROZEN DRINKS
BREAKFAST WRAPS
COLD DRINKS
BREAKFAST SANDWICHES
BREAKFAST CLASSICS
SOUFFLÉS
STEEL-CUT OATMEAL
YOGURT
SOUPS
ANYTIME TREATS
SPECIALTY BEVERAGES
BAGELS & SPREADS
BAGELS
CREAM CHEESE
BAGELS TO SHARE
COFFEE
MAC & CHEESE
FLATBREAD PIZZAS
PANERA KIDS
Panera
BREAD

Panera

Keep Ordering

My Order

0

More visits until your next reward.

DELIVERY · 2 ITEMS
Today at 1:00pm · 1000 Town Center

Change

Pepperoni Flatbread Pizza

Individual · 950 Cal

Customize · Special Instructions

Qty 1

$9.79

Pepsi Can

Regular · 150 Cal

· Special Instructions

Qty 1

$1.59

Continue $14.33

Pepsi Can

Regular · 150 Cal

· Special Instructions

× Qty 1 ▾ $1.59

Continue $14.33

Filters

Sip unlimited premium coffee in any size, any flavor. Get FREE coffee thru 2021.

Panera BREAD

JOIN MYPANERA NOW AND GET A 3 MONTH TRIAL OF AUDIBLE PLUS

ALREADY A MYPANERA MEMBER? CHECK YOUR INBOX.

Trial available for new Audible customers only. $7.95/month after 3 months. Cancel anytime.

audible

Join MyPanera

When you join MyPanera, you'll get rewards for your purchases and plenty of surprises too. Learn more.

Sign Up With Facebook

Sign Up With Email

Already have an account? Sign In

Learn more.

Sip unlimited premium coffee in any size, any flavor. Get FREE coffee thru 2021.

Let's get the rewards rolling:

1. Get a FREE sweet treat
Snag your favorite pastry or sweet treat on us just for joining.

2. Enjoy FREE delivery
After 30 days as a new MyPanera member, you get one whole month of FREE delivery.*

3. Savor all the savings

Sip unlimited premium coffee in any size, any flavor. Get FREE coffee thru 2021.

All your delicious perks in one place:

Personalized Rewards

Get rewards tailored just for you based on the purchases you make – and the more you visit, the more you earn.

Surprise Offers

Opt in for emails to get even more special offers, like free bagels for a month.

Online Ordering Benefits

Save your favorites, see your rewards and check out with just a few clicks.

Catering Rewards

Earn rewards for your catering purchases too. Click to learn more.

Birthday Celebration

Membership comes with so many perks - and a surprise for your birthday too.

Plus Much More

Join MyPanera and start earning rewards today.

PANERA
PANERA
Panera
BREAD

Panera BREAD®

Catering

For every group, every size, every meal

Start Your Order

Discover Panera Connects

Sign In ▶

Get rewarded for your Catering purchases, too!

Earn $20 in MyPanera Rewards for every $500 you spend on catering.

Sign Up (Https://Www.Panerabread.Com/En-Us/Footer/Company/Catering-Rewards-Us.Html)

Feedback

Start a catering order

Enhance your next virtual event with Panera Connects, our online event mealtime solution.

The experts on our catering team provide custom service from start to finish. No matter the group or event size, occasion, or timing of your next virtual event, our Panera Connects catering experts are here to help you personalize and plan it. We have meals and solutions for remote gatherings of 10 to virtual corporate conferences of thousands.

Start Planning (/panera-connects/about/?intmp=hero-hp-ca-paneraconnects-startplanning)

Panera Day @ Work

We'll bring Panera favorites individually packaged and labeled to you and your whole crew, whether at work or school, with a discounted delivery fee. Pick the days of the week and times most convenient for you, and the orders will be delivered at the designated time slot and spot.

Learn More (https://www.panerabread.com/en-us/panera-day-at-work-form.html)

Start a catering order

Menus for every event, big or small.

We have menus for various dietary preferences and events, from in-person or virtual office meetings for 10 to virtual corporate conferences for thousands.

Learn More (/menusForEveryEvent)

Feedback

A focus on serving you safely.

Start a catering order

We are committed to continuing to provide you with safe meal solutions. Our contactless delivery allows you to tell us the best place to leave your meal – simply leave us a note in the 'Delivery Instructions' box when placing your order. Our focus remains on serving you safely and meeting your unique needs.

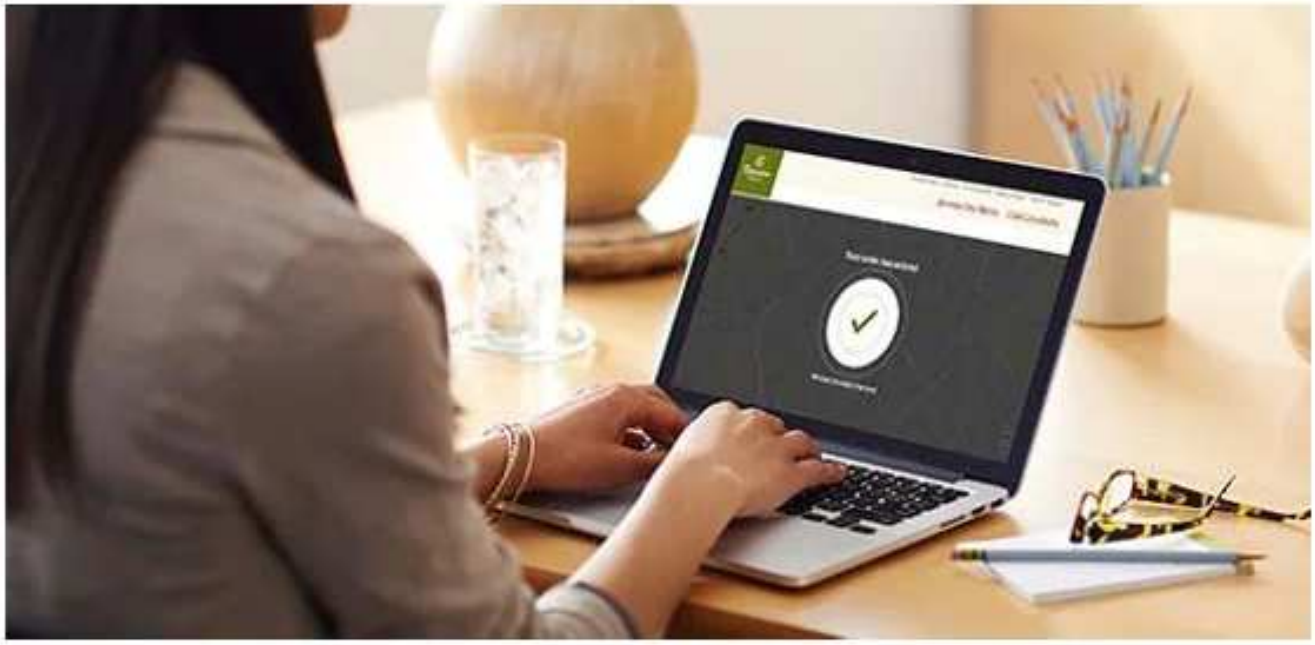
Read On (https://www.panerabread.com/en-us/company/covid-19.html)

Need help planning your event?

Our team of experts is here to help with your mealtime and catering needs. Whether it's for your on-site, virtual or at-home event, including national events, let us make it easier for you! Tell us a little about your event and we'll help you coordinate it.

Send Us an Email (/largeOrder)

Start a catering order



Easily track delivery orders.

One less thing to do – we'll bring it to you! Our flexible service makes it easy to receive fast, contactless delivery directly to your event or workplace, or to multiple locations for virtual events. And with our order tracking, you'll know right when your order is on its way and when it arrives. Just be sure to opt in to tracking once your order is placed.

Order Now (/orderProcess)

Feedback

Base code:

Start a catering order

SANDWICHES
BOWLS & SALADS
STACKED MAC
NEW
Grilled Mac & Cheese
FROZEN DRINKS
COLD DRINKS
BREAKFAST WRAPS
BREAKFAST SANDWICHES
BREAKFAST CLASSICS
SOUFFLÉS
STEEL-CUT OATMEAL
YOGURT
SOUPS
FLATBREAD PIZZAS
ANYTIME TREATS
SPECIALTY BEVERAGES
COFFEE
BAGELS & SPREADS
BAGELS
CREAM CHEESE
BAGELS TO SHARE
MAC & CHEESE
PANERA KIDS
Panera
BREAD

ROUTING SHEET TO POST REGISTRATION (PRU)

Registration Number: 4934852

Serial Number: 86344805

RAM Sale Number: 4934852

RAM Accounting Date: 20211215

Total Fees: $2550

Note: Process in accordance with Post Registration Standard Operating Procedure (SOP)

Transaction	Fee Code	Transaction Date	Fee per Class	Number of Classes	Number of Classes Paid	Total Fee
§8 affidavit	7205	20211215	$225	7	6	$1350
§15 affidavit	7208	20211215	$200	7	6	$1200

Physical Location: MADCD- NO PHYSICAL FILE

Lost Case Flag: False

In TICRS (AM-FLG-IN-TICRS): True

Transaction Date: 20211215

Panera
BREAD
GIFT CARD

Store Mac iPad iPhone Watch TV Music Support

App Store Preview

Open the Mac App Store to buy and download apps.

Panera Bread 4+

Order Ahead, Pick-Up, Rewards

Panera Bread

Designed for iPhone

#18 in Food & Drink

★★★★★ 4.9 • 1.1M Ratings

Free

iPhone Screenshots

more

What's New

Version History

Version iOS App 4.56.1

The Fall flavors you've been craving are here! Try a melty Grilled Mac & Cheese Sandwich or our new Sausage & Pepperoni Flatbread Pizza. Don't forget a caffeine boost with the new Cinnamon Crunch Latte, served hot or iced.

Plus, ordering in the Panera app just got even better. Our new Order Status Tracker lets you track your orders in real time as we make your meal. Try it out today when you order your Panera favorites.

Ratings and Reviews

See All

4.9

out of 5

1.1M Ratings

★★★★★

SherryLF, 10/30/2020

Only One Thing Needs Changing

I love this app with one exception. It only asks for the description of one car. You need to be able to put in the description

more

App Privacy

See Details

The developer, **Panera Bread**, indicated that the app's privacy practices may include handling of data as described below. For more information, see the developer's privacy policy.

Data Linked to You

The following data may be collected and linked to your identity:

- Purchases
- Contact Info
- Usage Data
- Financial Info
- Identifiers
- Diagnostics

Data Not Linked to You

The following data may be collected but it is not linked to your identity:

- Location

Privacy practices may vary, for example, based on the features you use or your age. Learn More

Information

Seller
Panera, LLC

Size
139.7 MB

Category
Food & Drink

Compatibility
iPhone
Requires iOS 13.0 or later.

iPod touch
Requires iOS 13.0 or later.

Mac
Requires macOS 11.0 or later and a Mac with Apple M1 chip.

Languages
English

Age Rating
4+

Location
This app may use your location even when it isn't open, which can decrease battery life.

Copyright
Copyright ©2021 Panera Bread. All rights reserved.

Price
Free

Developer Website ↗
App Support ↗
Privacy Policy ↗

Supports

Wallet
Get all of your passes, tickets, cards, and more in one place.

Family Sharing
With Family Sharing set up, up to six family members can use this app.

You Might Also Like

See All

Five Guys Burgers & Fries
Food & Drink

Noodles and Company
Food & Drink

Cold Stone
Food & Drink

CAVA | Order Online
Food & Drink

More ways to shop: Find an Apple Store or other retailer near you. Or call 1-800-MY-APPLE.
Copyright © 2021 Apple Inc. All rights reserved. Privacy Policy | Terms of Use | Sales and Refunds | Legal | Site Map Choose your country or region

Verizon LTE
2:43 PM
100%
Panera
BREAD

Verizon LTE 2:44 PM 100%

Join Now or Sign In

$1 Delivery on any order

WHAT'S NEW AT PANERA?

Start New Order

My+ Sip unlimited premium coffee in any size, any flavor. Get FREE coffee thru 2021.

Panera BREAD

Our Menu

BROWSE BY CATEGORY

- Recents & Favorites
- You Pick Two — Choose two half entrees.
- Sandwiches
- Salads
- Soups & Mac
- Pizza
- Add&Save Flatbread Pizza
- Bakery
- Beverages
- Breakfast — Available before 10:30 am
- Family Feast Value Meals
- Value Duets
- New & Seasonal
- Warm Bowls
- Add&Save Warm Bowls
- Kids
- Sides & Spreads

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My+ Sip unlimited premium coffee in any size, any flavor. Get FREE coffee thru 2021.

Panera

Salads Warm Bowls

Salads

Green Goddess Cobb Salad with Chicken

Whole • $11.59 · 500 Cal

Add to Cart

Customize

· Nutrition

Fuji Apple Salad with Chicken

Whole • $10.39 · 560 Cal

Add to Cart

Customize

· Nutrition

Caesar Salad with Chicken

Whole • $10.39 · 440 Cal

Add to Cart

Customize

· Nutrition

Southwest Chile Lime Ranch Salad with Chicken

Whole • $11.59 · 670 Cal

Add to Cart

Customize

· Nutrition

Asian Sesame Salad with Chicken

Whole • $10.39 · 410 Cal

Greek Salad

Whole • $8.09 · 390 Cal

Add to Cart

Caesar Salad

Whole • $8.09 · 330 Cal

Add to Cart

BBQ Chicken Salad

Whole •

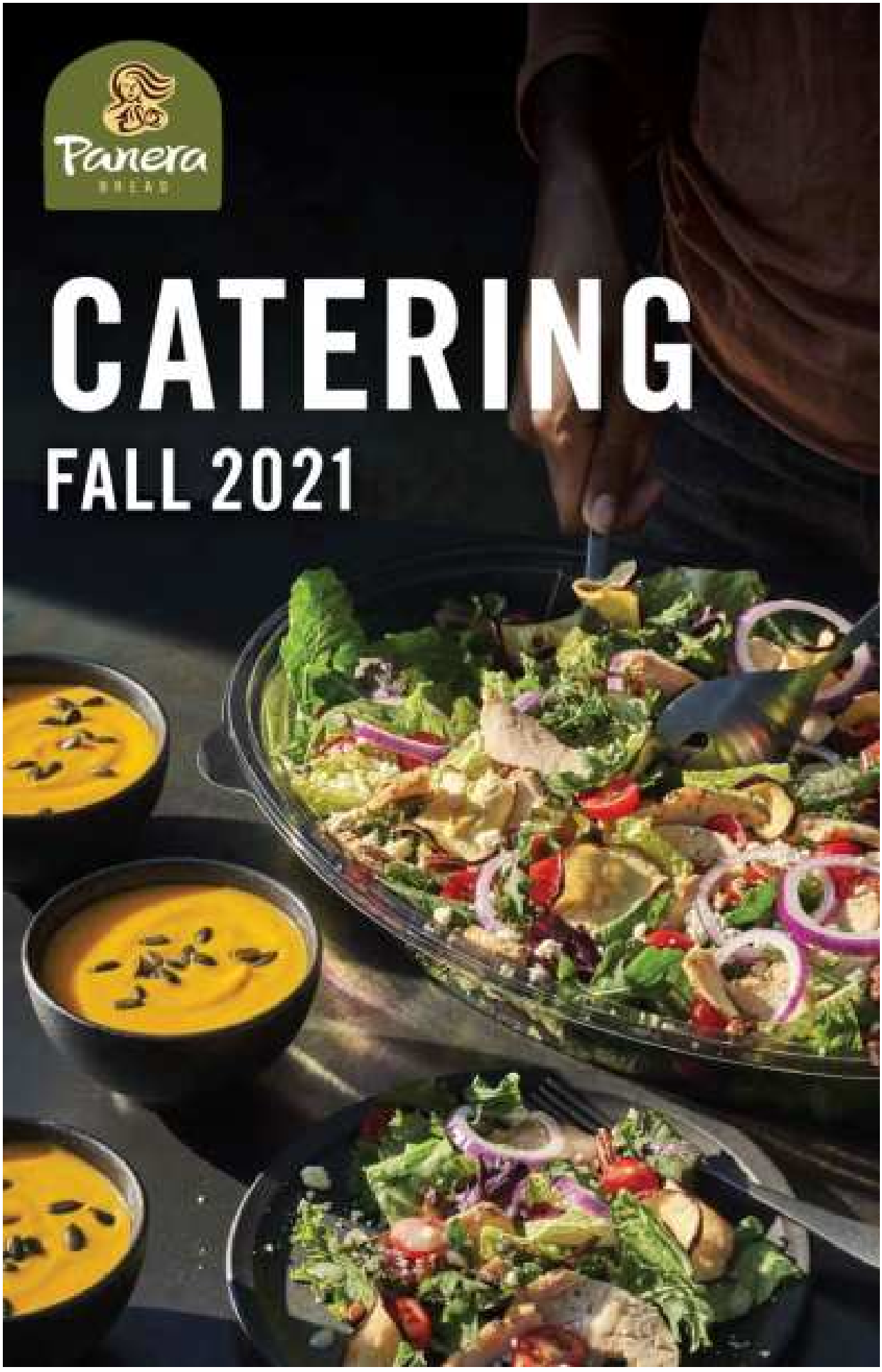
Filters

Add to Cart

Panera
BREAD

CATERING

FALL 2021



BREAKFAST ASSORTMENTS

MORNING CONTINENTAL

PLAIN BAGEL	280 CAL	CHOCOLATE CROISSANT	380 CAL
ASIAGO CHEESE BAGEL	320 CAL	ORANGE SCONE	540 CAL
CINNAMON CRUNCH BAGEL	420 CAL	VANILLA CINNAMON ROLL	620 CAL
EVERYTHING BAGEL	290 CAL	PECAN BRAID	490 CAL
BEAR CLAW	500 CAL	BLUEBERRY MUFFIN WITH FRESH BLUEBERRIES	460 CAL

Served with Cream Cheese Spread and Butter (35 CAL/EA.), plus Orange Juice and Coffee. Serves 8–10.

MORNING PASTRIES

BLUEBERRY SCONE	460 CAL	CRANBERRY ORANGE MUFFIN	480 CAL
PECAN BRAID	490 CAL	VANILLA CINNAMON ROLL	620 CAL
BEAR CLAW	500 CAL	ORANGE SCONE	540 CAL
PUMPKIN MUFFIN	550 CAL	BUTTER CROISSANT	260 CAL
CHOCOLATE CROISSANT	380 CAL	BLUEBERRY MUFFIN WITH FRESH BLUEBERRIES	460 CAL

Served with Butter (35 CAL/EA.). Serves 8–10.

BAGELS & MORNING PASTRIES

PLAIN BAGEL	280 CAL	BEAR CLAW	500 CAL
ASIAGO CHEESE BAGEL	320 CAL	CHOCOLATE CROISSANT	380 CAL
CINNAMON CRUNCH BAGEL	420 CAL	VANILLA CINNAMON ROLL	620 CAL
EVERYTHING BAGEL	290 CAL	ORANGE SCONE	540 CAL
PECAN BRAID	490 CAL	BLUEBERRY MUFFIN WITH FRESH BLUEBERRIES	460 CAL

Served with Cream Cheese Spread and Butter (35 CAL/EA.). Serves 8–10.

BAGELS & BAGEL COMBOS

BAGEL PACK
Choose 13 Bagels and 2 tubs of Cream Cheese Spread.

DOZEN & A HALF BAGELS
Choose 18 Bagels. Cream Cheese sold separately.

BAGELS

PLAIN	280 CAL	CHOCOLATE CHIP	330 CAL	CINNAMON SWIRL & RAISIN	310 CAL
EVERYTHING	290 CAL	BLUEBERRY	290 CAL	CINNAMON CRUNCH	420 CAL
SESAME	290 CAL	CHERRY VANILLA	360 CAL	ASIAGO CHEESE	320 CAL
SPROUTED GRAIN FLAT	180 CAL				

Cream Cheese Spreads (80–110 CAL/1 oz serving) are also available. See cafe for full selection.

2,000 CALORIES A DAY IS USED FOR GENERAL NUTRITION ADVICE, BUT CALORIE NEEDS VARY.
ADDITIONAL NUTRITIONAL INFORMATION AVAILABLE UPON REQUEST.

Contains peanuts and/or tree nuts

BREAKFAST

SANDWICHES

Made with Scrambled or Over-Easy Egg.

BACON, EGG & CHEESE	470/450 CAL
SAUSAGE, EGG & CHEESE	550/530 CAL
AVOCADO, EGG WHITE & SPINACH	350 CAL
EGG & CHEESE	400/380 CAL

BOXED BREAKFASTS

Served with Bottled Water* and an Apple**.

BREAKFAST SANDWICH BOX
- Bacon, Egg & Cheese
- Sausage, Egg & Cheese
- Avocado, Egg White & Spinach
- Egg & Cheese

BAGEL BOX
Any variety & served with Plain Cream Cheese.

BREAKFAST WRAP BOX
- Chipotle Chicken, Scrambled Egg & Avocado
- Bacon, Scrambled Egg & Tomato

SOUFFLÉ BOX
- Four Cheese
- Spinach & Artichoke
- Spinach & Bacon

*Bottled Orange Juice or Passion Papaya Green Tea available for an additional charge.
**Fruit Cup (60 CAL) available for an additional charge.

FLAVOR WITH SAUCES

Sauces are served on the side in a bulk container for 10 Sandwiches.

MUSTARD HORSERADISH • 45 CAL/SERVING

CHIPOTLE AIOLI • 90 CAL/SERVING

WRAPS

BACON, SCRAMBLED EGG & TOMATO	450 CAL
CHIPOTLE CHICKEN, SCRAMBLED EGG & AVOCADO	470 CAL

SOUFFLÉS

FOUR CHEESE	470 CAL
SPINACH & BACON	550 CAL
SPINACH & ARTICHOKE	530 CAL

OATMEAL, YOGURT & FRUIT

STEEL-CUT OATMEAL WITH STRAWBERRIES & PECANS with Cinnamon Crunch Topping	360 CAL
GREEK YOGURT WITH MIXED BERRIES	240 CAL
FRUIT CUP	60 CAL
GREEK YOGURT WITH MIXED BERRIES	240 CAL/ SERVING SERVES 10
FRUIT BOWL	
SM	390 CAL/SERVES 5
LG	790 CAL/SERVES 10

Contains peanuts and/or tree nuts

LUNCH ASSORTMENTS

DELUXE ASSORTED SANDWICHES

ASSORTMENT OF 10 HALF SANDWICHES
5 whole Sandwiches sliced in half, individually wrapped and labeled. Serves 5–7.

SERVED WITH:
Choice of any Cafe Salad to share, 5 bags of Potato Chips, 5 Pickle Spears, an assortment of 5 Cookies, freshly baked Baguette.

Salad or Sweet upgrade available for an additional charge.

ASSORTED SANDWICHES

ASSORTMENT OF 10 HALF SANDWICHES
5 whole Sandwiches sliced in half, individually wrapped and labeled. Serves 5–7.

SERVED WITH:
5 bags of Potato Chips, 5 Pickle Spears.

BOXED LUNCHES

SANDWICH BOX
Served with a whole Sandwich, a bag of Potato Chips, a Pickle Spear and a Cookie.

Premium Signature
Signature
Cafe

SALAD BOX
Served with a whole Salad, piece of Baguette and a Cookie.

Premium Signature
Signature
Cafe

HALF SANDWICH, HALF SALAD BOX
Served with a half Sandwich, half Salad, piece of Baguette and a Cookie.

Premium Signature*
Signature*
Cafe

*additional charge to the cafe price

Side options: Chips (150 CAL), Apple (80 CAL), or piece of Baguette (180 CAL).

Substitute Tomato Basil Cucumber Salad (90 CAL), Fruit Cup (60 CAL), or Brownie (490 CAL) for an additional charge.

2,000 CALORIES A DAY IS USED FOR GENERAL NUTRITION ADVICE, BUT CALORIE NEEDS VARY. ADDITIONAL NUTRITIONAL INFORMATION AVAILABLE UPON REQUEST.

CATERED TO EVERYONE

V VEGETARIAN
To qualify for our vegetarian category, each item must not include meat, fish and shellfish. Milk and egg products, and enzymes or rennet from animal sources are allowed.

GC GLUTEN CONSCIOUS
Given the likelihood of cross-contamination in our bakery-cafe environment, this list is not suitable for people with Celiac Disease, a heightened gluten sensitivity or a wheat allergy.

NUT ALLERGY
Contains peanuts and/or tree nuts.

PREMIUM SIGNATURE

HALF		WHOLE	
STEAK & ARUGULA	290 CAL	STEAK & ARUGULA	570 CAL
ROASTED TURKEY & AVOCADO BLT	430 CAL	ROASTED TURKEY & AVOCADO BLT	850 CAL

SIGNATURE

HALF		WHOLE	
SMOKEHOUSE BBQ CHICKEN	380 CAL	SMOKEHOUSE BBQ CHICKEN	750 CAL
BACON TURKEY BRAVO*	430 CAL	BACON TURKEY BRAVO*	860 CAL
NAPA ALMOND CHICKEN SALAD	270 CAL	NAPA ALMOND CHICKEN SALAD	550 CAL
SIERRA TURKEY	390 CAL	SIERRA TURKEY	790 CAL

CAFE

HALF		WHOLE	
MEDITERRANEAN VEGGIE	270 CAL	MEDITERRANEAN VEGGIE	540 CAL
TUNA SALAD	370 CAL	TUNA SALAD	740 CAL
TURKEY*	180 CAL	TURKEY*	360 CAL

All Sandwiches served with a Pickle Spear (5 CAL/EA.). *Mayo and Spicy Mustard provided on the side.

DRINK TOTES

HOT COFFEE	100–140 CAL/TOTE	ICED TEA	80 CAL/TOTE
HOT TEA	0 CAL/TOTE	PRICKLY PEAR HIBISCUS FRESCA	700 CAL/TOTE
SIGNATURE HOT CHOCOLATE	4180 CAL/TOTE	PLUM GINGER HIBISCUS ICED TEA	0 CAL/TOTE
PASSION PAPAYA GREEN TEA	920 CAL/TOTE	PREMIUM ORANGE JUICE	1780 CAL/TOTE
AGAVE LEMONADE	1130 CAL/TOTE		

INDIVIDUAL DRINKS

BOTTLED WATER	0 CAL	ORANGE JUICE	160 CAL
BOTTLED PASSION PAPAYA GREEN TEA	110 CAL/16 FL OZ	PEPSI-COLA	
		12 FL OZ CANS	0–150 CAL
		2 LITER	0–150 CAL/12 FL OZ

2,000 CALORIES A DAY IS USED FOR GENERAL NUTRITION ADVICE, BUT CALORIE NEEDS VARY. ADDITIONAL NUTRITIONAL INFORMATION AVAILABLE UPON REQUEST.

Contains peanuts and/or tree nuts

PREMIUM SIGNATURE

Serves 10.

SOUTHWEST CHILI LIME RANCH WITH CHICKEN	3480 CAL	GREEN GODDESS COBB WITH CHICKEN	2600 CAL

SIGNATURE

Serves 10.

BBQ CHICKEN	2670 CAL	CAESAR WITH CHICKEN	2430 CAL
ASIAN SESAME WITH CHICKEN	2170 CAL	FUJI APPLE WITH CHICKEN	2810 CAL

CAFE

Serves 10.

CAESAR	1870 CAL	GREEK	2190 CAL
SEASONAL GREENS	1620 CAL		

All Salads served with freshly baked Baguette (1060 CAL).

SOUP

TURKEY CHILI	700 CAL	SOUP FOR A GROUP	220–830 CAL

MAC & CHEESE

BROCCOLI CHEDDAR MAC & CHEESE	1540 CAL	MAC & CHEESE	1890 CAL

Soups & Mac served with freshly baked Baguette (1060 CAL), serves 4.
ASK A CATERING LEAD FOR TODAY'S SOUP SELECTIONS OR VISIT PANERABREAD.COM.

TOMATO BASIL CUCUMBER SALAD		FRUIT BOWL	
SM	380 CAL/SERVES 5	SM	390 CAL/SERVES 5
LG	750 CAL/SERVES 10	LG	790 CAL/SERVES 10
		FRUIT CUP	
		SM	60 CAL/SERVES 1

Contains peanuts and/or tree nuts

SWEETS

BROWNIES — 490 CAL/EA.
A pack of 12 Brownies.

COOKIES
An assortment of 12 freshly baked Cookies.
Your choice of:

CHOCOLATE CHIPPER	390 CAL/EA.
LEMON DROP	430 CAL/EA.
CANDY	410 CAL/EA.
OATMEAL RAISIN WITH BERRIES	340 CAL/EA.

COOKIES & BROWNIES — 340–490 CAL/EA.
An assortment of 8 freshly baked Cookies and 4 Brownies.

PETITE COOKIES* — 100 CAL/EA.
A pack of 12 Petite Chocolate Chippers.

CINNAMON CRUMB COFFEE CAKE — 520 CAL/SLICE
Serves 10.

PASTRY RING — 2510 CAL
Serves 12.

MINI SCONES VARIETY PACK — 150/180 CAL/EA.
A pack of 9 freshly baked Mini Scones:
6 Blueberry and 3 Orange.

Additional pastry and muffin options can be found online at Catering.PaneraBread.com.
*For pricing and availability, contact your local cafe or order online at Catering.Panerabread.com.

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Menu subject to change without notice.

ALLERGEN INFORMATION

Many of our products contain or may come in contact with common allergens, including wheat, peanuts, soy, tree nuts, milk, eggs, fish and shellfish. Before placing your order, please contact your local cafe or catering manager if a person in your party has a food allergy so that a manager can, at your request, provide you a list of ingredients in your order.

EARN $20 IN REWARDS FOR EVERY $500 YOU SPEND ON CATERING.

HERE'S HOW IT WORKS:

JOIN MYPANERA.
Sign up at Catering.PaneraBread.com.

ORDER CATERING.
Be sure to use your MyPanera account.

GET REWARDED.
Use your rewards on catering orders or individual orders just for you.

LEARN MORE AT CATERING.PANERABREAD.COM

MEET. EAT. ENJOY.

PANERA CONNECTS

Get fast, convenient delivery for your virtual meetings and events with Panera Connects, our meal service for online gatherings.*

SAME DAY ORDERS

We're here to help. Just give us two hours' advance notice and we'll be ready with your order—even on the same day.**

SERVING YOU SAFELY

Our team is happy to work with you to align with any new safety requirements you may have to ensure your event is a success.

WE DELIVER

You've got enough on your plate. We'll bring your order right to your event.**

ORDERING IS EASY

1. Order online at Catering.PaneraBread.com or call a Catering Lead.
2. Choose delivery or pick-up.
3. Select a date and time.
4. Tell us how many guests will be there.
5. Customize a menu that you and your guests will love.

Please check with your local bakery-cafe for services.

*The Panera Connects virtual event catering program ("Program") is available at participating U.S. Panera Bread bakery cafes for online delivery (where available), in-cafe, kiosk and pick-up orders only. Drive thru orders excluded. Purchases of Panera Connects virtual event codes do not count towards MyPanera catering rewards. Virtual event codes are not redeemable to purchase Panera Bread gift cards or for orders made on third party delivery sites. Other requirements and restrictions apply. Speak with your Catering Sales Manager or Visit panerabread.com/paneraconnects for complete details. To participate in the Panera Connects Virtual Event Catering Program, customer must have an active corporate catering account (CCA) or a valid credit card saved to their MyPanera profile. To request a CCA account, email paneraconnects@panerabread.com. To set up a MyPanera account visit Catering.panerabread.com.
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**Orders placed within 24 hours are subject to product and delivery availability. Cancellation must be made 4 hours prior to pick-up or delivery time or cancellation charges may apply. If canceling an online order, please call the bakery-cafe. For orders over 100 people, changes to the order or cancelation must be made 3 business days prior to pick-up or delivery time. Delivery charges apply. Our delivery charge is not a tip or gratuity to the driver.

Catering.PaneraBread.com

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C421 PB CTR-DIG-NOP

SANDWICHES
BOWLS & SALADS
STACKED MAC
NEW
Grilled Mac & Cheese
FROZEN DRINKS
BREAKFAST WRAPS
COLD DRINKS
BREAKFAST SANDWICHES
BREAKFAST CLASSICS
SOUFFLÉS
STEEL-CUT OATMEAL
YOGURT
SOUPS
ANYTIME TREATS
SPECIALTY BEVERAGES
BAGELS & SPREADS
BAGELS
CREAM CHEESE
BAGELS TO SHARE
COFFEE
MAC & CHEESE
FLATBREAD PIZZAS
PANERA KIDS
Panera
BREAD

My+ Sip unlimited premium coffee in any size, any flavor. Get FREE coffee thru 2021.

Panera BREAD

Our Menu

BROWSE BY CATEGORY

- Recents & Favorites
- You Pick Two — Choose two half entrees.
- Sandwiches
- Salads
- Soups & Mac
- Pizza
- Add&Save Flatbread Pizza
- Bakery
- Beverages
- Breakfast — Available before 10:30 am
- Family Feast Value Meals
- Value Duets
- New & Seasonal
- Warm Bowls
- Add&Save Warm Bowls
- Kids
- Sides & Spreads

2,000 Calories a day is used for general nutrition advice, but calorie needs may vary. Additional nutritional information available upon request. Customization of your order may impact the accuracy and/or completeness of the available nutritional information. Nutrition and Allergy Statement

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My+ Sip unlimited premium coffee in any size, any flavor. Get FREE coffee thru 2021.

Panera BREAD

Bagels

Cherry Vanilla Bagel

$1.49 · 360 Cal

Add to Cart

Customize

· Nutrition

Cinnamon Crunch Bagel

$1.49 · 420 Cal

Add to Cart

Customize

· Nutrition

Asiago Bagel

$1.49 · 320 Cal

Add to Cart

Customize

· Nutrition

Plain Bagel

$1.49 · 280 Cal

Add to Cart

Customize

· Nutrition

Everything Bagel

$1.49 · 290 Cal

Add to Cart

Customize

· Nutrition

Blueberry Bagel

$1.49 · 290 Cal

Add to Cart

Customize

· Nutrition

Cinnamon Swirl Bagel

$1.49 · 310 Cal

Add to Cart

Customize

· Nutrition

Chocolate Chip Bagel

$1.49 · 330 Cal

Add to Cart

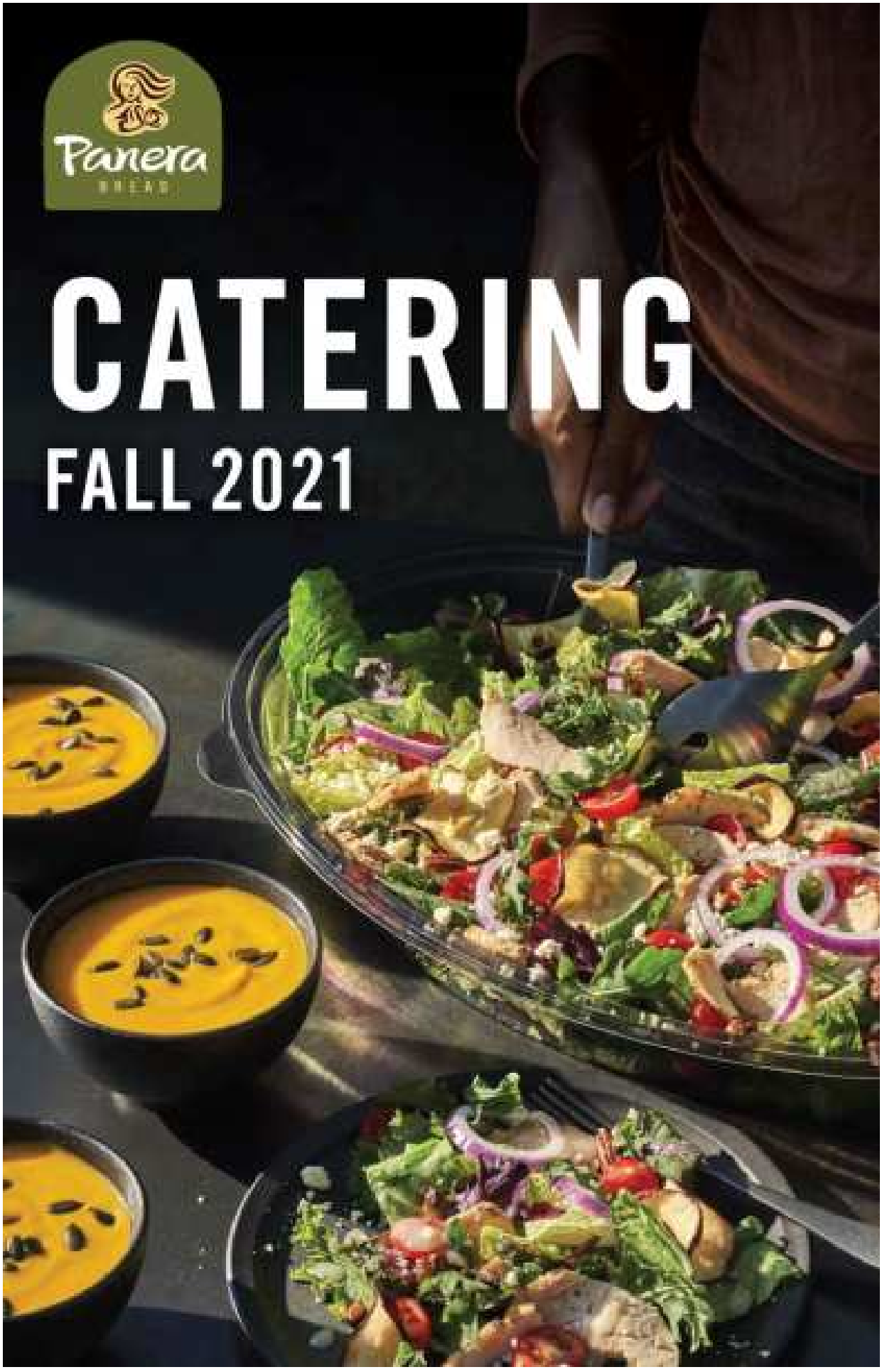
Filters

· Nutrition

Panera
BREAD

CATERING

FALL 2021



BREAKFAST ASSORTMENTS

MORNING CONTINENTAL

PLAIN BAGEL	280 CAL	CHOCOLATE CROISSANT	380 CAL
ASIAGO CHEESE BAGEL	320 CAL	ORANGE SCONE	540 CAL
CINNAMON CRUNCH BAGEL	420 CAL	VANILLA CINNAMON ROLL	620 CAL
EVERYTHING BAGEL	290 CAL	PECAN BRAID	490 CAL
BEAR CLAW	500 CAL	BLUEBERRY MUFFIN WITH FRESH BLUEBERRIES	460 CAL

Served with Cream Cheese Spread and Butter (35 CAL/EA.), plus Orange Juice and Coffee. Serves 8–10.

MORNING PASTRIES

BLUEBERRY SCONE	460 CAL	CRANBERRY ORANGE MUFFIN	480 CAL
PECAN BRAID	490 CAL	VANILLA CINNAMON ROLL	620 CAL
BEAR CLAW	500 CAL	ORANGE SCONE	540 CAL
PUMPKIN MUFFIN	550 CAL	BUTTER CROISSANT	260 CAL
CHOCOLATE CROISSANT	380 CAL	BLUEBERRY MUFFIN WITH FRESH BLUEBERRIES	460 CAL

Served with Butter (35 CAL/EA.). Serves 8–10.

BAGELS & MORNING PASTRIES

PLAIN BAGEL	280 CAL	BEAR CLAW	500 CAL
ASIAGO CHEESE BAGEL	320 CAL	CHOCOLATE CROISSANT	380 CAL
CINNAMON CRUNCH BAGEL	420 CAL	VANILLA CINNAMON ROLL	620 CAL
EVERYTHING BAGEL	290 CAL	ORANGE SCONE	540 CAL
PECAN BRAID	490 CAL	BLUEBERRY MUFFIN WITH FRESH BLUEBERRIES	460 CAL

Served with Cream Cheese Spread and Butter (35 CAL/EA.). Serves 8–10.

BAGELS & BAGEL COMBOS

BAGEL PACK
Choose 13 Bagels and 2 tubs of Cream Cheese Spread.

DOZEN & A HALF BAGELS
Choose 18 Bagels. Cream Cheese sold separately.

BAGELS

PLAIN	280 CAL	CHOCOLATE CHIP	330 CAL	CINNAMON SWIRL & RAISIN	310 CAL
EVERYTHING	290 CAL	BLUEBERRY	290 CAL	CINNAMON CRUNCH	420 CAL
SESAME	290 CAL	CHERRY VANILLA	360 CAL	ASIAGO CHEESE	320 CAL
SPROUTED GRAIN FLAT	180 CAL				

Cream Cheese Spreads (80–110 CAL/1 oz serving) are also available. See cafe for full selection.

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ADDITIONAL NUTRITIONAL INFORMATION AVAILABLE UPON REQUEST.

Contains peanuts and/or tree nuts

BREAKFAST

SANDWICHES

Made with Scrambled or Over-Easy Egg.

BACON, EGG & CHEESE	470/450 CAL
SAUSAGE, EGG & CHEESE	550/530 CAL
AVOCADO, EGG WHITE & SPINACH	350 CAL
EGG & CHEESE	400/380 CAL

BOXED BREAKFASTS

Served with Bottled Water* and an Apple**.

BREAKFAST SANDWICH BOX
- Bacon, Egg & Cheese
- Sausage, Egg & Cheese
- Avocado, Egg White & Spinach
- Egg & Cheese

BAGEL BOX
Any variety & served with Plain Cream Cheese.

BREAKFAST WRAP BOX
- Chipotle Chicken, Scrambled Egg & Avocado
- Bacon, Scrambled Egg & Tomato

SOUFFLÉ BOX
- Four Cheese
- Spinach & Artichoke
- Spinach & Bacon

*Bottled Orange Juice or Passion Papaya Green Tea available for an additional charge.
**Fruit Cup (60 CAL) available for an additional charge.

FLAVOR WITH SAUCES

Sauces are served on the side in a bulk container for 10 Sandwiches.

MUSTARD HORSERADISH • 45 CAL/SERVING

CHIPOTLE AIOLI • 90 CAL/SERVING

WRAPS

BACON, SCRAMBLED EGG & TOMATO	450 CAL
CHIPOTLE CHICKEN, SCRAMBLED EGG & AVOCADO	470 CAL

SOUFFLÉS

FOUR CHEESE	470 CAL
SPINACH & BACON	550 CAL
SPINACH & ARTICHOKE	530 CAL

OATMEAL, YOGURT & FRUIT

STEEL-CUT OATMEAL WITH STRAWBERRIES & PECANS with Cinnamon Crunch Topping	360 CAL
GREEK YOGURT WITH MIXED BERRIES	240 CAL
FRUIT CUP	60 CAL
GREEK YOGURT WITH MIXED BERRIES	240 CAL/ SERVING SERVES 10
FRUIT BOWL	
SM	390 CAL/SERVES 5
LG	790 CAL/SERVES 10

Contains peanuts and/or tree nuts

LUNCH ASSORTMENTS

DELUXE ASSORTED SANDWICHES

ASSORTMENT OF 10 HALF SANDWICHES
5 whole Sandwiches sliced in half, individually wrapped and labeled. Serves 5–7.

SERVED WITH:
Choice of any Cafe Salad to share, 5 bags of Potato Chips, 5 Pickle Spears, an assortment of 5 Cookies, freshly baked Baguette.

Salad or Sweet upgrade available for an additional charge.

ASSORTED SANDWICHES

ASSORTMENT OF 10 HALF SANDWICHES
5 whole Sandwiches sliced in half, individually wrapped and labeled. Serves 5–7.

SERVED WITH:
5 bags of Potato Chips, 5 Pickle Spears.

BOXED LUNCHES

SANDWICH BOX
Served with a whole Sandwich, a bag of Potato Chips, a Pickle Spear and a Cookie.

Premium Signature
Signature
Cafe

SALAD BOX
Served with a whole Salad, piece of Baguette and a Cookie.

Premium Signature
Signature
Cafe

HALF SANDWICH, HALF SALAD BOX
Served with a half Sandwich, half Salad, piece of Baguette and a Cookie.

Premium Signature*
Signature*
Cafe

*additional charge to the cafe price

Side options: Chips (150 CAL), Apple (80 CAL), or piece of Baguette (180 CAL).

Substitute Tomato Basil Cucumber Salad (90 CAL), Fruit Cup (60 CAL), or Brownie (490 CAL) for an additional charge.

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CATERED TO EVERYONE

V VEGETARIAN
To qualify for our vegetarian category, each item must not include meat, fish and shellfish. Milk and egg products, and enzymes or rennet from animal sources are allowed.

GC GLUTEN CONSCIOUS
Given the likelihood of cross-contamination in our bakery-cafe environment, this list is not suitable for people with Celiac Disease, a heightened gluten sensitivity or a wheat allergy.

NUT ALLERGY
Contains peanuts and/or tree nuts.

PREMIUM SIGNATURE

HALF		WHOLE	
STEAK & ARUGULA	290 CAL	STEAK & ARUGULA	570 CAL
ROASTED TURKEY & AVOCADO BLT	430 CAL	ROASTED TURKEY & AVOCADO BLT	850 CAL

SIGNATURE

HALF		WHOLE	
SMOKEHOUSE BBQ CHICKEN	380 CAL	SMOKEHOUSE BBQ CHICKEN	750 CAL
BACON TURKEY BRAVO*	430 CAL	BACON TURKEY BRAVO*	860 CAL
NAPA ALMOND CHICKEN SALAD	270 CAL	NAPA ALMOND CHICKEN SALAD	550 CAL
SIERRA TURKEY	390 CAL	SIERRA TURKEY	790 CAL

CAFE

HALF		WHOLE	
MEDITERRANEAN VEGGIE	270 CAL	MEDITERRANEAN VEGGIE	540 CAL
TUNA SALAD	370 CAL	TUNA SALAD	740 CAL
TURKEY*	180 CAL	TURKEY*	360 CAL

All Sandwiches served with a Pickle Spear (5 CAL/EA.). *Mayo and Spicy Mustard provided on the side.

DRINK TOTES

HOT COFFEE	100–140 CAL/TOTE	ICED TEA	80 CAL/TOTE
HOT TEA	0 CAL/TOTE	PRICKLY PEAR HIBISCUS FRESCA	700 CAL/TOTE
SIGNATURE HOT CHOCOLATE	4180 CAL/TOTE	PLUM GINGER HIBISCUS ICED TEA	0 CAL/TOTE
PASSION PAPAYA GREEN TEA	920 CAL/TOTE	PREMIUM ORANGE JUICE	1780 CAL/TOTE
AGAVE LEMONADE	1130 CAL/TOTE		

INDIVIDUAL DRINKS

BOTTLED WATER	0 CAL	ORANGE JUICE	160 CAL
BOTTLED PASSION PAPAYA GREEN TEA	110 CAL/16 FL OZ	PEPSI-COLA	
		12 FL OZ CANS	0–150 CAL
		2 LITER	0–150 CAL/12 FL OZ

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PREMIUM SIGNATURE

Serves 10.

SOUTHWEST CHILI LIME RANCH WITH CHICKEN	3480 CAL	GREEN GODDESS COBB WITH CHICKEN	2600 CAL

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CAESAR	1870 CAL	GREEK	2190 CAL
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All Salads served with freshly baked Baguette (1060 CAL).

SOUP

TURKEY CHILI	700 CAL	SOUP FOR A GROUP	220–830 CAL

MAC & CHEESE

BROCCOLI CHEDDAR MAC & CHEESE	1540 CAL	MAC & CHEESE	1890 CAL

Soups & Mac served with freshly baked Baguette (1060 CAL), serves 4.
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TOMATO BASIL CUCUMBER SALAD		FRUIT BOWL	
SM	380 CAL/SERVES 5	SM	390 CAL/SERVES 5
LG	750 CAL/SERVES 10	LG	790 CAL/SERVES 10
		FRUIT CUP	
		SM	60 CAL/SERVES 1

Contains peanuts and/or tree nuts

SWEETS

BROWNIES — 490 CAL/EA.
A pack of 12 Brownies.

COOKIES
An assortment of 12 freshly baked Cookies.
Your choice of:

CHOCOLATE CHIPPER	390 CAL/EA.
LEMON DROP	430 CAL/EA.
CANDY	410 CAL/EA.
OATMEAL RAISIN WITH BERRIES	340 CAL/EA.

COOKIES & BROWNIES — 340–490 CAL/EA.
An assortment of 8 freshly baked Cookies and 4 Brownies.

PETITE COOKIES* — 100 CAL/EA.
A pack of 12 Petite Chocolate Chippers.

CINNAMON CRUMB COFFEE CAKE — 520 CAL/SLICE
Serves 10.

PASTRY RING — 2510 CAL
Serves 12.

MINI SCONES VARIETY PACK — 150/180 CAL/EA.
A pack of 9 freshly baked Mini Scones:
6 Blueberry and 3 Orange.

Additional pastry and muffin options can be found online at Catering.PaneraBread.com.
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C421 PB CTR-DIG-NOP

SANDWICHES
BOWLS & SALADS
STACKED MAC
NEW
Grilled Mac & Cheese
FROZEN DRINKS
BREAKFAST WRAPS
COLD DRINKS
BREAKFAST SANDWICHES
BREAKFAST CLASSICS
SOUFFLÉS
STEEL-CUT OATMEAL
YOGURT
SOUPS
ANYTIME TREATS
SPECIALTY BEVERAGES
BAGELS & SPREADS
BAGELS
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BAGELS TO SHARE
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Panera

Menu | Beverages

Frozen Drinks and Smoothies

Strawberry Banana Smoothie

$5.39 · 250 Cal

Add to Cart

Green Passion Smoothie

$5.39 · 250 Cal

Add to Cart

Mango Smoothie

$5.39 · 290 Cal

Add to Cart

Peach & Blueberry Smoothie with Almondmilk

$5.39 · 210 Cal

Add to Cart

Strawberry Smoothie

$5.39 · 270 Cal

Add to Cart

Frozen Caramel Cold Brew

$4.89 · 470 Cal

Add to Cart

Customize

Frozen Chocolate Cold Brew

$4.89 · 440 Cal

Add to Cart

Customize

Filters

SANDWICHES
BOWLS & SALADS
STACKED MAC
NEW
Grilled Mac & Cheese
FROZEN DRINKS
BREAKFAST WRAPS
COLD DRINKS
BREAKFAST SANDWICHES
BREAKFAST CLASSICS
SOUFFLÉS
STEEL-CUT OATMEAL
YOGURT
SOUPS
ANYTIME TREATS
SPECIALTY BEVERAGES
BAGELS & SPREADS
BAGELS
CREAM CHEESE
BAGELS TO SHARE
COFFEE
MAC & CHEESE
FLATBREAD PIZZAS
PANERA KIDS
Panera
BREAD

Panera

Keep Ordering

My Order

0

More visits until your next reward.

DELIVERY · 2 ITEMS
Today at 1:00pm · 1000 Town Center

Change

Pepperoni Flatbread Pizza

Individual · 950 Cal

Customize · Special Instructions

Qty 1

$9.79

Pepsi Can

Regular · 150 Cal

· Special Instructions

Qty 1

$1.59

Continue $14.33

Pepsi Can

Regular · 150 Cal

· Special Instructions

× Qty 1 ▾ $1.59

Continue $14.33

Filters

Sip unlimited premium coffee in any size, any flavor. Get FREE coffee thru 2021.

Panera BREAD

JOIN MYPANERA NOW AND GET A 3 MONTH TRIAL OF AUDIBLE PLUS

ALREADY A MYPANERA MEMBER? CHECK YOUR INBOX.

Trial available for new Audible customers only. $7.95/month after 3 months. Cancel anytime.

audible

Join MyPanera

When you join MyPanera, you'll get rewards for your purchases and plenty of surprises too. Learn more.

Sign Up With Facebook

Sign Up With Email

Already have an account? Sign In

Learn more.

Sip unlimited premium coffee in any size, any flavor. Get FREE coffee thru 2021.

Let's get the rewards rolling:

1. Get a FREE sweet treat
Snag your favorite pastry or sweet treat on us just for joining.

2. Enjoy FREE delivery
After 30 days as a new MyPanera member, you get one whole month of FREE delivery.*

3. Savor all the savings

Sip unlimited premium coffee in any size, any flavor. Get FREE coffee thru 2021.

All your delicious perks in one place:

Personalized Rewards

Get rewards tailored just for you based on the purchases you make – and the more you visit, the more you earn.

Surprise Offers

Opt in for emails to get even more special offers, like free bagels for a month.

Online Ordering Benefits

Save your favorites, see your rewards and check out with just a few clicks.

Catering Rewards

Earn rewards for your catering purchases too. Click to learn more.

Birthday Celebration

Membership comes with so many perks - and a surprise for your birthday too.

Plus Much More

Join MyPanera and start earning rewards today.

PANERA
PANERA
Panera
BREAD

Panera BREAD®

Catering

For every group, every size, every meal

Start Your Order

Discover Panera Connects

Sign In ▶

Get rewarded for your Catering purchases, too!

Earn $20 in MyPanera Rewards for every $500 you spend on catering.

Sign Up (Https://Www.Panerabread.Com/En-Us/Footer/Company/Catering-Rewards-Us.Html)

Feedback

Start a catering order

Enhance your next virtual event with Panera Connects, our online event mealtime solution.

The experts on our catering team provide custom service from start to finish. No matter the group or event size, occasion, or timing of your next virtual event, our Panera Connects catering experts are here to help you personalize and plan it. We have meals and solutions for remote gatherings of 10 to virtual corporate conferences of thousands.

Start Planning (/panera-connects/about/?intmp=hero-hp-ca-paneraconnects-startplanning)

Panera Day @ Work

We'll bring Panera favorites individually packaged and labeled to you and your whole crew, whether at work or school, with a discounted delivery fee. Pick the days of the week and times most convenient for you, and the orders will be delivered at the designated time slot and spot.

Learn More (https://www.panerabread.com/en-us/panera-day-at-work-form.html)

Start a catering order

Menus for every event, big or small.

We have menus for various dietary preferences and events, from in-person or virtual office meetings for 10 to virtual corporate conferences for thousands.

Learn More (/menusForEveryEvent)

Feedback

A focus on serving you safely.

Start a catering order

We are committed to continuing to provide you with safe meal solutions. Our contactless delivery allows you to tell us the best place to leave your meal – simply leave us a note in the 'Delivery Instructions' box when placing your order. Our focus remains on serving you safely and meeting your unique needs.

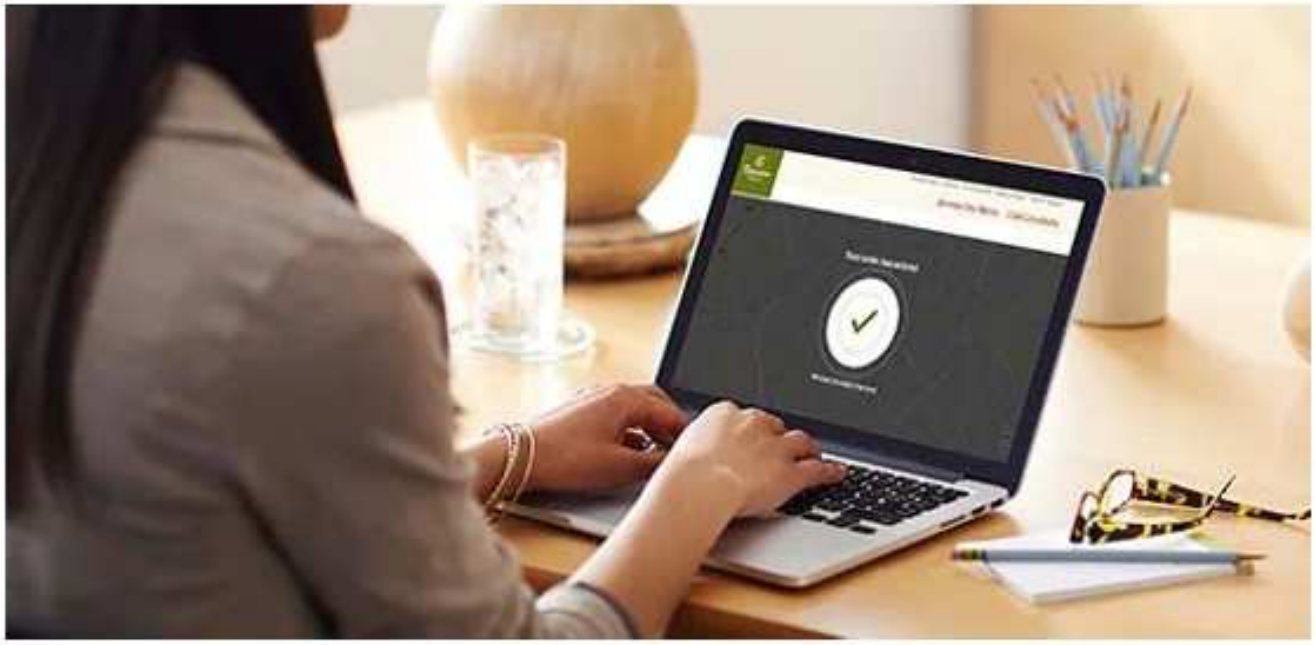
Read On (https://www.panerabread.com/en-us/company/covid-19.html)

Need help planning your event?

Our team of experts is here to help with your mealtime and catering needs. Whether it's for your on-site, virtual or at-home event, including national events, let us make it easier for you! Tell us a little about your event and we'll help you coordinate it.

Send Us an Email (/largeOrder)

Start a catering order



Easily track delivery orders.

One less thing to do – we'll bring it to you! Our flexible service makes it easy to receive fast, contactless delivery directly to your event or workplace, or to multiple locations for virtual events. And with our order tracking, you'll know right when your order is on its way and when it arrives. Just be sure to opt in to tracking once your order is placed.

Order Now (/orderProcess)

Feedback

Base code:

Start a catering order

SANDWICHES
BOWLS & SALADS
STACKED MAC
NEW
Grilled Mac & Cheese
FROZEN DRINKS
COLD DRINKS
BREAKFAST WRAPS
BREAKFAST SANDWICHES
BREAKFAST CLASSICS
SOUFFLÉS
STEEL-CUT OATMEAL
YOGURT
SOUPS
FLATBREAD PIZZAS
ANYTIME TREATS
SPECIALTY BEVERAGES
COFFEE
BAGELS & SPREADS
BAGELS
CREAM CHEESE
BAGELS TO SHARE
MAC & CHEESE
PANERA KIDS
Panera
BREAD

From: TMOfficialNotices@USPTO.GOV
Sent: Monday, April 12, 2021 01:08 AM
To: XXXX
Subject: Official USPTO Courtesy Reminder: Trademark Registration Maintenance Document Must Be Fil ed Before Deadline for U.S. Trademark Registration No. 4934852 PANERA

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. 86344805
U.S. Registration No. 4934852
U.S. Registration Date: April 12, 2016
Mark: PANERA
Owner: Pumpernickel Associates, LLC
Docket/Reference No. PNRA 0442 TU

Issue Date: April 12, 2021

Required submission. The owner of the trademark registration must file a **Declaration of Use and/or Excusable Nonuse Under Section 8** (Section 8 Declaration) between now and April 12, 2022. For an additional fee, the owner can file within the 6-month grace period that ends on October 12, 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** (Combined Sections 8 and 15 Declaration).

If ownership of the registration or the owner's name has changed, the owner can use the **Electronic Trademark Assignment System (ETAS)** to record the change. More information on changes of ownership/owner name is available on the **USPTO website.**

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**.

United States of America
United States Patent and Trademark Office

PANERA

Reg. No. 4,934,852

Registered Apr. 12, 2016

Int. Cls.: 5, 9, 29, 30, 32, 35 and 43

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

PUMPERNICKEL ASSOCIATES, LLC (DELAWARE LIMITED LIABILITY COMPANY)
3630 S. GEYER ROAD
ST. LOUIS, MO 63127

FOR: NUTRITIONALLY FORTIFIED BEVERAGES AND VITAMIN FORTIFIED BEVERAGES, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 11-0-1997; IN COMMERCE 11-0-1997.

FOR: MAGNETICALLY ENCODED LOYALTY CARDS, INCENTIVE CARDS, REWARD CARDS, AND GIFT CARDS THAT MAY BE REDEEMED FOR OR USED TOWARDS THE PURCHASE OF MENU ITEMS; DOWNLOADABLE MOBILE APPLICATION FOR ORDERING FOOD, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 3-31-2009; IN COMMERCE 3-31-2009.

FOR: SOUPS, VEGETABLE AND GARDEN SALADS, TUNA FISH SALAD, STEWS, POTATO CHIPS, CREAM CHEESE, MEAT, POULTRY, PORK, BEEF; SALMON, NOT LIVE; YOGURT-BASED BEVERAGES, FRUIT SALADS, MILK-BASED BEVERAGES WITH HIGH MILK CONTENT, EGG SOUFFLÉS; PREPACKAGED MEALS CONSISTING PRIMARILY OF MEAT, SEAFOOD OR POULTRY, IN CLASS 29 (U.S. CL. 46).

FIRST USE 11-0-1997; IN COMMERCE 11-0-1997.

FOR: BAKERY GOODS, COFFEE, COFFEE AND TEA DRINKS, COFFEE AND TEA BASED BEVERAGES, CHOCOLATE BASED BEVERAGES, BROWNIES, PREPARED PASTAS, EGG SANDWICHES, HOT AND COLD SANDWICHES, PASTA, BREAD, BAGELS, PASTRIES, PANINI, COOKIES, MUFFINS, OATMEAL, GRANOLA, PARFAITS, SALAD DRESSINGS, IN CLASS 30 (U.S. CL. 46).

FIRST USE 1-0-1998; IN COMMERCE 1-0-1998.

FOR: BEVERAGES, NAMELY, FRUIT AND/OR VEGETABLE JUICES, DRINKS, OR SMOOTHIES; FROZEN FRUIT BEVERAGES AND FROZEN FRUIT-BASED BEVERAGES, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 11-0-1997; IN COMMERCE 11-0-1997.

Michelle K. Lee

Director of the United States Patent and Trademark Office

Reg. No. 4,934,852

FOR: FRANCHISING, NAMELY, PROVIDING TECHNICAL AND BUSINESS MANAGEMENT ASSISTANCE IN THE ESTABLISHMENT AND/OR OPERATION OF RESTAURANTS AND CAFES; COMPUTERIZED ONLINE ORDERING SERVICES IN THE FIELD OF RESTAURANT TAKE-OUT AND DELIVERY; ADMINISTRATION OF A CUSTOMER LOYALTY PROGRAM WHICH PROVIDES REGISTERED CUSTOMERS WITH FREE AND DISCOUNTED MENU ITEMS; CUSTOMER LOYALTY SERVICES AND CUSTOMER CLUB SERVICES FOR COMMERCIAL, PROMOTIONAL AND/OR ADVERTISING PURPOSES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 4-15-1998; IN COMMERCE 4-15-1998.

FOR: RESTAURANT, CAFE AND CATERING SERVICES; TAKE-OUT RESTAURANT SERVICES; RESTAURANTS FEATURING DELIVERY; FOOD PREPARATION; PREPARATION OF CARRY OUT FOODS AND BEVERAGES, IN CLASS 43 (U.S. CLS. 100 AND 101).

FIRST USE 12-0-1997; IN COMMERCE 12-0-1997.

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

OWNER OF U.S. REG. NOS. 2,288,311, 2,288,314, AND 2,299,040.

THE ENGLISH TRANSLATION OF "PANERA" IN THE MARK IS "A LARGE BASKET FOR CARRYING GOODS ON THE BACK OF AN ANIMAL OR PERSON".

SER. NO. 86-344,805, FILED 7-22-2014.

SUNG IN, EXAMINING ATTORNEY

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 26, 2016 00:27 AM
To: XXXX
Subject: Official USPTO Notice of Publication Confirmation: U.S. Trademark SN 86344805: PANERA: Docket/Reference No. PNRA 0442 TU

TRADEMARK OFFICIAL GAZETTE PUBLICATION CONFIRMATION

U.S. Serial Number: 86344805
Mark: PANERA
International Class(es): 005, 009, 029, 030, 032, 035, 043
Owner: Pumpernickel Associates, LLC
Docket/Reference Number: PNRA 0442 TU

The mark identified above has been published in the Trademark Official Gazette (TMOG) on Jan 26, 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=2016-01-26&serialNumber=86344805

On the publication date or shortly thereafter, the applicant should carefully review the information that appears in the TMOG for accuracy. For corrections or amendments after publication, please use the Post-Approval/Publication/Post-Notice of Allowance (NOA) Amendment Form, accessible at https://teas.uspto.gov/office/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 https://tsdr.uspto.gov/#caseNumber=86344805&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 https://tsdr.uspto.gov/#caseNumber=86344805&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

Jan 6, 2016

NOTICE OF PUBLICATION

1. Serial No.:
86-344,805

2. Mark:
PANERA
(STANDARD CHARACTER MARK)

3. International Class(es):
5, 9, 29, 30, 32, 35, 43

4. Publication Date:
Jan 26, 2016

5. Applicant:
Pumpernickel Associates, LLC

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):

trademarks@brookskushman.com

From: TMOfficialNotices@USPTO.GOV
Sent: Wednesday, January 6, 2016 03:26 AM
To: XXXX
Subject: Official USPTO Notification of Notice of Publication: U.S. Trademark SN 86344805: PANERA: Docket/Reference No. PNRA 0442 TU

NOTIFICATION OF "NOTICE OF PUBLICATION"

Your trademark application (Serial No. 86344805) is scheduled to publish in the *Official Gazette* on Jan 26, 2016. To preview the Notice of Publication, go to http://tdr.uspto.gov/search.action?sn=86344805. 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

SERIAL NUMBER	86344805	FILING DATE	07/22/2014
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	IN, SUNG HYUN	L.O. ASSIGNED	103

PUB INFORMATION

RUN DATE	12/22/2015
PUB DATE	01/26/2016
STATUS	681-PUBLICATION/ISSUE REVIEW COMPLETE
STATUS DATE	12/21/2015
LITERAL MARK ELEMENT	PANERA

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	PANERA
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT

NAME	Pumpernickel Associates, LLC
ADDRESS	3630 S. Geyer Road St. Louis, MO 63127
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

GOODS AND SERVICES

INTERNATIONAL CLASS	005
DESCRIPTION TEXT	Nutritionally fortified beverages and vitamin fortified beverages
INTERNATIONAL CLASS	009
DESCRIPTION TEXT	Magnetically encoded loyalty cards, incentive cards, reward cards, and gift cards that may be redeemed for or used towards the purchase of menu items; downloadable mobile application for ordering food
INTERNATIONAL CLASS	029
DESCRIPTION TEXT	Soups, vegetable and garden salads, tuna fish salad, stews, potato chips, cream cheese, meat, poultry, pork, beef; salmon, not live; yogurt-based beverages, fruit salads, milk-based beverages with high milk content, egg soufflés; prepackaged meals consisting primarily of meat, seafood or poultry
INTERNATIONAL CLASS	030
DESCRIPTION TEXT	Bakery goods, coffee, coffee and tea drinks, coffee and tea based beverages, chocolate based beverages, brownies, prepared pastas, egg sandwiches, hot and cold sandwiches, pasta, bread, bagels, pastries, panini, cookies, muffins, oatmeal, granola, parfaits, salad dressings
INTERNATIONAL CLASS	032
DESCRIPTION TEXT	Beverages, namely, fruit and/or vegetable juices, drinks, or smoothies; frozen fruit beverages and frozen fruit-based beverages
INTERNATIONAL CLASS	035
DESCRIPTION TEXT	Franchising, namely, providing technical and business management assistance in the establishment and/or operation of restaurants and cafes; computerized online ordering services in the field of restaurant take-out and delivery; administration of a customer loyalty program which provides registered customers with free and discounted menu items; customer loyalty services and customer club services for commercial, promotional and/or advertising purposes
INTERNATIONAL CLASS	043
DESCRIPTION TEXT	Restaurant, cafe and catering services; take-out restaurant services; restaurants featuring delivery; food preparation; preparation of carry out foods and beverages

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	005	FIRST USE DATE	11/00/1997	FIRST USE IN COMMERCE DATE	11/00/1997	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	009	FIRST USE DATE	03/31/2009	FIRST USE IN COMMERCE DATE	03/31/2009	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	029	FIRST USE DATE	11/00/1997	FIRST USE IN COMMERCE DATE	11/00/1997	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	030	FIRST USE DATE	01/00/1998	FIRST USE IN COMMERCE DATE	01/00/1998	CLASS STATUS	6-ACTIVE

INTERNATIONAL CLASS	032	FIRST USE DATE	11/00/1997	FIRST USE IN COMMERCE DATE	11/00/1997	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	035	FIRST USE DATE	04/15/1998	FIRST USE IN COMMERCE DATE	04/15/1998	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	043	FIRST USE DATE	12/00/1997	FIRST USE IN COMMERCE DATE	12/00/1997	CLASS STATUS	6-ACTIVE

MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
TRANSLATION	The English translation of "PANERA" in the mark is "a large basket for carrying goods on the back of an animal or person".
OWNER OF US REG NOS	2288311 2288314 2299040

PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
12/21/2015	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	024
12/12/2015	CNSA	O	APPROVED FOR PUB - PRINCIPAL REGISTER	023
12/04/2015	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	022
12/03/2015	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	021
12/03/2015	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	020
07/18/2015	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	019
07/18/2015	GNRT	O	NON-FINAL ACTION E-MAILED	018
07/18/2015	CNRT	R	NON-FINAL ACTION WRITTEN	017
07/13/2015	ZZZX	Z	PREVIOUS ALLOWANCE COUNT WITHDRAWN	016
06/30/2015	PBCR	Z	WITHDRAWN FROM PUB - OG REVIEW QUERY	015
06/18/2015	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	014
06/18/2015	ALIE	A	ASSIGNED TO LIE	013
06/01/2015	CNSA	O	APPROVED FOR PUB - PRINCIPAL REGISTER	012
05/08/2015	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	011
05/07/2015	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	010
05/07/2015	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	009
11/07/2014	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	008
11/07/2014	GNRT	F	NON-FINAL ACTION E-MAILED	007
11/07/2014	CNRT	R	NON-FINAL ACTION WRITTEN	006
11/03/2014	DOCK	D	ASSIGNED TO EXAMINER	005
10/02/2014	TAEA	I	TEAS AMENDMENT ENTERED BEFORE ATTORNEY ASSIGNED	004
10/02/2014	PARI	I	TEAS VOLUNTARY AMENDMENT RECEIVED	003
07/30/2014	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
07/25/2014	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	Hope V. Shovein
CORRESPONDENCE ADDRESS	HOPE V. SHOVEIN BROOKS KUSHMAN P.C. 1000 TOWN CTR FL 22 SOUTHFIELD, MI 48075-1183
DOMESTIC REPRESENTATIVE	NONE

PANERA

Trademark Snap Shot Publication Stylesheet

(Table presents the data on Publication Approval)

OVERVIEW

SERIAL NUMBER	86344805	FILING DATE	07/22/2014
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	IN, SUNG HYUN	L.O. ASSIGNED	103

PUB INFORMATION

RUN DATE	12/16/2015
PUB DATE	N/A
STATUS	680-APPROVED FOR PUBLICATION
STATUS DATE	12/12/2015
LITERAL MARK ELEMENT	PANERA

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	PANERA
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT

NAME	Pumpernickel Associates, LLC
ADDRESS	3630 S. Geyer Road St. Louis, MO 63127
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CITIZENSHIP	Delaware

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DESCRIPTION TEXT	Magnetically encoded loyalty cards, incentive cards, reward cards, and gift cards that may be redeemed for or used towards the purchase of menu items; downloadable mobile application for ordering food
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DESCRIPTION TEXT	Soups, vegetable and garden salads, tuna fish salad, stews, potato chips, cream cheese, meat, poultry, pork, beef; salmon, not live; yogurt-based beverages, fruit salads, milk-based beverages with high milk content, egg soufflés; prepackaged meals consisting primarily of meat, seafood or poultry
INTERNATIONAL CLASS	030
DESCRIPTION TEXT	Bakery goods, coffee, coffee and tea drinks, coffee and tea based beverages, chocolate based beverages, brownies, prepared pastas, egg sandwiches, hot and cold sandwiches, pasta, bread, bagels, pastries, panini, cookies, muffins, oatmeal, granola, parfaits, salad dressings
INTERNATIONAL CLASS	032
DESCRIPTION TEXT	Beverages, namely, fruit and/or vegetable juices, drinks, or smoothies; frozen fruit beverages and frozen fruit-based beverages
INTERNATIONAL CLASS	035
DESCRIPTION TEXT	Franchising, namely, providing technical and business management assistance in the establishment and/or operation of restaurants and cafes; computerized online ordering services in the field of restaurant take-out and delivery; administration of a customer loyalty program which provides registered customers with free and discounted menu items; customer loyalty services and customer club services for commercial, promotional and/or advertising purposes
INTERNATIONAL CLASS	043
DESCRIPTION TEXT	Restaurant, cafe and catering services; take-out restaurant services; restaurants featuring delivery; food preparation; preparation of carry out foods and beverages

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	005	FIRST USE DATE	11/00/1997	FIRST USE IN COMMERCE DATE	11/00/1997	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	009	FIRST USE DATE	03/31/2009	FIRST USE IN COMMERCE DATE	03/31/2009	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	029	FIRST USE DATE	11/00/1997	FIRST USE IN COMMERCE DATE	11/00/1997	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	030	FIRST USE DATE	01/00/1998	FIRST USE IN COMMERCE DATE	01/00/1998	CLASS STATUS	6-ACTIVE

INTERNATIONAL CLASS	032	FIRST USE DATE	11/00/1997	FIRST USE IN COMMERCE DATE	11/00/1997	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	035	FIRST USE DATE	04/15/1998	FIRST USE IN COMMERCE DATE	04/15/1998	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	043	FIRST USE DATE	12/00/1997	FIRST USE IN COMMERCE DATE	12/00/1997	CLASS STATUS	6-ACTIVE

MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
TRANSLATION	The English translation of "PANERA" in the mark is "a large basket for carrying goods on the back of an animal or person".
OWNER OF US REG NOS	2288311 2288314 2299040

PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
12/12/2015	CNSA	O	APPROVED FOR PUB - PRINCIPAL REGISTER	023
12/04/2015	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	022
12/03/2015	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	021
12/03/2015	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	020
07/18/2015	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	019
07/18/2015	GNRT	O	NON-FINAL ACTION E-MAILED	018
07/18/2015	CNRT	R	NON-FINAL ACTION WRITTEN	017
07/13/2015	ZZZX	Z	PREVIOUS ALLOWANCE COUNT WITHDRAWN	016
06/30/2015	PBCR	Z	WITHDRAWN FROM PUB - OG REVIEW QUERY	015
06/18/2015	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	014
06/18/2015	ALIE	A	ASSIGNED TO LIE	013
06/01/2015	CNSA	O	APPROVED FOR PUB - PRINCIPAL REGISTER	012
05/08/2015	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	011
05/07/2015	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	010
05/07/2015	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	009
11/07/2014	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	008
11/07/2014	GNRT	F	NON-FINAL ACTION E-MAILED	007
11/07/2014	CNRT	R	NON-FINAL ACTION WRITTEN	006
11/03/2014	DOCK	D	ASSIGNED TO EXAMINER	005
10/02/2014	TAEA	I	TEAS AMENDMENT ENTERED BEFORE ATTORNEY ASSIGNED	004
10/02/2014	PARI	I	TEAS VOLUNTARY AMENDMENT RECEIVED	003
07/30/2014	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
07/25/2014	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	Hope V. Shovein

CORRESPONDENCE ADDRESS	HOPE V. SHOVEIN BROOKS KUSHMAN P.C. 1000 TOWN CTR FL 22 SOUTHFIELD, MI 48075-1183
DOMESTIC REPRESENTATIVE	NONE

PANERA

Trademark Snap Shot Amendment & Mail Processing Stylesheet

(Table presents the data on Amendment & Mail Processing Complete)

OVERVIEW

SERIAL NUMBER	86344805	FILING DATE	07/22/2014
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	IN, SUNG HYUN	L.O. ASSIGNED	103

PUB INFORMATION

RUN DATE	12/08/2015
PUB DATE	N/A
STATUS	661-RESPONSE AFTER NON-FINAL-ACTION-ENTERED
STATUS DATE	12/04/2015
LITERAL MARK ELEMENT	PANERA

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	PANERA
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT

NAME	Pumpernickel Associates, LLC
ADDRESS	3630 S. Geyer Road St. Louis, MO 63127
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

GOODS AND SERVICES

INTERNATIONAL CLASS	005
DESCRIPTION TEXT	nutritionally fortified beverages and vitamin fortified beverages
INTERNATIONAL CLASS	009
DESCRIPTION TEXT	Magnetically encoded loyalty cards, incentive cards, reward cards, and gift cards that may be redeemed for or used towards the purchase of menu items; downloadable mobile application for ordering food
INTERNATIONAL CLASS	029
DESCRIPTION TEXT	Soups, vegetable and garden salads, tuna fish salad, stews, potato chips, cream cheese, meat, poultry, pork, beef; salmon, not live; yogurt-based beverages, fruit salads, milk-based beverages with high milk content, egg soufflés; prepackaged meals consisting primarily of meat, seafood or poultry
INTERNATIONAL CLASS	030
DESCRIPTION TEXT	Bakery goods, coffee, coffee and tea drinks, coffee and tea based beverages, chocolate based beverages, brownies, prepared pastas, egg sandwiches, hot and cold sandwiches, pasta, bread, bagels, pastries, panini, cookies, muffins, oatmeal, granola, parfaits, salad dressings
INTERNATIONAL CLASS	032
DESCRIPTION TEXT	Beverages, namely, fruit and/or vegetable juices, drinks, or smoothies; frozen fruit beverages and frozen fruit-based beverages
INTERNATIONAL CLASS	035
DESCRIPTION TEXT	Franchising, namely, providing technical and business management assistance in the establishment and/or operation of restaurants and cafes; computerized online ordering services in the field of restaurant take-out and delivery; administration of a customer loyalty program which provides registered customers with free and discounted menu items; customer loyalty services and customer club services for commercial, promotional and/or advertising purposes
INTERNATIONAL CLASS	043
DESCRIPTION TEXT	Restaurant, cafe and catering services; take-out restaurant services; restaurants featuring delivery; food preparation; preparation of carry out foods and beverages

GOODS AND SERVICES CLASSIFICATION

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INTERNATIONAL CLASS	009	FIRST USE DATE	03/31/2009	FIRST USE IN COMMERCE DATE	03/31/2009	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	029	FIRST USE DATE	11/00/1997	FIRST USE IN COMMERCE DATE	11/00/1997	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	030	FIRST USE DATE	01/00/1998	FIRST USE IN COMMERCE DATE	01/00/1998	CLASS STATUS	6-ACTIVE

INTERNATIONAL CLASS	032	FIRST USE DATE	11/00/1997	FIRST USE IN COMMERCE DATE	11/00/1997	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	035	FIRST USE DATE	04/15/1998	FIRST USE IN COMMERCE DATE	04/15/1998	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	043	FIRST USE DATE	12/00/1997	FIRST USE IN COMMERCE DATE	12/00/1997	CLASS STATUS	6-ACTIVE

MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
TRANSLATION	The English translation of "PANERA" in the mark is "a large basket for carrying goods on the back of an animal or person".
OWNER OF US REG NOS	2288311 2288314 2299040

PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
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12/03/2015	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	021
12/03/2015	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	020
07/18/2015	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	019
07/18/2015	GNRT	O	NON-FINAL ACTION E-MAILED	018
07/18/2015	CNRT	R	NON-FINAL ACTION WRITTEN	017
07/13/2015	ZZZX	Z	PREVIOUS ALLOWANCE COUNT WITHDRAWN	016
06/30/2015	PBCR	Z	WITHDRAWN FROM PUB - OG REVIEW QUERY	015
06/18/2015	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	014
06/18/2015	ALIE	A	ASSIGNED TO LIE	013
06/01/2015	CNSA	O	APPROVED FOR PUB - PRINCIPAL REGISTER	012
05/08/2015	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	011
05/07/2015	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	010
05/07/2015	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	009
11/07/2014	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	008
11/07/2014	GNRT	F	NON-FINAL ACTION E-MAILED	007
11/07/2014	CNRT	R	NON-FINAL ACTION WRITTEN	006
11/03/2014	DOCK	D	ASSIGNED TO EXAMINER	005
10/02/2014	TAEA	I	TEAS AMENDMENT ENTERED BEFORE ATTORNEY ASSIGNED	004
10/02/2014	PARI	I	TEAS VOLUNTARY AMENDMENT RECEIVED	003
07/30/2014	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
07/25/2014	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	Hope V. Shovein
CORRESPONDENCE ADDRESS	HOPE V. SHOVEIN BROOKS KUSHMAN P.C.

	1000 TOWN CTR FL 22 SOUTHFIELD, MI 48075-1183
DOMESTIC REPRESENTATIVE	NONE

PANERA

PTO Form 1957 (Rev 9/2005)
OMB No. 0651-0050 (Exp. 07/31/2017)

Response to Office Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	86344805
LAW OFFICE ASSIGNED	LAW OFFICE 103
MARK SECTION	
MARK	http://tmng-al.uspto.gov/resting2/api/img/86344805/large
LITERAL ELEMENT	PANERA
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.
GOODS AND/OR SERVICES SECTION (009)(no change)	
GOODS AND/OR SERVICES SECTION (029)(no change)	
GOODS AND/OR SERVICES SECTION (030)(no change)	
GOODS AND/OR SERVICES SECTION (032)(current)	
INTERNATIONAL CLASS	032
DESCRIPTION	
Beverages, namely, fruit and/or vegetable juices, drinks, or smoothies; nutritionally fortified beverages and vitamin fortified beverages, frozen fruit beverages and frozen fruit-based beverages	
FILING BASIS	Section 1(a)
FIRST USE ANYWHERE DATE	At least as early as 11/00/1997
FIRST USE IN COMMERCE DATE	At least as early as 11/00/1997
GOODS AND/OR SERVICES SECTION (032)(proposed)	
INTERNATIONAL CLASS	032
TRACKED TEXT DESCRIPTION	
Beverages, namely, fruit and/or vegetable juices, drinks, or smoothies; ~~nutritionally fortified beverages and vitamin fortified beverages, frozen fruit beverages and frozen fruit-based beverages~~; frozen fruit beverages and frozen fruit-based beverages	
FINAL DESCRIPTION	
Beverages, namely, fruit and/or vegetable juices, drinks, or smoothies; frozen fruit beverages and frozen fruit-based beverages	
FILING BASIS	Section 1(a)
FIRST USE ANYWHERE DATE	At least as early as 11/00/1997
FIRST USE IN COMMERCE DATE	At least as early as 11/00/1997
GOODS AND/OR SERVICES SECTION (035)(no change)	
GOODS AND/OR SERVICES SECTION (043)(no change)	
GOODS AND/OR SERVICES SECTION (005)(class added)	

INTERNATIONAL CLASS	005
DESCRIPTION	
nutritionally fortified beverages and vitamin fortified beverages	
FILING BASIS	Section 1(a)
FIRST USE ANYWHERE DATE	At least as early as 11/00/1997
FIRST USE IN COMMERCE DATE	At least as early as 11/00/1997
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	SPN0-7420424216-20151203115028931341_._Class_5_specimen.pdf
CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT16\IMAGEOUT16\863\448\86344805\xml11\ROA0002.JPG
SPECIMEN DESCRIPTION	Scanned copy of point of sale display bearing the mark.
PAYMENT SECTION	
NUMBER OF CLASSES	1
FEE PER CLASS	325
TOTAL FEES DUE	325
SIGNATURE SECTION	
DECLARATION SIGNATURE	The filing Attorney has elected not to submit the signed declaration, believing no supporting declaration is required under the *Trademark Rules of Practice.*
RESPONSE SIGNATURE	/hope v shovein/
SIGNATORY'S NAME	Hope V. Shovein
SIGNATORY'S POSITION	Attorney of record, Michigan bar member
SIGNATORY'S PHONE NUMBER	248-358-4400
DATE SIGNED	12/03/2015
AUTHORIZED SIGNATORY	YES
FILING INFORMATION SECTION	
SUBMIT DATE	Thu Dec 03 11:54:11 EST 2015
TEAS STAMP	USPTO/ROA-XX.XXX.XX.XXX-2 0151203115411555606-86344 805-540a3b19cb3b7d4e4e340 5efe2847b788498f2575b6b62 66bda43e18f83e8a7d31-DA-2 3489-20151203115028931341

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. **86344805** PANERA(Standard Characters, see http://tmng-al.uspto.gov/resting2/api/img/86344805/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 032 for Beverages, namely, fruit and/or vegetable juices, drinks, or smoothies; nutritionally fortified beverages and vitamin fortified beverages, frozen fruit beverages and frozen fruit-based beverages
Original Filing Basis:
Filing Basis: Section 1(a), Use in Commerce: ***For all applications:*** The mark is in use in commerce and was in use in commerce as of the application filing date. The provided specimen shows the mark in use in commerce (see specimen statement below). ***For a collective trademark, collective service mark, collective membership mark, 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 application filing date. ***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. The mark was first used at least as early as 11/00/1997 and first used in commerce at least as early as 11/00/1997 , and is now in use in such commerce.

Proposed:
Tracked Text Description: Beverages, namely, fruit and/or vegetable juices, drinks, or smoothies; ~~nutritionally fortified beverages and vitamin fortified beverages, frozen fruit beverages and frozen fruit-based beverages~~; frozen fruit beverages and frozen fruit-based beverages

Class 032 for Beverages, namely, fruit and/or vegetable juices, drinks, or smoothies; frozen fruit beverages and frozen fruit-based beverages
Filing Basis: Section 1(a), Use in Commerce:***For all applications:*** The mark is in use in commerce and was in use in commerce as of the application filing date. The provided specimen shows the mark in use in commerce (see specimen statement below). ***For a collective trademark, collective service mark, collective membership mark, 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 application filing date. ***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. The mark was first used at least as early as 11/00/1997 and first used in commerce at least as early as 11/00/1997 , and is now in use in such commerce.
Applicant hereby adds the following class of goods/services to the application:
New: Class 005 for nutritionally fortified beverages and vitamin fortified beverages
Filing Basis: Section 1(a), Use in Commerce: ***For all applications:*** The mark is in use in commerce and was in use in commerce as of the application filing date. The provided specimen shows the mark in use in commerce (see specimen statement below). ***For a collective trademark, collective service mark, collective membership mark, 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 application filing date. ***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. The mark was first used at least as early as 11/00/1997 and first used in commerce at least as early as 11/00/1997 , and is now in use in such commerce.
Applicant hereby submits a specimen for Class 005 . The specimen(s) submitted consists of Scanned copy of point of sale display bearing the mark. .
"**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:
SPN0-7420424216-20151203115028931341_._Class_5_specimen.pdf
Converted PDF file(s) (1 page)
Specimen File1

FEE(S)
Fee(s) in the amount of $325 is being submitted.

SIGNATURE(S)

Declaration Signature

I hereby elect to bypass the submission of a signed declaration, because I believe a declaration is not required by the rules of practice. I understand that the examining attorney could still, upon later review, require a signed declaration.

Response Signature

Signature: /hope v shovein/ Date: 12/03/2015
Signatory's Name: Hope V. Shovein
Signatory's Position: Attorney of record, Michigan bar member

Signatory's Phone Number: 248-358-4400

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.

RAM Sale Number: 86344805
RAM Accounting Date: 12/03/2015

Serial Number: 86344805
Internet Transmission Date: Thu Dec 03 11:54:11 EST 2015
TEAS Stamp: USPTO/ROA-XX.XXX.XX.XXX-2015120311541155
5606-86344805-540a3b19cb3b7d4e4e3405efe2
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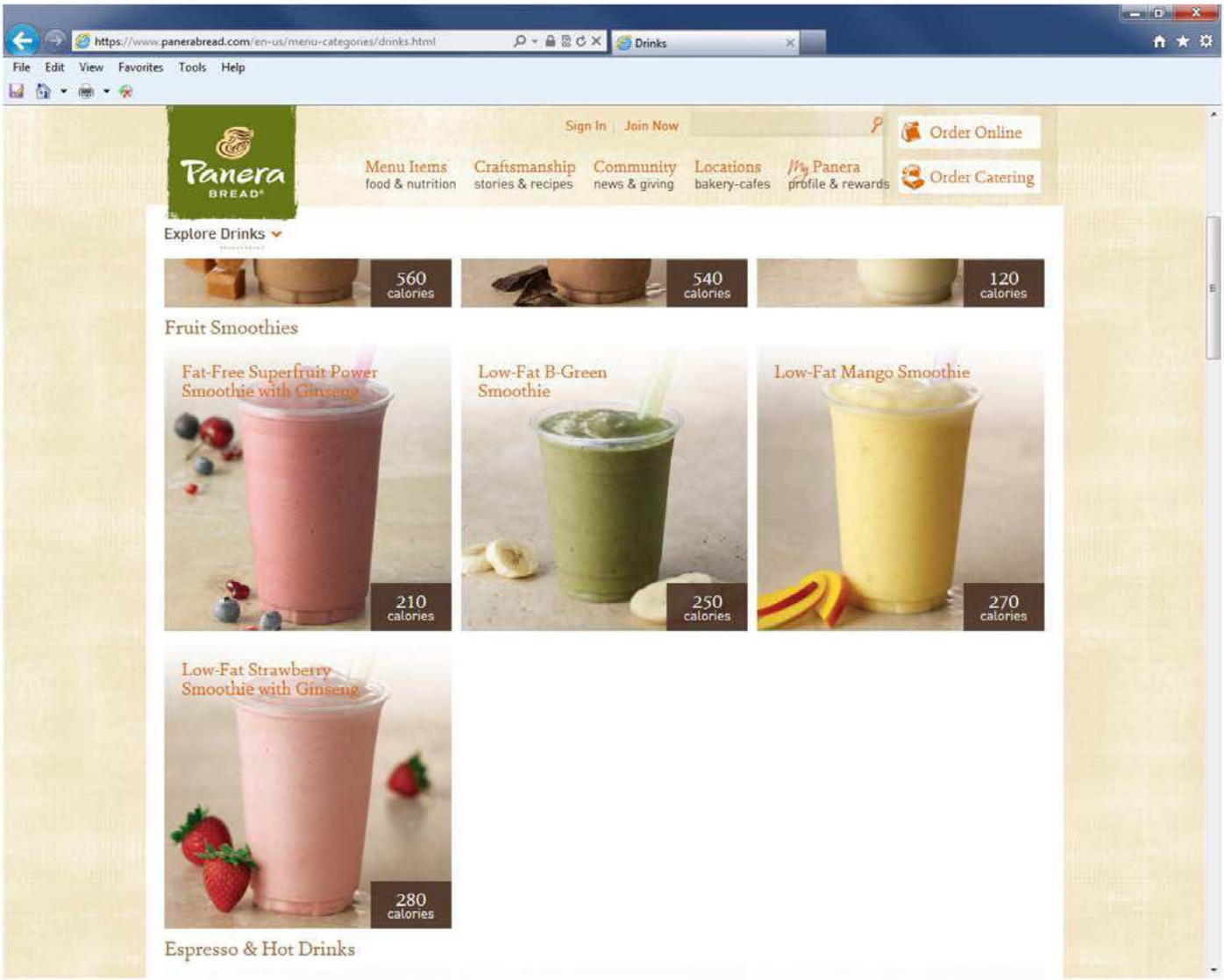
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Drinks
File Edit View Favorites Tools Help
Panera BREAD
Sign In | Join Now
Order Online
Order Catering
Menu Items food & nutrition
Craftsmanship stories & recipes
Community news & giving
Locations bakery-cafes
My Panera profile & rewards
Explore Drinks
560 calories
540 calories
120 calories
Fruit Smoothies
Fat-Free Superfruit Power Smoothie with Ginseng
210 calories
Low-Fat B-Green Smoothie
250 calories
Low-Fat Mango Smoothie
270 calories
Low-Fat Strawberry Smoothie with Ginseng
280 calories
Espresso & Hot Drinks

RAM SALE NUMBER: 86344805

RAM ACCOUNTING DATE: 20151203

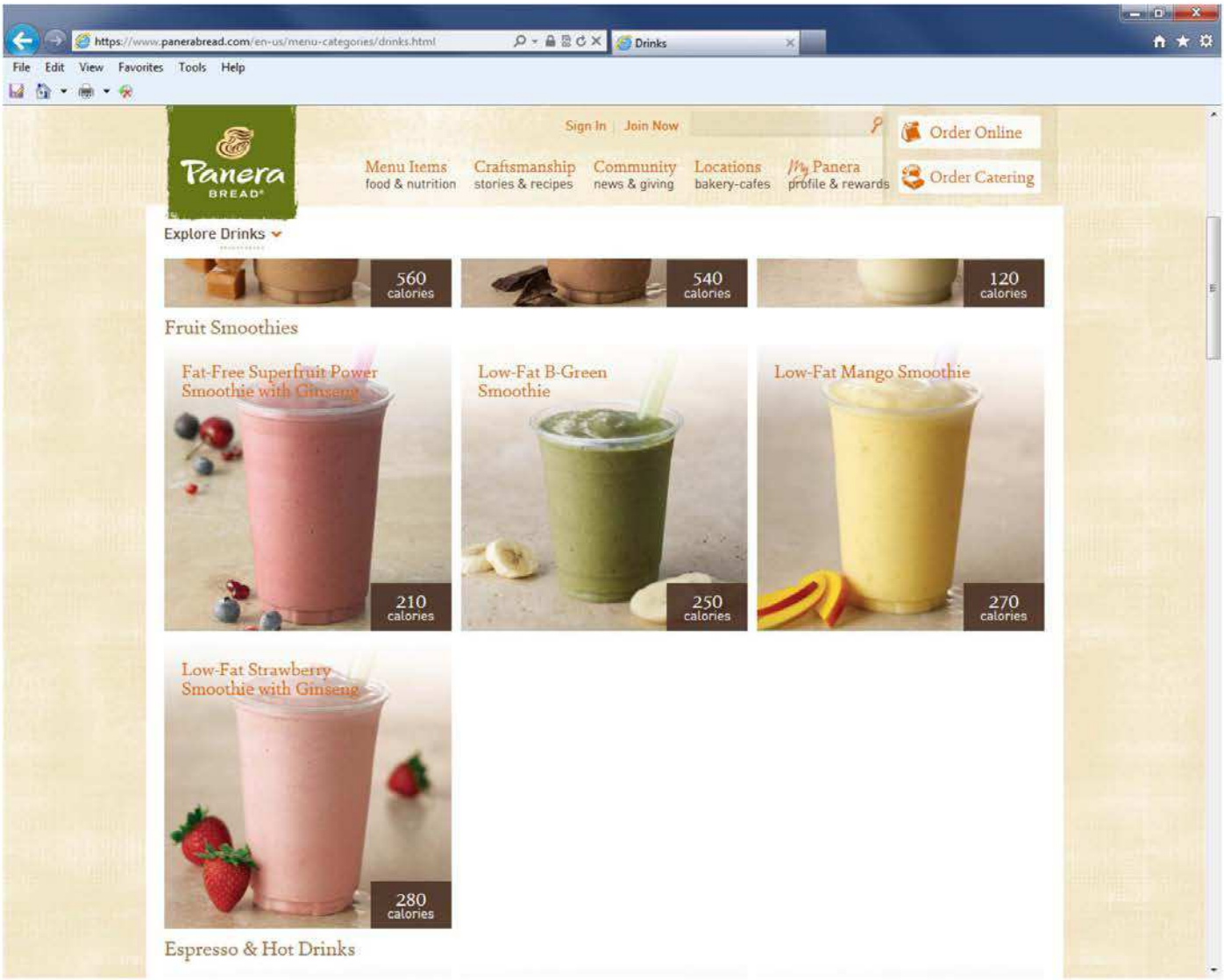
INTERNET TRANSMISSION DATE:

2015/12/03

SERIAL NUMBER:

86/344805

Description	Fee Code	Transaction Date	Fee	Number Of Classes	Total Fees Paid
New App	7001	2015/12/03	325	1	325


https://www.panerabread.com/en-us/menu-categories/drinks.html
Drinks
File Edit View Favorites Tools Help
Panera BREAD
Sign In | Join Now
Order Online
Order Catering
Menu Items food & nutrition
Craftsmanship stories & recipes
Community news & giving
Locations bakery-cafes
My Panera profile & rewards
Explore Drinks
560 calories
540 calories
120 calories
Fruit Smoothies
Fat-Free Superfruit Power Smoothie with Ginseng
210 calories
Low-Fat B-Green Smoothie
250 calories
Low-Fat Mango Smoothie
270 calories
Low-Fat Strawberry Smoothie with Ginseng
280 calories
Espresso & Hot Drinks

To:	Pumpernickel Associates, LLC (trademarks@brookskushman.com)
Subject:	U.S. TRADEMARK APPLICATION NO. 86344805 - PANERA - PNRA 0442 TU
Sent:	7/18/2015 1:58:45 PM
Sent As:	ECOM103@USPTO.GOV
Attachments:	

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

U.S. APPLICATION SERIAL NO. 86344805

MARK: PANERA

86344805

CORRESPONDENT ADDRESS:
HOPE V. SHOVEIN
BROOKS KUSHMAN P.C.
1000 TOWN CTR FL 22
SOUTHFIELD, MI 48075-1183

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

VIEW YOUR APPLICATION FILE

APPLICANT: Pumpernickel Associates, LLC

CORRESPONDENT'S REFERENCE/DOCKET NO :
PNRA 0442 TU
CORRESPONDENT E-MAIL ADDRESS:
trademarks@brookskushman.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: 7/18/2015

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 OF OFFICE'S DATABASE OF MARKS

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 address the following issue(s).

IDENTIFICATION OF GOODS AND SERVICES

The identification of goods and services is indefinite and must be clarified. *See* TMEP §1402.01. Applicant must specify the common commercial or generic name for the goods or services. If there is no common commercial or generic name, applicant must describe the product and intended consumer as well as its main purpose and intended uses. 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 adopt the following identification, if accurate:

" **Nutritionally fortified beverages and vitamin fortified beverages**" in International Class 5;

"Magnetically encoded loyalty cards, incentive cards, reward cards, and gift cards that may be redeemed for or used towards the purchase of menu items; downloadable mobile application for ordering food" in International Class 9;

"Soups, vegetable and garden salads, tuna fish salad, stews, potato chips, cream cheese, meat, poultry, pork, beef; salmon, not live; yogurt-based beverages, fruit salads, milk-based beverages with high milk content, egg soufflés; prepackaged meals consisting primarily of meat, seafood or poultry" in International Class 29;

"Bakery goods, coffee, coffee and tea drinks, coffee and tea based beverages, chocolate based beverages, brownies, prepared pastas, egg sandwiches, hot and cold sandwiches, pasta, bread, bagels, pastries, panini, cookies, muffins, oatmeal, granola, parfaits, salad dressings" in International Class 30;

"Beverages, namely, fruit and/or vegetable juices, drinks, or smoothies; frozen fruit beverages and frozen fruit-based beverages" in International Class 32;

"Franchising, namely, providing technical and business management assistance in the establishment and/or operation of restaurants and cafes; computerized online ordering services in the field of restaurant take-out and delivery; administration of a customer loyalty program which provides registered customers with free and discounted menu items; customer loyalty services and customer club services for commercial, promotional and/or advertising purposes" in International Class 35; and

"Restaurant, cafe and catering services; take-out restaurant services; restaurants featuring delivery; food preparation; preparation of carry out foods and beverages" in International Class 43.

TMEP §1402.01.

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.

An applicant may only amend an identification to clarify or limit the goods and/or services, but not to 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.*, 1402.07.

The application identifies goods and/or services in more than one international class; therefore, applicant must satisfy all the requirements below for each international class based on use in commerce under Section 1(a):

(1) **List the goods and/or services by their international class number** 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 goods and/or services that are classified in at least 7 classes; however, applicant submitted a fees sufficient for only 6 classes. 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.

(3) **Submit verified dates of first use of the mark** anywhere and in commerce **for each international class**.

(4) **Submit a specimen for each international class**. The current specimens are acceptable for all of the classes.

Examples of specimens for goods include tags, labels, instruction manuals, containers, and photographs that show the mark on the actual goods or packaging, or displays associated with the actual goods at their point of sale. 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.

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) **Submit a verified statement** 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 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).

For an overview 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, please go to http://www.uspto.gov/trademarks/law/multiclass.jsp.

/Sung In/
Sung In
Law Office 103
Phone: (571) 272-9097
Fax: (571) 272-9103
Email: sung.in@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:	Pumpernickel Associates, LLC (trademarks@brookskushman.com)
Subject:	U.S. TRADEMARK APPLICATION NO. 86344805 - PANERA - PNRA 0442 TU
Sent:	7/18/2015 1:58:46 PM
Sent As:	ECOM103@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 **7/18/2015** FOR U.S. APPLICATION SERIAL NO. 86344805

Please follow the instructions below:

(1) TO READ THE LETTER: Click on this link 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 **7/18/2015** (*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 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	86344805	FILING DATE	07/22/2014
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	IN, SUNG HYUN	L.O. ASSIGNED	103

PUB INFORMATION

RUN DATE	06/19/2015
PUB DATE	07/21/2015
STATUS	681-PUBLICATION/ISSUE REVIEW COMPLETE
STATUS DATE	06/18/2015
LITERAL MARK ELEMENT	PANERA

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	PANERA
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT

NAME	Pumpernickel Associates, LLC
ADDRESS	3630 S. Geyer Road St. Louis, MO 63127
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

GOODS AND SERVICES

INTERNATIONAL CLASS	009
DESCRIPTION TEXT	Magnetically encoded loyalty cards, incentive cards, reward cards, and gift cards that may be redeemed for or used towards the purchase of menu items; downloadable mobile application for ordering food
INTERNATIONAL CLASS	029
DESCRIPTION TEXT	Soups, vegetable and garden salads, tuna fish salad, stews, potato chips, cream cheese, meat, poultry, pork, beef; salmon, not live; yogurt-based beverages, fruit salads, milk-based beverages with high milk content, egg soufflés; prepackaged meals consisting primarily of meat, seafood or poultry
INTERNATIONAL CLASS	030
DESCRIPTION TEXT	Bakery goods, coffee, coffee and tea drinks, coffee and tea based beverages, chocolate based beverages, brownies, prepared pastas, egg sandwiches, hot and cold sandwiches, pasta, bread, bagels, pastries, panini, cookies, muffins, oatmeal, granola, parfaits, salad dressings
INTERNATIONAL CLASS	032
DESCRIPTION TEXT	Beverages, namely, fruit and/or vegetable juices, drinks, or smoothies; nutritionally fortified beverages and vitamin fortified beverages, frozen fruit beverages and frozen fruit-based beverages
INTERNATIONAL CLASS	035
DESCRIPTION TEXT	Franchising, namely, providing technical and business management assistance in the establishment and/or operation of restaurants and cafes; computerized online ordering services in the field of restaurant take-out and delivery; administration of a customer loyalty program which provides registered customers with free and discounted menu items; customer loyalty services and customer club services for commercial, promotional and/or advertising purposes
INTERNATIONAL CLASS	043
DESCRIPTION TEXT	Restaurant, cafe and catering services; take-out restaurant services; restaurants featuring delivery; food preparation; preparation of carry out foods and beverages

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	009	FIRST USE DATE	03/31/2009	FIRST USE IN COMMERCE DATE	03/31/2009	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	029	FIRST USE DATE	11/00/1997	FIRST USE IN COMMERCE DATE	11/00/1997	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	030	FIRST USE DATE	01/00/1998	FIRST USE IN COMMERCE DATE	01/00/1998	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	032	FIRST USE DATE	11/00/1997	FIRST USE IN COMMERCE DATE	11/00/1997	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	035	FIRST USE DATE	04/15/1998	FIRST USE IN COMMERCE	04/15/1998	CLASS STATUS	6-ACTIVE

				DATE			
INTERNATIONAL CLASS	043	FIRST USE DATE	12/00/1997	FIRST USE IN COMMERCE DATE	12/00/1997	CLASS STATUS	6-ACTIVE

MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
TRANSLATION	The English translation of "PANERA" in the mark is "a large basket for carrying goods on the back of an animal or person".
OWNER OF US REG NOS	2288311 2288314 2299040

PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
06/18/2015	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	014
06/18/2015	ALIE	A	ASSIGNED TO LIE	013
06/01/2015	CNSA	O	APPROVED FOR PUB - PRINCIPAL REGISTER	012
05/08/2015	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	011
05/07/2015	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	010
05/07/2015	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	009
11/07/2014	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	008
11/07/2014	GNRT	F	NON-FINAL ACTION E-MAILED	007
11/07/2014	CNRT	R	NON-FINAL ACTION WRITTEN	006
11/03/2014	DOCK	D	ASSIGNED TO EXAMINER	005
10/02/2014	TAEA	I	TEAS AMENDMENT ENTERED BEFORE ATTORNEY ASSIGNED	004
10/02/2014	PARI	I	TEAS VOLUNTARY AMENDMENT RECEIVED	003
07/30/2014	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
07/25/2014	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	Hope V. Shovein
CORRESPONDENCE ADDRESS	HOPE V. SHOVEIN BROOKS KUSHMAN P.C. 1000 TOWN CTR FL 22 SOUTHFIELD, MI 48075-1183
DOMESTIC REPRESENTATIVE	NONE

PANERA

Trademark Snap Shot Publication Stylesheet

(Table presents the data on Publication Approval)

OVERVIEW

SERIAL NUMBER	86344805	FILING DATE	07/22/2014
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	IN, SUNG HYUN	L.O. ASSIGNED	103

PUB INFORMATION

RUN DATE	06/02/2015
PUB DATE	N/A
STATUS	680-APPROVED FOR PUBLICATION
STATUS DATE	06/01/2015
LITERAL MARK ELEMENT	PANERA

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	PANERA
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT

NAME	Pumpernickel Associates, LLC
ADDRESS	3630 S. Geyer Road St. Louis, MO 63127
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

GOODS AND SERVICES

INTERNATIONAL CLASS	009
DESCRIPTION TEXT	Magnetically encoded loyalty cards, incentive cards, reward cards, and gift cards that may be redeemed for or used towards the purchase of menu items; downloadable mobile application for ordering food
INTERNATIONAL CLASS	029
DESCRIPTION TEXT	Soups, vegetable and garden salads, tuna fish salad, stews, potato chips, cream cheese, meat, poultry, pork, beef; salmon, not live; yogurt-based beverages, fruit salads, milk-based beverages with high milk content, egg soufflés; prepackaged meals consisting primarily of meat, seafood or poultry
INTERNATIONAL CLASS	030
DESCRIPTION TEXT	Bakery goods, coffee, coffee and tea drinks, coffee and tea based beverages, chocolate based beverages, brownies, prepared pastas, egg sandwiches, hot and cold sandwiches, pasta, bread, bagels, pastries, panini, cookies, muffins, oatmeal, granola, parfaits, salad dressings
INTERNATIONAL CLASS	032
DESCRIPTION TEXT	Beverages, namely, fruit and/or vegetable juices, drinks, or smoothies; nutritionally fortified beverages and vitamin fortified beverages, frozen fruit beverages and frozen fruit-based beverages
INTERNATIONAL CLASS	035
DESCRIPTION TEXT	Franchising, namely, providing technical and business management assistance in the establishment and/or operation of restaurants and cafes; computerized online ordering services in the field of restaurant take-out and delivery; administration of a customer loyalty program which provides registered customers with free and discounted menu items; customer loyalty services and customer club services for commercial, promotional and/or advertising purposes
INTERNATIONAL CLASS	043
DESCRIPTION TEXT	Restaurant, cafe and catering services; take-out restaurant services; restaurants featuring delivery; food preparation; preparation of carry out foods and beverages

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	009	FIRST USE DATE	03/31/2009	FIRST USE IN COMMERCE DATE	03/31/2009	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	029	FIRST USE DATE	11/00/1997	FIRST USE IN COMMERCE DATE	11/00/1997	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	030	FIRST USE DATE	01/00/1998	FIRST USE IN COMMERCE DATE	01/00/1998	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	032	FIRST USE DATE	11/00/1997	FIRST USE IN COMMERCE DATE	11/00/1997	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	035	FIRST USE DATE	04/15/1998	FIRST USE IN COMMERCE	04/15/1998	CLASS STATUS	6-ACTIVE

				DATE			
INTERNATIONAL CLASS	043	FIRST USE DATE	12/00/1997	FIRST USE IN COMMERCE DATE	12/00/1997	CLASS STATUS	6-ACTIVE

MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
TRANSLATION	The English translation of PANERA in the mark is a large basket for carrying goods on the back of an animal or person.
OWNER OF US REG NOS	2288311 2288314 2299040

PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
06/01/2015	CNSA	O	APPROVED FOR PUB - PRINCIPAL REGISTER	012
05/08/2015	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	011
05/07/2015	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	010
05/07/2015	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	009
11/07/2014	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	008
11/07/2014	GNRT	F	NON-FINAL ACTION E-MAILED	007
11/07/2014	CNRT	R	NON-FINAL ACTION WRITTEN	006
11/03/2014	DOCK	D	ASSIGNED TO EXAMINER	005
10/02/2014	TAEA	I	TEAS AMENDMENT ENTERED BEFORE ATTORNEY ASSIGNED	004
10/02/2014	PARI	I	TEAS VOLUNTARY AMENDMENT RECEIVED	003
07/30/2014	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
07/25/2014	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	Hope V. Shovein
CORRESPONDENCE ADDRESS	HOPE V. SHOVEIN BROOKS KUSHMAN P.C. 1000 TOWN CTR FL 22 SOUTHFIELD, MI 48075-1183
DOMESTIC REPRESENTATIVE	NONE

PANERA

Trademark Snap Shot Amendment & Mail Processing Stylesheet

(Table presents the data on Amendment & Mail Processing Complete)

OVERVIEW

SERIAL NUMBER	86344805	FILING DATE	07/22/2014
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	IN, SUNG HYUN	L.O. ASSIGNED	103

PUB INFORMATION

RUN DATE	05/12/2015
PUB DATE	N/A
STATUS	661-RESPONSE AFTER NON-FINAL-ACTION-ENTERED
STATUS DATE	05/08/2015
LITERAL MARK ELEMENT	PANERA

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	PANERA
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT

NAME	Pumpernickel Associates, LLC
ADDRESS	3630 S. Geyer Road St. Louis, MO 63127
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

GOODS AND SERVICES

INTERNATIONAL CLASS	009
DESCRIPTION TEXT	Magnetically encoded loyalty cards, incentive cards, reward cards, and gift cards that may be redeemed for or used towards the purchase of menu items; downloadable mobile application for ordering food
INTERNATIONAL CLASS	029
DESCRIPTION TEXT	Soups, vegetable and garden salads, tuna fish salad, stews, potato chips, cream cheese, meat, poultry, pork, beef; salmon, not live; yogurt-based beverages, fruit salads, milk-based beverages with high milk content, egg soufflés; prepackaged meals consisting primarily of meat, seafood or poultry
INTERNATIONAL CLASS	030
DESCRIPTION TEXT	Bakery goods, coffee, coffee and tea drinks, coffee and tea based beverages, chocolate based beverages, brownies, prepared pastas, egg sandwiches, hot and cold sandwiches, pasta, bread, bagels, pastries, panini, cookies, muffins, oatmeal, granola, parfaits, salad dressings
INTERNATIONAL CLASS	032
DESCRIPTION TEXT	Beverages, namely, fruit and/or vegetable juices, drinks, or smoothies; nutritionally fortified beverages and vitamin fortified beverages, frozen fruit beverages and frozen fruit-based beverages
INTERNATIONAL CLASS	035
DESCRIPTION TEXT	Franchising, namely, providing technical and business management assistance in the establishment and/or operation of restaurants and cafes; computerized online ordering services in the field of restaurant take-out and delivery; administration of a customer loyalty program which provides registered customers with free and discounted menu items; customer loyalty services and customer club services for commercial, promotional and/or advertising purposes
INTERNATIONAL CLASS	043
DESCRIPTION TEXT	Restaurant, cafe and catering services; take-out restaurant services; restaurants featuring delivery; food preparation; preparation of carry out foods and beverages

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	009	FIRST USE DATE	03/31/2009	FIRST USE IN COMMERCE DATE	03/31/2009	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	029	FIRST USE DATE	11/00/1997	FIRST USE IN COMMERCE DATE	11/00/1997	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	030	FIRST USE DATE	01/00/1998	FIRST USE IN COMMERCE DATE	01/00/1998	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	032	FIRST USE DATE	11/00/1997	FIRST USE IN COMMERCE DATE	11/00/1997	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	035	FIRST USE DATE	04/15/1998	FIRST USE IN COMMERCE	04/15/1998	CLASS STATUS	6-ACTIVE

				DATE			
INTERNATIONAL CLASS	043	FIRST USE DATE	12/00/1997	FIRST USE IN COMMERCE DATE	12/00/1997	CLASS STATUS	6-ACTIVE

MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
TRANSLATION	The English translation of PANERA in the mark is a large basket for carrying goods on the back of an animal or person.
OWNER OF US REG NOS	2288311 2288314 2299040

PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
05/08/2015	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	011
05/07/2015	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	010
05/07/2015	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	009
11/07/2014	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	008
11/07/2014	GNRT	F	NON-FINAL ACTION E-MAILED	007
11/07/2014	CNRT	R	NON-FINAL ACTION WRITTEN	006
11/03/2014	DOCK	D	ASSIGNED TO EXAMINER	005
10/02/2014	TAEA	I	TEAS AMENDMENT ENTERED BEFORE ATTORNEY ASSIGNED	004
10/02/2014	PARI	I	TEAS VOLUNTARY AMENDMENT RECEIVED	003
07/30/2014	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
07/25/2014	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	Hope V. Shovein
CORRESPONDENCE ADDRESS	HOPE V. SHOVEIN BROOKS KUSHMAN P.C. 1000 TOWN CTR FL 22 SOUTHFIELD, MI 48075-1183
DOMESTIC REPRESENTATIVE	NONE

PANERA

PTO Form 1957 (Rev 9/2005)
OMB No. 0651-0050 (Exp. 07/31/2017)

Response to Office Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	86344805
LAW OFFICE ASSIGNED	LAW OFFICE 103
MARK SECTION	
MARK	http://tsdr.uspto.gov/img/86344805/large
LITERAL ELEMENT	PANERA
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.
GOODS AND/OR SERVICES SECTION (009)(no change)	
GOODS AND/OR SERVICES SECTION (029)(current)	
INTERNATIONAL CLASS	029
DESCRIPTION	
Soups, vegetable and garden salads, tuna fish salad, stews, potato chips, cream cheese, meat, poultry, pork, beef, salmon, yogurt-based beverages, fruit salads, milk based beverages, egg souffles; prepackaged meals consisting primarily of meat, seafood or poultry	
FILING BASIS	Section 1(a)
FIRST USE ANYWHERE DATE	At least as early as 11/00/1997
FIRST USE IN COMMERCE DATE	At least as early as 11/00/1997
GOODS AND/OR SERVICES SECTION (029)(proposed)	
INTERNATIONAL CLASS	029
TRACKED TEXT DESCRIPTION	
~~Soups, vegetable and garden salads, tuna fish salad, stews, potato chips, cream cheese, meat, poultry, pork, beef, salmon, yogurt-based beverages, fruit salads, milk based beverages, egg souffles~~; Soups, vegetable and garden salads, tuna fish salad, stews, potato chips, cream cheese, meat, poultry, pork, beef; salmon, not live; yogurt-based beverages, fruit salads, milk-based beverages with high milk content, egg soufflés; prepackaged meals consisting primarily of meat, seafood or poultry	
FINAL DESCRIPTION	
Soups, vegetable and garden salads, tuna fish salad, stews, potato chips, cream cheese, meat, poultry, pork, beef; salmon, not live; yogurt-based beverages, fruit salads, milk-based beverages with high milk content, egg soufflés; prepackaged meals consisting primarily of meat, seafood or poultry	
FILING BASIS	Section 1(a)
FIRST USE ANYWHERE DATE	At least as early as 11/00/1997
FIRST USE IN COMMERCE DATE	At least as early as 11/00/1997
GOODS AND/OR SERVICES SECTION (030)(no change)	
GOODS AND/OR SERVICES SECTION (032)(no change)	

GOODS AND/OR SERVICES SECTION (035)(current)	
INTERNATIONAL CLASS	035
DESCRIPTION	
Franchising, namely, providing technical assistance in the establishment and/or operation of restaurants and cafes; computerized online ordering services; administration of a customer loyalty program which provides registered customers with free and discounted menu items; customer loyalty services and customer club services for commercial, promotional, and/or advertising purposes	
FILING BASIS	Section 1(a)
FIRST USE ANYWHERE DATE	At least as early as 04/15/1998
FIRST USE IN COMMERCE DATE	At least as early as 04/15/1998
GOODS AND/OR SERVICES SECTION (035)(proposed)	
INTERNATIONAL CLASS	035
TRACKED TEXT DESCRIPTION	
~~Franchising, namely, providing technical assistance in the establishment and/or operation of restaurants and cafes~~; Franchising, namely, providing technical and business management assistance in the establishment and/or operation of restaurants and cafes; ~~computerized online ordering services~~; computerized online ordering services in the field of restaurant take-out and delivery; administration of a customer loyalty program which provides registered customers with free and discounted menu items; ~~customer loyalty services and customer club services for commercial, promotional, and/or advertising purposes~~; customer loyalty services and customer club services for commercial, promotional and/or advertising purposes	
FINAL DESCRIPTION	
Franchising, namely, providing technical and business management assistance in the establishment and/or operation of restaurants and cafes; computerized online ordering services in the field of restaurant take-out and delivery; administration of a customer loyalty program which provides registered customers with free and discounted menu items; customer loyalty services and customer club services for commercial, promotional and/or advertising purposes	
FILING BASIS	Section 1(a)
FIRST USE ANYWHERE DATE	At least as early as 04/15/1998
FIRST USE IN COMMERCE DATE	At least as early as 04/15/1998
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)	\\TICRS\EXPORT16\IMAGEOUT 16\863\448\86344805\xml6\ ROA0002.JPG
SPECIMEN DESCRIPTION	Scanned copy of web page bearing the mark.
GOODS AND/OR SERVICES SECTION (043)(no change)	
ADDITIONAL STATEMENTS SECTION	
ACTIVE PRIOR REGISTRATION(S)	The applicant claims ownership of U.S. Registration Number(s) 2288311, 2288314, and 2299040.
TRANSLATION	The English translation of PANERA in the mark is a large basket for carrying goods on the back of an animal or person.
SIGNATURE SECTION	
DECLARATION SIGNATURE	/hope v shovein/

SIGNATORY'S NAME	Hope V. Shovein
SIGNATORY'S POSITION	Attorney of record, Michigan bar member
DATE SIGNED	05/07/2015
RESPONSE SIGNATURE	/hope v shovein/
SIGNATORY'S NAME	Hope V. Shovein
SIGNATORY'S POSITION	Attorney of record, Michigan bar member
SIGNATORY'S PHONE NUMBER	248-358-4400
DATE SIGNED	05/07/2015
AUTHORIZED SIGNATORY	YES
FILING INFORMATION SECTION	
SUBMIT DATE	Thu May 07 18:08:26 EDT 2015
TEAS STAMP	USPTO/ROA-XX.XXX.XXX.X-20 150507180826934263-863448 05-530fc4dfc19aded623a94c 95aaf772a437d461d3e0d6c21 e8f804891d0f69425f-N/A-N/ A-20150507180312446411

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. **86344805** PANERA(Standard Characters, see http://tsdr.uspto.gov/img/86344805/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 029 for Soups, vegetable and garden salads, tuna fish salad, stews, potato chips, cream cheese, meat, poultry, pork, beef, salmon, yogurt-based beverages, fruit salads, milk based beverages, egg souffles; prepackaged meals consisting primarily of meat, seafood or poultry
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 11/00/1997 and first used in commerce at least as early as 11/00/1997 , and is now in use in such commerce.

Proposed:
Tracked Text Description: ~~Soups, vegetable and garden salads, tuna fish salad, stews, potato chips, cream cheese, meat, poultry, pork, beef, salmon, yogurt-based beverages, fruit salads, milk based beverages, egg souffles~~; Soups, vegetable and garden salads, tuna fish salad, stews, potato chips, cream cheese, meat, poultry, pork, beef; salmon, not live; yogurt-based beverages, fruit salads, milk-based beverages with high milk content, egg soufflés; prepackaged meals consisting primarily of meat, seafood or poultry

Class 029 for Soups, vegetable and garden salads, tuna fish salad, stews, potato chips, cream cheese, meat, poultry, pork, beef; salmon, not live; yogurt-based beverages, fruit salads, milk-based beverages with high milk content, egg soufflés; prepackaged meals consisting primarily of meat, seafood or poultry
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 11/00/1997 and first used in commerce at least as early as 11/00/1997 , and is now in use in such commerce.
Applicant proposes to amend the following class of goods/services in the application:
Current: Class 035 for Franchising, namely, providing technical assistance in the establishment and/or operation of restaurants and cafes; computerized online ordering services; administration of a customer loyalty program which provides registered customers with free and

discounted menu items; customer loyalty services and customer club services for commercial, promotional, and/or advertising purposes
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 04/15/1998 and first used in commerce at least as early as 04/15/1998 , and is now in use in such commerce.

Proposed:
Tracked Text Description: ~~Franchising, namely, providing technical assistance in the establishment and/or operation of restaurants and cafes~~; Franchising, namely, providing technical and business management assistance in the establishment and/or operation of restaurants and cafes; ~~computerized online ordering services~~; computerized online ordering services in the field of restaurant take-out and delivery; administration of a customer loyalty program which provides registered customers with free and discounted menu items; ~~customer loyalty services and customer club services for commercial, promotional, and/or advertising purposes~~; customer loyalty services and customer club services for commercial, promotional and/or advertising purposes

Class 035 for Franchising, namely, providing technical and business management assistance in the establishment and/or operation of restaurants and cafes; computerized online ordering services in the field of restaurant take-out and delivery; administration of a customer loyalty program which provides registered customers with free and discounted menu items; customer loyalty services and customer club services for commercial, promotional and/or advertising purposes
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 04/15/1998 and first used in commerce at least as early as 04/15/1998 , and is now in use in such commerce.
Applicant hereby submits one(or more) specimen(s) for Class 035 . The specimen(s) submitted consists of Scanned copy of web page bearing the mark. .
"**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 File1

ADDITIONAL STATEMENTS
Claim of Active Prior Registration(s)
The applicant claims ownership of U.S. Registration Number(s) 2288311, 2288314, and 2299040.

Translation
The English translation of PANERA in the mark is a large basket for carrying goods on the back of an animal or person.

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.

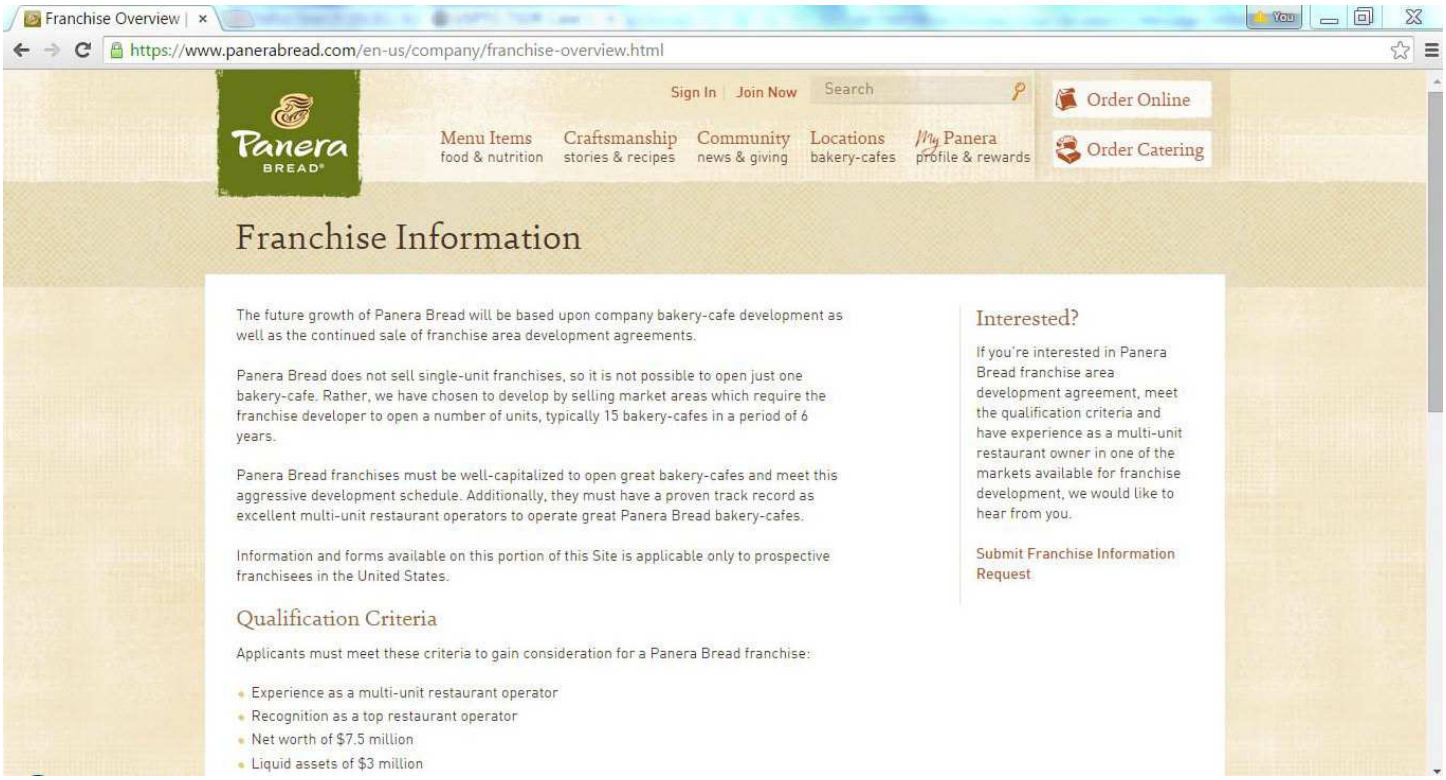
Signature: /hope v shovein/ Date: 05/07/2015
Signatory's Name: Hope V. Shovein
Signatory's Position: Attorney of record, Michigan bar member

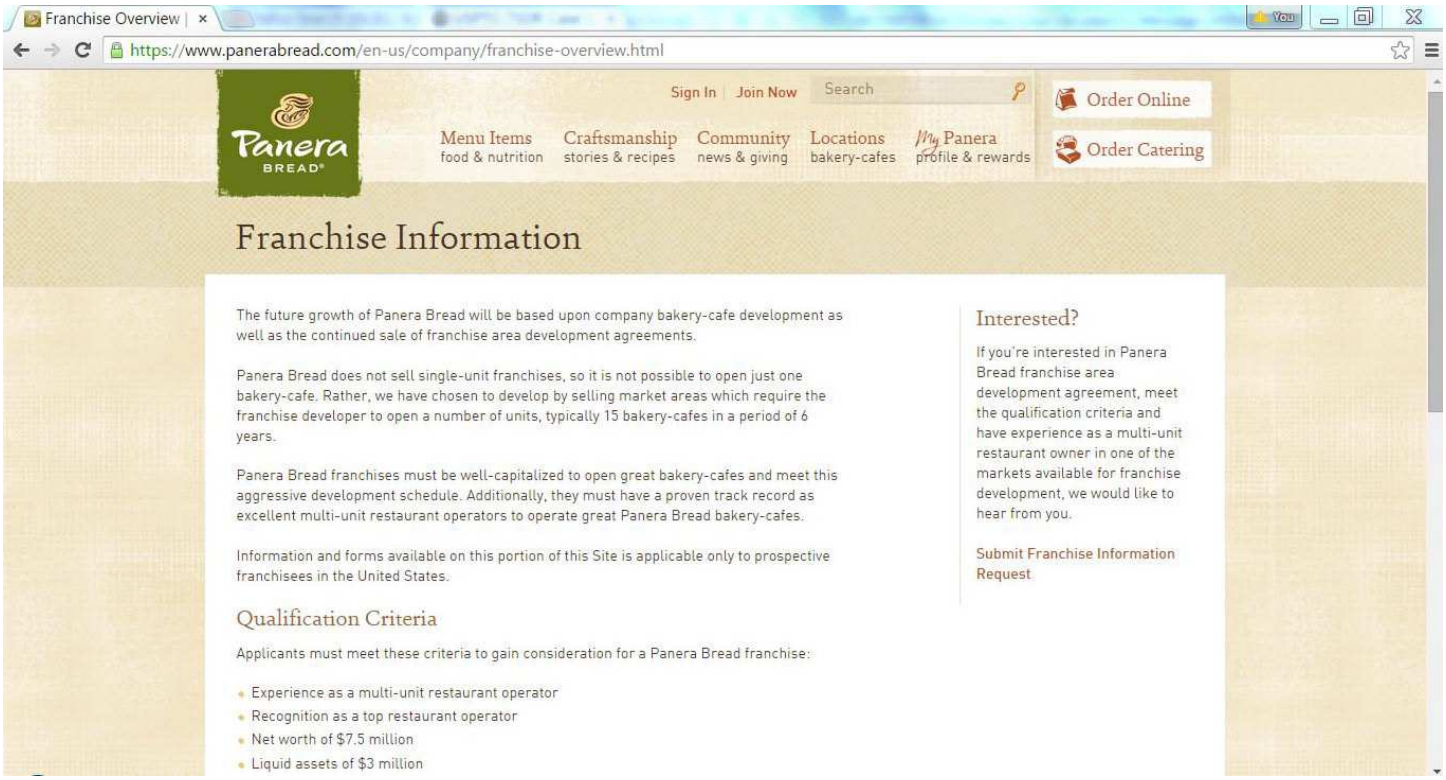
Response Signature
Signature: /hope v shovein/ Date: 05/07/2015
Signatory's Name: Hope V. Shovein
Signatory's Position: Attorney of record, Michigan bar member

Signatory's Phone Number: 248-358-4400

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: 86344805
Internet Transmission Date: Thu May 07 18:08:26 EDT 2015
TEAS Stamp: USPTO/ROA-XX.XXX.XXX.X-20150507180826934
263-86344805-530fc4dfc19aded623a94c95aaf
772a437d461d3e0d6c21e8f804891d0f69425f-N
/A-N/A-20150507180312446411


Franchise Overview
https://www.panerabread.com/en-us/company/franchise-overview.html
Sign In | Join Now
Search
Order Online
Order Catering
Panera BREAD
Menu Items food & nutrition
Craftsmanship stories & recipes
Community news & giving
Locations bakery-cafes
My Panera profile & rewards
Franchise Information
The future growth of Panera Bread will be based upon company bakery-cafe development as well as the continued sale of franchise area development agreements.
Panera Bread does not sell single-unit franchises, so it is not possible to open just one bakery-cafe. Rather, we have chosen to develop by selling market areas which require the franchise developer to open a number of units, typically 15 bakery-cafes in a period of 6 years.
Panera Bread franchises must be well-capitalized to open great bakery-cafes and meet this aggressive development schedule. Additionally, they must have a proven track record as excellent multi-unit restaurant operators to operate great Panera Bread bakery-cafes.
Information and forms available on this portion of this Site is applicable only to prospective franchisees in the United States.
Qualification Criteria
Applicants must meet these criteria to gain consideration for a Panera Bread franchise:
Experience as a multi-unit restaurant operator
Recognition as a top restaurant operator
Net worth of $7.5 million
Liquid assets of $3 million
Interested?
If you're interested in Panera Bread franchise area development agreement, meet the qualification criteria and have experience as a multi-unit restaurant owner in one of the markets available for franchise development, we would like to hear from you.
Submit Franchise Information Request


Franchise Overview
https://www.panerabread.com/en-us/company/franchise-overview.html
Sign In | Join Now
Search
Order Online
Order Catering
Panera BREAD
Menu Items food & nutrition
Craftsmanship stories & recipes
Community news & giving
Locations bakery-cafes
My Panera profile & rewards
Franchise Information
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Panera Bread does not sell single-unit franchises, so it is not possible to open just one bakery-cafe. Rather, we have chosen to develop by selling market areas which require the franchise developer to open a number of units, typically 15 bakery-cafes in a period of 6 years.
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Interested?
If you're interested in Panera Bread franchise area development agreement, meet the qualification criteria and have experience as a multi-unit restaurant owner in one of the markets available for franchise development, we would like to hear from you.
Submit Franchise Information Request

*** User:sin ***

#	Total Marks	Dead Marks	Live Viewed Docs	Live Viewed Images	Status/ Search Duration	Search
01	561	N/A	0	0	0:02	*p{v}n{v}r{v}*[bi,ti]
02	442	N/A	0	0	0:03	1 and (009 029 030 032 035 043)[cc]
03	237	N/A	0	0	0:01	1 and (009 029 030 032 035 043 a b 200)[ic]
04	98	0	98	86	0:02	3 and live[ld]

Session started 11/7/2014 2:03:58 PM

Session finished 11/7/2014 3:28:30 PM

Total search duration 0 minutes 8 seconds

Session duration 84 minutes 32 seconds

Defaut NEAR limit=1ADJ limit=1

Sent to TICRS as Serial Number: 86344805

EXHIBIT 3

Vol. 2

To:	Pumpernickel Associates, LLC (trademarks@brookskushman.com)
Subject:	U.S. TRADEMARK APPLICATION NO. 86344805 - PANERA - PNRA 0442 TU
Sent:	11/7/2014 3:27:29 PM
Sent As:	ECOM103@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 Attachment - 13 Attachment - 14 Attachment - 15

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

U.S. APPLICATION SERIAL NO. 86344805 **MARK:** PANERA	*86344805*
CORRESPONDENT ADDRESS: HOPE V. SHOVEIN BROOKS KUSHMAN P.C. 1000 TOWN CTR FL 22 SOUTHFIELD, MI 48075-1183	**CLICK HERE TO RESPOND TO THIS LETTER:** http://www.uspto.gov/trademarks/teas/response_forms.jsp VIEW YOUR APPLICATION FILE
APPLICANT: Pumpernickel Associates, LLC	
CORRESPONDENT'S REFERENCE/DOCKET NO : PNRA 0442 TU **CORRESPONDENT E-MAIL ADDRESS:** trademarks@brookskushman.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: 11/7/2014

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, 2.65(a); TMEP §§711, 718.03.

SEARCH OF OFFICE'S DATABASE OF MARKS

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 address the following issue(s).

IDENTIFICATION OF GOODS AND SERVICES

THIS REQUIREMENT APPLIES ONLY TO THE GOODS AND/OR SERVICES SPECIFIED THEREIN.

The identification of goods and services is indefinite and must be clarified. *See* TMEP §1402.01. Applicant must specify the common commercial or generic name for the goods or services. If there is no common commercial or generic name, applicant must describe the product and intended consumer as well as its main purpose and intended uses. 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).

Further, some of the goods are misclassified.

Applicant may adopt the following identification, if accurate:

> " **Nutritionally fortified beverages and vitamin fortified beverages**" in International Class 5;
>
> "Magnetically encoded loyalty cards, incentive cards, reward cards, and gift cards that may be redeemed for or used towards the purchase of menu items; downloadable mobile application for ordering food" in International Class 9;
>
> "Soups, vegetable and garden salads, tuna fish salad, stews, potato chips, cream cheese, meat, poultry, pork, beef; salmon, **not live**; yogurt-based beverages, fruit salads, milk-based beverages **with high milk content**, egg soufflés; prepackaged meals consisting primarily of meat, seafood or poultry" in International Class 29;
>
> "Bakery goods, coffee, coffee and tea drinks, coffee- and tea-based beverages, chocolate-based beverages, brownies, prepared pastas, egg sandwiches, hot and cold sandwiches, pasta, bread, bagels, pastries, panini, cookies, muffins, oatmeal, granola, parfaits, salad dressings" in International Class 30;
>
> "Beverages, namely, fruit and/or vegetable juices, drinks, or smoothies; frozen fruit beverages and frozen fruit-based beverages" in International Class 32;
>
> "Franchising, namely, **{further specify the services providing technical assistance in the establishment and/or operation of restaurants and cafes, as some of these services might belong in other international classes, e.g., consultation and assistance in business management, organization and promotion in International Class 35, offering business management assistance in the establishment and/or operation of restaurants in International Class 35, providing financial information and advice regarding the establishment and/or operation of restaurants and cafes}**; computerized online ordering services **in the field of {specify, e.g., restaurant take-out and delivery}**; administration of a customer loyalty program which provides registered customers with free and discounted menu items; customer loyalty services and customer club services for commercial, promotional and/or advertising purposes" in International Class 35; and
>
> "Restaurant, cafe and catering services; take-out restaurant services; restaurants featuring delivery; food preparation; preparation of carry out foods and beverages" in International Class 43.
>
> TMEP §1402.01.

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.

An applicant may only amend an identification to clarify or limit the goods and/or services, but not to 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.*, 1402.07.

The application identifies goods and/or services in more than one international class; therefore, applicant must satisfy all the requirements below for each international class based on use in commerce under Section 1(a):

(1) **List the goods and/or services by their international class number** 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 goods and/or services that are classified in at least 7 classes; however, applicant submitted a fees sufficient for only 6 classes. 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.

(3) **Submit verified dates of first use of the mark** anywhere and in commerce **for each international class**.

(4) **Submit a specimen for each international class**. The current specimens are not acceptable for International Class 35.

Examples of specimens for goods include tags, labels, instruction manuals, containers, and photographs that show the mark on the actual goods or packaging, or displays associated with the actual goods at their point of sale. 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.

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) **Submit a verified statement** 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 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).

For an overview 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, please go to http://www.uspto.gov/trademarks/law/multiclass.jsp.

TRANSLATION STATEMENT

Applicant must submit an English translation of all foreign wording in the mark. 37 C.F.R. §2.32(a)(9); *see* TMEP §809. In the present case, the wording "PANERA" requires translation.

The following translation statement is suggested:

The English translation of the word "PANERA" in the mark is " a large basket for carrying goods on the back of an animal or person".

TMEP §809.03. See attached translation evidence.

CLAIM OF OWNERSHIP OF REGISTRATIONS

If applicant owns U.S. Registration Nos. 2288311, 2288314, 2299040, and others, then applicant must submit for the application record a claim of ownership of these registrations. *See* 37 C.F.R. §2.36; TMEP §812. See the attached copies of the registrations. *See* TMEP §812.

Applicant may use the following format to claim ownership of these registrations:

Applicant is the owner of U.S. Registration Nos. 2288311, 2288314, 2299040, and others.

MARK MUST REFERENCE SERVICES

THIS REFUSAL APPLIES ONLY TO INTERNATIONAL CLASS 35.

Registration is refused because the specimen in International Class 35 does not show a direct association between the applied-for mark and the identified services; thus the specimen fails to show the applied-for mark in use in commerce for each international class. Trademark Act Sections 1 and 45, 15 U.S.C. §§1051, 1127; 37 C.F.R. §§2.34(a)(1)(iv), 2.56(a); TMEP §§904, 904.07(a), 1301.04(f)(ii), (g)(i).

Specimens consisting of advertising or promotional materials generally must show a direct association between the mark and the services for which registration is sought. *See In re Universal Oil Prods. Co.*, 476 F.2d 653, 655, 177 USPQ 456, 457 (C.C.P.A. 1973); *In re HSB Solomon Assocs.*, 102 USPQ2d 1269, 1274 (TTAB 2012); TMEP §1301.04(f)(ii). While the exact nature of the services does not need to be specified in the specimen, there must be something which creates in the mind of the purchaser an association between the mark and the service. *In re Adair*,

45 USPQ2d 1211, 1215 (TTAB 1997) (quoting *In re Johnson Controls Inc.*, 33 USPQ2d 1318, 1320 (TTAB 1994)); *see In re Osmotica Holdings, Corp.*, 95 USPQ2d 1666, 1668 (TTAB 2010).

In the present case, the specimens show screenshots of websites bearing the mark but do not reference the franchising services in the application.

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 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 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).

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 services identified in the application or amendment to allege use.

(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.

/Sung In/
Sung In
Law Office 103
Phone: (571) 272-9097
Fax: (571) 272-9103
Email: sung.in@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.

DESIGN MARK

Serial Number
75978462

Status
REGISTERED AND RENEWED

Word Mark
PANERA BREAD

Standard Character Mark
No

Registration Number
2288311

Date Registered
1999/10/19

Type of Mark
TRADEMARK; SERVICE MARK

Register
PRINCIPAL

Mark Drawing Code
(1) TYPED DRAWING

Owner
PUMPERNICKEL ASSOCIATES, LLC LIMITED LIABILITY COMPANY DELAWARE 3630 S. Geyer Road St. Louis MISSOURI 63127

Goods/Services
Class Status -- ACTIVE. IC 029. US 046. G & S: [Jellies, jams, edible vegetable oils,] soups, vegetable and garden salads. First Use: 1997/11/00. First Use In Commerce: 1997/11/00.

Goods/Services
Class Status -- ACTIVE. IC 030. US 046. G & S: Bakery goods, coffee drinks and sandwiches. First Use: 1998/01/00. First Use In Commerce: 1998/01/00.

Goods/Services
Class Status -- ACTIVE. IC 042. US 100 101. G & S: Restaurant and catering services. First Use: 1997/12/00. First Use In Commerce: 1997/12/00.

Disclaimer Statement
NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BREAD" APART FROM THE MARK AS SHOWN.

Filing Date
1997/10/16

Examining Attorney
MARSH, JR. JOHN

Attorney of Record
Hope V. Shovein

PANERA BREAD

DESIGN MARK

Serial Number
75978485

Status
REGISTERED AND RENEWED

Word Mark
PANERA BREAD

Standard Character Mark
No

Registration Number
2288314

Date Registered
1999/10/19

Type of Mark
TRADEMARK; SERVICE MARK

Register
PRINCIPAL

Mark Drawing Code
(3) DESIGN PLUS WORDS, LETTERS AND/OR NUMBERS

Owner
PUMPERNICKEL ASSOCIATES, LLC LIMITED LIABILITY COMPANY DELAWARE 3630 S. Geyer Road St. Louis MISSOURI 63127

Goods/Services
Class Status -- ACTIVE. IC 029. US 046. G & S: cream cheese. First Use: 1997/11/00. First Use In Commerce: 1997/11/00.

Goods/Services
Class Status -- ACTIVE. IC 042. US 100 101. G & S: Restaurant and catering services. First Use: 1997/12/00. First Use In Commerce: 1997/12/00.

Disclaimer Statement
NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BREAD" as to classes 30 & 42 APART FROM THE MARK AS SHOWN.

Lining/Stippling Statement
The stippling shown in the drawing is for shading purposes only and does not indicate color.

Colors Claimed

Color is not claimed as a feature of the mark.

Filing Date
1998/01/09

Examining Attorney
MARSH, JR. JOHN

Attorney of Record
Hope V. Shovein

Panera
BREAD

DESIGN MARK

Serial Number
75978585

Status
REGISTERED AND RENEWED

Word Mark
PANERA BREAD

Standard Character Mark
No

Registration Number
2299040

Date Registered
1999/12/07

Type of Mark
TRADEMARK; SERVICE MARK

Register
PRINCIPAL

Mark Drawing Code
(3) DESIGN PLUS WORDS, LETTERS AND/OR NUMBERS

Owner
PUMPERNICKEL ASSOCIATES, LLC LIMITED LIABILITY COMPANY DELAWARE 3630 S. Geyer Road St. Louis MISSOURI 63127

Goods/Services
Class Status -- ACTIVE. IC 029. US 046. G & S: [Jellies, jams, edible vegetable oils,] soups, cream cheese, vegetable and garden salads. First Use: 1997/11/00. First Use In Commerce: 1997/11/00.

Goods/Services
Class Status -- ACTIVE. IC 030. US 046. G & S: Bakery goods, coffee drinks and sandwiches. First Use: 1998/01/00. First Use In Commerce: 1998/01/00.

Goods/Services
Class Status -- ACTIVE. IC 042. US 100 101. G & S: Restaurant and catering services. First Use: 1997/12/00. First Use In Commerce: 1997/12/00.

Disclaimer Statement
NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BREAD", The disclaimer only applies to classes 30 and 42 APART FROM THE MARK AS SHOWN.

Lining/Stippling Statement
The stippling shown in the drawing is for shading purposes only and does not indicate color

Colors Claimed
Color is not claimed as a feature of the mark.

Translation Statement
The term "PANERA" is coined. However, in the Spanish language, the word denotes a large basket for carrying goods on the back of an animal or person.

Filing Date
1998/01/09

Examining Attorney
MARSH, JR. JOHN

Attorney of Record
Hope V. Shovein

Panera
BREAD

AN ENCYCLOPÆDIA BRITANNICA COMPANY

Merriam-Webster

SpanishCentral.com

Flashcards | Spanish Word of the Day | Most Popular Words | Quizzes

Spanish Central

panera

á é í ó ú ü ñ ¿ ¡ Translate »

panera = bread box *feminine noun*

panera *feminine noun*

English Translation of PANERA

: bread box

Related to PANERA

Synonyms: nasa

"Seen & Heard"

What made you want to look up *panera*? Please tell us where you read or heard it (including the quote, if possible).

11 comments Add a comment

Annel Garcia Bedolla · Morelia, Mexico
Panera in Spanish, in Mexico, means bread basket or bread bowl.
Reply · Like · May 25 at 12:18am

Christine Stevens
My granddaughter asked the meaning of panera.
Reply · Like · May 10 at 12:03pm

Millie Macossay · UT Law School
Was eating at "Panera Bread" & artwork depicts women making bread. Wanted to see if it is a synonym for "Panadera" (female baker or bakery delivery person). The "breadbox bread" is not a name I would chose, the food & service are good (Hwy. 59 in Rosenberg, Texas location)
Reply · Like · April 19 at 12:15pm

Cynthia Sage
wondered where the bread company got the name, also read an article on ancient Roman armies making their own bread and panis=bread in Latin.
Reply · Like · January 31 at 8:02am

Bill Olin · Independence University
Have to do an assignment on management techniques for a college course, and heard the word there
Reply · Like · January 26 at 8:47am

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panera Translate

SUMMARY

breadbasket · bread box · bread basket
full details

SYNONYMS

more (7)

CONTEXT SENTENCES

... ha hablado ya de **panera** pertinente mi co...

bab.la Language World Cup 2014

Je t'aime Te quiero

Vote for your favourite

bab.la Dictionary › Spanish-English › panera

Spanish-English translation for "panera"

???•?????'
...??
4???'
4??????????????????????????=??????????????
=???'
TM?????????????
TM???'

"PANERA" ENGLISH TRANSLATION

Results: 1-4 of 4

panera (f) (also: canasta para pan)	breadbasket (noun)
panera (f)	bread box (noun)
panera (f) (also: canasto)	bread basket (noun)

Is a certain translation missing here? Let us know or submit your own translation below.

language!

Vote

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SYNONYMS

Synonyms (Spanish) for "panera":

granero · silo · hórreo · pósito · troj · almacén · depósito

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CONTEXT SENTENCES

Context sentences for "panera" in English

⚠ These sentences come from external sources and may not be accurate. bab.la is not responsible for their content. Read more here.

Sobre la enmienda 17 ha hablado ya de **panera** pertinente mi colega, el Sr. Cashman	Mr Cashman has already said all that needs to be said about Amendment No 17.

Suggest

Latest word suggestions by users: stoolie, whatever, wisdom, sapience, knowledge

SIMILAR WORDS

pandilla · pandillero · pandurado · panduriforme · panecillo · panecillos · panegirista · panel · paneles · panenteísmo · **panera** · pañería · pañilo · pañitato · panga · pangea · pánico · paniconte · panícula · paniculado · paniculiforme

more

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Click on any word, search it, hear it and so much more...
panera sf bread basket
Collins
Translation Spanish - English Collins Dictionary
See also: pañería, panear, pantera, pane
"panera": examples and translations in context
Bien. ¿Es más grande que una panera?
OK, is it bigger than a breadbox?
Te daré una pista... -Es más grande que una panera. -¿Zod?
I'll give you a little hint - it's bigger than a breadbox.
Se abre y cierra como una panera.
It opens and closes like a bread bin.
Probablemente habrá un pastel que se añeja en la panera.
We'll probably find a cake... going quietly stale in the bread bin.
¿Hablamos de algo más grande que una panera?
Are we talking bigger than a breadbasket?
Eh, tenemos la panera que pedimos. - ¿Le
Yeah, and when the transformation's complete, I'm going
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Contribute to the Collaborative Dictionary
Improve and share your linguistic knowledge
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Login
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YOU POUR THE SAUCE
Healthy Choice
$1 OFF

panera? Bien. - Sí. to eat you up.

See how "**panera**" is translated from Spanish to English with more examples in context

Add your entry in the Collaborative Dictionary.
Suggest or **Ask** for translation/definition

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To:	Pumpernickel Associates, LLC (trademarks@brookskushman.com)
Subject:	U.S. TRADEMARK APPLICATION NO. 86344805 - PANERA - PNRA 0442 TU
Sent:	11/7/2014 3:27:31 PM
Sent As:	ECOM103@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 **11/7/2014** FOR U.S. APPLICATION SERIAL NO. 86344805

Please follow the instructions below:

(1) TO READ THE LETTER: Click on this link 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 **11/7/2014** (*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 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 Amendment & Mail Processing Stylesheet

(Table presents the data on Amendment & Mail Processing Complete)

OVERVIEW

SERIAL NUMBER	86344805	FILING DATE	07/22/2014
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	TM ATTORNEY NOT ASSIGNED	L.O. ASSIGNED	NONE

PUB INFORMATION

RUN DATE	10/03/2014
PUB DATE	N/A
STATUS	630-NEW APPLICATION - RECORD INITIALIZED NOT ASSIGNED TO EXAMINER
STATUS DATE	07/30/2014
LITERAL MARK ELEMENT	PANERA

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	PANERA
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT

NAME	Pumpernickel Associates, LLC
ADDRESS	3630 S. Geyer Road St. Louis, MO 63127
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

GOODS AND SERVICES

INTERNATIONAL CLASS	009
DESCRIPTION TEXT	Magnetically encoded loyalty cards, incentive cards, reward cards, and gift cards that may be redeemed for or used towards the purchase of menu items; downloadable mobile application for ordering food
INTERNATIONAL CLASS	029
DESCRIPTION TEXT	Soups, vegetable and garden salads, tuna fish salad, stews, potato chips, cream cheese, meat, poultry, pork, beef, salmon, yogurt-based beverages, fruit salads, milk based beverages, egg souffles; prepackaged meals consisting primarily of meat, seafood or poultry
INTERNATIONAL CLASS	030
DESCRIPTION TEXT	Bakery goods, coffee, coffee and tea drinks, coffee and tea based beverages, chocolate based beverages, brownies, prepared pastas, egg sandwiches, hot and cold sandwiches, pasta, bread, bagels, pastries, panini, cookies, muffins, oatmeal, granola, parfaits, salad dressings
INTERNATIONAL CLASS	032
DESCRIPTION TEXT	Beverages, namely, fruit and/or vegetable juices, drinks, or smoothies; nutritionally fortified beverages and vitamin fortified beverages, frozen fruit beverages and frozen fruit-based beverages
INTERNATIONAL CLASS	035
DESCRIPTION TEXT	Franchising, namely, providing technical assistance in the establishment and/or operation of restaurants and cafes; computerized online ordering services; administration of a customer loyalty program which provides registered customers with free and discounted menu items; customer loyalty services and customer club services for commercial, promotional, and/or advertising purposes
INTERNATIONAL CLASS	043
DESCRIPTION TEXT	Restaurant, cafe and catering services; take-out restaurant services; restaurants featuring delivery; food preparation; preparation of carry out foods and beverages

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	009	FIRST USE DATE	03/31/2009	FIRST USE IN COMMERCE DATE	03/31/2009	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	029	FIRST USE DATE	11/00/1997	FIRST USE IN COMMERCE DATE	11/00/1997	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	030	FIRST USE DATE	01/00/1998	FIRST USE IN COMMERCE DATE	01/00/1998	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	032	FIRST USE DATE	11/00/1997	FIRST USE IN COMMERCE DATE	11/00/1997	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	035	FIRST USE DATE	04/15/1998	FIRST USE IN COMMERCE DATE	04/15/1998	CLASS STATUS	6-ACTIVE

INTERNATIONAL CLASS	043	FIRST USE DATE	12/00/1997	FIRST USE IN COMMERCE DATE	12/00/1997	CLASS STATUS	6-ACTIVE

MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO

PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
10/02/2014	TAEA	I	TEAS AMENDMENT ENTERED BEFORE ATTORNEY ASSIGNED	004
10/02/2014	PARI	I	TEAS VOLUNTARY AMENDMENT RECEIVED	003
07/30/2014	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
07/25/2014	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	Hope V. Shovein
CORRESPONDENCE ADDRESS	HOPE V. SHOVEIN BROOKS KUSHMAN P.C. 1000 TOWN CTR FL 22 SOUTHFIELD, MI 48075-1183
DOMESTIC REPRESENTATIVE	NONE

PANERA

PTO Form 1966 (Rev 5/2006)
OMB No. 0651-0050 (Exp. 07/31/2017)

Voluntary Amendment

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	86344805
MARK SECTION	
MARK	http://tsdr.uspto.gov/img/86344805/large
LITERAL ELEMENT	PANERA
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.
GOODS AND/OR SERVICES SECTION (009)(no change)	
GOODS AND/OR SERVICES SECTION (029)(current)	
INTERNATIONAL CLASS	029
DESCRIPTION	
Salad dressings, soups, vegetable and garden salads, tuna fish salad, stews, potato chips, cream cheese, meat, poultry, pork, beef, salmon, yogurt-based beverages, fruit salads, milk based beverages, egg souffles; prepackaged meals consisting primarily of meat, seafood or poultry	
FILING BASIS	Section 1(a)
FIRST USE ANYWHERE DATE	At least as early as 11/00/1997
FIRST USE IN COMMERCE DATE	At least as early as 11/00/1997
GOODS AND/OR SERVICES SECTION (029)(proposed)	
INTERNATIONAL CLASS	029
TRACKED TEXT DESCRIPTION	
~~Salad dressings, soups, vegetable and garden salads, tuna fish salad, stews, potato chips, cream cheese, meat, poultry, pork, beef, salmon, yogurt-based beverages, fruit salads, milk based beverages, egg souffles~~; Soups, vegetable and garden salads, tuna fish salad, stews, potato chips, cream cheese, meat, poultry, pork, beef, salmon, yogurt-based beverages, fruit salads, milk based beverages, egg souffles; prepackaged meals consisting primarily of meat, seafood or poultry	
FINAL DESCRIPTION	
Soups, vegetable and garden salads, tuna fish salad, stews, potato chips, cream cheese, meat, poultry, pork, beef, salmon, yogurt-based beverages, fruit salads, milk based beverages, egg souffles; prepackaged meals consisting primarily of meat, seafood or poultry	
FILING BASIS	Section 1(a)
FIRST USE ANYWHERE DATE	At least as early as 11/00/1997
FIRST USE IN COMMERCE DATE	At least as early as 11/00/1997
GOODS AND/OR SERVICES SECTION (030)(current)	
INTERNATIONAL CLASS	030
DESCRIPTION	
Bakery goods, coffee, coffee and tea drinks, coffee and tea based beverages, chocolate based beverages, brownies, prepared pastas, egg	

sandwiches, hot and cold sandwiches, pasta, fruit salad, bread, bagels, pastries, panini, cookies, muffins, oatmeal, granola, parfaits	
FILING BASIS	Section 1(a)
FIRST USE ANYWHERE DATE	At least as early as 01/00/1998
FIRST USE IN COMMERCE DATE	At least as early as 01/00/1998
GOODS AND/OR SERVICES SECTION (030)(proposed)	
INTERNATIONAL CLASS	030
TRACKED TEXT DESCRIPTION	
~~Bakery goods, coffee, coffee and tea drinks, coffee and tea based beverages, chocolate based beverages, brownies, prepared pastas, egg sandwiches, hot and cold sandwiches, pasta, fruit salad, bread, bagels, pastries, panini, cookies, muffins, oatmeal, granola, parfaits~~; Bakery goods, coffee, coffee and tea drinks, coffee and tea based beverages, chocolate based beverages, brownies, prepared pastas, egg sandwiches, hot and cold sandwiches, pasta, bread, bagels, pastries, panini, cookies, muffins, oatmeal, granola, parfaits, salad dressings	
FINAL DESCRIPTION	
Bakery goods, coffee, coffee and tea drinks, coffee and tea based beverages, chocolate based beverages, brownies, prepared pastas, egg sandwiches, hot and cold sandwiches, pasta, bread, bagels, pastries, panini, cookies, muffins, oatmeal, granola, parfaits, salad dressings	
FILING BASIS	Section 1(a)
FIRST USE ANYWHERE DATE	At least as early as 01/00/1998
FIRST USE IN COMMERCE DATE	At least as early as 01/00/1998
GOODS AND/OR SERVICES SECTION (032)(no change)	
GOODS AND/OR SERVICES SECTION (035)(no change)	
GOODS AND/OR SERVICES SECTION (043)(no change)	
SIGNATURE SECTION	
RESPONSE SIGNATURE	/hope v shovein/
SIGNATORY'S NAME	Hope V. Shovein
SIGNATORY'S POSITION	Attorney of record, Michigan bar member
SIGNATORY'S PHONE NUMBER	248-358-4400
DATE SIGNED	10/02/2014
AUTHORIZED SIGNATORY	YES
FILING INFORMATION SECTION	
SUBMIT DATE	Thu Oct 02 10:01:13 EDT 2014
TEAS STAMP	USPTO/PRA-XX.XXX.XX.XXX-2 01410021001131443 21-86344 805-500699df9f133d0146d74 12e037da6f6f59c6c7ca98f6d cff73979c935e4de5b1-N/A-N /A-20141002095923268809

Voluntary Amendment

To the Commissioner for Trademarks:

Application serial no. **86344805** PANERA(Standard Characters, see http://tsdr.uspto.gov/img/86344805/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 029 for Salad dressings, soups, vegetable and garden salads, tuna fish salad, stews, potato chips, cream cheese, meat, poultry, pork, beef, salmon, yogurt-based beverages, fruit salads, milk based beverages, egg souffles; prepackaged meals consisting primarily of meat, seafood or poultry
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 11/00/1997 and first used in commerce at least as early as 11/00/1997 , and is now in use in such commerce.

Proposed:
Tracked Text Description: ~~Salad dressings, soups, vegetable and garden salads, tuna fish salad, stews, potato chips, cream cheese, meat, poultry, pork, beef, salmon, yogurt-based beverages, fruit salads, milk based beverages, egg souffles~~; Soups, vegetable and garden salads, tuna fish salad, stews, potato chips, cream cheese, meat, poultry, pork, beef, salmon, yogurt-based beverages, fruit salads, milk based beverages, egg souffles; prepackaged meals consisting primarily of meat, seafood or poultry

Class 029 for Soups, vegetable and garden salads, tuna fish salad, stews, potato chips, cream cheese, meat, poultry, pork, beef, salmon, yogurt-based beverages, fruit salads, milk based beverages, egg souffles; prepackaged meals consisting primarily of meat, seafood or poultry
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 11/00/1997 and first used in commerce at least as early as 11/00/1997 , and is now in use in such commerce.
Applicant proposes to amend the following class of goods/services in the application:
Current: Class 030 for Bakery goods, coffee, coffee and tea drinks, coffee and tea based beverages, chocolate based beverages, brownies, prepared pastas, egg sandwiches, hot and cold sandwiches, pasta, fruit salad, bread, bagels, pastries, panini, cookies, muffins, oatmeal, granola, parfaits
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 01/00/1998 and first used in commerce at least as early as 01/00/1998 , and is now in use in such commerce.

Proposed:
Tracked Text Description: ~~Bakery goods, coffee, coffee and tea drinks, coffee and tea based beverages, chocolate based beverages, brownies, prepared pastas, egg sandwiches, hot and cold sandwiches, pasta, fruit salad, bread, bagels, pastries, panini, cookies, muffins, oatmeal, granola, parfaits~~; Bakery goods, coffee, coffee and tea drinks, coffee and tea based beverages, chocolate based beverages, brownies, prepared pastas, egg sandwiches, hot and cold sandwiches, pasta, bread, bagels, pastries, panini, cookies, muffins, oatmeal, granola, parfaits, salad dressings

Class 030 for Bakery goods, coffee, coffee and tea drinks, coffee and tea based beverages, chocolate based beverages, brownies, prepared pastas, egg sandwiches, hot and cold sandwiches, pasta, bread, bagels, pastries, panini, cookies, muffins, oatmeal, granola, parfaits, salad dressings
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 01/00/1998 and first used in commerce at least as early as 01/00/1998 , and is now in use in such commerce.
SIGNATURE(S)
Voluntary Amendment Signature
Signature: /hope v shovein/ Date: 10/02/2014
Signatory's Name: Hope V. Shovein
Signatory's Position: Attorney of record, Michigan bar member

Signatory's Phone Number: 248-358-4400

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: 86344805

Internet Transmission Date: Thu Oct 02 10:01:13 EDT 2014
TEAS Stamp: USPTO/PRA-XX.XXX.XX.XXX-2014100210011314
4321-86344805-500699df9f133d0146d7412e03
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N/A-N/A-20141002095923268809

PTO Form 1478 (Rev 9/2006)
OMB No. 0651-0009 (Exp 12/31/2014)

Trademark/Service Mark Application, Principal Register

Serial Number: 86344805
Filing Date: 07/22/2014

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	86344805
MARK INFORMATION	
***MARK**	PANERA
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	PANERA
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**	Pumpernickel Associates, LLC
***STREET**	3630 S. Geyer Road
***CITY**	St. Louis
***STATE (Required for U.S. applicants)**	Missouri
***COUNTRY**	United States
***ZIP/POSTAL CODE (Required for U.S. applicants only)**	63127
LEGAL ENTITY INFORMATION	
TYPE	limited liability company
STATE/COUNTRY WHERE LEGALLY ORGANIZED	Delaware
GOODS AND/OR SERVICES AND BASIS INFORMATION	
INTERNATIONAL CLASS	009
***IDENTIFICATION**	Magnetically encoded loyalty cards, incentive cards, reward cards, and gift cards that may be redeemed for or used towards the purchase of menu items; downloadable mobile application for ordering food
FILING BASIS	SECTION 1(a)

FIRST USE ANYWHERE DATE	At least as early as 03/31/2009
FIRST USE IN COMMERCE DATE	At least as early as 03/31/2009
SPECIMEN FILE NAME(S)	\\TICRS\EXPORT16\IMAGEOUT 16\863\448\86344805\xml1\ APP0003.JPG
SPECIMEN DESCRIPTION	Photo of a loyalty card bearing the mark.
INTERNATIONAL CLASS	029
* IDENTIFICATION	Salad dressings, soups, vegetable and garden salads, tuna fish salad, stews, potato chips, cream cheese, meat, poultry, pork, beef, salmon, yogurt-based beverages, fruit salads, milk based beverages, egg souffles; prepackaged meals consisting primarily of meat, seafood or poultry
FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 11/00/1997
FIRST USE IN COMMERCE DATE	At least as early as 11/00/1997
SPECIMEN FILE NAME(S)	
ORIGINAL PDF FILE	SPE0-7420424218-155614012_._mary_Logo__Color__B_W___PANERA__Mother_Bread_Design__Cl._29_.pdf
CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT16\IMAGEOUT16\863\448\86344805\xml1\APP0004.JPG
SPECIMEN DESCRIPTION	Scanned copy of point of sale display bearing the mark.
INTERNATIONAL CLASS	030
* IDENTIFICATION	Bakery goods, coffee, coffee and tea drinks, coffee and tea based beverages, chocolate based beverages, brownies, prepared pastas, egg sandwiches, hot and cold sandwiches, pasta, fruit salad, bread, bagels, pastries, panini, cookies, muffins, oatmeal, granola, parfaits
FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 01/00/1998
FIRST USE IN COMMERCE DATE	At least as early as 01/00/1998
SPECIMEN FILE NAME(S)	
ORIGINAL PDF FILE	SPE0-7420424218-155614012_._mary_Logo__Color__B_W___PANERA__Mother_Bread_Design__Cl._30_.pdf
CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT16\IMAGEOUT16\863\448\86344805\xml1\APP0005.JPG
SPECIMEN DESCRIPTION	Scanned copy of a point of sale display bearing the mark.
INTERNATIONAL CLASS	032
* IDENTIFICATION	Beverages, namely, fruit and/or vegetable juices, drinks, or smoothies; nutritionally fortified beverages and

IDENTIFICATION	vitamin fortified beverages, frozen fruit beverages and frozen fruit-based beverages
FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 11/00/1997
FIRST USE IN COMMERCE DATE	At least as early as 11/00/1997
SPECIMEN FILE NAME(S)	
ORIGINAL PDF FILE	SPE0-7420424218-155614012_._mary_Logo__Color__B_W___PANERA__Mother_Bread_Design__Cl._32_.pdf
CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT16\IMAGEOUT16\863\448\86344805\xml1\APP0006.JPG
SPECIMEN DESCRIPTION	Scanned copy of point of sale display bearing the mark.
INTERNATIONAL CLASS	035
* **IDENTIFICATION**	Franchising, namely, providing technical assistance in the establishment and/or operation of restaurants and cafes; computerized online ordering services; administration of a customer loyalty program which provides registered customers with free and discounted menu items; customer loyalty services and customer club services for commercial, promotional, and/or advertising purposes.
FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 04/15/1998
FIRST USE IN COMMERCE DATE	At least as early as 04/15/1998
SPECIMEN FILE NAME(S)	
ORIGINAL PDF FILE	SPE0-7420424218-155614012_._B_W___Color___PANERA__Mother_Bread_Design__2___Cl._s_35__43_.pdf
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CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT16\IMAGEOUT16\863\448\86344805\xml1\APP0008.JPG
SPECIMEN DESCRIPTION	Scanned copies of web pages displaying the mark.
INTERNATIONAL CLASS	043
* **IDENTIFICATION**	Restaurant, cafe and catering services; take-out restaurant services; restaurants featuring delivery; food preparation; preparation of carry out foods and beverages
FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 12/00/1997
FIRST USE IN COMMERCE DATE	At least as early as 12/00/1997

SPECIMEN FILE NAME(S)	
JPG FILE(S)	\\TICRS\EXPORT16\IMAGEOUT 16\863\448\86344805\xml1\ APP0009.JPG
ORIGINAL PDF FILE	SPE0-7420424218-155614012_._Primary_Logo_B_W__Cl._s_29__30__32__43_.pdf
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	\\TICRS\EXPORT16\IMAGEOUT16\863\448\86344805\xml1\APP0012.JPG
SPECIMEN DESCRIPTION	Photo of exterior of restaurant and scanned copy of a menu bearing the mark.
ATTORNEY INFORMATION	
NAME	Hope V. Shovein
ATTORNEY DOCKET NUMBER	PNRA 0442 TUS
FIRM NAME	Brooks Kushman P.C.
STREET	1000 Town Center, 22nd Floor
CITY	Southfield
STATE	Michigan
COUNTRY	United States
ZIP/POSTAL CODE	48075-1238
PHONE	(248) 358-4400
FAX	(248) 358-3351
EMAIL ADDRESS	trademarks@brookskushman.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
OTHER APPOINTED ATTORNEY	Robyn S. Lederman, Mark A. Cantor, Elizabeth F. Janda, Molly Mack Crandall, Chanille Carswell, Anna K. Heinl, Amy C. Leshan, Maria F. Angileri, Jennifer K. Ziegler, Gary W. Donohue, Laura J. Ernst, George R. Mosher and Robert C.J. Tuttle
CORRESPONDENCE INFORMATION	
NAME	Hope V. Shovein
FIRM NAME	Brooks Kushman P.C.
STREET	1000 Town Center, 22nd Floor
CITY	Southfield
STATE	Michigan
COUNTRY	United States
ZIP/POSTAL CODE	48075-1238
PHONE	(248) 358-4400
FAX	(248) 358-3351
EMAIL ADDRESS	trademarks@brookskushman.com

AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
FEE INFORMATION	
NUMBER OF CLASSES	6
FEE PER CLASS	325
***TOTAL FEE DUE**	1950
***TOTAL FEE PAID**	1950
SIGNATURE INFORMATION	
SIGNATURE	/geri haight/
SIGNATORY'S NAME	Geri Haight
SIGNATORY'S POSITION	Director, Intellectual Property
DATE SIGNED	07/22/2014

PTO Form 1478 (Rev 9/2006)
OMB No. 0651-0009 (Exp 12/31/2014)

Trademark/Service Mark Application, Principal Register

Serial Number: 86344805
Filing Date: 07/22/2014

To the Commissioner for Trademarks:

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

The applicant, Pumpernickel Associates, LLC, a limited liability company legally organized under the laws of Delaware, having an address of
3630 S. Geyer Road
St. Louis, Missouri 63127
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 009: Magnetically encoded loyalty cards, incentive cards, reward cards, and gift cards that may be redeemed for or used towards the purchase of menu items; downloadable mobile application for ordering food

In International Class 009, 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 03/31/2009, and first used in commerce at least as early as 03/31/2009, 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) Photo of a loyalty card bearing the mark..
Specimen File1

International Class 029: Salad dressings, soups, vegetable and garden salads, tuna fish salad, stews, potato chips, cream cheese, meat, poultry, pork, beef, salmon, yogurt-based beverages, fruit salads, milk based beverages, egg souffles; prepackaged meals consisting primarily of meat, seafood or poultry

In International Class 029, 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 11/00/1997, and first used in commerce at least as early as 11/00/1997, 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) Scanned copy of point of sale display bearing the mark..

Original PDF file:
SPE0-7420424218-155614012_._mary_Logo__Color__B_W___PANERA__Mother_Bread_Design__Cl._29_.pdf
Converted PDF file(s) (1 page)
Specimen File1

International Class 030: Bakery goods, coffee, coffee and tea drinks, coffee and tea based beverages, chocolate based beverages, brownies, prepared pastas, egg sandwiches, hot and cold sandwiches, pasta, fruit salad, bread, bagels, pastries, panini, cookies, muffins, oatmeal, granola, parfaits

In International Class 030, 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 01/00/1998, and first used in commerce at least as early as 01/00/1998, 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) Scanned copy of a point of sale display bearing the mark..

Original PDF file:
SPE0-7420424218-155614012_._mary_Logo__Color__B_W___PANERA__Mother_Bread_Design__Cl._30_.pdf
Converted PDF file(s) (1 page)
Specimen File1

International Class 032: Beverages, namely, fruit and/or vegetable juices, drinks, or smoothies; nutritionally fortified beverages and vitamin fortified beverages, frozen fruit beverages and frozen fruit-based beverages

In International Class 032, 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 11/00/1997, and first used in commerce at least as early as 11/00/1997, 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) Scanned copy of point of sale display bearing the mark..

Original PDF file:
SPE0-7420424218-155614012_._mary_Logo__Color__B_W___PANERA__Mother_Bread_Design__Cl._32_.pdf
Converted PDF file(s) (1 page)
Specimen File1

International Class 035: Franchising, namely, providing technical assistance in the establishment and/or operation of restaurants and cafes; computerized online ordering services; administration of a customer loyalty program which provides registered customers with free and discounted menu items; customer loyalty services and customer club services for commercial, promotional, and/or advertising purposes.

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 04/15/1998, and first used in commerce at least as early as 04/15/1998, 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) Scanned copies of web pages displaying the mark..

Original PDF file:
SPE0-7420424218-155614012_._B_W___Color___PANERA__Mother_Bread_Design__2___Cl._s_35__43_.pdf
Converted PDF file(s) (1 page)
Specimen File1
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SPE0-7420424218-155614012_._go__B_W___Color___PANERA__Mother_Bread_Design__Cl._s_35__43_.pdf
Converted PDF file(s) (1 page)
Specimen File1

International Class 043: Restaurant, cafe and catering services; take-out restaurant services; restaurants featuring delivery; food preparation; preparation of carry out foods and beverages

In International Class 043, 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 12/00/1997, and first used in commerce at least as early as 12/00/1997, 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) Photo of exterior of restaurant and scanned copy of a menu bearing the mark..
JPG file(s):
Specimen File1
Original PDF file:
SPE0-7420424218-155614012_._Primary_Logo_B_W__Cl._s_29__30__32__43_.pdf
Converted PDF file(s) (3 pages)
Specimen File1
Specimen File2
Specimen File3

The applicant's current Attorney Information:
Hope V. Shovein and Robyn S. Lederman, Mark A. Cantor, Elizabeth F. Janda, Molly Mack Crandall, Chanille Carswell, Anna K. Heinl, Amy C. Leshan, Maria F. Angileri, Jennifer K. Ziegler, Gary W. Donohue, Laura J. Ernst, George R. Mosher and Robert C.J. Tuttle of Brooks Kushman P.C.
1000 Town Center, 22nd Floor
Southfield, Michigan 48075-1238
United States
The attorney docket/reference number is PNRA 0442 TUS.
The applicant's current Correspondence Information:
Hope V. Shovein
Brooks Kushman P.C.
1000 Town Center, 22nd Floor

Southfield, Michigan 48075-1238
(248) 358-4400(phone)
(248) 358-3351(fax)
trademarks@brookskushman.com (authorized)

A fee payment in the amount of $1950 has been submitted with the application, representing payment for 6 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 application; and/or if 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: /geri haight/ Date: 07/22/2014
Signatory's Name: Geri Haight
Signatory's Position: Director, Intellectual Property
RAM Sale Number: 86344805
RAM Accounting Date: 07/23/2014

Serial Number: 86344805
Internet Transmission Date: Tue Jul 22 17:17:59 EDT 2014
TEAS Stamp: USPTO/BAS-XX.XXX.XX.XXX-2014072217175995
7220-86344805-50033549f969193ca6d8fab5e6
46e9a711e0d5aa1ed24a71ff28d4bb768c0fd12-
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PANERA

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BREAD
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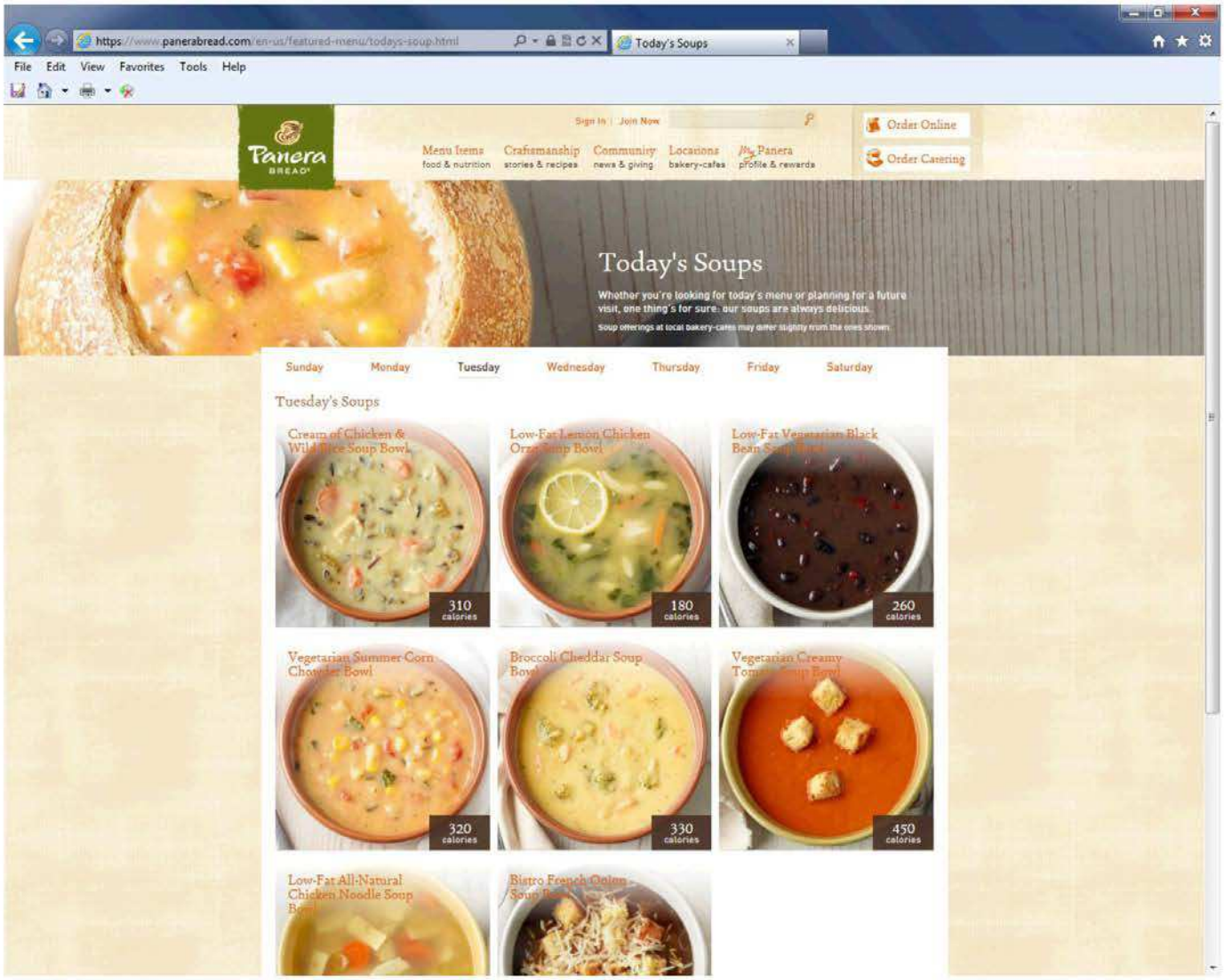
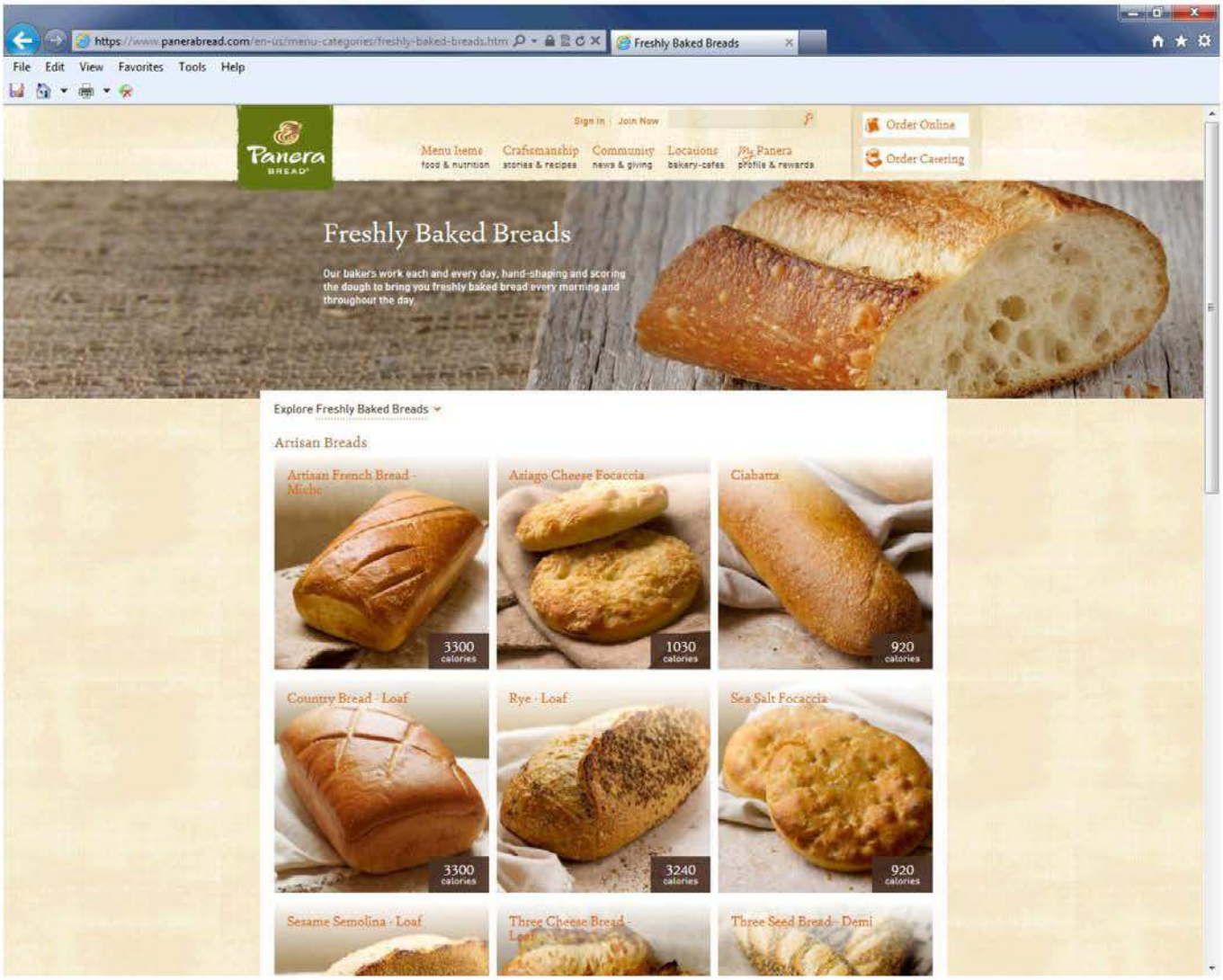

https://www.panerabread.com/en-us/featured-menu/todays-soup.html
Today's Soups
File Edit View Favorites Tools Help
Panera BREAD
Sign In | Join Now
Menu Items food & nutrition
Craftsmanship stories & recipes
Community news & giving
Locations bakery-cafes
My Panera profile & rewards
Order Online
Order Catering
Today's Soups
Whether you're looking for today's menu or planning for a future visit, one thing's for sure: our soups are always delicious.
Soup offerings at local bakery-cafes may differ slightly from the ones shown.
Sunday Monday Tuesday Wednesday Thursday Friday Saturday
Tuesday's Soups
Cream of Chicken & Wild Rice Soup Bowl
310 calories
Low-Fat Lemon Chicken Orzo Soup Bowl
180 calories
Low-Fat Vegetarian Black Bean Soup Bowl
260 calories
Vegetarian Summer Corn Chowder Bowl
320 calories
Broccoli Cheddar Soup Bowl
330 calories
Vegetarian Creamy Tomato Soup Bowl
450 calories
Low-Fat All-Natural Chicken Noodle Soup Bowl
Bistro French Onion Soup Bowl


https://www.panerabread.com/en-us/menu-categories/freshly-baked-breads.htm
Freshly Baked Breads
File Edit View Favorites Tools Help
Panera BREAD
Sign In | Join Now
Menu Items food & nutrition
Craftsmanship stories & recipes
Community news & giving
Locations bakery-cafes
My Panera profile & rewards
Order Online
Order Catering
Freshly Baked Breads
Our bakers work each and every day, hand-shaping and scoring the dough to bring you freshly baked bread every morning and throughout the day.
Explore Freshly Baked Breads
Artisan Breads
Artisan French Bread - Miche
3300 calories
Asiago Cheese Focaccia
1030 calories
Ciabatta
920 calories
Country Bread - Loaf
3300 calories
Rye - Loaf
3240 calories
Sea Salt Focaccia
920 calories
Sesame Semolina - Loaf
Three Cheese Bread - Loaf
Three Seed Bread - Demi

https://www.panerabread.com/en-us/menu-categories/drinks.html

Drinks

File Edit View Favorites Tools Help

Sign In | Join Now

Order Online

Order Catering

Panera BREAD

Menu Items food & nutrition | Craftsmanship stories & recipes | Community news & giving | Locations bakery-cafes | My Panera profile & rewards

Explore Drinks

Fruit Smoothies

Espresso & Hot Drinks

https://delivery.panerabread.com/ordering-webapp/ Panera Web Ordering Appli...

File Edit View Favorites Tools Help

Closest location:

Panera Bread Meet myPanera Catering Sign In | Register

How to Order Browse Our Menu Cafe Locations

Start Your Order

Rapid Pick-Up

We'll have your order ready on the Rapid Pick-Up shelf at the time you choose. No lines, no wait.

Delivery

We'll deliver your meal to you at your home or business. Have a large order? Click "Order Catering" in the box below

Order From My Table

We'll bring your food right to your table at the bakery-cafe.

Express Order

MyPanera members can log in here for fast and easy ordering.

Panera Bread Catering

Whether it's a business meeting or a family gathering, our catering team will take the stress out of your next event, big or small.

Order Catering →

Find Us Online

PaneraBread.com
PaneraCatering.com

Ordering Info

How to order
Participating Locations

Problems, Questions, Comments, Concerns?

Call us anytime at 855-3-PANERA (855-372-6372) to speak with a live operator.

https://www.panerabread.com/en-us/home.html
What We're Celebrating
Panera Bread
File Edit View Favorites Tools Help
Sign In | Join Now
Order Online
Order Catering
Panera BREAD
Menu Items food & nutrition
Craftsmanship stories & recipes
Community news & giving
Locations bakery-cafes
My Panera profile & rewards
Explore Our Menu
Freshly Baked Breads
Pastries & Sweets
Bagels & Spreads
Breakfast Favorites
Soups
Salads
Pasta
Panini & Sandwiches
Flatbreads
Panera Kids
Drinks
Featured
Today's Soups
You Pick Two
What We're Celebrating
Power Menu
Our Food Policy
Catering
Catering Menu
Catering FAQs
PASSPORT TO FLAVOR CHALLENGE
Take the Passport to Flavor Challenge
Download Our Menu
Summer Has Met Its Match
Learn More
Our Company
How Can We Help?
Gift Cards
Connect

Panera BREAD
27651

Catering Menu

Meet. Eat. Enjoy.

We Make Meeting Planning Easy

A Catering Coordinator is ready to help you make menu selections, choose between assortments or boxed meals, determine appropriate order quantities and coordinate delivery. From your first call to your pick-up or delivery time, your coordinator will make sure your order is right and ready when you need it.

We Provide Convenience

Your order comes complete with plates, napkins and utensils, all packaged and presented in convenient, ready-to-serve-from packaging.

We'll Deliver

Contact your Catering Coordinator for details. Charges may apply.

24-Hours Notice Preferred

We bake our artisan breads fresh each day and appreciate advance notice to accommodate all orders. Cancellations must be made 4 hours prior to the pick-up or delivery time. Charges may apply.

Order Via Phone, Fax or Online at PaneraBread.com

A Catering Coordinator is ready to help you make menu selections, or do it yourself online at PaneraBread.com.

Quality Ingredients

All our catering items are prepared with the same high-quality ingredients and care you enjoy every day in our bakery-cafes. We offer a menu with 0 grams artificial trans fat per serving.

Food Allergies

Many of our products contain or may come into contact with common allergens, including wheat, peanuts, soy, tree nuts, milk, eggs, fish and shellfish. Before placing your order, please inform your server if a person in your party has a food allergy so that a manager can, at your request, provide you a list of ingredients in your order.

What We're Celebrating

Here are some of our favorite flavors, inspired by the season.

New! Egg White, Avocado & Spinach Breakfast Power Sandwich
Boost your morning with our newest power sandwich. Made with egg whites, tangy Vermont white cheddar and fresh avocado, spinach and tomato on our new Sprouted Grain Bagel Flat, this is one sandwich you'll want to add to your favorites.

It's Back! Strawberry Poppyseed & Chicken Salad
It's no surprise that fruit picked in its peak of flavor and freshness just tastes better. And, with strawberries, blueberries and pineapple in their prime, it makes sense that one of our summer favorites should return. That's right, our Strawberry Poppyseed & Chicken Salad is back and tasty as ever.

Breakfast

Morning Continental
An assortment of four freshly baked bagels and six morning pastries. Served with cream cheese spread, butter and preserves, plus orange juice and coffee. CONTAINS 10 ITEMS

Bagels & Morning Pastries
An assortment of four freshly baked bagels and six pastries served with cream cheese spread, butter and preserves. CONTAINS 10 ITEMS

Morning Pastries
An assortment of 10 pastries served with butter and preserves. CONTAINS 10 ITEMS

Bagel Pack
Your choice of 13 freshly baked bagels with two tubs of cream cheese spreads.

Fruit Bowl
An assortment of fresh seasonal fruits, available in two sizes. LARGE SERVES 10, SMALL SERVES 5

Strawberry Granola Parfait
Ten individually portioned parfaits with Stonyfield Farm® organic, low-fat vanilla yogurt, maple butter pecan granola and fresh strawberries. SERVES 10

Steel Cut Oatmeal
Organic steel cut oats with cinnamon crunch topping and your choice of strawberries and pecans or summer blueberries and maple butter pecan granola.

Baked Egg Soufflés
Savory ingredients and egg baked in our sweet French pastry. Available in: Four Cheese, Spinach & Artichoke, Spinach & Bacon, Roasted Tomato & Feta.

Breakfast Sandwiches

Signature Breakfast Sandwiches

Mediterranean Egg White on Ciabatta
Egg whites, Vermont white cheddar, roasted tomatoes, fresh spinach and basil pesto on Ciabatta.

Egg White, Avocado & Spinach Breakfast Power Sandwich
Egg whites, Vermont white cheddar, fresh avocado, fresh baby spinach and tomato on a freshly baked Sprouted Grain Bagel Flat.

Choose Any Signature Bagel
Your choice of any Signature Bagel with: Steak, Egg & Vermont White Cheddar; Bacon, Sausage or Ham, Egg & Vermont White Cheddar; Egg & Vermont White Cheddar.

Cafe Breakfast Sandwiches

Breakfast Power Sandwich
All-natural egg, Vermont white cheddar and smoked, lean ham on Whole Grain Bread.

Ciabatta Breakfast Sandwiches
Your choice of: Bacon or Sausage, Egg & Vermont White Cheddar; Egg & Vermont White Cheddar.

Bagels & Cream Cheese Spreads

Signature Bagels
With premium ingredients and delectable combinations of flavors: Chocolate Chip, French Toast, Blueberry, Cinnamon Swirl & Raisin, Cinnamon Crunch, Asiago Cheese.

Bagels
Plain, Sprouted Grain Flat, Whole Grain, Everything, Sesame

Cream Cheese Spreads
Plain and Reduced-Fat: Plain, Hazelnut, Chive & Onion, Roasted Vegetable Medley, Wild Blueberry, Honey Walnut, Strawberry*
*Available mid-July through mid-September

MENU ITEMS AND SELECTION MAY VARY BY LOCATION. CONTACT YOUR CATERING COORDINATOR FOR DETAILS.

Pastries & Sweets

Artisan Pastries
Pecan Braid, Cheese, Chocolate, Cherry, Bear Claw, French Croissant

Sweet Rolls
Cinnamon Roll, Pecan Roll, Cobblestone, Carrot Cake with Walnuts

Scones
Wild Blueberry, Triple Berry, Orange, Cinnamon Crunch

Muffins
Wild Blueberry, Pumpkin, Peach Pecan Crunch, Apple Crunch

Muffies
Chocolate Chip

Cupcakes
Two chocolate and two vanilla.

Brownies
Five freshly baked Double Fudge Brownies with Icing.

Cookies & Brownies
An assortment of four freshly baked cookies and two brownies.

Cinnamon Crumb Coffee Cake
An old-fashioned butter coffee cake, swirled with cinnamon and finished with a butter crumb topping. SERVES 10

Cookies
An assortment of seven freshly baked cookies, including: Chocolate Duet with Walnuts, Shortbread, Chocolate Chipper, Oatmeal Raisin, Candy Cookie, White Chocolate Macadamia Nut

Drinks

A 96 fl. oz. tote of Coffee, Hot Tea, Signature Hot Chocolate with Chocolate Chip Marshmallows.
SERVES 8

Two 64 fl. oz. containers of Iced Green Tea, Lemonade, Iced Tea, Premium Orange Juice. SERVES 10

Pepsi-Cola Bottled Beverages available in 20 oz. and 2-liter bottles.

San Pellegrino®, Bottled Water

Single-serve containers of Orange Juice, Organic Apple Juice, Organic White and Chocolate Milk.

Sandwiches & Boxed Lunches

Deluxe Assorted Sandwiches
Assortment of ten half sandwiches. Served with our Classic Salad and potato chips, pickle spears and your choice of French or Whole Grain Baguette, plus an assortment of freshly baked cookies. Substitute any Premium Signature Salad or Signature Salad for an additional charge.

Assorted Sandwiches
Assortment of ten half sandwiches. Served with potato chips and pickle spears.

Boxed Lunches
Your favorite Panera Bread lunch item packed in its own box and labeled for your convenience. Served with a freshly baked cookie.

Sandwich Box
Your choice of any Premium Signature, Signature or Cafe Sandwich served with potato chips, a pickle and a cookie.

Salad Box
Your choice of any Premium Signature, Signature or Cafe Salad served with a portion of French or Whole Grain Baguette and a cookie.

Half Sandwich, Half Salad Box
Your choice of a Cafe Sandwich and Cafe Salad served with a portion of French or Whole Grain Baguette and a cookie. Substitute any Premium Signature or Signature item for an additional charge.

Premium Signature Sandwiches

Roasted Turkey & Avocado BLT Sandwich
All-natural, antibiotic-free roasted turkey, applewood-smoked bacon, lettuce, tomato and avocado with reduced-fat olive oil mayo on Sourdough.

Signature Sandwiches

Bacon Turkey Bravo® Sandwich
Smoked turkey breast, applewood-smoked bacon, smoked Gouda, lettuce, tomatoes and signature sauce on Tomato Basil.

Napa Almond Chicken Salad Sandwich
All-natural, antibiotic-free chicken, celery, seedless grapes, almonds and our special dressing with lettuce and tomato on Sesame Semolina.

Italian Combo Sandwich
Seared steak, smoked turkey breast, ham, salami, Swiss, peperoncini, lettuce, tomatoes, red onions and special sauce on Ciabatta.

Asiago Steak Sandwich
Seared steak, smoked cheddar, lettuce, tomatoes, red onions and horseradish sauce on our Asiago Cheese Demi.

Cafe Sandwiches

Sierra Turkey Sandwich
Smoked turkey breast with chipotle mayo, field greens and red onions on Asiago Cheese Focaccia.

Mediterranean Veggie Sandwich
Zesty Peppadew™ piquant peppers, feta, cucumbers, lettuce, tomatoes, onions and cilantro jalapeño hummus on Tomato Basil.

Smoked Turkey Breast Sandwich
Smoked turkey breast, leaf lettuce, tomatoes, red onions and salt and pepper on Country Bread.

Tuna Salad Sandwich
Special recipe tuna salad, leaf lettuce, tomatoes and red onions with salt and pepper on Whole Grain.

Smoked Ham & Swiss Sandwich
Smoked ham, Swiss, leaf lettuce, tomatoes and red onions with salt and pepper on Rye.

Salads

Order a large salad for a luncheon or select any salad for your Boxed Lunch. Large salads serve 10.

Premium Signature Salads

Strawberry Poppyseed & Chicken Salad
All-natural, antibiotic-free chicken, romaine, fresh strawberries, blueberries and pineapple, mandarin oranges, pecans with fat-free poppyseed dressing.

Chicken Cobb with Avocado Salad
All-natural, antibiotic-free chicken, romaine, tomatoes, applewood-smoked bacon, Gorgonzola and hard-boiled eggs tossed with herb vinaigrette and topped with avocado.

Signature Salads

Fuji Apple Chicken Salad
All-natural, antibiotic-free chicken, mixed field greens, romaine, vine-ripened tomatoes, red onions, pecans, Gorgonzola and apple chips with a white balsamic apple vinaigrette.

Asian Sesame Chicken Salad
All-natural, antibiotic-free chicken, romaine, cilantro, sliced almonds, sesame seeds and wonton strips with Asian sesame vinaigrette.

Chicken Caesar Salad
All-natural, antibiotic-free chicken, romaine, asiago-parmesan and homemade asiago croutons with Caesar dressing.

Thai Chicken Salad
All-natural, antibiotic-free chicken, romaine, Thai cashews, fire-roasted edamame, red peppers, carrots, cilantro and wonton strips with low-fat Thai chili vinaigrette and drizzled with peanut sauce.

Classic Salad with Chicken
All-natural, antibiotic-free chicken, mixed field greens and romaine topped with vine-ripened tomatoes, cucumbers, red onions and reduced-fat balsamic vinaigrette.

Greek Salad with Chicken
All-natural, antibiotic-free chicken, romaine, vine-ripened tomatoes, feta, peperoncini, red onions, kalamata olives and pepper with Greek dressing.

Cafe Salads

Add shrimp, steak, all-natural roasted turkey or chicken for an additional charge.

Greek Salad
Romaine, vine-ripened tomatoes, feta, peperoncini, red onions, kalamata olives, pepper and Greek dressing.

Classic Salad
Mixed field greens and romaine topped with vine-ripened tomatoes, cucumbers, red onions and reduced-fat balsamic vinaigrette.

Caesar Salad
Romaine, asiago-parmesan and homemade asiago croutons with Caesar dressing.

Signature Pasta

Mac & Cheese
Shell pasta in a blend of cheeses, including our Vermont white cheddar cheese sauce.

Soups

Soup for a Group
Ask your Catering Coordinator for today's soup selections.
SERVES 3–4

ALL SALADS, PASTAS AND SOUPS SERVED WITH CHOICE OF FRESHLY BAKED FRENCH OR WHOLE GRAIN BAGUETTE.

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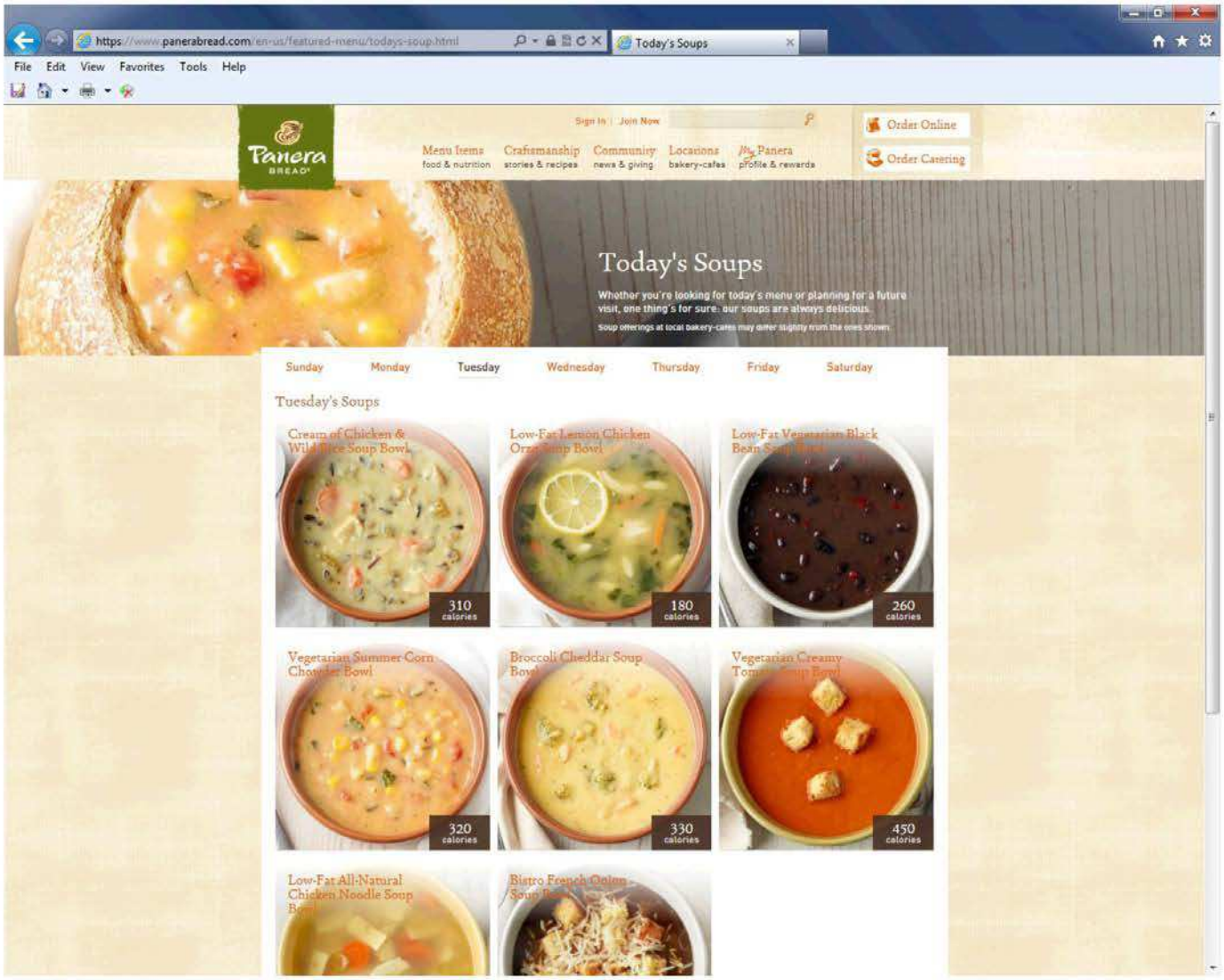
PANERA

Panera
BREAD
MEMBER CARD
MyPanera
WWW.MYPANERA.COM


https://www.panerabread.com/en-us/featured-menu/todays-soup.html
Today's Soups
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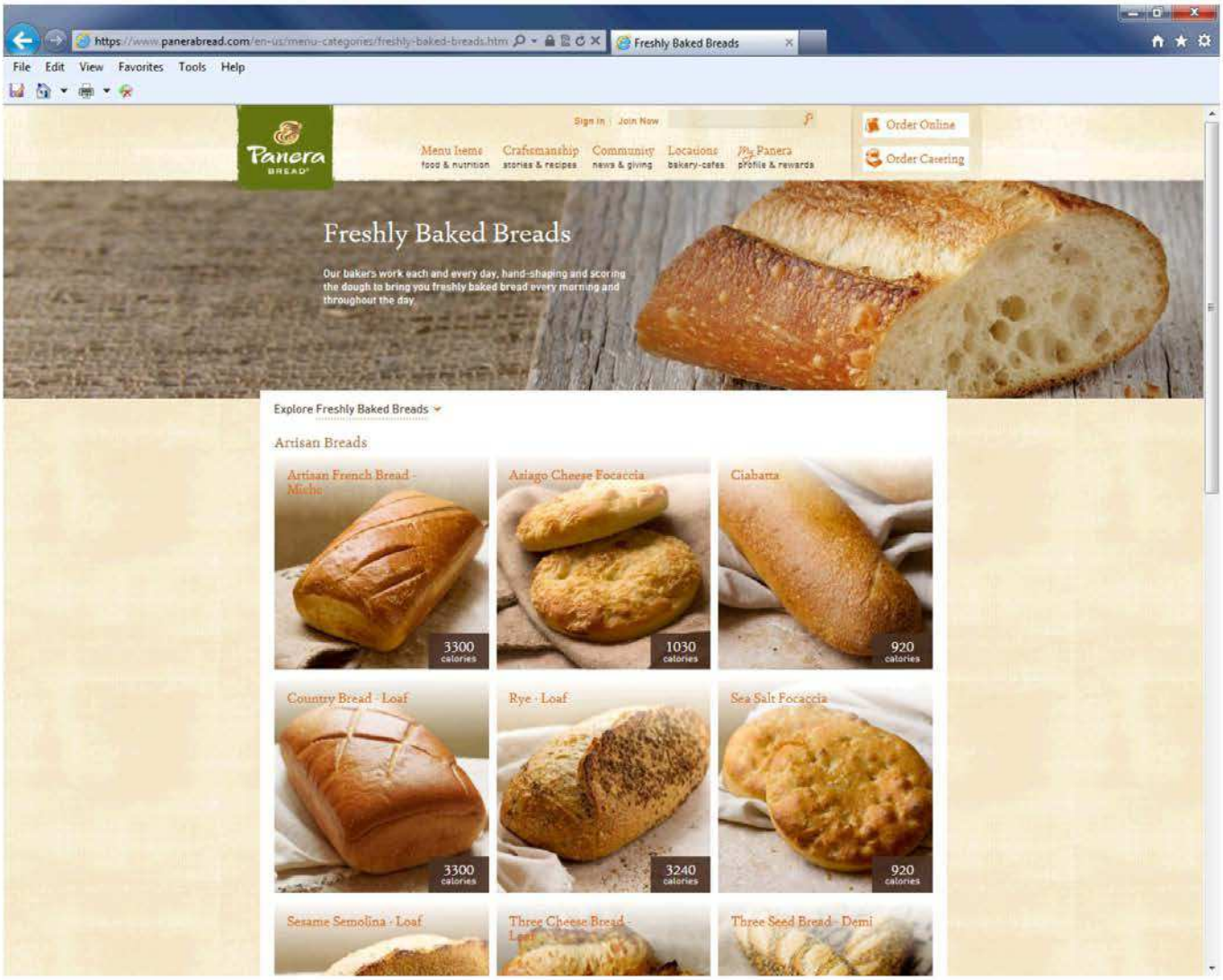
Menu Items food & nutrition
Craftsmanship stories & recipes
Community news & giving
Locations bakery-cafes
My Panera profile & rewards
Order Online
Order Catering
Today's Soups
Whether you're looking for today's menu or planning for a future visit, one thing's for sure: our soups are always delicious.
Soup offerings at local bakery-cafes may differ slightly from the ones shown.
Sunday Monday Tuesday Wednesday Thursday Friday Saturday
Tuesday's Soups
Cream of Chicken & Wild Rice Soup Bowl
310 calories
Low-Fat Lemon Chicken Orzo Soup Bowl
180 calories
Low-Fat Vegetarian Black Bean Soup Bowl
260 calories
Vegetarian Summer Corn Chowder Bowl
320 calories
Broccoli Cheddar Soup Bowl
330 calories
Vegetarian Creamy Tomato Soup Bowl
450 calories
Low-Fat All-Natural Chicken Noodle Soup Bowl
Bistro French Onion Soup Bowl


https://www.panerabread.com/en-us/menu-categories/freshly-baked-breads.htm
Freshly Baked Breads
File Edit View Favorites Tools Help
Panera BREAD
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Menu Items food & nutrition
Craftsmanship stories & recipes
Community news & giving
Locations bakery-cafes
My Panera profile & rewards
Order Online
Order Catering
Freshly Baked Breads
Our bakers work each and every day, hand-shaping and scoring the dough to bring you freshly baked bread every morning and throughout the day.
Explore Freshly Baked Breads
Artisan Breads
Artisan French Bread - Miche
3300 calories
Asiago Cheese Focaccia
1030 calories
Ciabatta
920 calories
Country Bread - Loaf
3300 calories
Rye - Loaf
3240 calories
Sea Salt Focaccia
920 calories
Sesame Semolina - Loaf
Three Cheese Bread - Loaf
Three Seed Bread - Demi

https://www.panerabread.com/en-us/menu-categories/drinks.html

Drinks

File Edit View Favorites Tools Help

Sign In | Join Now

Order Online

Order Catering

Panera BREAD

Menu Items food & nutrition | Craftsmanship stories & recipes | Community news & giving | Locations bakery-cafes | My Panera profile & rewards

Explore Drinks

Fruit Smoothies

Espresso & Hot Drinks

https://delivery.panerabread.com/ordering-webapp/ Panera Web Ordering Appli...

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Closest location:

Panera Bread Meet myPanera Catering Sign In | Register

How to Order Browse Our Menu Cafe Locations

Start Your Order

Rapid Pick-Up

We'll have your order ready on the Rapid Pick-Up shelf at the time you choose. No lines, no wait.

Delivery

We'll deliver your meal to you at your home or business. Have a large order? Click "Order Catering" in the box below

Order From My Table

We'll bring your food right to your table at the bakery-cafe.

Express Order

MyPanera members can log in here for fast and easy ordering.

Panera Bread Catering

Whether it's a business meeting or a family gathering, our catering team will take the stress out of your next event, big or small.

Order Catering →

Find Us Online

PaneraBread.com
PaneraCatering.com

Ordering Info

How to order
Participating Locations

Problems, Questions, Comments, Concerns?

Call us anytime at 855-3-PANERA (855-372-6372) to speak with a live operator.

https://www.panerabread.com/en-us/home.html
What We're Celebrating
Panera Bread
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Order Online
Order Catering
Panera BREAD
Menu Items food & nutrition
Craftsmanship stories & recipes
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Explore Our Menu
Freshly Baked Breads
Pastries & Sweets
Bagels & Spreads
Breakfast Favorites
Soups
Salads
Pasta
Panini & Sandwiches
Flatbreads
Panera Kids
Drinks
Featured
Today's Soups
You Pick Two
What We're Celebrating
Power Menu
Our Food Policy
Catering
Catering Menu
Catering FAQs
PASSPORT TO FLAVOR CHALLENGE
Take the Passport to Flavor Challenge
Download Our Menu
Summer Has Met Its Match
Learn More
Our Company
How Can We Help?
Gift Cards
Connect

Panera BREAD
27651

Catering Menu

Meet. Eat. Enjoy.

We Make Meeting Planning Easy

A Catering Coordinator is ready to help you make menu selections, choose between assortments or boxed meals, determine appropriate order quantities and coordinate delivery. From your first call to your pick-up or delivery time, your coordinator will make sure your order is right and ready when you need it.

We Provide Convenience

Your order comes complete with plates, napkins and utensils, all packaged and presented in convenient, ready-to-serve-from packaging.

We'll Deliver

Contact your Catering Coordinator for details. Charges may apply.

24-Hours Notice Preferred

We bake our artisan breads fresh each day and appreciate advance notice to accommodate all orders. Cancellations must be made 4 hours prior to the pick-up or delivery time. Charges may apply.

Order Via Phone, Fax or Online at PaneraBread.com

A Catering Coordinator is ready to help you make menu selections, or do it yourself online at PaneraBread.com.

Quality Ingredients

All our catering items are prepared with the same high-quality ingredients and care you enjoy every day in our bakery-cafes. We offer a menu with 0 grams artificial trans fat per serving.

Food Allergies

Many of our products contain or may come into contact with common allergens, including wheat, peanuts, soy, tree nuts, milk, eggs, fish and shellfish. Before placing your order, please inform your server if a person in your party has a food allergy so that a manager can, at your request, provide you a list of ingredients in your order.

What We're Celebrating

Here are some of our favorite flavors, inspired by the season.

New! Egg White, Avocado & Spinach Breakfast Power Sandwich
Boost your morning with our newest power sandwich. Made with egg whites, tangy Vermont white cheddar and fresh avocado, spinach and tomato on our new Sprouted Grain Bagel Flat, this is one sandwich you'll want to add to your favorites.

It's Back! Strawberry Poppyseed & Chicken Salad
It's no surprise that fruit picked in its peak of flavor and freshness just tastes better. And, with strawberries, blueberries and pineapple in their prime, it makes sense that one of our summer favorites should return. That's right, our Strawberry Poppyseed & Chicken Salad is back and tasty as ever.

Breakfast

Morning Continental
An assortment of four freshly baked bagels and six morning pastries. Served with cream cheese spread, butter and preserves, plus orange juice and coffee. CONTAINS 10 ITEMS

Bagels & Morning Pastries
An assortment of four freshly baked bagels and six pastries served with cream cheese spread, butter and preserves. CONTAINS 10 ITEMS

Morning Pastries
An assortment of 10 pastries served with butter and preserves. CONTAINS 10 ITEMS

Bagel Pack
Your choice of 13 freshly baked bagels with two tubs of cream cheese spreads.

Fruit Bowl
An assortment of fresh seasonal fruits, available in two sizes. LARGE SERVES 10, SMALL SERVES 5

Strawberry Granola Parfait
Ten individually portioned parfaits with Stonyfield Farm® organic, low-fat vanilla yogurt, maple butter pecan granola and fresh strawberries. SERVES 10

Steel Cut Oatmeal
Organic steel cut oats with cinnamon crunch topping and your choice of strawberries and pecans or summer blueberries and maple butter pecan granola.

Baked Egg Soufflés
Savory ingredients and egg baked in our sweet French pastry. Available in: Four Cheese, Spinach & Artichoke, Spinach & Bacon, Roasted Tomato & Feta.

Breakfast Sandwiches

Signature Breakfast Sandwiches

Mediterranean Egg White on Ciabatta
Egg whites, Vermont white cheddar, roasted tomatoes, fresh spinach and basil pesto on Ciabatta.

Egg White, Avocado & Spinach Breakfast Power Sandwich
Egg whites, Vermont white cheddar, fresh avocado, fresh baby spinach and tomato on a freshly baked Sprouted Grain Bagel Flat.

Choose Any Signature Bagel
Your choice of any Signature Bagel with: Steak, Egg & Vermont White Cheddar; Bacon, Sausage or Ham, Egg & Vermont White Cheddar; Egg & Vermont White Cheddar.

Cafe Breakfast Sandwiches

Breakfast Power Sandwich
All-natural egg, Vermont white cheddar and smoked, lean ham on Whole Grain Bread.

Ciabatta Breakfast Sandwiches
Your choice of: Bacon or Sausage, Egg & Vermont White Cheddar; Egg & Vermont White Cheddar.

Bagels & Cream Cheese Spreads

Signature Bagels
With premium ingredients and delectable combinations of flavors: Chocolate Chip, French Toast, Blueberry, Cinnamon Swirl & Raisin, Cinnamon Crunch, Asiago Cheese.

Bagels
Plain, Sprouted Grain Flat, Whole Grain, Everything, Sesame

Cream Cheese Spreads
Plain and Reduced-Fat: Plain, Hazelnut, Chive & Onion, Roasted Vegetable Medley, Wild Blueberry, Honey Walnut, Strawberry*
*Available mid-July through mid-September

MENU ITEMS AND SELECTION MAY VARY BY LOCATION. CONTACT YOUR CATERING COORDINATOR FOR DETAILS.

Pastries & Sweets

Artisan Pastries
Pecan Braid, Cheese, Chocolate, Cherry, Bear Claw, French Croissant

Sweet Rolls
Cinnamon Roll, Pecan Roll, Cobblestone, Carrot Cake with Walnuts

Scones
Wild Blueberry, Triple Berry, Orange, Cinnamon Crunch

Muffins
Wild Blueberry, Pumpkin, Peach Pecan Crunch, Apple Crunch

Muffies
Chocolate Chip

Cupcakes
Two chocolate and two vanilla.

Brownies
Five freshly baked Double Fudge Brownies with Icing.

Cookies & Brownies
An assortment of four freshly baked cookies and two brownies.

Cinnamon Crumb Coffee Cake
An old-fashioned butter coffee cake, swirled with cinnamon and finished with a butter crumb topping. SERVES 10

Cookies
An assortment of seven freshly baked cookies, including: Chocolate Duet with Walnuts, Shortbread, Chocolate Chipper, Oatmeal Raisin, Candy Cookie, White Chocolate Macadamia Nut

Drinks

A 96 fl. oz. tote of Coffee, Hot Tea, Signature Hot Chocolate with Chocolate Chip Marshmallows.
SERVES 8

Two 64 fl. oz. containers of Iced Green Tea, Lemonade, Iced Tea, Premium Orange Juice. SERVES 10

Pepsi-Cola Bottled Beverages available in 20 oz. and 2-liter bottles.

San Pellegrino®, Bottled Water

Single-serve containers of Orange Juice, Organic Apple Juice, Organic White and Chocolate Milk.

Sandwiches & Boxed Lunches

Deluxe Assorted Sandwiches
Assortment of ten half sandwiches. Served with our Classic Salad and potato chips, pickle spears and your choice of French or Whole Grain Baguette, plus an assortment of freshly baked cookies. Substitute any Premium Signature Salad or Signature Salad for an additional charge.

Assorted Sandwiches
Assortment of ten half sandwiches. Served with potato chips and pickle spears.

Boxed Lunches
Your favorite Panera Bread lunch item packed in its own box and labeled for your convenience. Served with a freshly baked cookie.

Sandwich Box
Your choice of any Premium Signature, Signature or Cafe Sandwich served with potato chips, a pickle and a cookie.

Salad Box
Your choice of any Premium Signature, Signature or Cafe Salad served with a portion of French or Whole Grain Baguette and a cookie.

Half Sandwich, Half Salad Box
Your choice of a Cafe Sandwich and Cafe Salad served with a portion of French or Whole Grain Baguette and a cookie. Substitute any Premium Signature or Signature item for an additional charge.

Premium Signature Sandwiches

Roasted Turkey & Avocado BLT Sandwich
All-natural, antibiotic-free roasted turkey, applewood-smoked bacon, lettuce, tomato and avocado with reduced-fat olive oil mayo on Sourdough.

Signature Sandwiches

Bacon Turkey Bravo® Sandwich
Smoked turkey breast, applewood-smoked bacon, smoked Gouda, lettuce, tomatoes and signature sauce on Tomato Basil.

Napa Almond Chicken Salad Sandwich
All-natural, antibiotic-free chicken, celery, seedless grapes, almonds and our special dressing with lettuce and tomato on Sesame Semolina.

Italian Combo Sandwich
Seared steak, smoked turkey breast, ham, salami, Swiss, peperoncini, lettuce, tomatoes, red onions and special sauce on Ciabatta.

Asiago Steak Sandwich
Seared steak, smoked cheddar, lettuce, tomatoes, red onions and horseradish sauce on our Asiago Cheese Demi.

Cafe Sandwiches

Sierra Turkey Sandwich
Smoked turkey breast with chipotle mayo, field greens and red onions on Asiago Cheese Focaccia.

Mediterranean Veggie Sandwich
Zesty Peppadew™ piquant peppers, feta, cucumbers, lettuce, tomatoes, onions and cilantro jalapeño hummus on Tomato Basil.

Smoked Turkey Breast Sandwich
Smoked turkey breast, leaf lettuce, tomatoes, red onions and salt and pepper on Country Bread.

Tuna Salad Sandwich
Special recipe tuna salad, leaf lettuce, tomatoes and red onions with salt and pepper on Whole Grain.

Smoked Ham & Swiss Sandwich
Smoked ham, Swiss, leaf lettuce, tomatoes and red onions with salt and pepper on Rye.

Salads

Order a large salad for a luncheon or select any salad for your Boxed Lunch. Large salads serve 10.

Premium Signature Salads

Strawberry Poppyseed & Chicken Salad
All-natural, antibiotic-free chicken, romaine, fresh strawberries, blueberries and pineapple, mandarin oranges, pecans with fat-free poppyseed dressing.

Chicken Cobb with Avocado Salad
All-natural, antibiotic-free chicken, romaine, tomatoes, applewood-smoked bacon, Gorgonzola and hard-boiled eggs tossed with herb vinaigrette and topped with avocado.

Signature Salads

Fuji Apple Chicken Salad
All-natural, antibiotic-free chicken, mixed field greens, romaine, vine-ripened tomatoes, red onions, pecans, Gorgonzola and apple chips with a white balsamic apple vinaigrette.

Asian Sesame Chicken Salad
All-natural, antibiotic-free chicken, romaine, cilantro, sliced almonds, sesame seeds and wonton strips with Asian sesame vinaigrette.

Chicken Caesar Salad
All-natural, antibiotic-free chicken, romaine, asiago-parmesan and homemade asiago croutons with Caesar dressing.

Thai Chicken Salad
All-natural, antibiotic-free chicken, romaine, Thai cashews, fire-roasted edamame, red peppers, carrots, cilantro and wonton strips with low-fat Thai chili vinaigrette and drizzled with peanut sauce.

Classic Salad with Chicken
All-natural, antibiotic-free chicken, mixed field greens and romaine topped with vine-ripened tomatoes, cucumbers, red onions and reduced-fat balsamic vinaigrette.

Greek Salad with Chicken
All-natural, antibiotic-free chicken, romaine, vine-ripened tomatoes, feta, peperoncini, red onions, kalamata olives and pepper with Greek dressing.

Cafe Salads

Add shrimp, steak, all-natural roasted turkey or chicken for an additional charge.

Greek Salad
Romaine, vine-ripened tomatoes, feta, peperoncini, red onions, kalamata olives, pepper and Greek dressing.

Classic Salad
Mixed field greens and romaine topped with vine-ripened tomatoes, cucumbers, red onions and reduced-fat balsamic vinaigrette.

Caesar Salad
Romaine, asiago-parmesan and homemade asiago croutons with Caesar dressing.

Signature Pasta

Mac & Cheese
Shell pasta in a blend of cheeses, including our Vermont white cheddar cheese sauce.

Soups

Soup for a Group
Ask your Catering Coordinator for today's soup selections.
SERVES 3–4

ALL SALADS, PASTAS AND SOUPS SERVED WITH CHOICE OF FRESHLY BAKED FRENCH OR WHOLE GRAIN BAGUETTE.

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

PUMPERNICKEL ASSOCIATES, LLC,	)
	)
Opposer,	)
	) Opposition No. 91272857
v.	) Application Serial Nos. 90/165,765
	) and 90/165,881
	) Mark: PANERALUX
NINGBO PANERA LIGHTING CO. LTD.,	)
	)
Applicant.	)
	)

DECLARATION OF MICHELLE ORMES

I, Michelle Ormes, state as follows:

1. I am the Vice President of Brand Marketing and Design at Panera, LLC, which co-owns Pumpernickel Associates, LLC ("Pumpernickel").[1] I have held this position since November 2022.

2. As Vice President of Brand Marketing and Design I am responsible for leading Panera's internal creative and print production functions, as well as leading Brand Marketing/Campaign development for off-premise and culinary testing.

3. The PANERA restaurant chain began as a single community bakery known as the St. Louis Bread Company in 1987. After being acquired by Au Bon Pain in 1993, the St. Louis Bread Company was renamed PANERA in 1997 to facilitate national growth.

4. Pumpernickel's PANERA brand has grown into one of the leading fast-casual dining restaurants in the United States, offering not only baked goods but also restaurant and

[1] Panera, LLC is one of many entities within the umbrella of Panera Brands, Inc. Panera, LLC co-owns Pumpernickel with Pumpernickel, Inc., another entity within the Panera Brands, Inc. umbrella.

catering services that include myriad prepared foods and drinks for breakfast, lunch, and dinner. *See* **Exhibit A (PNRA000678, 000680-000686, 001056)**, screenshots from Pumpernickel's http://panerabread.com website; **Exhibit B (PNRA002662)**, PANERA voted most popular large restaurant chain in 2010 Zagat Fast-Food Survey. Prices vary geographically but are in an average range of $2.00-13.00 for ala carte food and beverage items. *See* **Exhibit A at PNRA 000680-000686**.

5. In the United States, Pumpernickel currently has 2160 PANERA-branded bakery-cafes in 48 states plus the District of Columbia, approximately half of which are owned by franchisees. *See* **Exhibit C (PNRA000672)**, listing 2140 PANERA locations in the U.S. as of April 2023.[2]

6. By 2021, Pumpernickel had over 50,500 PANERA franchise-employed associates and over 53,000 company-employed associates.

7. Pumpernickel offers its goods and services via its websites (https://www.panerabread.com/en-us/home.html, https://shop.panerabread.com/, and https://catering.panerabread.com/), company-owned and franchise brick and mortar locations, and certain PANERA products are sold in third-party grocery stores and online retailers, such as Amazon. *See for example Id;* **Exhibit A at PNRA000678; Exhibit D (PNRA000709)**.

8. The PANERA brand is known in the industry and among consumers for its commitment to innovation, environmental responsibility, Clean ingredients (defined as free of artificial colors, flavors, sweeteners, and preservatives identified on its No No list outlined at https://www.panerabread.com/content/dam/panerabread/documents/panera-no-no-list.pdf), and menu transparency. *See* **Exhibit E (PNRA000668, 003145, 003179**) and

[2] Note that this document was produced in 2023, before the current figures were available.

https://www.panerabread.com/en-us/food-values/food-beliefs.html regarding Clean menu; **Exhibit F (PNRA000670, 000676, 000689, 000868, 000870, 001071, 001798, 002178)** regarding innovations in restaurant operations and design; **Exhibit G (000947, 001080, 001380, 001391, 001860, 001980, 002011, 002090, 002146)** regarding environmental responsibility and menu transparency.

9. Indeed, Pumpernickel's devotion to providing convenient, "crave worthy" food has received substantial media coverage from major, national publications, including Businesswire (a Berkshire Hathaway Company), Fortune, CNN, Fox Business, Reuters, Forbes, Yahoo Finance, People, and Bustle. For example, see the below highlights from articles attached as **Exhibit G** at PNRA001391; **Exhibit H (PNRA001035, 001870, 003057)**:

- **Fortune, June 14, 2017, "*Panera Bread Says It Hit $1 Billion Digital Sales Target*"**

  > Panera Bread says it has achieved over $1 billion in sales from digital platforms, proof that a technology bet the bakery-cafe made in 2014 is paying off.
  >
  > ***
  >
  > We are seeing phenomenal growth in our digital properties, particular with the delivery and kiosks being rolled out," said Panera Bread President Blaine Hurst in an interview with Fortune. Panera Bread on Wednesday announced that by the end of the first quarter, digital sales were 26% of total company sales, with about 1.2 million digital orders—those booked via mobile, web or an in-store kiosk—per week. Digital sales surpassed $1 billion on an annualized basis and could double in 2019, Panera said.

- **Reuters, February 27, 2020, "*Panera Bread launches $8.99 monthly unlimited coffee subscription*"**

  > Panera Bread Co on Thursday is launching an $8.99 per month unlimited coffee subscription as it aims to grow its breakfast traffic and loyalty program membership.
  >
  > ***
  >
  > The subscription, believed to be a first among national restaurant chains, could position Panera competitively as an industry battle to win over breakfast customers surges this year. "We are disrupting the industry," Panera Chief Executive Officer Niren Chaudhary said in a phone interview. "We don't think this has been done by anybody in this fashion ever before."

- **Forbes, October 16, 2018, "*Panera Becomes First Restaurant Chain to Disclose Whole Grain Content"***

  Today, the company takes its next step toward full menu transparency — posting the whole grain content of its breads on its menus. The disclosure includes all breads that are over 5o% whole grain, with serving labels for whole grain per slice, roll or bagel, as well as whole grain percentage of these items. The whole grain labels, unlike the calorie counts, are not required. But Panera executives believe the undertaking fits the brand's commitment to transparency.

- **Bustle, May 2, 2018, "*Panera Just Announced Nationwide Delivery- And Wants To Give You Free Soup To Try It Out"***

  … Panera just announced it will deliver nationwide to 43 states and 897 cities.…Starting May 9, customers will be able to make orders for delivery through the Panera app and website, and live their most delicious, convenient life.

10. Pumpernickel has been active on social media platforms since at least 2006, namely: Facebook (over 3 million likes and 2 million followers), Pinterest (54,300 followers and over 10 million monthly views), Instagram (522,000 followers), Twitter/X (440,000 followers), and YouTube (14,000 subscribers). *See* **Exhibit I (PNRA000001-000009, 000010-000021, 000688, 000704-000708)**.

11. Pumpernickel extensively advertises via various mediums, including billboards, print and digital ads, television, radio, and its website. *See* **Exhibit A**; **Exhibit J (PNRA002523)**, representative advertisements distributed by Pumpernickel Associates and/or licensees from 2018-2023.

12. Pumpernickel frequently runs large-scale promotions that engage consumers. For example, in January of 2023, Panera gave away its new Toasted Baguette sandwiches in select cities (NYC, Boston, Denver, Washington DC, and Chicago) when the temperature hit 32 degrees or below. The promo codes were mostly delivered via local digital billboards, including in Times Square. *See* **Exhibit K (PNRA001514),** "How to Get Panera's New Toasted Baguette Sandwiches for Free This Winter" from *Parade*. In April 2021, Pumpernickel gave away 30 Panera-branded

"Bread Bowl Bikes" that included an insulated basket shaped like its iconic bread bowl. *See* **Exhibit G** at PNRA001980, "Panera is Giving Away 'Bread Bowl Bikes' for Earth Day" from *Thrillist*. In 2020 and 2021, Pumpernickel offered unlimited free coffee to parents and caregivers for National Coffee Day. *See* **Exhibit L (PNRA001202, 002200)**. In 2020, Panera launched unlimited coffee subscriptions, which had 600,000 subscribers by the end of 2021. *See* **Exhibit H** at 001870; **Exhibit M (PNRA001205, 001262, 001406)**. And it followed up in 2021 with the Unlimited Sip Club subscription launch, covering all other self-serve beverages. *Id*. **Exhibit M** at PNRA001262.

13. Pumpernickel always strives to improve the consumer experience and provide convenient service. For instance, in the wake of the remote and hybrid work and social dynamic that became pervasive during Covid Pumpernickel adapted its catering services to enable companies and other groups to cater virtual meetings or celebrations, by which attendees can have meals delivered to their various locations. *See* **Exhibit N (PNRA001062, 001840)**. Within six months of launching the program, more than 250 companies enrolled, including Fortune 100 companies. *Id*. at PNRA001062.

14. In addition to food and beverages, Pumpernickel offers Panera-branded merchandise via The Panera Shop, including clothing, bags, drinkware and dinnerware, and kitchen accessories. *See* **Exhibit O (PNRA002187),** press release covering launch of The Panera Shop.

15. Several items sold at The Panera Shop have either gone viral or received extensive media coverage. For example, the BAGuette bag, the iconic green handbag shaped as a baguette, went viral and received substantial press coverage from several media outlets including Glamour and Delish, quickly selling out following a presale. *See* **Exhibit P (PNRA001208, 001438)**. Food

and Wine magazine and Good Morning America also covered Panera's limited-edition collection of soup-themed swimwear and a Panera-branded pool float shaped like a bread bowl. *See* **Exhibit Q (PNRA001360, 001430)**.

16. Pumpernickel has offered nationwide delivery service since 2018, completing over 28 million delivery orders in the first year alone. *See* **Exhibit H** at PNRA001035; **Exhibit R (PNRA002134)**. In 2019, Pumpernickel further expanded its delivery service by allowing deliveries by third-party providers like DoorDash, Grubhub, and Uber Eats. *Id.* at PNRA002134.

17. The specimen attached to the registrations on which Pumpernickel relies in this Opposition (Reg. Nos. 2288311, 2806259, 4934852) accurately depict PANERA merchandise, locations, loyalty cards, advertisements, and goods and services. ***See for example*** **Exhibit S (PNRA 000042-000076, 000133-000145, 000161-000169, 000179-000181, 000183-000185, 000214-000232, 000267-000274, 000379-000382, 000470-000512, 000648-000667)**.

18. As a result of Pumpernickel's significant investment in advertising and publicity, the PANERA mark has become famous and well known among U.S. consumers.

19. Pumpernickel opposes Applicant Ningbo Panera Lighting Co, Ltd's PANERALUX applications as they will dilute the distinctiveness and goodwill Pumpernickel has built in its PANERA mark, will create confusion among consumers as both marks share the dominant PANERA term, and will result in a false association with the PANERA brand due to the similarities in the marks and the PANERA brand fame and widespread recognition among U.S. consumers.

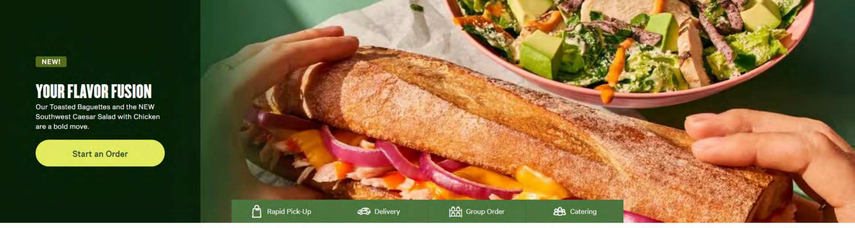
I declare under penalty of perjury that the foregoing is true and correct.

Michelle Ormes
Michelle Ormes (Apr 22, 2024 10:37 EDT)

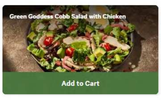
Michelle Ormes

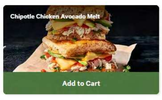
Dated: Apr 22, 2024

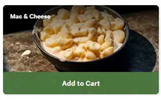
EXHIBIT A

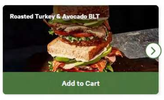


We Think You'll Love









HOST A GROUP ORDER

We make ordering with a group easy and convenient. NEW! Group Ordering allows everyone to select and submit exactly what they want from the Panera Bread cafe menu to a single order, using a link sent out by the host.

POWER VIRTUAL EVENTS

Panera Connects is your mealtime solution for virtual meetings and events, delivering delicious individually packaged meals to all attendees.

HAVE A PANERA DAY @ WORK

Panera Day @ Work makes it easy for everyone to grab lunch or dinner. Choose your own schedule, order ahead and we'll deliver to you.

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PNRA000678

ELEVATE YOUR NEXT EVENT

FOR EVERY GROUP. EVERY SIZE. ALL THE FUN.

Start an Order

HOST A PANERA DAY @ WORK

Enjoy your Panera® faves individually packaged with a discounted delivery fee at a time and place that works for you and your work crew.

How it Works

NEW!

GROUP ORDERING

Create a single order and invite guests using a unique link. Guests can make selections from the Panera menu and submit them to your Group Order. **Learn more.**

Host a Group Order

Tax Exempt, CCA, Setup and Catering Menu not applicable.

GET REWARDED FOR YOUR CATERING PURCHASES!

Earn a $20 reward for every $500 you spend on catering orders.

Sign In | Sign Up

myPanera®

NEW!

FOR CATERING: HOT SANDWICHES

Add a go-to like the Toasted Frontega Chicken®, the Chipotle Chicken Avocado Melt, or the Toasted Steak and White Cheddar.

Start Your Order

LET US HELP!

We'll take the hassle out of hosting and help you order just the right amount of goodness for your group.

Learn More

COME TOGETHER WITH PANERA CONNECTS

Bring your crew together with our virtual mealtime solutions for your people, near or far.

Start Planning

GO BIG! WITH PANERA CATERING

No group or gathering is too large. Give us the details and we'll take care of the deliciousness.

Email An Expert

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Soups & Mac

Mexican Street Corn Chowder
Bowl · 310 Cal · $9.39
Add Customize

Mac & Cheese
Large · 960 Cal · $10.19
Add Customize

Broccoli Cheddar Soup
Bowl · 370 Cal · $8.19
Add Customize

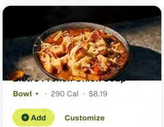
Homestyle Chicken Noodle Soup
Bowl · 100 Cal · $8.19
Add Customize

Cream of Chicken & Wild Rice Soup
Bowl · 260 Cal · $8.19
Add Customize

Creamy Tomato Soup
Bowl · 350 Cal · $8.19
Add Customize

Chicken Tikka Masala Soup
Bowl · 360 Cal · $9.39
Add Customize

Broccoli Cheddar Mac & Cheese
Large · 740 Cal · $10.19
Add Customize



Bowl · 290 Cal · $8.19
Add Customize

Bread Bowl

Mexican Street Corn Chowder
860 Cal · $9.49
Add Customize

Mac & Cheese
1150 Cal · $9.29
Add Customize

Broccoli Cheddar Soup
900 Cal · $8.49
Add Customize

Homestyle Chicken Noodle Soup
780 Cal · $8.49
Add Customize

Cream of Chicken & Wild Rice Soup
840 Cal · $8.49
Add Customize

Creamy Tomato Soup
910 Cal · $8.49
Add Customize

Broccoli Cheddar Mac & Cheese
1040 Cal · $9.29
Add Customize

Bistro French Onion Soup
850 Cal · $8.49
Add Customize

Chicken Tikka Masala Soup
900 Cal · $9.49
Add Customize

Group Serving

Mexican Street Corn Chowder - Group
700 Cal · $25.49
Add Customize

Mac & Cheese - Group
1930 Cal · $25.39
Add Customize

Broccoli Cheddar Soup - Group
820 Cal · $21.99
Add Customize

Homestyle Chicken Noodle Soup - Group
230 Cal · $21.99
Add Customize

Cream of Chicken & Wild Rice Soup - Group
620 Cal · $21.99
Add Customize

Creamy Tomato Soup - Group
850 Cal · $21.99
Add Customize

Broccoli Cheddar Mac & Cheese - Group
1480 Cal · $25.39
Add Customize

Bistro French Onion Soup - Group
560 Cal · $21.99
Add Customize

Chicken Tikka Masala Soup - Group
820 Cal · $25.49
Add Customize

2,000 Calories a day is used for general nutrition advice, but calorie needs may vary. Additional nutritional information available upon request. Customization of your order may impact the accuracy and/or completeness of the available nutritional information. Allergen and Nutrition Information

The Cool Food Meal badge, used by Panera Bread in connection with select U.S. menu items, designates that a menu item has low food-related greenhouse gas emissions, as determined in accordance with the rules, procedures and requirements established by World Resources Institute. For more information about Panera Bread's Cool Food Meals, visit Paneralbread.com/CoolFoodMeals. For more information about World Resource Institute's Cool Food Meal program and related rules, procedures and requirements, visit coolfood.org/consumer.

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PNRA000681

Flatbread Pizza

Chipotle Chicken & Bacon Flatbread Pizza

1030 Cal · $10.89

Add Customize

Pepperoni Flatbread Pizza

1080 Cal · $10.89

Add Customize

Margherita Flatbread Pizza

890 Cal · $10.39

Add Customize

Cheese Flatbread Pizza

920 Cal · $9.19

Add Customize

Pizza Family Feast

2 Flatbread Pizza Family Feast with Vanilla Cinnamon Rolls

$32.00

Add Customize

2 Flatbread Pizza Family Feast

$24.00

Add Customize

3 Flatbread Pizza Family Feast with Vanilla Cinnamon Rolls

$38.00

Add Customize

3 Flatbread Pizza Family Feast

$31.00

Add Customize

4 Flatbread Pizza Family Feast with Cookies

$49.00

Add Customize

2,000 Calories a day is used for general nutrition advice, but calorie needs may vary. Additional nutritional information available upon request. Customization of your order may impact the accuracy and/or completeness of the available nutritional information. Allergen and Nutrition Information

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Charged Lemonades

Plant-based and Clean with as much caffeine as our Dark Roast coffee.

Strawberry Lemon Mint - With Guarana & Caffeine
Regular • 350 Cal per 20 fl oz
$4.09 🎖 $0
Add

Fuji Apple Cranberry - With Guarana & Caffeine
Regular • 310 Cal per 20 fl oz
$4.09 🎖 $0
Add

Mango Yuzu Citrus - With Guarana & Caffeine
Regular • 310 Cal per 20 fl oz
$4.09 🎖 $0
Add

Soft & Bottled Drinks

Some beverages are sold warm when dining in or picking up in cafe.

Diet Pepsi
Regular • $2.09 🎖 $0
Add

Pepsi
Regular • 250 Cal per 20 fl oz
$2.09 🎖 $0
Add

Dr. Pepper
Regular • 250 Cal per 20 fl oz
$2.09 🎖 $0
Add

Mountain Dew
Regular • 290 Cal per 20 fl oz
$2.09 🎖 $0
Add

Starry
Regular • 240 Cal per 20 fl oz
$2.09 🎖 $0
Add

Bubly Lime
Regular • $2.09 🎖 $0
Add

Canada Dry Ginger Ale
Regular • 120 Cal per 20 fl oz
$2.09 🎖 $0
Add

Bottled Water
$2.59
Add

Bottled Passion Fruit Papaya Green Tea
180 Cal • $3.99
Add

Coffee and Hot Tea

Some beverages are sold warm when dining in or picking up in cafe.

Iced Cafe Blend Dark Roast Coffee
Regular • 10 Cal per 20 fl oz
$3.09 🎖 $0
Add Customize

Hazelnut Coffee
Regular • 210 Cal per 16 fl oz
$2.89 🎖 $0
Add Customize

Cafe Blend Dark Roast Coffee
Regular • 10 Cal per 16 fl oz
$2.89 🎖 $0
Add Customize

Cafe Blend Light Roast Coffee
Regular • 20 Cal per 16 fl oz
$2.89 🎖 $0
Add Customize

Decaf Coffee
Regular • 25 Cal per 16 fl oz
$2.89 🎖 $0
Add Customize

Hot Tea
$2.89 🎖 $0
Add Customize

Madagascar Vanilla Cream Cold Brew
Regular • 190 Cal per 16 fl oz
$4.19
Add Customize

Madagascar Vanilla Almond Cold Brew
Regular • 90 Cal per 16 fl oz
$4.19
Add Customize

Cold Brew
Regular • 10 Cal per 16 fl oz
$3.99
Add Customize

Hot Chocolate
Regular • 430 Cal per 16 fl oz
$4.29
Add Customize

Hazelnut Coffee Tote
140 Cal per Tote • $21.99
Add

Cafe Blend Light Roast Coffee Tote
140 Cal per Tote • $21.99
Add

Cafe Blend Dark Roast Coffee Tote
100 Cal per Tote • $21.99
Add

Decaf Coffee Tote
140 Cal per Tote • $21.99
Add

Hot Tea Tote
$21.99
Add

Hot Chocolate Tote
1340 Cal per Tote • $23.49
Add

Teas & Lemonade

Some beverages are sold warm when dining in or picking up in cafe.

Iced Tea
Regular • 10 Cal per 20 fl oz
$3.09 🎖 $0
Add

Passion Papaya Iced Green Tea
Regular • 110 Cal per 20 fl oz
$3.09 🎖 $0
Add

Agave Lemonade
Regular • 100 Cal per 20 fl oz
$3.09 🎖 $0
Add

Brisk Raspberry Tea
Regular • 90 Cal per 20 fl oz
$3.09 🎖 $0
Add

Frozen Drinks and Smoothies

Frozen Strawberry Lemonade
60 Cal • $4.39
Add

Strawberry Banana Smoothie
290 Cal • $4.39
Add

Green Passion Smoothie
250 Cal • $4.39
Add

Mango Smoothie
320 Cal • $4.29
Add

Peach & Blueberry Smoothie with Almondmilk
130 Cal • $6.29
Add

Strawberry Smoothie
270 Cal • $6.29
Add

Frozen Caramel Cold Brew
490 Cal per 16 fl oz • $5.69
Add Customize

Frozen Chocolate Cold Brew
490 Cal per 16 fl oz • $5.69
Add Customize

Espresso Bar

Chai Tea Latte
290 Cal per 16 fl oz • $5.19
Add Customize

Caramel Latte
Regular • 410 Cal per 16 fl oz
$5.31
Add Customize

Madagascar Vanilla Latte
Regular • 280 Cal per 16 fl oz
$5.19
Add Customize

Caffe Latte
Regular • 130 Cal per 16 fl oz
$4.59
Add Customize

Chocolate Latte
Regular • 370 Cal per 16 fl oz
$5.19
Add Customize

Cappuccino
Regular • 130 Cal per 16 fl oz
$4.59
Add Customize

Americano
15 Cal per 16 fl oz • $3.59
Add Customize

Espresso
15 Cal per 1.5 fl oz • $2.49
Add Customize

Frozen Caramel Cold Brew
490 Cal per 16 fl oz • $5.69
Add Customize

Frozen Chocolate Cold Brew
490 Cal per 16 fl oz • $5.69
Add Customize

Iced Caramel Latte
190 Cal per 20 fl oz • $5.19
Add Customize

Iced Chocolate Latte
170 Cal per 20 fl oz • $5.19
Add Customize

Iced Chai Tea Latte
280 Cal per 20 fl oz • $5.19
Add Customize

Iced Madagascar Vanilla Latte
280 Cal per 20 fl oz • $5.19
Add Customize

Iced Caffe Latte
100 Cal per 20 fl oz • $4.59
Add Customize

Group Serving

Strawberry Lemon Mint - With Guarana & Caffeine
1050 Cal per Container • $9.49
Add

Fuji Apple Cranberry - With Guarana & Caffeine
930 Cal per Container • $9.49
Add

Mango Yuzu Citrus - With Guarana & Caffeine
1050 Cal per Container • $9.49
Add

Passion Papaya Iced Green Tea - Half Gallon
690 Cal per Container • $7.09
Add

Agave Lemonade - Half Gallon
630 Cal per Container • $7.09
Add

Iced Unsweetened Tea - Half Gallon
40 Cal per Container • $7.09
Add

Hazelnut Coffee Tote
140 Cal per Tote • $21.99
Add

Cafe Blend Dark Roast Coffee Tote
100 Cal per Tote • $21.99
Add

Cafe Blend Light Roast Coffee Tote
140 Cal per Tote • $21.99
Add

Decaf Coffee Tote
140 Cal per Tote • $21.99
Add

Hot Tea Tote
$21.99
Add

Hot Chocolate Tote
1340 Cal per Tote • $23.49
Add

Milk & Juice

Horizon Reduced Fat Organic White Milk
110 Cal • $2.39
Add

Horizon Reduced Fat Organic Chocolate Milk
130 Cal • $2.39
Add

Orange Juice
160 Cal • $3.39
Add

Organic Apple Juice
110 Cal • $3.39
Add

* As a new Unlimited Sip Club member, you will receive free, unlimited Charged Lemonades, coffees, teas and soda once every 2 hours, plus unlimited refills. Click here for more details about the Unlimited Sip Club program and complete program terms.

2,000 Calories a day is used for general nutrition advice, but calorie needs may vary. Additional nutritional information available upon request. Customization of your order may impact the accuracy and/or completeness of the available nutritional information. Allergen and Nutrition Information

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Charged Lemonade beverages are available in participating Panera Bread bakery-cafes. Pricing and availability may vary. Charged Lemonade beverages contain caffeine from caffeine, green coffee extract and guarana extract. Each beverage without ice contains the following mgs of caffeine: Strawberry Lemon Mint: **20 fl oz** with **260mg** and **30 fl oz** with **390mg**; Mango Yuzu Citrus: **20 fl oz** with **260mg** and **30 fl oz** with **390mg**; and Fuji Apple Cranberry: **20 fl oz** with **260mg** and **30 fl oz** with **390mg**.

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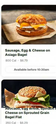
PNRA000683

Sandwiches

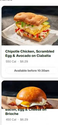
Sausage, Scrambled Egg & Cheese on Ciabatta
Ciabatta | 430 Cal.

Available before 10:30am



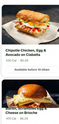
Sausage, Egg & Cheese on Artisan Bagel
Artisan Bagel | 580 Cal.

Available before 10:30am



Chipotle Chicken, Scrambled Egg & Cheese on Ciabatta
Egg & Cheese | 440 Cal.

Available before 10:30am



Chipotle Chicken, Egg & Cheese on Ciabatta
Ciabatta | 440 Cal.

Available before 10:30am

Egg & Cheese on Ciabatta
Ciabatta | 340 Cal.

Available before 10:30am

Cheese Egg and Bacon Sprinkled Quark Superfood
260 Cal. $5.25

Available before 10:30am

Egg & Cheese on Brioche
Brioche | 350 Cal. $5.25

Available before 10:30am

Egg & Cheese on Brioche
Brioche | 350 Cal. $5.25

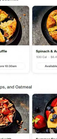
Available before 10:30am

Sausage, Scrambled Egg & Cheese on Ciabatta
Ciabatta | 430 Cal. $5.25

Available before 10:30am

Sausage, Scrambled Egg & Cheese on Brioche
Brioche | 440 Cal. $5.25

Available before 10:30am



Sausage, Egg & Cheese on Brioche
Brioche | 440 Cal. $5.25

Available before 10:30am

Scrambled Egg & Cheese on Ciabatta
Ciabatta | 340 Cal. $5.25

Available before 10:30am

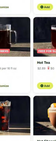
Scrambled Egg & Cheese on Brioche
Brioche | 350 Cal. $5.25

Available before 10:30am

Egg & Cheese on Brioche
Brioche | 350 Cal. $5.25

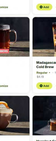
Available before 10:30am

Baked Egg Soufflés



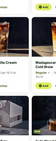
Spinach & Bacon Soufflé
350 Cal. $6.45

Available before 10:30am



Four Cheese Soufflé
340 Cal. $6.45

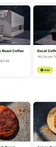
Available before 10:30am



Spinach & Artichoke Soufflé
300 Cal. $6.45

Available before 10:30am

Parfaits, Fruit Cups, and Oatmeal



Greek Yogurt with Mixed Berries Parfait
340 Cal. $5.95

Add

Steel-Cut Oatmeal with Strawberries & Pecans
370 Cal. $5.35

Available before 10:30am

Summer Fruit Cup
120 Cal. $3.45

Add

Family Feast Value Meals

Breakfast Sandwich Feast
$21.99

Available before 10:30am

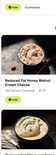
Fresh Baked Goods Feast
$9.99

Available before 10:30am

Coffee, Hot Tea and Hot Chocolate

Iced Cafe Blend Dark Roast Coffee
Regular | 10 Cal per 10 fl oz
Large | 15 Cal per 20 fl oz

Add | Customize



Hazelnut Coffee
Regular | 60 Cal per 16 fl oz
$2.95 $3.45

Add | Customize

Cafe Blend Dark Roast Coffee
Regular | 10 Cal per 10 fl oz
$2.95 $3.45

Add | Customize

Cafe Blend Light Roast Coffee
Regular
$2.95 $3.45

Add | Customize

Decaf Coffee
Regular | 10 Cal per 10 fl oz
$2.95 $3.45

Add | Customize

Hot Tea
$2.95 $3.45

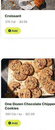
Add | Customize

Madagascar Vanilla Cream Coffee Blend
Regular | 70 Cal per 10 fl oz
$2.95 $3.45

Add | Customize

Madagascar Vanilla Almond Coffee Blend
Regular | 80 Cal per 10 fl oz
$2.95 $3.45

Add | Customize



Cold Brew
Regular | 15 Cal per 10 fl oz
$3.45

Add | Customize

Hot Chocolate
Regular | 420 Cal per 16 fl oz
$3.45

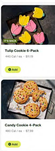
Add | Customize

Hazelnut Coffee Tote
140 Cal per Tote $21.95

Add

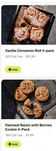
Cafe Blend Light Roast Coffee Tote
140 Cal per Tote $21.95

Add



Cafe Blend Dark Roast Coffee Tote
140 Cal per Tote $21.95

Add



Decaf Coffee Tote
140 Cal per Tote $21.95

Add

Hot Tea Tote
$21.95

Add

Hot Chocolate Tote
1250 Cal per Tote $23.45

Add

Bagels

Customize to make it your own bagel.

Cinnamon Crunch Bagel
440 Cal. $1.65

Add | Customize

Asiago Bagel
350 Cal. $1.65

Add | Customize

Everything Bagel
340 Cal. $1.65

Add | Customize

Plain Bagel
290 Cal. $1.65

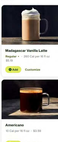
Add | Customize

Blueberry Bagel
340 Cal. $1.65

Add | Customize

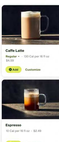
Chocolate Chip Bagel
350 Cal. $1.65

Add | Customize



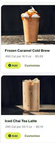
Cinnamon Swirl Bagel
340 Cal. $1.65

Add | Customize



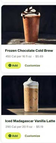
Sesame Bagel
350 Cal. $1.65

Add | Customize



Sprouted Grain Bagel Flat
340 Cal. $1.65

Add | Customize

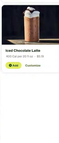


Half Dozen Bagels
$9.75

Add | Customize

Tuesday Baker's Dozen
$1.65

Not served today



Baker's Dozen Bagels
$14.95

Add | Customize

Bagel Pack
$16.45

Add | Customize

Dozen & a Half Bagels
$17.95

Add | Customize

Spreads

Plain Cream Cheese
140 Cal per Serving | $1.65

Add

Reduced Fat Honey Walnut Cream Cheese
100 Cal per Serving | $1.75

Add

Reduced Fat Chive and Onion Cream Cheese
90 Cal per Serving | $1.75

Add

Plain Cream Cheese Spread Tub
1120 Cal per Serving (6 Servings) | $10.95

Add

Reduced Fat Honey Walnut Cream Cheese Tub
1010 Cal per Tub, Serves 6 | $10.95

Add

Reduced Fat Chive and Onion Cream Cheese Tub
780 Cal per Tub, Serves 6 | $10.95

Add

Pastries & Sweets for One

Vanilla Cinnamon Roll
580 Cal. | $3.95

Add

Bear Claw
660 Cal. | $3.95

Add

Pecan Braid
540 Cal. | $3.95

Add

Chocolate Croissant
420 Cal. | $3.95

Add

Croissant
310 Cal. | $3.45

Add

Pastries & Sweets for a Group

One Dozen Chocolate Chipper Cookies
580 Cal. | $3.95

Add

One Dozen Mixed Cookies
580 Cal. | $3.95

Add

Chocolate Chipper Cookie 4-Pack
360 Cal. ea. | $7.99

Add

Petite Cookies 12-Pack
1140 Cal. | $8.35

Add

Tulip Cookie 6-Pack
440 Cal. ea. | $5.35

Add

Vanilla Cinnamon Roll 6-pack
420 Cal. ea. | $15.35

Add

Mini Scone Variety Pack
150 - 310 Cal. ea. | $8.95

Add

Pastry Ring
210 Cal per serving, Serves 8
$21.95

Add

Candy Cookie 4-Pack
360 Cal. ea. | $7.99

Add

Oatmeal Raisin with Berries Cookie 4-Pack
440 Cal. ea. | $7.99

Add

Lemon Drop Cookie 4-Pack
440 Cal. ea. | $7.99

Add

Scones

Orange Scone
350 Cal. | $3.75

Add

Blueberry Scone
340 Cal. | $3.75

Add

Mini Scone Variety Pack
150 - 340 Cal. ea. | $8.95

Add

Muffins & Muffins

Blueberry Muffin
410 Cal. | $3.65

Add

Chocolate Chip Muffin
430 Cal. | $3.65

Add

Pumpkin Muffin
470 Cal. | $3.65

Add

Cranberry Orange Muffin
410 Cal. | $3.65

Add

Espresso Bar

Chai Tea Latte
240 Cal per 16 fl oz | $5.15

Add | Customize

Caramel Latte
Regular | 210 Cal per 16 fl oz
$4.45 $4.95

Add | Customize

Madagascar Vanilla Latte
Regular | 200 Cal per 16 fl oz
$4.45 $4.95

Add | Customize

Caffe Latte
Regular | 130 Cal per 16 fl oz
$4.45 $4.95

Add | Customize

Chocolate Latte
Regular | 370 Cal per 16 fl oz
$4.45 $4.95

Add | Customize

Cappuccino
Regular | 120 Cal per 16 fl oz
$4.45 $4.95

Add | Customize

Americano
10 Cal per 16 fl oz | $3.95

Add | Customize

Espresso
10 Cal per 8 fl oz | $2.45

Add | Customize

Frozen Caramel Cold Brew
Frappuccino Roast | $4.95

Add | Customize

Frozen Chocolate Cold Brew
Frappuccino Roast | $4.95

Add | Customize

Iced Caramel Latte
Iced Coffee Drink | $4.75

Add | Customize

Iced Chocolate Latte
Iced Coffee Drink | $4.75

Add | Customize

Iced Chai Tea Latte
Iced Coffee Drink | $4.75

Add | Customize

Iced Madagascar Vanilla Latte
Iced Coffee Drink | $4.75

Add | Customize

Iced Caffe Latte
Iced Coffee Drink | $4.75

Add | Customize

* As a new Unlimited Sip Club member, you will receive free, unlimited Clearpath carbonated, coffees, teas and soda once every 2 hours, plus unlimited refills. Click here for more details about the Unlimited Sip Club program and complete program terms.

[LEGAL] Calories a day is used for general nutrition advice, but calorie needs vary. Additional nutritional information available upon request. Customization of your order may impact the accurate order completeness of the available nutritional information. Allergens and Nutrition Information

The Cool Food Well Badge, used by Panera Bread in connection with select U.S. menu items, designates that a menu item has been first ordered (purchased, pre-ordered, or determined to be purchased) in line with the rules, procedures and requirements established by World Resources Institute for more information about Panera Bread's Cool Food Meals, visit PaneraBread.com/CoolFoodMeals. For more information about World Resources Institute's Cool Food Meal program and related rules, procedures and requirements, visit coolfoodmeals.org.

Back to Top

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PNRA000684

Salads

Southwest Caesar Salad with Chicken

Whole · 630 Cal · $12.99

Add Customize

Strawberry Poppyseed Salad with Chicken

Whole · 350 Cal · $12.99

Add Customize

Green Goddess Cobb Salad with Chicken

Whole · 500 Cal · $13.29

Add Customize

Fuji Apple Salad with Chicken

Whole · 560 Cal · $11.79

Add Customize

Whole · 400 Cal · $8.89

Add Customize

Whole · 410 Cal · $11.79

Add Customize

Whole · 620 Cal · $13.29

Add Customize

Whole · 330 Cal · $8.89

Add Customize

Whole · 440 Cal · $11.79

Add Customize

Whole · 240 Cal · $11.79

Add Customize

Warm Bowls

Teriyaki Chicken & Broccoli Bowl

600 Cal · $13.39

Add Customize

Baja Bowl with Chicken

670 Cal · $12.79

Add Customize

Mediterranean Bowl with Chicken

560 Cal · $12.79

Add Customize

Baja Bowl

620 Cal · $10.89

Add Customize

Mediterranean Bowl

510 Cal · $10.89

Add Customize

2,000 Calories a day is used for general nutrition advice, but calorie needs may vary. Additional nutritional information available upon request. Customization of your order may impact the accuracy and/or completeness of the available nutritional information. Allergen and Nutrition Information

The Cool Food Meal badge, used by Panera Bread in connection with select U.S. menu items, designates that a menu item has low food-related greenhouse gas emissions, as determined in accordance with the rules, procedures and requirements established by World Resources Institute. For more information about Panera Bread's Cool Food Meals, visit Panerabread.com/CoolFoodMeals. For more information about World Resource Institute's Cool Food Meal program and related rules, procedures and requirements, visit coolfood.org/consumer.

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Warm Bowls

Teriyaki Chicken & Broccoli Bowl

600 Cal · $13.39

Add Customize

Baja Bowl with Chicken

670 Cal · $12.79

Add Customize

Mediterranean Bowl with Chicken

560 Cal · $12.79

Add Customize

Baja Bowl

620 Cal · $10.89

Add Customize

Mediterranean Bowl

510 Cal · $10.89

Add Customize

2,000 Calories a day is used for general nutrition advice, but calorie needs may vary. Additional nutritional information available upon request. Customization of your order may impact the accuracy and/or completeness of the available nutritional information. Allergen and Nutrition Information

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BREAKING Stocks making the biggest moves midday: Berkshire Hathaway, Catalent, Tyson Foods, Zscaler and

WATCH LIVE

What do you value more in an asset manager?

Researc quality

RESTAURANTS

Panera Bread wants to be known for more than just lunch and bagels, as it moves into dinner

PUBLISHED WED, JUN 19 2019•7:06 AM EDT

Amelia Lucas
@THXAMELIAN

WATCH LIVE

KEY POINTS

In April, Panera expanded its breakfast menu and upgraded its coffee offerings to reach a new breakfast customer.

Now, the sandwich chain is trying to move into dinner with entrees and sides specifically for the later meal.

MARKETS CNBC TV WATCHLIST MENU

Stocks making the biggest moves midday: Berkshire Hathaway, Catalent, Tyson Foods, Zscaler and ı

WATCH LIVE

Panera Bread's dinner menu items

Panera Bread

After expanding its breakfast menu earlier this year, Panera Bread is trying to move into another meal time: dinner.

MARKETS CNBC TV WATCHLIST MENU

Stocks making the biggest moves midday: Berkshire Hathaway, Catalent, Tyson Foods, Zscaler and ı

WATCH LIVE

Dinner currently accounts for about a quarter to a third of Panera's sales, depending on when lunch ends and dinner hours begin. But the company sees the meal as a potentially massive opportunity.

"We stepped back about a year ago ... to say, 'Over the next five years, where are we going to grow? Where are we going to get most of our value creation?'" Dan Wegiel, Panera's chief growth and strategy officer, said in an interview.

For restaurants that have seen sales growth slow, introducing a new menu for an untapped meal time can mean a boost in sales. For example, Taco Bell stole some of McDonald's market share after it entered the breakfast wars five years ago, thanks in part to a marketing campaign that increased customer awareness.

Wegiel said that the chain has built a strong awareness for lunch, but many customers see its soups, salads and sandwiches as too light for dinner.

So Panera has decided to add heartier options that will only be available after 4:30 p.m.: flatbread pizzas, meatier sandwiches and bowls. Even with entirely new offerings such as pizza and bowls, Panera's culinary team has tried to stick to classic flavors that customers will associate with the chain, like a Chipotle Chicken and Bacon Artisan Flatbread that uses the same chipotle mayo as one of its popular sandwiches and a breakfast wrap.

The restaurant also added several new vegetable sides, designed to entice both children and parents alike.

Panera is trying to target customers looking for a fast but filling dinner during the week, particularly families on the go.

"People are often challenged by the dichotomy between convenience and quality. So you have to trade one for the other, especially dinner on the go," said Sara Burnett, Panera's vice president of wellness and food policy.

MARKETS CNBC TV WATCHLIST MENU

Stocks making the biggest moves midday: Berkshire Hathaway, Catalent, Tyson Foods, Zscaler and

WATCH LIVE

More than 60% of Panera's current delivery orders happen during lunch hours. That could change if Panera launches the dinner menu nationwide, but Wegiel said increased dinner delivery orders was not the primary driver for adopting a new strategy.

Fast Money Halftime Report

WATCH IN THE APP

UP NEXT | **The Exchange** 01:00 pm ET

TRENDING NOW

1 The most important thing Warren Buffett said Saturday, and it isn't good news for the economy

2 Disney expands lawsuit against DeSantis after governor signs bill to void land deals

3 These states might be the next to legalize weed

4 I'm a 102-year-old doctor. Here's the No. 1 thing the healthiest and happiest people I know never do

MARKETS CNBC TV WATCHLIST MENU

EXHIBIT B

Customers Vote Panera Bread(R) Most Popular in 2010 Zagat Survey

America's Leading Bakery-Cafe Concept Also Recognized for Best Salad and Top Facilities

MARKETWIRE

August 16, 2010: 11:38 AM ET

Zagat Survey®, the world's leading provider of consumer survey-based leisure information, has named Panera Bread (NASDAQ: PNRA) the Most Popular large restaurant chain in the United States in its 2010 Zagat Fast-Food Survey. Panera Bread topped the list of 90 restaurants in this category (defined as chains with less than 5,000 locations). Panera Bread was also recognized with number one rankings for its salads and facilities.

Survey respondents separately rated each chain's food, facilities and service on Zagat's signature 30-point scale. More than 6,500 diners participated in the 2010 survey.

"It is an honor to be recognized by our customers as their favorite restaurant for a second consecutive year," said Bill Moreton, Chief Executive Officer and President of Panera Bread. "We strive to provide our customers with wholesome, quality menu options and a relaxing environment in which to enjoy their meal. This recognition serves as great reinforcement for Panera Bread to keep giving our customers the dining experience they love."

Panera Bread also ranked second for Healthy Options, Best Value and Best Breakfast Sandwich in its category.

"Panera is particularly proud to be recognized in the food categories of this year's Zagat survey," said Scott Davis, Panera's Executive Vice President and Chief Concept Officer. "We've worked hard to create wholesome, cravable menu items, like our salads and breakfast sandwiches, and we're very pleased our customers can taste the care that goes into each bite."

About Panera Bread

Panera Bread Company owns and franchises 1,399 bakery-cafes as of June 29, 2010 under the Panera Bread®, Saint Louis Bread Co.®, and Paradise Bakery & Café® names. With our identity rooted in handcrafted, fresh-baked, artisan bread, we are committed to providing great tasting, quality food that people can trust. Nearly all of our bakery-cafes have a menu highlighted by antibiotic free chicken, whole grain bread, select organic and all-natural ingredients, with zero grams of artificial trans fat per serving, which provide flavorful, wholesome offerings. Our menu includes a wide variety of year-round favorites, complemented by new items introduced seasonally with the goal of creating new standards in everyday food choices. In neighborhoods across this country and in Ontario, Canada, our customers enjoy our warm and welcoming environment featuring comfortable gathering areas, relaxing decor, and free internet access. Our bakery-cafes routinely donate bread and baked goods to community organizations in need. Additional information is available on the Company's website, www.panerabread.com.

For more information, contact:
Linn Parrish
(314) 256-5489
linn.parrish@panerabread.com

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Barnes & Noble stock soars 20% as it explores a sale

Why it's time for investors to go on the defense

More Markets

Why it's time for investors to go on defense

Premarket: 7 things to know before the bell

Barnes & Noble stock soars 20% as it explores a sale

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EXHIBIT C

(https://www.panerabread.com/en-us/home.html?utm_source=locations&utm_medium=local&utm_campaign=dpm-loc&utm_content=panerabreadlogo)

2140 Panera Bread Locations in the United States

2140 Panera Bread Locations in the United States

Alabama (Al.Html) (29)

Arizona (Az.Html) (36)

Arkansas (Ar.Html) (7)

California (Ca.Html) (185)

Colorado (Co.Html) (40)

Connecticut (Ct.Html) (36)

Delaware (De.Html) (6)

Florida (Fl.Html) (186)

Georgia (Ga.Html) (64)

Idaho (Id.Html) (7)

Illinois (Il.Html) (117)

Indiana (In.Html) (44)

Iowa (Ia.Html) (21)

Kansas (Ks.Html) (23)

Kentucky (Ky.Html) (32)

Louisiana (La.Html) (10)

Maine (Me.Html) (6)

Maryland (Md.Html) (52)

Massachusetts (Ma.Html) (62)

Michigan (Mi.Html) (81)

Minnesota (Mn.Html) (31)

Mississippi (Ms.Html) (5)

Missouri (Mo.Html) (67)

Montana (Mt.Html) (3)

Nebraska (Ne.Html) (12)

PNRA000672

Nevada (Nv.Html) (14)

New Hampshire (Nh.Html) (13)

New Jersey (Nj.Html) (82)

New Mexico (Nm.Html) (7)

New York (Ny.Html) (113)

North Carolina (Nc.Html) (88)

North Dakota (Nd.Html) (4)

Ohio (Oh.Html) (134)

Oklahoma (Ok.Html) (17)

Ontario (On.Html) (10)

Oregon (Or.Html) (15)

Pennsylvania (Pa.Html) (112)

Rhode Island (Ri.Html) (7)

South Carolina (Sc.Html) (30)

South Dakota (Sd.Html) (3)

Tennessee (Tn.Html) (41)

Texas (Tx.Html) (112)

Utah (Ut/Salt-Lake-City/3920-W-Terminal-Drive.Html) (1)

Vermont (Vt.Html) (3)

Virginia (Va.Html) (83)

Washington (Wa.Html) (31)

Washington DC (Dc/Washington.Html) (8)

West Virginia (Wv.Html) (10)

Wisconsin (Wi.Html) (39)

Wyoming (Wy/Cheyenne/2440-Dell-Range-Blvd.Html) (1)

All Cafes

Catering (https://catering.panerabread.com/?utm_source=locations&utm_me

About Panera (https://www.panerabread.com/en-us/company/about-panera.html?utm_source=locations&utm_medium=local&utm_campaign=dpm-loc&utm_content=aboutpanera)

Panera at Home (https://www.paneraathome.com/?utm_source=locations&utm_medium=local&utm_campaign=dpm-loc&utm_content=pah)

Values (https://www.panerabread.com/en-us/our-beliefs/who-we-are.html?utm_source=locations&utm_medium=local&utm_campaign=dpm-loc&utm_content=values)

Press Room (https://www.panerabread.com/en-us/company/press-room.html?utm_source=locations&utm_medium=local&utm_campaign=dpm-loc&utm_content=press)

Careers (https://jobs.panerabread.com/?utm_source=locations&utm_medium=local&utm_campaign=dpm-loc&utm_content=jobs)

Community Giving (https://www.panerabread.com/en-us/community-giving.html?utm_source=locations&utm_medium=local&utm_campaign=dpm-loc&utm_content=community)

Fundraising Nights (http://fundraising.panerabread.com/?utm_source=locations&utm_medium=local&utm_campaign=dpm-loc&utm_content=fundraising)

Bakers-in-Training (http://bitkids.panerabread.com/?utm_source=locations&utm_medium=local&utm_campaign=dpm-loc&utm_content=bitkids)

Customer Care (https://www.panerabread.com/customercare?utm_source=locations&utm_medium=local&utm_campaign=dpm-loc&utm_content=customercare)

Become a member and start earning rewards today.

Join MyPanera

(https://www.panerabread.com/content/panerabread_com/en-us/mypanera/sign-up-with-mypanera.html?utm_source=locations&utm_medium=local&utm_campaign=dpm-loc&utm_content=joinmypanera)

Stay in Touch

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PNRA000674

EXHIBIT D

businesswire
A BERKSHIRE HATHAWAY COMPANY

Panera Bread Debuts Refreshed Grocery Packaging and Expands Suite of Products

Panera Products at Grocery now have New Look & Feel for Elevated Presentation

Cookies Settings

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By clicking “Accept All Cookies”, you agree to the storing of cookies on your device to enhance site navigation, analyze site usage, and assist in our marketing efforts.
Cookie Policy (https://services.businesswire.com/cookie-policy)

Panera offers a diverse range of grocery products, including bakery-cafe favorites across categories including Refrigerated Soup, Refrigerated Mac & Cheese, Refrigerated Dressing, Artisan Bread, Sliced Bread and Bagels. (Photo: Business Wire)

October 25, 2022 08:30 AM Eastern Daylight Time

ST. LOUIS--(BUSINESS WIRE)--Today, Panera Bread (“Panera”) has announced a suite of new, elevated packaging for its line of grocery products, along with the launch of several exciting new additions to its portfolio. Panera offers a diverse range of grocery products, including bakery-cafe favorites across categories including Refrigerated Soup, Refrigerated Mac & Cheese, Refrigerated Dressing, Artisan Bread, Sliced Bread and Bagels.

Panera’s new packaging for its grocery products has been energized with the most updated Panera brand elements and features a more prominent logo, the use of Panera’s iconic green to help shoppers identify and find the brand, as well as updated photography that communicates the quality and craveability of the products. The new packaging, designed by LAM Design, and signature Panera products at grocery are featured in the retail brand’s new fall campaign developed and executed by Advantage United Commerce. The campaign, titled *‘Pairs Well With,’* is designed to place Panera grocery items at the center of important family moments.

Panera’s line of grocery products has strategically expanded both nationally and in select regional markets over the past year to include new:

- **Italian Wedding Soup** – A familiar made fantastic addition to Panera’s flagship grocery category available nationwide.

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- **Chipotle Ranch Dressing** and **Wildflower Honey Mustard Dressing** – Available nationwide and building on Panera's expansive variety of chef-crafted dressings.
- **Garlic Demi Baguette** – Adding to Panera's existing suite of baker-crafted artisan breads, available nationwide.
- **Bagels** – Available in Plain, Everything and Cinnamon Swirl. Make every breakfast fantastic! Select regions only.
- **English Muffins** – Extending Panera's early success in breakfast with bagels by introducing hearty, griddle baked English Muffins. A new category from Panera, available initially at grocers in the Northeast.
- **Refrigerated Bowls** – Abundant pasta bowls in Chicken Caprese, Tuscan Style Chicken and Lemon Chicken Primavera, available nationwide.
- **Artisan Cheese Crisps** – Available in Parmesan, Everything and Tomato Basil varieties – perfect for topping soups, salads, sandwiches or as a snack. Select regions only.

"Our mission for Panera's CPG business is to make craveable Panera products easily accessible wherever consumers shop for groceries," said Zach Soolman, Panera's VP and General Manager of CPG. "Our new look & feel and exciting product innovations are sure to delight our consumers who can now stock chef-crafted Panera favorites at home, ready to enjoy whenever they want, for any occasion."

As in Panera bakery-cafes, all Panera grocery items are made with Clean ingredients - food that does not contain the artificial preservatives, sweeteners, flavors, and colors from artificial sources set forth on our No-No list. To learn more about Panera products at your local grocer, recipe ideas and more, visit PaneraAtHome.com

About Panera Bread
Panera Bread opened in 1987 as a community bakery, founded with a secret sourdough starter and a belief that sharing great bread is an expression of warmth and generosity. That vision holds true today with a robust menu of delicious, chef-curated recipes created with a simple principle: The Familiar, Made Fantastic™. At Panera, we serve food that we are proud to serve our own families, made with responsibly raised proteins and freshly prepared with Clean ingredients--food that does not contain the artificial preservatives, sweeteners, flavors, and colors from artificial sources set forth on our No-No list served in U.S. bakery-cafes. From crave-worthy soups, salads and sandwiches to flatbread pizza and sweets, we offer our guests more than great food. Our ethos of generosity drives us to meet our guests where they are through technology and through our shared values. We are stewards of our communities and the planet — with programs like Day-End Dough-Nation® that donates unsold baked goods in the evening to local non-profits, or labeling climate-friendly low carbon Cool Food Meals.

As of July 26, 2022, there were 2,116 bakery-cafes, company and franchise, in 48 states and in Ontario, Canada, operating under the Panera Bread® or Saint Louis Bread Co.® names. Panera Bread is part of Panera Brands, one of the largest fast casual restaurant companies in the U.S., comprised of Panera Bread®, Caribou Coffee® and Einstein Bros.® Bagels. For more information, visit panerabread.com or find us on Twitter (@panerabread), Facebook (facebook.com/panerabread) Instagram (@panerabread) or TikTok (@panerabread).

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EXHIBIT E

It's Sip Club's Birthday! Celebrate with 2 MONTHS OF FREE DRINKS!*

About Panera

Panera began in 1987 as St. Louis Bread Company, a humble community bakery founded with a sourdough starter from San Francisco and a dream of putting a loaf of bread in every arm. While our business has expanded well beyond St. Louis since then, that same sourdough starter is still used in our iconic sourdough bread and the craft of baking bread fresh each day remains at the heart of Panera Bread. Each day our trained bakers fill our bakery shelves with delicious freshly baked cookies, pastries, bagels, and a range of breads from focaccia to classic baguettes.

We believe in serving delicious, freshly prepared, Clean food made with carefully selected ingredients that we are proud to serve our own families. Our menu, crafted by chefs and bakers, features classic, comforting dishes, each with an intriguing twist.

We respect our planet and take measures to lessen our impacts. We believe in treating people with warmth, kindness, and respect, whether it's a guest in our cafe or one of our associates. And we believe in helping our local communities, especially in times of need.

We're also focused on improving quality and convenience. With investments in technology and operations, we offer omni-channel access to your Panera favorites – like mobile ordering, catering, and Rapid Pick-Up® for to-go orders, Curbside pick-up and delivery – all designed to make things easier for our guests.

Today, Panera operates as both Panera Bread® or Saint Louis Bread Co St. Louis Bread Company in 48 states, the District of Columbia and Canada. To find a location in your area, click here.

Panera Bread is privately held by JAB Holding Company. Panera Bread is part of Panera Brands, one of the largest fast casual restaurant platforms in the U.S., comprised of Panera Bread®, Caribou Coffee® and Einstein Bros.® Bagels. Learn more about Panera Brands.

Contact: Steve West, Vice President of Investor Relations
(Steve.West@panerabread.com)

Panera Bread Company Reports Q1 2017 Results

St. Louis, MO, April 25, 2017 - Panera Bread Company (NASDAQ: PNRA) today reported financial results for fiscal Q1 2017.

HIGHLIGHTS

- Q1 2017 GAAP Diluted EPS of $1.88, up 30%

- Q1 2017 Non-GAAP Diluted EPS of $1.83, up 17%

- Q1 2017 Company-owned comparable net bakery-cafe sales up 5.3%, up 11.5% on a two-year basis

- Q1 2017 Company-owned comp sales outperform Black Box all-industry composite by 690 basis points

- Digital sales now at 26% of total sales in Company-owned bakery-cafes

- Delivery now available in 24% of system-wide bakery-cafes

RECENT DEVELOPMENTS

On April 4, 2017, the Company and JAB entered into a definitive merger agreement under which JAB will acquire Panera for $315 per share in cash, in a transaction valued at approximately $7.5 billion, including the assumption of approximately $340 million of net debt. The merger agreement was unanimously approved by the Company's Board of Directors.

The transaction is not subject to a financing condition and is expected to close during the third quarter of 2017, subject to the approval of the Company's shareholders and the satisfaction of customary closing conditions, including applicable regulatory approvals.

Comment by Chairman and CEO

Ron Shaich, Chairman and CEO, commented, “Over the last five years, we have developed and executed a powerful strategic plan to be a better competitive alternative with expanded runways for growth. The themes we have bet on - digital, clean food, loyalty, delivery, and new formats for growth - are shaping the restaurant industry today. Outside the big three pizza players, Panera is leading the industry in digital, with 26% of sales now digital. We are the first and only national restaurant chain with a 100% clean menu. Our loyalty program is the largest in the industry at 25 million members with half our transactions through the program. And our omni-channel approach leads the industry, with delivery now available in 24% of the system and catering sales growing 11%.”

Shaich continued, “Indeed, the power of our plan is evident in our business results. In Q1, our Company-owned bakery-cafe comps were up 5.3%. What’s more, we continued to take market share in Q1, as our comps outperformed the Black Box all-industry composite by 690 basis points. With peak investments and significant scale behind us, our year-over-year growth in GAAP EPS

was up 30% and non-GAAP EPS was up 17% in Q1, our best quarter in four years, which is further evidence that we have reached an inflection point in our transformation."

Shaich concluded, "Finally, as this may be the last quarter in which we report as a public company, I would like to thank our shareholders and the financial community for their support of Panera, and me personally, over our more than two decades as a public company. Know that your support of our approach to building value over the long term and our efforts to truly serve all stakeholders has enabled Panera to be the best-performing restaurant stock when measured over the last 20 years. Specifically, all of us at Panera are so very pleased we have been able to deliver for our long-term shareholders, generating annualized returns of 26% from April 18, 1997 to April 24, 2017."

Fiscal Q1 2017 Results and Business Review

GAAP net income for fiscal Q1 2017 was $42 million, or $1.88 per diluted share, or up 30% when compared to GAAP net income for fiscal Q1 2016 of $35 million, or $1.45 per diluted share.

Non-GAAP diluted EPS was $1.83 for fiscal Q1 2017 and $1.56 for fiscal Q1 2016, up 17% (see table below). A reconciliation of GAAP and non-GAAP information and the reasons why the Company uses non-GAAP financial measures is attached to this release as Schedule IV.

The Company's fiscal Q1 2017 consolidated statements of income and margin analyses are attached to this release as Schedule I. The following table sets forth, for the periods indicated, certain items included in the Company's consolidated statements of income (in thousands, except per share data and percentages), including GAAP net income and diluted EPS and non-GAAP net income and diluted EPS:

	For the 13 Weeks Ended		
	March 28, 2017	March 29, 2016	Percentage Change
Total revenue	$727,633	$685,153	6%
Net income, as reported (GAAP)	$42,494	$35,088	21%
Intangible asset impairment charge	3,021	—	
Field manager bonus program adjustment	(4,825)	—	
Refranchising loss	—	1,071	
Amount reserved for a legal matter	—	3,248	
Tax impact of adjustments	641	(1,576)	
Net income, excluding certain items (Non-GAAP)	$41,331	$37,831	9%
Diluted EPS, as reported (GAAP)	$1.88	$1.45	30%
Intangible asset impairment charge	0.13	—	
Field manager bonus program adjustment	(0.21)	—	
Refranchising loss	—	0.04	
Amount reserved for a legal matter	—	0.13	
Tax impact of adjustments	0.03	(0.06)	
Diluted EPS, excluding certain items (Non-GAAP)	$1.83	$1.56	17%
Shares used in diluted EPS	22,624	24,214	-7%

Comparable Net Bakery-Cafe Sales Growth

In fiscal Q1 2017, Company-owned comparable net bakery-cafe sales increased 5.3%, franchise-operated comparable net bakery-cafe sales increased 0.3%, and system-wide comparable net bakery-cafe sales increased 2.6% compared to the same period in fiscal 2016. Two-year Company-owned comparable net bakery-cafe sales increased 11.5%, two-year franchise-operated comparable net bakery-cafe sales increased 3.6%, and two-year system-wide comparable net bakery-cafe sales increased 7.3%. Additionally, Company-owned comparable net bakery-cafe sales in fiscal Q1 2017 outperformed the Black Box all-industry composite by 690 basis points. A schedule of comparable net bakery-cafe sales information, including the Omni-Channel View and Historical View disaggregation methods, is attached to this release as Schedule III.

Operating Margin

GAAP operating margin for fiscal Q1 2017 increased approximately 150 basis points versus fiscal Q1 2016. Excluding certain items in both fiscal periods, as outlined in Schedule IV, non-GAAP operating margin for fiscal Q1 2017 increased approximately 30 basis points versus fiscal Q1 2016. The increase in non-GAAP operating margin was primarily driven by lower food cost, partially offset by structural wage increases and added labor hours for our delivery initiative.

New Bakery-Cafe Development and AWS

During fiscal Q1 2017, the Company opened 10 new bakery-cafes and its franchisees opened three new bakery-cafes. As a result, there were 2,042 bakery-cafes open system-wide as of March 28, 2017.

	Company-Owned	Franchise-Operated	Total System
Bakery-cafes as of December 27, 2016	902	1,134	2,036
Bakery-cafes opened	10	3	13
Bakery-cafes closed	(2)	(5)	(7)
Bakery-cafes as of March 28, 2017	910	1,132	2,042

Average weekly sales (“AWS”) for Company-owned "Class of 2017" bakery-cafes through fiscal Q1 2017 was $64,506. AWS for franchise-operated "Class of 2017" bakery-cafes through fiscal Q1 2017 was $46,899.

A schedule of fiscal Q1 2017 AWS, including AWS information for bakery-cafes based on their designation as either a traditional or non-traditional bakery-cafe, is attached to this release as Schedule II. Non-traditional bakery-cafes refers to a range of alternate formats that the Company believes will allow it to more deeply penetrate existing and new territories with a range of different formats.

Share Repurchases

During fiscal Q1 2017, the Company repurchased 235,936 shares at an average price of $211.89 per share for an aggregate purchase price of approximately $50 million. The Company has approximately $347.7 million available under the current $600 million repurchase authorization as of fiscal Q1 2017.

Fiscal 2017 Outlook, Conference Call, and Annual Shareholder Meeting Update

On April 4, 2017, the Company and JAB entered into a definitive merger agreement under which JAB will acquire Panera. The Company will not be updating its outlook for fiscal 2017 and will not be holding a conference call to discuss its fiscal Q1 2017 results. The Company's Board of Directors has postponed the Company's 2017 Annual Meeting of Shareholders, originally scheduled for May 18, 2017.

Notes:

The Company includes in this release information on Company-owned, franchise-operated, and system-wide comparable net bakery-cafe sales percentages. Company-owned comparable net bakery-cafe sales percentages are based on net sales from Company-owned bakery-cafes included in base store bakery-cafes. Franchise-operated comparable net bakery-cafe sales percentages are based on net sales from franchised bakery-cafes, as reported by franchisees, which are included in base store bakery-cafes. Acquired Company-owned and franchise-operated bakery-cafes and other restaurant or bakery-cafe concepts are included in the Company's comparable net bakery-cafe sales percentages after it has acquired a 100 percent ownership interest and if such acquisition occurred prior to the first day of the Company's prior fiscal year. Comparable net bakery-cafe sales exclude closed locations.

The Company does not record franchise-operated net bakery-cafe sales as revenues. However, royalty revenues are calculated based on a percentage of franchise-operated net bakery-cafe sales, as reported by franchisees. The Company uses franchise-operated and net system-wide sales information internally in connection with store development decisions, planning, and budgeting analyses. The Company believes franchise-operated and net system-wide sales information is useful in assessing consumer acceptance of its brand; facilitates an understanding of its financial performance and the overall direction and trends of sales and operating income; helps the Company appreciate the effectiveness of its advertising and marketing initiatives, which its franchisees also contribute to based on a percentage of their net sales; and provides information that is relevant for comparison within the industry.

About Panera Bread Company

Thirty years ago, at a time when quick service meant low quality, Panera set out to challenge this expectation. We believed that food that was good and that you could feel good about, served in a warm and welcoming environment by people who cared, could bring out the best in all of us. To us, that is food as it should be and that is why we exist.

So we began with a simple commitment: to bake fresh bread from fresh dough in every bakery-cafe, every day. No artificial preservatives or short cuts, just bakers with simple ingredients and hot ovens. Each night, any unsold bread and baked goods were shared with neighbors in need.

These traditions carry on today, as we have continued to find ways to be an ally to our guests. That means crafting a menu of soups, salads and sandwiches that we are proud to feed our families. Like poultry and pork raised without antibiotics on our salads and sandwiches. A commitment to transparency and options that empower our guests to eat the way they want. Seasonal flavors and whole grains. And a commitment to removing artificial additives (flavors, colors, sweeteners and preservatives) from the food in our bakery-cafes. Why? Because we think that simpler is better and we believe in serving food as it should be. Because when you don't have to compromise to eat well, all that is left is the joy of eating.

We're also focused on improving quality and convenience. With investments in technology and operations, we now offer new ways to enjoy your Panera favorites - like mobile ordering and Rapid Pick-Up for to-go orders - all designed to make things easier for our guests. As of March 28, 2017, there were 2,042 bakery-cafes in 46 states and in Ontario, Canada operating under the Panera Bread®, Saint Louis Bread Co.® or Paradise Bakery & Cafe® names. For more information, visit panerabread.com or find us on Twitter (@panerabread), Facebook (facebook.com/panerabread) or Instagram (@panerabread).

Additional Information and Where to Find It

This communication relates to the proposed merger involving Panera Bread Company ("Panera") and JAB Holdings B.V., Rye Parent Corp. ("Rye Corp.") and Rye Merger Sub, Inc. In connection with the proposed merger, Panera and Rye Corp. intend to file relevant materials with the Securities and Exchange Commission (the "SEC"), including Panera's proxy statement on Schedule 14A (the "Proxy Statement"). This communication does not constitute an offer to sell or the solicitation of an offer to buy any securities or a solicitation of any vote or approval, and is not a substitute for the Proxy Statement or any other document that Panera may file with the SEC or send to its stockholders in connection with the proposed merger. STOCKHOLDERS OF PANERA ARE URGED TO READ ALL RELEVANT DOCUMENTS FILED WITH THE SEC, INCLUDING THE PROXY STATEMENT, BECAUSE THEY WILL CONTAIN IMPORTANT INFORMATION ABOUT THE PROPOSED TRANSACTION. Investors and security holders will be able to obtain the documents free of charge at the SEC's web site, http://www.sec.gov and Panera stockholders will receive information at an appropriate time on how to obtain transaction-related documents for free from Panera.

Participants in the Solicitation

Panera, Rye Corp. and their respective directors and executive officers may be deemed to be participants in the solicitation of proxies from the holders of Common Stock in respect of the

proposed merger. Information about the directors and executive officers of Panera is set forth in the proxy statement for Panera's 2016 Annual Meeting of stockholders, which was filed with the SEC on April 15, 2016, and in Panera's Annual Report on Form 10-K for the fiscal year ended December 27, 2016, which was filed with the SEC on February 22, 2017. Other information regarding the participants in the proxy solicitation and a description of their direct and indirect interests, by security holdings or otherwise, will be contained in the Proxy Statement and other relevant materials to be filed with the SEC in respect of the proposed transaction when they become available.

Forward-Looking Statements

Certain statements contained in this news release and in our public disclosures, whether written or oral, relating to future events or our future performance, including any discussion, expressed or implied, regarding our anticipated growth, operating results, future earnings per share, plans, objectives, and the impact of our investments in sales-building initiatives and operational capabilities on future sales and earnings, contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These statements are often identified by the words "believe," "positioned," "estimate," "project," "target," "plan," "goal," "assumption," "continue," "intend," "expect," "future," "anticipate," and other similar expressions, whether in the negative or the affirmative, that are not statements of historical fact.

These forward-looking statements are not guarantees of future performance and involve certain risks, uncertainties, and assumptions that are difficult to predict, and you should not place undue reliance on our forward-looking statements. Our actual results and timing of certain events could differ materially from those anticipated in these forward-looking statements as a result of certain factors, including, but not limited to: the risk that Panera's shareholders do not approve the merger; uncertainties as to the timing of the merger; the conditions to the completion of the merger may not be satisfied, or the regulatory approvals required for the merger may not be obtained on the terms expected or on the anticipated schedule; the parties' ability to meet expectations regarding the timing, completion and accounting and tax treatments of the merger; the occurrence of any event, change or other circumstance that could give rise to the termination of the merger agreement; the effect of the announcement or pendency of the merger on Panera's business relationships, operating results, and business generally; risks that the merger disrupts current plans and operations of Panera and potential difficulties in Panera's employee retention as a result of the merger; risks related to the merger diverting management's attention from Panera's ongoing business operations; the outcome of any legal proceedings that may be instituted against Panera related to the merger agreement or the merger; the amount of the costs, fees, expenses and other charges related to the merger; and other factors discussed from time to time in our reports filed with the SEC, including our Annual Report on Form 10-K for the fiscal year ended December 27, 2016. All forward-looking statements and the internal projections and beliefs upon which we base our expectations included in this release are made only as of the date of this release and may change. While we may elect to update forward-looking statements at some point in the future, we expressly disclaim any obligation to update any forward-looking statements, whether as a result of new information, future events, or otherwise. Readers are cautioned not to place undue reliance on these forward-looking statements that speak only as of the date hereof.

PANERA BREAD COMPANY
CONSOLIDATED STATEMENTS OF INCOME
(unaudited)
(In thousands, except per share amounts)

	For the 13 Weeks Ended	
	March 28, 2017	**March 29, 2016**
Revenues:		
Bakery-cafe sales, net	$ 636,012	$ 598,784
Franchise royalties and fees	40,369	37,852
Fresh dough and other product sales to franchisees	51,252	48,517
Total revenues	$ 727,633	$ 685,153
Costs and expenses:		
Bakery-cafe expenses:		
Cost of food and paper products	$ 180,892	$ 176,685
Labor	212,453	191,562
Occupancy	42,795	41,920
Other operating expenses (1)	84,899	88,431
Total bakery-cafe expenses	521,039	498,598
Fresh dough and other product cost of sales to franchisees	43,925	42,218
Depreciation and amortization	40,555	36,257
General and administrative expenses	49,241	48,182
Pre-opening expenses	1,367	2,196
Refranchising loss	—	1,071
Total costs and expenses	656,127	628,522
Operating profit	71,506	56,631
Interest expense	3,117	1,739
Other (income) expense, net (2)	2,782	(251)
Income before income taxes	65,607	55,143
Income taxes	23,439	20,145
Net income	42,168	34,998
Less: Net loss attributable to noncontrolling interest	(326)	(90)
Net income attributable to Panera Bread Company	$ 42,494	$ 35,088
Earnings per common share:		
Basic	$ 1.89	$ 1.46
Diluted	$ 1.88	$ 1.45
Weighted average shares of common and common equivalent shares outstanding:		
Basic	22,488	24,105
Diluted	22,624	24,214

(1) Other operating expenses for fiscal Q1 2017 includes a $4.8 million benefit related to the redesign of the field manager bonus program. Refer to Schedule IV for a reconciliation of GAAP and non-GAAP information and the reasons why the Company uses non-GAAP financial measures.

(2) Other (income) expense, net for fiscal Q1 2017 includes a $3.0 million intangible asset impairment charge of the Paradise trademark. Refer to Schedule IV for a reconciliation of GAAP and non-GAAP information and the reasons why the Company uses non-GAAP financial measures.

PANERA BREAD COMPANY
CONSOLIDATED STATEMENTS OF INCOME
MARGIN ANALYSIS
(unaudited)

The following table sets forth the percentage relationship to total revenues, except where otherwise indicated, of certain items included in the Company's consolidated statements of income for the period indicated. Percentages may not add due to rounding:

	For the 13 Weeks Ended	
	March 28, 2017	**March 29, 2016**
Revenues:		
Bakery-cafe sales, net	87.4%	87.4%
Franchise royalties and fees	5.5	5.5
Fresh dough and other product sales to franchisees	7.0	7.1
Total revenues	100.0%	100.0%
Costs and expenses:		
Bakery-cafe expenses (1):		
Cost of food and paper products	28.4%	29.5%
Labor	33.4	32.0
Occupancy	6.7	7.0
Other operating expenses (3)	13.3	14.8
Total bakery-cafe expenses	81.9	83.3
Fresh dough and other product cost of sales to franchisees (2)	85.7	87.0
Depreciation and amortization	5.6	5.3
General and administrative expenses	6.8	7.0
Pre-opening expenses	0.2	0.3
Refranchising loss	—	0.2
Total costs and expenses	90.2	91.7
Operating profit	9.8	8.3
Interest expense	0.4	0.3
Other (income) expense, net (4)	0.4	—
Income before income taxes	9.0	8.0
Income taxes	3.2	2.9
Net income	5.8	5.1
Less: Net loss attributable to noncontrolling interest	—	—
Net income attributable to Panera Bread Company	5.8%	5.1%

(1) As a percentage of net bakery-cafe sales.
(2) As a percentage of fresh dough and other product sales to franchisees.
(3) Other operating expenses for fiscal Q1 2017 includes 80 basis points of favorability related to the redesign of the field manager bonus program. Refer to Schedule IV for a reconciliation of GAAP and non-GAAP information and the reasons why the Company uses non-GAAP financial measures.
(4) Other (income) expense, net for fiscal Q1 2017 includes 40 basis points of unfavorability due to an intangible asset impairment charge of the Paradise trademark. Refer to Schedule IV for a reconciliation of GAAP and non-GAAP information and the reasons why the Company uses non-GAAP financial measures.

PANERA BREAD COMPANY
Supplemental Sales and Bakery-Cafe Information

Company-Owned Average Weekly Sales ("AWS")

	Q1	Q2	Q3	Q4	FY
2017	$53,787				$53,787
2016	$50,550	$51,244	$50,197	$53,688	$51,416
2015	$47,478	$49,054	$48,364	$51,545	$49,090
2014	$47,142	$48,313	$46,936	$50,002	$48,114
2013	$47,144	$48,700	$46,239	$48,781	$47,741
2012	$45,426	$47,113	$45,894	$48,811	$46,836

Franchise-Operated AWS

	Q1	Q2	Q3	Q4	FY
2017	$48,150				$48,150
2016	$48,206	$48,040	$46,786	$48,715	$47,938
2015	$46,614	$47,680	$46,734	$49,541	$47,680
2014	$46,717	$47,290	$45,881	$48,934	$47,215
2013	$46,800	$47,750	$45,769	$47,919	$47,079
2012	$45,714	$46,289	$45,692	$48,360	$46,526

Traditional and Non-Traditional AWS [a]

	Company-Owned		Franchise-Operated	
	2017 Opens	2016 Opens	2017 Opens	2016 Opens
Traditional Bakery-Cafes	8	15	3	12
Non-Traditional Bakery-Cafes	2	2	—	1
Traditional AWS	$66,574	$60,162	$46,899	$51,843
Non-Traditional AWS	$53,003	$52,588	—	$49,368
Total	**$64,506**	**$58,883**	**$46,899**	**$51,641**

[a] Represents year-to-date bakery-cafe openings and AWS for fiscal 2017 and fiscal 2016. Traditional bakery-cafes generally represent bakery-cafes opened in suburban geographies approximating our standard 4,200 square foot design. Non-traditional bakery-cafes reflect all other bakery-cafes including urban, small footprint formats, and delivery units. Because the non-traditional bakery-cafe designation covers various formats and the formats of non-traditional bakery-cafe openings may vary from period-to-period, comparing AWS for non-traditional bakery-cafes on a year-over-year basis may not be meaningful.

Bakery-Cafe Openings (excluding acquisitions) [b]

	Company	Franchise	Total		Company	Franchise	Total
Q1 17	10	3	13	Q1 16	17	13	30
Q2 17				Q2 16	9	8	17
Q3 17				Q3 16	11	9	20
Q4 17				Q4 16	11	15	26
2017 YTD	10	3	13	2016 YTD	48	45	93

[b] Bakery-cafe openings presented above exclude the opening of delivery hubs.

Schedule III

PANERA BREAD COMPANY
Comparable Net Bakery-Cafe Sales Information

Set forth below is comparable net bakery-cafe sales growth information comparing fiscal Q1 2017 to comparable periods in the prior year:

	For the 4 Weeks Ended January 24, 2017	For the 5 Weeks Ended February 28, 2017	For the 4 Weeks Ended March 28, 2017	For the 13 Weeks Ended March 28, 2017
Company-owned	5.3%	4.8%	6.0%	5.3%
Franchise-operated	0.2%	-0.2%	1.0%	0.3%
System-wide	2.5%	2.1%	3.3%	2.6%

Historically, the Company has disaggregated comparable net bakery-cafe sales growth into change in transactions and change in average check, with change in average check further disaggregated into change in price and change in mix. We refer to this disaggregation method as the "Historical View." However, the Company does not believe this view serves investors well as its business is undergoing structural change in channel mix. Digitally enabled, larger-party sized channels, such as delivery, catering, and Rapid Pick-Up have larger checks and more entrées per transaction and are growing disproportionately quicker.

To ease the confusion, and to reflect the growth of digitally-enabled, larger party-size channels, the Company also disaggregates comparable net bakery-cafe sales growth into change in price, change in entrées sold (a measure of customers served), and change in mix. We refer to this disaggregation method as the "Omni-Channel View."

Set forth below is quarterly Company-owned comparable net bakery-cafe sales disaggregated using the Historical View and the Omni-Channel View for fiscal Q1 2017 and fiscal Q1 2016:

	For the 13 Weeks Ended	
	March 28, 2017	March 29, 2016
Comparable Net-Bakery-Cafe Sales	5.3%	6.2%
Historical View		
Transactions	1.7%	2.4%
Price	2.0%	2.9%
Mix	1.6%	0.9%
Omni-Channel View		
Entree Growth	3.5%	4.0%
Price	2.0%	2.9%
Mix	-0.2%	-0.7%

PANERA BREAD COMPANY
Reconciliation of GAAP and Non-GAAP Information
(in thousands, except per share information)

The Company uses non-GAAP diluted earnings per share and non-GAAP operating margin as key performance measures of results of operations for purposes of evaluating performance internally. These non-GAAP financial measures are not intended to replace the presentation of its financial results in accordance with GAAP and should not be considered superior to, as a substitute for or as an alternative to, and should be considered in conjunction with, the GAAP financial measures presented in this press release. Rather, the Company believes that the presentation of non-GAAP financial measures, which excludes certain unusual or infrequent items that the Company does not believe were indicative of its ongoing operations, provides additional information to investors to facilitate the comparison of past and present operations. The table set forth below outlines a reconciliation of non-GAAP financial measures to the most directly comparable GAAP financial measures for the 13 weeks ended March 28, 2017 and March 29, 2016, respectively.

	For the 13 Weeks Ended	
	March 28, 2017	**March 29, 2016**
Operating profit, as reported (GAAP)	$ 71,506	$ 56,631
Operating margin, as reported (GAAP)	*9.8%*	*8.3%*
Field manager bonus program adjustment (1)	(4,825)	—
Refranchising loss	—	1,071
Amount reserved for a legal matter	—	3,248
Operating profit, excluding certain items (Non-GAAP)	$ 66,681	$ 60,950
Operating margin, excluding certain items (Non-GAAP)	*9.2%*	*8.9%*
Net income, as reported (GAAP)	$ 42,494	$ 35,088
Intangible asset impairment charge (2)	3,021	—
Field manager bonus program adjustment (1)	(4,825)	—
Refranchising loss	—	1,071
Amount reserved for a legal matter	—	3,248
Tax impact of adjustments (3)	641	(1,576)
Net income, excluding certain items (Non-GAAP)	$ 41,331	$ 37,831
Diluted earnings per share, as reported (GAAP)	$ 1.88	$ 1.45
Impact of intangible asset impairment charge on diluted earnings per share (2)	0.13	—
Impact of field manager bonus program adjustment on diluted earnings per share (1)	(0.21)	—
Impact of refranchising loss on diluted earnings per share	—	0.04
Impact of amount reserved for a legal matter on diluted earnings per share	—	0.13
Tax impact of adjustments (3)	0.03	(0.06)
Diluted earnings per share, excluding certain items (Non-GAAP)	$ 1.83	$ 1.56

(1) Benefit related to the redesign of the field manager bonus program.
(2) Intangible asset impairment charge of the Paradise trademark.
(3) Represents the adjustment to the GAAP basis tax provision commensurate with the certain items excluded from net income.

businesswire
A BERKSHIRE HATHAWAY COMPANY

Panera Brands Appoints Patrick Grismer to Lead Independent Director and Michael Tattersfield to Board of Directors

Tattersfield to become Board Chairman in January 2024

Both appointments are another step in preparing Panera's upcoming IPO

September 25, 2023 11:00 AM Eastern Daylight Time

ST. LOUIS--(BUSINESS WIRE)--Panera Brands today announced the appointments of Board Member Patrick Grismer to Lead Independent Director and Michael Tattersfield to the Panera Brands Board of Directors, effective immediately. The appointments are another step in the preparation of Panera s upcoming IPO.

Mr. Grismer, who joined the Board in 2022, currently Chairs the Board s Audit Committee, and brings extensive financial experience including nine years as a public company CFO at Starbucks, Hyatt Hotels, and Yum! Brands. Mr. Tattersfield is a highly seasoned, world-class brand builder, having led Krispy Kreme through significant growth and transformation as CEO over the past seven years. He also has significant public company experience, including having been CEO of Caribou Coffee Company. Mr. Tattersfield will be appointed Chairman of the Board in January 2024 and together with Mr. Grismer will help oversee and support the Panera team.

We are thrilled to appoint Pat to Lead Independent Director and welcome Mike to the Panera Board of Directors as we continue to evolve the company s business and governance structure in preparation for its important next chapter positioning the company to go public, said Panera CEO Jos Alberto Due as. Both are proven leaders with a strong record of driving long-term value creation.

David Bell, Senior Partner at JAB, commented, We are delighted to welcome Mike to the Board and support Pat s step into the Lead Independent Director role, both of which are another step in our process of assembling a group of world-class industry veterans to oversee and support the next phase of the company s growth as a public company.

Over the last two years, Panera Brands companies have continued to drive rapid innovation, combining leading competencies in digital and loyalty, craveable food innovation, a first of its kind Unlimited Sip Club subscription program, new franchise partnerships and new convenience-focused, digitally driven store formats, with best in industry caf leadership and teams, building an unrivaled fast casual platform with tremendous runway for growth. Panera Bread has continued to expand its leading digital capabilities, which today account for 51% of total sales, while increasing its loyalty base to 53 million members and launching an innovative loyalty subscription model that has resulted in 25% of all Panera transactions now coming from Unlimited Sip Club members. Panera Brands generated more than $4.8 billion in revenue in fiscal year 2022.

About Panera Brands

Panera Bread opened in 1987 as a community bakery, founded with a secret sourdough starter and a belief that sharing great bread is an expression of warmth and generosity. That vision holds true today with a robust menu of delicious, chef-curated recipes created with a simple principle: The Familiar, Made Fantastic . At Panera, we serve food that we are proud to serve our own families, made with responsibly raised proteins and freshly prepared with Clean ingredients--food that does not contain the artificial preservatives, sweeteners, flavors, and colors from artificial sources set forth on our No-No list served in U.S. bakery-cafes. From crave-worthy soups, salads and sandwiches to flatbread pizza and sweets, we offer our guests more than great food. Our ethos of generosity drives us to meet our guests where they are through technology and through our shared values. We are stewards of our communities and the planet with programs like Day-End Dough-Nation that donates unsold baked goods in the evening to local non-profits, or labeling climate-friendly low carbon Cool Food Meals.

As of August 29, 2023 there were 2,131 bakery-cafes, company and franchise, in 48 states and in Ontario, Canada, operating under the Panera Bread or Saint Louis Bread Co. names. Panera Bread is part of Panera Brands, one of the largest fast casual restaurant companies in the U.S., comprised of Panera Bread , Caribou Cof fee and Einstein Bros. Bagels. For more information, visit panerabread.com or find us on Twitter (@panerabread), Facebook (facebook.com/panerabread) Instagram (@panerabread) or TikTok (@panerabread).

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EXHIBIT F

“ALEXA, ORDER PANERA” –
PANERA BREAD LAUNCHES NEW AMAZON ALEXA ORDERING EXPERIENCE

MyPanera® Members Can Now Order Their Favorite Panera Items with Alexa

ST. LOUIS, March 29, 2023 – Today, Panera Bread announced that MyPanera members can now order via Alexa on Echo Show devices. Ordering with Alexa provides convenience for MyPanera members and allows them to order their Panera favorites via voice or touch—without having to open the Panera app. With this new feature, MyPanera members can simply ask Alexa to order their favorite Panera items for pick-up or delivery, and the order will be completed.

To start ordering via Alexa, MyPanera members will need to have an Echo Show device and a stored payment method, and for delivery orders, an address in their MyPanera account. From there, they can ask Alexa to order food from Panera, add items to their order, customize items, and check out—all through voice. To make this service possible, Panera worked with Amazon to enable Alexa to learn the Panera menu. The experience honors Unlimited Sip Club same day redemptions*.

“While our guests love the Panera app, we know there are times where it’s just more convenient to be hands-free and order by voice, and we are thrilled to work with Amazon to design and offer another convenient way to order Panera,” said George Hanson, Chief Digital Officer for Panera Bread. “We’re continuing to push the boundaries of what we can do to make our MyPanera members’ lives easier, and we’re just at the beginning of what is possible in the world of conversational commerce.”

“Ordering with Alexa gives customers an easy and natural way to connect with their favorite restaurants at-home,” said Mark Yoshitake, GM and Director of Alexa Skills. “Panera is the first to use our updated Alexa Food Skills API which incorporates state-of the-art techniques in conversational AI to make the ordering process through Alexa more intuitive. Now, customers can reorder their favorite meal, ask to add avocado and bacon to their sandwich, or track their delivery without having to pick up their phone, or open an app.”

For more information or to sign up for MyPanera®, Panera’s free loyalty program or Unlimited Sip Club, guests can visit the Panera website or download the mobile app. Once signed up for MyPanera, guests with an Echo Show device can start ordering by simply saying: “Alexa, order Panera.”

*MyPanera rewards are not redeemable through this Alexa service at this time.

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About Panera Bread

Panera Bread opened in 1987 as a community bakery, founded with a secret sourdough starter and a belief that sharing great bread is an expression of warmth and generosity. That vision holds true today with a robust menu of delicious, chef-curated recipes created with a simple principle: The Familiar, Made Fantastic™. At Panera, we serve food that we are proud to serve our own families, made with responsibly raised proteins and freshly prepared with Clean ingredients--food that does not contain the artificial preservatives, sweeteners, flavors, and colors from artificial sources set forth on our No-No list served in U.S. bakery-cafes. From crave-worthy soups, salads and sandwiches to flatbread pizza and sweets, we offer our guests more than great food. Our ethos of generosity drives us to meet our guests where they are through technology and through our shared values. We are stewards of our communities and the planet — with programs like Day-End Dough-Nation® that donates unsold baked goods in the evening to local non-profits, or labeling climate-friendly low carbon Cool Food Meals.

As of February 28, 2023 there were 2,113 bakery-cafes, company and franchise, in 48 states and in Ontario, Canada, operating under the Panera Bread® or Saint Louis Bread Co.® names. Panera Bread is part of Panera Brands, one of the largest fast casual restaurant companies in the U.S., comprised of Panera Bread®, Caribou Coffee® and Einstein Bros.® Bagels. For more information, visit panerabread.com or find us on Twitter (@panerabread), Facebook (facebook.com/panerabread) Instagram (@panerabread) or TikTok (@panerabread).

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Panera Continues Loyalty Innovation as First National Restaurant to Use Amazon One for Loyalty Identification and Payment

Amazon One Palm Recognition Technology Will Bring Increased Personalization and Convenience to MyPanera Members and Quicken In-Bakery-Cafe Ordering

ST. LOUIS – March 22, 2023 – Today, Panera Bread announced its planned rollout of Amazon One as a loyalty identification for MyPanera, its industry-leading loyalty program with 52+ million members, and a contactless payment method. The technology is deployed at select bakery-cafes in Panera's hometown of St. Louis with plans to expand to additional locations in the coming months. Panera is the first national restaurant company to use Amazon One as both a way for guests to pay and access their loyalty account with their palm.

Amazon One will bring an even more personalized touch to the Panera dining experience. Guests who link their MyPanera account to Amazon One will enjoy the convenience of fast payments, as well as tailored meal recommendations from Panera associates based on their preferences and previous orders. After a simple scan of the palm, Panera associates will be able to greet guests by name, communicate their available rewards, reorder their favorite menu items, or take another order of their choice, extending the guest experience into a true and meaningful relationship. When they are done ordering, guests can simply scan their palm again to pay.

First-time Amazon One users can pre-enroll online or sign up when placing their Panera order in the bakery-cafe. It takes a minute for a Panera guest to link their credit card and MyPanera account to their Amazon One ID. If a Panera guest has previously enrolled in Amazon One at Amazon Go, Amazon Fresh, Whole Foods Market or other locations such as airports and stadiums, they will not need to re-enroll at Panera – they simply link their MyPanera account to their Amazon One ID online or in store. Enrollment in Amazon One is voluntary and includes opt-in consent, and guests can choose to use Amazon One for loyalty linking, payment or both.

"Collaborating with Amazon Web Services to bring this service into our bakery-cafes is a natural extension of the tech-forward, guest-centric digital thinking that Panera is known for," said Niren Chaudhary, CEO of Panera Bread and Panera Brands. "Our philosophy has been centered around leveraging best-in-class technology to create a better Panera experience and using that to deepen our relationship with our loyal guests. Introducing Amazon One, as a frictionless, personalized, and convenient service, is another way we're redefining the loyalty experience."

"With one of the largest and most successful loyalty programs in the country, Panera wanted to make it even easier for its guests to access their rewards and have a more customized café experience," said Dilip

Kumar, Vice President, AWS Applications. “We’re proud to collaborate with Panera on the rollout of Amazon One and elevate the guest experience by providing a simple, fast, and effortless way to complete their order so they can spend more time enjoying their meal.”

As a leader in digital in the restaurant industry, Panera Bread is committed to providing innovative tech-driven solutions for its guests. Guest participation is opt-in only and Panera does not store personal palm data.

Any private and personal data shared via Amazon One is securely stored and protected by multiple security controls, and palm images are never stored on the Amazon One device. All images are encrypted and sent to a highly secure area custom-built for Amazon One in the cloud where palm signatures are created. Amazon One is an optional service. For more information, visit Amazon One’s website.

To learn more or join MyPanera today, visit PaneraBread.com.

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RESTAURANTS

Panera Bread's new design transforms it into a neighborhood bakery in a bid to build loyalty

PUBLISHED THU, MAY 20 2021•7:00 AM EDT UPDATED THU, MAY 20 2021•7:00 AM EDT

Amelia Lucas
@THXAMELIAN

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KEY POINTS

Panera Bread unveiled its latest restaurant design, featuring double drive-thru lanes, added technology and a renewed focus on the dine-in experience.

It's the latest restaurant chain to announce a new design sparked by changes in consumer behavior during the coronavirus pandemic.

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Exterior of Panera Bread's Next Gen design

Source: Panera Bread

WATCH LIVE

coronavirus pandemic.

Its new layout looks to transform the soup and sandwich chain into a local neighborhood bakery — just with a little bit more tech savvy. In a bid to build customer loyalty, it is adding familiar touches to make the in-restaurant experience more personal than visiting a nameless chain, while its use of technology is meant to make the visit as seamless and easy as possible.

Taco Bell , Burger King and Shake Shack are among the eateries that have unveiled bold plans for locations with less seating, double drive-thru lanes and more technology. Panera's design has those features as well, but it's setting itself apart from the pack by including the dine-in experience, too.

"Of course we are adapting to an off-premise world, with convenience and access and all that, but also we are doubling down on the dine-in experience, which makes Panera so special," chief brand and concept officer Eduard Luz said in an interview.

Like Starbucks , Panera has long used comfortable seating at its locations as a way to draw in customers who might use the restaurant as a meeting place. Luz said diners are returning to existing Panera locations as states roll back Covid restrictions. The Next Gen design still includes plenty of cozy seating — both indoor and outdoor.

For dine-in customers, Panera wants to create an experience that reminds customers of their neighborhood bakeries. For years, the chain's bakers have come into the cafes at night to bake fresh bread. The Next Gen design puts the bakery ovens out in the open and brings the bakers in during the day, so customers can smell and see the bread and pastries bake. Internally, Panera calls it "bakery theater," according to Luz.

"You'll be able to sample and taste whatever's coming out of the oven," he said.

WATCH LIVE

At the same time, the new design gives customers a multitude of ways of ordering and receiving their food, all with convenience in mind.

“It’s very packed with digital innovation and personalization,” Luz said.

For example, if consumers use their phones to order, they can have an entirely contactless experience. They can also choose to order from a digital kiosk, at the counter or via the drive-thru. Additionally, the restaurant will automatically recognize loyalty program members, whether they go through the drive-thru or enter the location. Luz said that the company is considering several options to make this a reality, including scanning a code or microfencing technology.

“Once you are identified, the vision is that we interact and acknowledge and treat you as a person, with preferences,” he said. “It’s what you expect when you go to a neighborhood cafe.”

The restaurant will also include a double-drive thru, with one lane dedicated to picking up digital orders. About half of Panera’s current restaurant footprint includes a drive-thru lane, but double-drive thrus are more rare.

The first location with the new design is slated to open in November in Ballwin, Missouri, outside the chain’s hometown of St. Louis. Three existing locations are testing the open bakery format. Every Panera restaurant built or remodeled will follow the design, according to Luz, and most will be in suburban areas because of the drive-thru lanes.

“We don’t disclose how many, but we expect an aggressive expansion given how confident we are in the new design,” he said.

Panera is privately held by Krispy Kreme owner JAB Holding, so it isn’t required to disclose financial results. However, The New York Times reported in late April that JAB is considering taking Panera public again.

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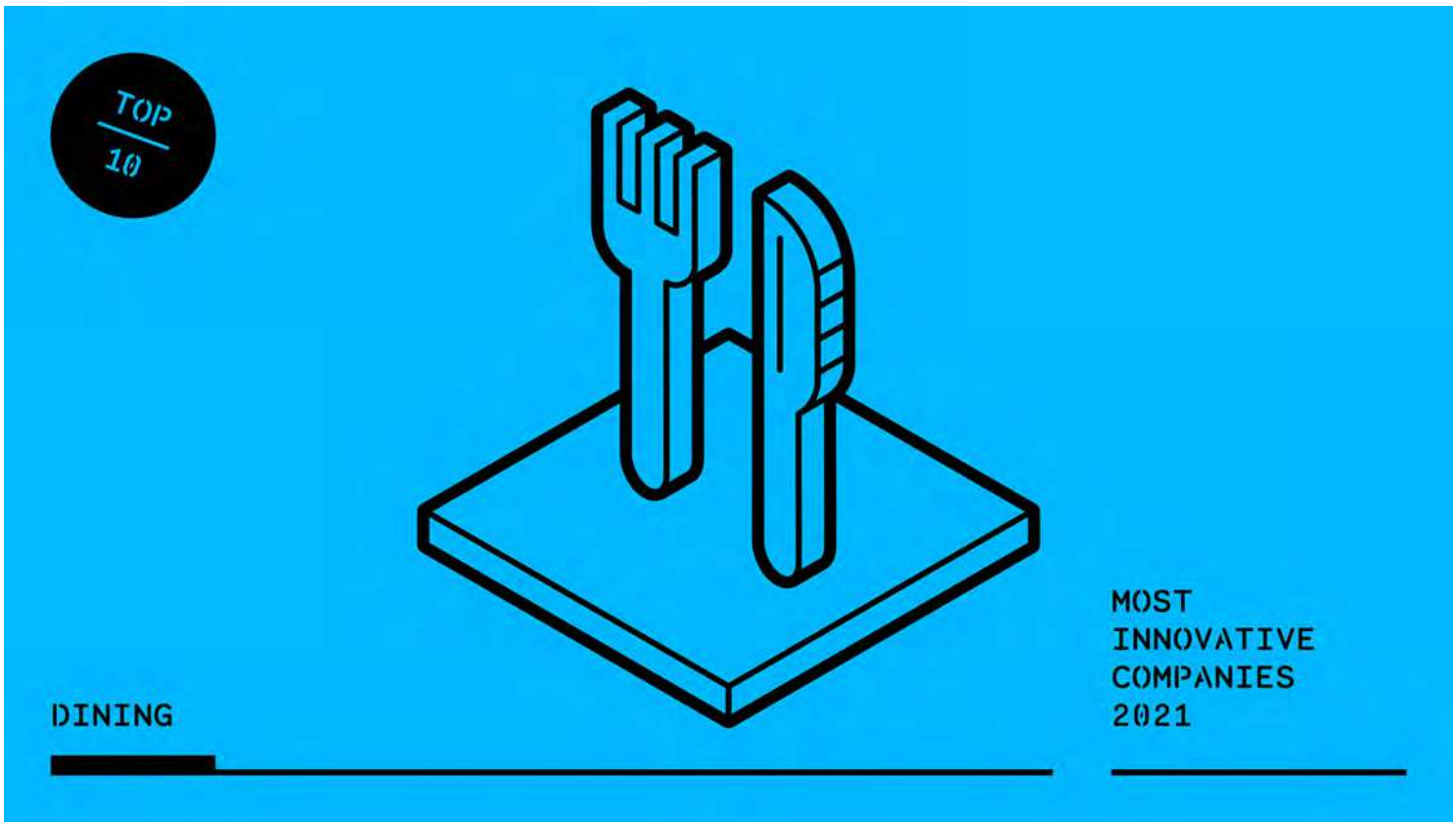
03-09-21 | MOST INNOVATIVE COMPANIES

The 10 most innovative dining companies of 2021

From restaurant ordering platforms Tock and Slice to dining innovators like Panera, Chipotle, and White Castle, these companies are feeding the industry with innovation.



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BY FAST COMPANY STAFF
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THE WORLD'S 50 MOST INNOVATIVE COMPANIES

DINING

The dining companies on this list are doing more than survive the COVID-19 crisis. They re setting themselves and the entire industry up for future success. Chicago-based reservation management platform Tock is helping independent restaurants offer order and delivery services, while Slice does something similar for local pizzerias. Sensor company OneDine has adapted its technology to help restaurants set up new drive-through services, and New York-based architecture firm Rockwell Group allows them to create outdoor spaces quickly and efficiently. World Central Kitchen and Street Vendor Project have an additional mission: tackling food insecurity. The organizations have helped restaurant workers and food vendors retain their jobs by serving meals to people in need.

[Illustration: Goran Factory]

1. TOCK

For restoring the advantage to restaurants and small businesses battered by the coronavirus

When the fine-dining restaurants on the reservation platform Tock began shutting down their indoor dining venues, the company launched Tock to Go, an online ordering platform that helps restaurants offer pickup and delivery options. Tock to Go, which charges the delivery fee ($5 to $10) to diners instead of restaurants and takes only a 2% cut on orders, offers restaurants a compelling alternative to the onerous terms of other delivery platforms, which may charge 20% or more. As a result, Tock has more than doubled in size since March, adding more than 3,000 restaurants to the platform and expanding beyond its fine-dining base. In October, it partnered with the city of Chicago in October to offer Tock to Go for free to restaurants in low-income

PNRA000690

For finding creative solutions for getting coffee, groceries, and meals to customers during the pandemic

Panera created a new revenue model when it launched a monthly coffee subscription service in April. Some 500,000 people signed up. The service also incentivized customers to order other items from Panera, which expanded its delivery options to include select grocery items, such as milk and avocados. The fast-casual chain launched curbside pickup and used geofencing to help branches deliver orders accurately and quickly. When the company furloughed employees at the beginning of the pandemic, it created a job platform to help them find temporary employment at CVS and other organizations facing staffing shortages.

3. ONEDINE

For adapting its sensor technology to help restaurants set up drive-through services

Previously used on restaurant tables, OneDine s sensor technology is now a staple in parking lots, letting restaurants without a drive-through setup serve customers who order food and pay for it without leaving their car. OneDine expanded its offerings to let customers order ahead online, text-to-pay, scan-to-pay, and text-to-notify. The company has also offered its services to hotels, airports, event spaces, and stores seeking to adapt to the changing hospitality landscape during COVID.

4. WORLD CENTRAL KITCHEN

For enabling restaurants to stay open during the pandemic by tackling America's growing food crisis

As restaurants across the country shuttered, Jos Andres turned his food relief organization into a lifeline for independent restaurant owners and their employees, while distributing millions of meals to Americans in sudden need. The organization helped keep restaurants afloat and workers employed through its Restaurants for the People project, which pays restaurants to make free meals for families in need. The project is in more than 400 cities across 35 states, including New York, Miami, Houston, Atlanta, Seattle, and Chicago. It has worked with more than 2,400 restaurants to serve more than 11 million restaurant meals and has disbursed more than $117 million dollars directly to restaurant owners. In the city of Oakland alone, the project works with 125 restaurants to serve more than 80,000 meals per week. WCK also fed voters waiting in line at polling stations through its Chefs for the Polls project, which served 500,000 meals at 250 different cities and towns. It continues its relief work elsewhere: for example, helping to distribute food to Nicaraguan communities impacted by Hurricane Iota.

5. SLICE

For accelerating the top-to-bottom digital transformation of your neighborhood pizza joint, starting with delivery

A marketing and digital ordering platform specializing in pizzerias, Slice is used by more than 14,000 restaurants. After 10 years, it reached $1 billion in lifetime sales in 2020, and expects to hit $2 billion sometime in 2021. Unlike the major digital delivery networks, which take a cut of the sales, Slice charges a flat fee per order making its relationships with restaurants more equitable. To help its businesses compete against the pizza giants and delivery app networks, it introduced Slice Accelerate, a top-to-bottom digital service that helps customers optimize their menus, create targeted marketing campaigns, and finesse their branding. Another significant development: Slice added its own delivery service last May; 1,500 shops have signed up, with more every month.

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6. CHIPOTLE

For shifting to meet customer needs by scaling its digital presence

The fast-casual innovator has had its investments in digital ordering and delivery pay off. Digital sales tripled in the third quarter of 2020 compared with Q3 2019 and Chipotle expects digital sales to double for all of 2020 YoY, topping $2.5 billion. About half of those sales are picked up by customers, an initiative that the company s investment in Chipotlanes its version of drive-thru, which started in February 2019 helped accelerate. Chipotle now has more than 100 stores with these lanes. In November, Chipotle introduced its first digital-only restaurant, as a reflection of this shift in consumer behavior. The company has also been an innovator in TikTok marketing; its Lid Flip Challenge inspired 110,000 videos in six days last April and they were viewed a cumulative 230 million times in the first month.

7. ROCKWELL GROUP

For coming up with an outdoor seating plan that allowed eateries to serve customers on-premise

The New York City-based architecture firm created a modular kit and templates to help restaurants set up outdoor dining spaces on sidewalks and streets, helping them reopen quickly while complying with guidelines. Later during the pandemic, the firm worked with the New York Hospitality Alliance to create prototypes for communal outdoor dining spaces that several restaurants could use on New York s open streets.

8. STREET VENDOR PROJECT

For helping street vendors keep their businesses alive, while assisting those in need

This nonprofit supporting street vendors in New York worked with local officials to allow street vendors, many of whom don t qualify for government support, to make food for New Yorkers who are food insecure. At the same time, it advocated for the rights and opportunities for these workers, making sure they can conduct their business legally. The group pushed lawmakers to lift a cap on the number of street vendor permits available in New York City, persuading them to add an additional 4,000 gradually in the next ten years.

9. HUNGRY

For making the couch feel more like the bleachers by delivering game-day food to customers' homes

Catering company Hungry launched an online channel that lets viewers access hour-long cooking sessions with top chefs on their website. Viewers who sign up are sent meal kits with ingredients, and can keep up with the video as they cook. The company also partnered with sports teams including the Washington Nationals and Texas Rangers and municipalities to deliver food to peoples homes. Through its sports partnerships, the company created the first stadium-to-home delivery service, getting wings, pizza, and hotdogs to fans watching games at home.

10. WHITE CASTLE

For hiring the first robot fast-food employee

PNRA000692

A version of this article appeared in the March/April 2021 issue of Fast Company *magazine.*

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04-03-23

Hampton is creating a safe space for tech CEOs

This new exclusive CEO network wants to cultivate vulnerability between leaders.

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Panera Announces Integration with Apple Pay Making Ordering and Mobile Payment Easier than Ever and Continuing to Extend the Panera 2.0 Guest Experience

St. Louis, MO, September 9, 2014 – Panera Bread® (NASDAQ: PNRA) announced today an integration with Apple Pay, an easy, secure and private way to make purchases from your iPhone 6, iPhone 6 Plus, or Apple Watch.

At Panera Bread bakery-cafes, guests will be able to simply hold their iPhone 6, iPhone 6 Plus or Apple Watch near the contactless readers while keeping a finger on Touch ID to make a payment. Apple Pay simplifies the check-out process for cashiers and makes the Panera retail experience faster and more convenient.

Utilizing the Panera Bread iOS App, guests will be able to conveniently and securely place an order from their iPhone 6 or iPhone 6 Plus and check out with Apple Pay using Touch ID, allowing them to more quickly order ahead and have their order ready for pick up or delivery.

"We're proud to be one of the first retailers to accept Apple Pay using iPhone 6, iPhone 6 Plus and Apple Watch," said Blaine Hurst, Chief Technology and Transformation Officer. "For us, it's a natural extension of Panera 2.0 which brings together digital ordering, multiple payment options and improved operational processes to deliver an enhanced guest experience."

Panera Bread will accept Apple Pay in all participating bakery-cafes in the United States once Apple Pay hits the market this fall. In preparation for the rollout, Panera will integrate Apple Pay into the Panera Bread iOS App and install VeriFone payment terminals in company owned and franchise bakery-cafes across the United States to support contactless and NFC (Near Field Communication) payments.

Mobile payment through Apple Pay is one element of Panera's payment platform which allows guests to use mobile devices for Rapid Pick-Up of to go orders or at point of sale in bakery-cafes.

Apple Pay will be available in the U.S. in October on release of iPhone 6 and iPhone 6 Plus. For more information on Apple please visit Apple.com/apple-pay.

About Panera Bread

As of July 1, 2014, there are 1,818 bakery-cafes in 45 states and in Ontario, Canada operating under the Panera Bread®, Saint Louis Bread Co.® or Paradise Bakery & Cafe® names. We feature high quality, reasonably priced food in a warm, inviting and comfortable environment. With our identity rooted in handcrafted, fresh-baked, artisan bread, we are committed to providing great tasting, quality food that people can trust. Nearly all of our bakery-cafes have a menu highlighted by chicken raised without antibiotics, whole grain bread, and select organic and all-natural ingredients, with zero grams of artificial trans-fat per serving, which provide flavorful, wholesome offerings. Our menu includes a wide variety of year-round favorites complemented by new items introduced seasonally with the goal of creating new standards in everyday food choices. In neighborhoods across the United States and in Ontario, Canada, our customers enjoy our warm and welcoming environment featuring comfortable gathering areas, relaxing decor and free Internet access. Our bakery-cafes routinely donate bread and baked goods to community organizations in need. Additional information is available on our website, http://www.panerabread.com.

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Matters discussed in this news release relating to future events or our future performance, including any discussion, express or implied, on the timing of the investment in sales-building initiatives and operational capabilities and their impact on our business and future sales and earnings, contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. These statements are often identified by the words “believe,” “positioned,” "estimate,” “project,” “target,” “plan,” “goal,” “assumption,” “continue,” “intend,” “expect,” “future,” “anticipate,” and other similar expressions, whether in the negative or the affirmative, that are not statements of historical fact. These forward-looking statements are not guarantees of future performance and involve certain risks, uncertainties, and assumptions that are difficult to predict, and you should not place undue reliance on our forward-looking statements. Our actual results and timing of certain events could differ materially from those anticipated in these forward-looking statements as a result of certain factors, including, but not limited to, those discussed from time to time in our reports filed with the Securities and Exchange Commission, including our annual report on Form 10-K for the fiscal year ended December 31, 2013 and our quarterly reports on Form 10-Q. All forward-looking statements and the internal projections and beliefs upon which we base our expectations included in this release are made only as of the date of this release and may change. While we may elect to update forward-looking statements at some point in the future, we expressly disclaim any obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise.

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Panera Announces 100% Franchisee Commitment to Panera 2.0

St. Louis, June 5, 2014 – Today, Panera Bread (NASDAQ: PNRA) is pleased to announce that 100% of its franchisees have committed to the eCommerce platform that will serve as the backbone for Panera 2.0. This commitment involves payment of capital contributions to Panera as well as on-going commitments to reimburse Panera for each franchisee's share of development costs, maintenance and future upgrades.

"We are very pleased that our franchisees have unanimously embraced 2.0," commented Ron Shaich, founder, Chairman and CEO. "For the past 2 years, we have shared this vision with our franchisees, allowing them to be both informed and aligned. They asked hard questions. The fact that we received their commitments less than 6 weeks after making the formal request underscores how supportive they are of our initiatives."

Tom Howley, the Franchise Chairman of the "Bread Council" and a Panera franchisee based in Connecticut, commented, "The Panera franchisee community is very supportive of the moves Panera is making into eCommerce and the broader vision around Panera 2.0. Our focus as a brand has always been on long-term value creation and this will allow Panera to sustain future growth by creating a better customer experience." The "Bread Council" is an independent group elected by franchisees which discusses strategic matters with the company.

Panera expects to have its Rapid Pick-Up system enabled by its mobile app and web apps in place by the end of 2014. The full Panera 2.0 system is expected to be rolled out to approximately 100 cafes by the end of 2014.

About Panera Bread
As of April 30, 2014, there are 1,800 bakery-cafes in 45 states and in Ontario, Canada operating under the Panera Bread®, Saint Louis Bread Co.® or Paradise Bakery & Cafe® names. We feature high quality, reasonably priced food in a warm, inviting and comfortable environment. With our identity rooted in handcrafted, fresh-baked, artisan bread, we are committed to providing great tasting, quality food that people can trust. Nearly all of our bakery-cafes have a menu highlighted by chicken raised without antibiotics, whole grain bread, and select organic and all-natural ingredients, with zero grams of artificial trans-fat per serving, which provide flavorful, wholesome offerings. Our menu includes a wide variety of year-round favorites complemented by new items introduced seasonally with the goal of creating new standards in everyday food choices. In neighborhoods across the United States and in Ontario, Canada, our customers enjoy our warm and welcoming environment featuring comfortable gathering areas, relaxing decor and free Internet access. Our bakery-cafes routinely donate bread and baked goods to community organizations in need. Additional information is available on our website, http://www.panerabread.com.

Matters discussed in this news release relating to future events or our future performance, including any discussion, express or implied, on the timing of the rollout of our strategic initiatives, including Panera 2.0 eCommerce initiatives, and their impact on our business and future sales and earnings, contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. These statements are often identified by the words "believe," "positioned," "estimate," "project," "target," "plan," "goal," "assumption," "continue," "intend," "expect," "future," "anticipate," and other similar expressions, whether in the negative or the affirmative, that are not statements of historical fact. These forward-looking statements are not guarantees of future performance and involve certain risks, uncertainties, and assumptions that are difficult to predict, and you should not place undue reliance on our forward-looking statements. Our actual results and timing of certain events could differ materially from those anticipated in these forward-looking statements as a result of certain factors, including, but not limited to, those discussed from time to time in our reports filed with the Securities and Exchange Commission, including our annual report on Form 10-K for the fiscal year ended December 31, 2013 and our quarterly reports on Form 10-Q. All forward-looking statements and the internal projections and beliefs upon which we base our expectations included in this release are made only as of the date of this release and may change. While we may elect to update forward-looking statements at some point in the future, we expressly disclaim any obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise.

Panera Unveils First Next-Generation Restaurant Design

It's built "with the best of what makes Panera unique."

FAST CASUAL | NOVEMBER 18, 2021 | SUZANNE BLAKE

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PANERA BREAD

Panera Bread is putting customer experience, in and outside the store, front and center.

Panera on Thursday opened its first "Next-Generation" bakery-cafe design in Ballwin, Missouri. The store, 7.6 miles away from Panera's first cafe and the original St. Louis Bread Company, implements a greater focus on off-premises convenience alongside an elevated dine-in model, the company said.

Notably, bakery-cafe ovens are now in full view of guests, so they witness the baking action up close all day. The store also boasts a dual drive-thru with a dedicated Rapid Pick-Up lane, as well as contactless dine-in and delivery, updated ordering kiosks, automatic loyalty identification, and a fully digitized menu for those in-store and pulling up to the drive-thru.

Guests using contactless ordering will order meals from their mobile devices, for either dine-in rapid pick-up, drive thru or

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delivery. Customers are then notified on their phone when their food is ready, minimizing interactions with cashiers, kiosks, receipts, and pagers.

“We undertook the development of the next generation Panera bakery-cafe with a relentless focus on guest experience,” said Rob Sopkin, SVP, Panera’s chief development officer, in a statement. “Every step of the guest journey was scrutinized to find ways to make it more intuitive and convenient, and the result represents the very best of our design and development teams that we are proud to open today.”

PANERA BREAD

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PANERA BREAD

PANERA BREAD

The next-gen model, created with design agency ChangeUp, also includes an updated Panera Bread “Mother Bread” logo to refresh the store’s brand identity. It highlights Panera’s

more than 30-year-old sourdough starter that its bread is still made from today.

In addition, as an effort to accentuate convenience, Panera added clear wayfinding on the exterior to refine how guests route through the café after entering the front door.

“Our new bakery-cafe is designed with the best of what makes Panera unique – a warm, inviting environment that delights our guests, and the smell of freshly baked bread coupled with tech-enabled convenience,” added Eduardo Luz, chief brand and concept officer. “We’re proud to launch this new design just outside of our hometown of St. Louis; in fact, we couldn’t think of a better place to showcase our vision for the future than the place where we started.”

Over the last two years, the 2,120-unit bakery chain made several other menu and technology developments, including its Panera Curbside program, a $8.99 a month premium coffee subscription, and a new flatbread category of menu offerings.

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NEWSLETTER SIGNUP

Technology

Panera Bread Tests Artificial Intelligence Drive-Thru Ordering

By Ashley Palya
08/29/22 AT 7:31 PM EDT

Panera Bread announced on Monday that it will be testing out artificial intelligence ordering technology at select locations with drive-thru services to analyze if the system can work more efficiently than currently.

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The AI technology, named "Tori," created by OpenCity, will interact with customers to take orders. It will be tested at two locations in Rochester, New York, Panera said in a press release.

"At Panera, improving our guest experience is always our priority and we are using this innovative technology to help enable a faster, more accurate order for each of our drive-thru guests," Debbie Roberts, the company's chief operating officer, said in a press release.

"The potential of AI drive-thru technology is incredibly exciting for us – we are eager to evaluate the performance of these tests and the possibility of expanding this technology in additional bakery-cafes," Roberts added.

Panera said it feels the AI technology will help its staff to focus on preparing orders, which will increase accuracy and encourage speed.

Panera is the first to step into actual AI specifically for drive-thru services.

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Fast food restaurants such as Burger King and McDonald's have also leaned away from conventional ordering by incorporating screens in their restaurants to encourage speedy transactions.

Panera uses face-to-face ordering inside its restaurants but it has made other modern upgrades including mobile ordering and a subscription service.

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